

		Adults 18+	Own\ Lease Mazda CX-9	Own\Lease Mazda MX-5/Miata	Own\ Lease Mazda 3	Own\Lease Mazda 6
Adults 18+						
	Unwgt'd	48646	97	119	353	186
	Weighted (000)	244084	504	605	1771	830
	Horz %	100.00	0.21	0.25	0.73	0.34
	Vert %	100.00	100.00	100.00	100.00	100.00
	Index	100	100	100	100	100
Male			*			
	Unwgt'd	24620	49	66	170	100
	Weighted (000)	117785	272	331	849	459
	Horz %	100.00	0.23	0.28	0.72	0.39
	Vert %	48.26	53.87	54.77	47.92	55.33
	Index	100	112	113	99	115
Female			*			
	Unwgt'd	24026	48	53	183	86
	Weighted (000)	126299	232	274	922	371
	Horz %	100.00	0.18	0.22	0.73	0.29
	Vert %	51.74	46.13	45.23	52.08	44.67
	Index	100	89	87	101	86
Age 18-24			*	*	*	*
	Unwgt'd	3885	6	4	33	25
	Weighted (000)	30253	35	32	203	173
	Horz %	100.00	0.12	0.10	0.67	0.57
	Vert %	12.39	7.00	5.21	11.47	20.80
	Index	100	56	42	93	168
Age 25-34			*	*		*
	Unwgt'd	8183	22	23	76	33
	Weighted (000)	43389	83	93	430	167
	Horz %	100.00	0.19	0.21	0.99	0.38
	Vert %	17.78	16.41	15.32	24.28	20.08
	Index	100	92	86	137	113
Age 35-44			*	*		*
	Unwgt'd	8605	36	13	84	49
	Weighted (000)	40230	223	60	429	192
	Horz %	100.00	0.55	0.15	1.07	0.48
	Vert %	16.48	44.16	9.94	24.24	23.14
	Index	100	268	60	147	140
Age 45-54			*	*		*
	Unwgt'd	8861	16	17	73	40
	Weighted (000)	43105	76	113	376	161
	Horz %	100.00	0.18	0.26	0.87	0.37
	Vert %	17.66	15.10	18.62	21.24	19.44
	Index	100	86	105	120	110
Age 55-64			*	*		*
	Unwgt'd	8498	10	34	58	23
	Weighted (000)	40725	39	140	239	83
	Horz %	100.00	0.10	0.34	0.59	0.20
	Vert %	16.68	7.72	23.11	13.47	9.95
	Index	100	46	139	81	60
Age 65+			*	*	*	*
	Unwgt'd	10614	7	28	29	16
	Weighted (000)	46383	48	168	94	55
	Horz %	100.00	0.10	0.36	0.20	0.12
	Vert %	19.00	9.61	27.80	5.30	6.59
	Index	100	51	146	28	35

		Adults 18+	Own\ Lease Mazda CX-9	Own\Lease Mazda MX-5/Miata	Own\ Lease Mazda 3	Own\Lease Mazda 6
Age 21+						
	Unwgt'd	47284	93	118	343	180
	Weighted (000)	232046	477	595	1707	752
	Horz %	100.00	0.21	0.26	0.74	0.32
	Vert %	95.07	94.71	98.37	96.37	90.58
	Index	100	100	103	101	95
Age 18-34			*	*		
	Unwgt'd	12068	28	27	109	58
	Weighted (000)	73642	118	124	633	339
	Horz %	100.00	0.16	0.17	0.86	0.46
	Vert %	30.17	23.40	20.54	35.74	40.88
	Index	100	78	68	118	135
Age 18-49				*		
	Unwgt'd	24996	74	48	228	127
	Weighted (000)	134658	384	254	1247	604
	Horz %	100.00	0.29	0.19	0.93	0.45
	Vert %	55.17	76.23	42.01	70.42	72.73
	Index	100	138	76	128	132
Age 25-54						
	Unwgt'd	25649	74	53	233	122
	Weighted (000)	126724	381	265	1235	520
	Horz %	100.00	0.30	0.21	0.97	0.41
	Vert %	51.92	75.67	43.88	69.76	62.66
	Index	100	146	85	134	121
Age 35-64						
	Unwgt'd	25964	62	64	215	112
	Weighted (000)	124059	338	313	1044	436
	Horz %	100.00	0.27	0.25	0.84	0.35
	Vert %	50.83	66.99	51.67	58.95	52.53
	Index	100	132	102	116	103
Age 50+			*			
	Unwgt'd	23650	23	71	125	59
	Weighted (000)	109426	120	351	524	226
	Horz %	100.00	0.11	0.32	0.48	0.21
	Vert %	44.83	23.77	57.99	29.58	27.27
	Index	100	53	129	66	61
Median Age						
	Unwgt'd					
	Weighted (000)	47.00	41.10	55.40	40.80	40.00
	Horz %					
	Vert %					
	Index	100	88	118	87	85
Race: White Only						
	Unwgt'd	34564	74	101	289	141
	Weighted (000)	179823	413	528	1427	618
	Horz %	100.00	0.23	0.29	0.79	0.34
	Vert %	73.67	82.02	87.29	80.59	74.37
	Index	100	111	118	109	101
Race: Black/African-American Only			*	*	*	*
	Unwgt'd	5909	6	1	20	19
	Weighted (000)	29535	19	1	125	88
	Horz %	100.00	0.06	0.00	0.42	0.30
	Vert %	12.10	3.72	0.21	7.04	10.63
	Index	100	31	2	58	88

		Adults 18+	Own\ Lease Mazda CX-9	Own\Lease Mazda MX-5/Miata	Own\ Lease Mazda 3	Own\Lease Mazda 6
			*	*	*	*
Race: Asian	Unwgt'd	2388	8	6	11	13
	Weighted (000)	8358	38	38	35	70
	Horz %	100.00	0.46	0.45	0.42	0.83
	Vert %	3.42	7.56	6.21	2.00	8.38
	Index	100	221	181	58	245
			*	*	*	*
Race: Other Race/Multi-Racial	Unwgt'd	8173	17	17	44	26
	Weighted (000)	34726	72	76	219	125
	Horz %	100.00	0.21	0.22	0.63	0.36
	Vert %	14.23	14.27	12.50	12.36	15.00
	Index	100	100	88	87	105
			*	*	*	*
Hispanic, Latino, Spanish Origin or Descent	Unwgt'd	6851	14	12	49	15
	Weighted (000)	37743	56	43	228	60
	Horz %	100.00	0.15	0.11	0.60	0.16
	Vert %	15.46	11.05	7.14	12.89	7.22
	Index	100	71	46	83	47
			*	*	*	*
Hispanic, Personally Speak Only English at Home	Unwgt'd	1739	3	6	17	5
	Weighted (000)	6214	11	29	45	16
	Horz %	100.00	0.18	0.47	0.73	0.25
	Vert %	2.55	2.16	4.78	2.55	1.90
	Index	100	85	188	100	75
			*	*	*	*
Hispanic, Personally Speak Mostly English, But Some Spanish at Home	Unwgt'd	2047	7	4	15	4
	Weighted (000)	9439	18	3	60	13
	Horz %	100.00	0.20	0.03	0.64	0.13
	Vert %	3.87	3.65	0.53	3.39	1.52
	Index	100	94	14	88	39
			*	*	*	*
Hispanic, Personally Speak Only Spanish at Home	Unwgt'd	1280	0	1	4	1
	Weighted (000)	10474	0	10	42	2
	Horz %	100.00	0.00	0.10	0.40	0.02
	Vert %	4.29	0.00	1.71	2.35	0.22
	Index	100	0	40	55	5
			*	*	*	*
Hispanic, Personally Speak Mostly Spanish, But Some English at Home	Unwgt'd	1668	3	1	13	5
	Weighted (000)	9512	18	1	82	30
	Horz %	100.00	0.19	0.01	0.86	0.31
	Vert %	3.90	3.57	0.12	4.60	3.59
	Index	100	92	3	118	92
			*	*	*	*
Hispanic, Personally Speak Spanish and English Equally at Home	Unwgt'd	99	1	0	0	0
	Weighted (000)	1751	8	0	0	0
	Horz %	100.00	0.48	0.00	0.00	0.00
	Vert %	0.72	1.67	0.00	0.00	0.00
	Index	100	233	0	0	0
			*	*		*
Highest Level Education Completed/Highest Degree Received: Master's, Professional School or Doctorate Degree	Unwgt'd	6825	25	27	72	33
	Weighted (000)	26213	106	146	316	106
	Horz %	100.00	0.40	0.56	1.21	0.41
	Vert %	10.74	20.96	24.18	17.85	12.82
	Index	100	195	225	166	119

		Adults 18+	Own\ Lease Mazda CX-9	Own\Lease Mazda MX-5/Miata	Own\ Lease Mazda 3	Own\Lease Mazda 6
			*	*		*
Highest Level Education Completed/Highest Degree Received: Bachelor's Degree	Unwgt'd	10965	27	39	110	47
	Weighted (000)	46746	123	186	492	182
	Horz %	100.00	0.26	0.40	1.05	0.39
	Vert %	19.15	24.34	30.70	27.77	21.86
	Index	100	127	160	145	114
			*	*	*	*
Highest Level Education Completed/Highest Degree Received: Associate Degree, Academic	Unwgt'd	2649	8	7	21	12
	Weighted (000)	11210	44	33	120	41
	Horz %	100.00	0.39	0.30	1.07	0.37
	Vert %	4.59	8.78	5.49	6.77	4.96
	Index	100	191	120	147	108
			*	*	*	*
Highest Level Education Completed/Highest Degree Received: Associate Degree, Occupational/Vocational	Unwgt'd	3407	1	6	23	13
	Weighted (000)	13775	1	24	107	44
	Horz %	100.00	0.01	0.18	0.78	0.32
	Vert %	5.64	0.14	4.03	6.03	5.25
	Index	100	2	71	107	93
			*	*		*
Highest Level Education Completed/Highest Degree Received: Some College, but No Degree	Unwgt'd	10089	22	20	73	46
	Weighted (000)	44682	87	86	350	196
	Horz %	100.00	0.20	0.19	0.78	0.44
	Vert %	18.31	17.29	14.20	19.74	23.65
	Index	100	94	78	108	129
			*	*	*	*
Respondent - Highest Level Education Completed/Highest Degree Received: High school graduate (High School Diploma or Equivalent, such as GED)	Unwgt'd	10356	13	15	37	28
	Weighted (000)	71816	138	93	270	189
	Horz %	100.00	0.19	0.13	0.38	0.26
	Vert %	29.42	27.39	15.35	15.23	22.72
	Index	100	93	52	52	77
			*	*	*	*
Respondent - Highest Level Education Completed/Highest Degree Received: 11th Grade or Less or 12th Grade, No Diploma	Unwgt'd	4355	1	5	17	7
	Weighted (000)	29641	6	37	117	73
	Horz %	100.00	0.02	0.12	0.39	0.24
	Vert %	12.14	1.10	6.05	6.60	8.74
	Index	100	9	50	54	72
			*	*	*	*
Currently Attending College or University	Unwgt'd	3403	11	4	33	13
	Weighted (000)	19372	63	8	199	79
	Horz %	100.00	0.32	0.04	1.03	0.41
	Vert %	7.94	12.45	1.35	11.25	9.47
	Index	100	157	17	142	119
Employed Full Time	Unwgt'd	25438	72	67	241	128
	Weighted (000)	119890	330	332	1194	619
	Horz %	100.00	0.28	0.28	1.00	0.52
	Vert %	49.12	65.50	54.89	67.42	74.57
	Index	100	133	112	137	152
			*	*		*
Employed Part Time	Unwgt'd	5730	8	14	50	19
	Weighted (000)	28854	34	70	207	70
	Horz %	100.00	0.12	0.24	0.72	0.24
	Vert %	11.82	6.84	11.50	11.68	8.39
	Index	100	58	97	99	71

		Adults 18+	Own\ Lease Mazda CX-9	Own\Lease Mazda MX-5/Miata	Own\ Lease Mazda 3	Own\Lease Mazda 6
Not Employed			*	*		*
	Unwgt'd	17478	17	38	62	39
	Weighted (000)	95339	139	203	370	142
	Horz %	100.00	0.15	0.21	0.39	0.15
	Vert %	39.06	27.66	33.61	20.90	17.04
	Index	100	71	86	54	44
Temporarily Unemployed			*	*	*	*
	Unwgt'd	1886	1	3	9	7
	Weighted (000)	12314	17	11	64	34
	Horz %	100.00	0.14	0.09	0.52	0.28
	Vert %	5.05	3.43	1.86	3.62	4.09
	Index	100	68	37	72	81
Retired from Employment			*	*	*	*
	Unwgt'd	10143	3	28	29	18
	Weighted (000)	46820	46	154	147	50
	Horz %	100.00	0.10	0.33	0.31	0.11
	Vert %	19.18	9.08	25.40	8.32	5.98
	Index	100	47	132	43	31
Not Employed, Principal Shopper for Household			*	*	*	*
	Unwgt'd	2543	8	4	10	5
	Weighted (000)	16573	52	23	46	16
	Horz %	100.00	0.31	0.14	0.28	0.10
	Vert %	6.79	10.26	3.72	2.61	1.90
	Index	100	151	55	38	28
Occupation: Professional and Related Occupations			*	*		*
	Unwgt'd	7405	26	33	92	37
	Weighted (000)	34142	145	179	490	152
	Horz %	100.00	0.43	0.52	1.44	0.45
	Vert %	13.99	28.85	29.53	27.67	18.31
	Index	100	206	211	198	131
Occupation: Management, Business and Financial Operations			*	*		*
	Unwgt'd	6595	19	14	65	25
	Weighted (000)	24720	56	67	263	112
	Horz %	100.00	0.23	0.27	1.06	0.45
	Vert %	10.13	11.17	11.11	14.84	13.44
	Index	100	110	110	147	133
Occupation: Sales and Office Occupations			*	*		*
	Unwgt'd	5959	14	13	66	37
	Weighted (000)	32636	71	48	339	211
	Horz %	100.00	0.22	0.15	1.04	0.65
	Vert %	13.37	14.01	8.01	19.16	25.36
	Index	100	105	60	143	190
Occupation: Natural Resources, Construction and Maintenance Occupations			*	*	*	*
	Unwgt'd	2756	3	9	13	14
	Weighted (000)	13728	18	53	48	65
	Horz %	100.00	0.13	0.38	0.35	0.48
	Vert %	5.62	3.54	8.70	2.69	7.86
	Index	100	63	155	48	140
Occupation: Other Employed			*	*		*
	Unwgt'd	8453	18	12	55	34
	Weighted (000)	43519	74	55	261	149
	Horz %	100.00	0.17	0.13	0.60	0.34
	Vert %	17.83	14.77	9.03	14.72	17.99
	Index	100	83	51	83	101

		Adults 18+	Own\ Lease Mazda CX-9	Own\Lease Mazda MX-5/Miata	Own\ Lease Mazda 3	Own\Lease Mazda 6
Household Income: \$250,000+			*	*	*	*
	Unwgt'd	1966	5	5	24	11
	Weighted (000)	7800	18	25	92	29
	Horz %	100.00	0.23	0.33	1.18	0.37
	Vert %	3.20	3.48	4.20	5.19	3.49
	Index	100	109	132	162	109
Household Income: \$200,000-\$249,999			*	*	*	*
	Unwgt'd	1583	10	5	18	9
	Weighted (000)	7178	59	17	77	36
	Horz %	100.00	0.82	0.23	1.07	0.50
	Vert %	2.94	11.75	2.77	4.32	4.32
	Index	100	400	94	147	147
Household Income: \$150,000-\$199,999			*	*	*	*
	Unwgt'd	3725	22	20	46	18
	Weighted (000)	18847	99	98	227	58
	Horz %	100.00	0.53	0.52	1.20	0.31
	Vert %	7.72	19.71	16.24	12.80	6.97
	Index	100	255	210	166	90
Household Income: \$100,000-\$149,999			*	*		*
	Unwgt'd	7038	27	27	79	30
	Weighted (000)	39997	205	169	513	147
	Horz %	100.00	0.51	0.42	1.28	0.37
	Vert %	16.39	40.66	27.88	28.96	17.69
	Index	100	248	170	177	108
Household Income: \$75,000-\$99,999			*	*		*
	Unwgt'd	6168	16	24	67	36
	Weighted (000)	32585	74	129	343	164
	Horz %	100.00	0.23	0.40	1.05	0.50
	Vert %	13.35	14.64	21.34	19.36	19.74
	Index	100	110	160	145	148
Household Income: \$60,000-\$74,999			*	*	*	*
	Unwgt'd	4945	2	9	35	15
	Weighted (000)	24958	4	30	152	74
	Horz %	100.00	0.02	0.12	0.61	0.30
	Vert %	10.23	0.86	4.91	8.56	8.97
	Index	100	8	48	84	88
Household Income: \$50,000-\$59,999			*	*	*	*
	Unwgt'd	3824	2	3	25	14
	Weighted (000)	18483	1	19	66	54
	Horz %	100.00	0.01	0.10	0.36	0.29
	Vert %	7.57	0.28	3.09	3.75	6.50
	Index	100	4	41	50	86
Household Income: \$40,000-\$49,999			*	*	*	*
	Unwgt'd	4928	5	7	17	18
	Weighted (000)	20001	17	41	55	68
	Horz %	100.00	0.08	0.21	0.27	0.34
	Vert %	8.19	3.35	6.82	3.10	8.16
	Index	100	41	83	38	100
Household Income: \$30,000-\$39,999			*	*	*	*
	Unwgt'd	4676	4	6	14	18
	Weighted (000)	21673	12	31	61	107
	Horz %	100.00	0.05	0.14	0.28	0.49
	Vert %	8.88	2.31	5.05	3.42	12.92
	Index	100	26	57	39	145

		Adults 18+	Own\ Lease Mazda CX-9	Own\Lease Mazda MX-5/Miata	Own\ Lease Mazda 3	Own\Lease Mazda 6
Household Income: \$20,000-\$29,999			*	*	*	*
	Unwgt'd	4378	0	7	17	10
	Weighted (000)	21286	0	20	94	64
	Horz %	100.00	0.00	0.09	0.44	0.30
	Vert %	8.72	0.00	3.26	5.30	7.69
Household Income: Under \$20,000	Index	100	0	37	61	88
			*	*	*	*
	Unwgt'd	5415	4	6	11	7
	Weighted (000)	31275	15	27	93	30
	Horz %	100.00	0.05	0.09	0.30	0.09
Median Household Income	Vert %	12.81	2.95	4.45	5.23	3.58
	Index	100	23	35	41	28
	Unwgt'd					
	Weighted (000)	65.60	131.50	102.00	102.20	77.80
Marital Status: Single, Never Married	Horz %					
	Vert %					
	Index	100	200	155	156	119
			*	*		*
	Unwgt'd	12107	13	29	82	49
Marital Status: Currently Married	Weighted (000)	69105	69	166	527	290
	Horz %	100.00	0.10	0.24	0.76	0.42
	Vert %	28.31	13.71	27.44	29.76	34.95
	Index	100	48	97	105	123
Marital Status: Divorced or Legally Separated	Unwgt'd	24506	74	62	214	103
	Weighted (000)	129071	408	330	1060	418
	Horz %	100.00	0.32	0.26	0.82	0.32
	Vert %	52.88	80.87	54.51	59.87	50.30
	Index	100	153	103	113	95
Marital Status: Widowed			*	*	*	*
	Unwgt'd	8229	10	24	44	25
	Weighted (000)	31030	27	89	139	90
	Horz %	100.00	0.09	0.29	0.45	0.29
	Vert %	12.71	5.42	14.66	7.84	10.88
Marital Status: Engaged to Be Married	Index	100	43	115	62	86
			*	*	*	*
	Unwgt'd	3804	0	4	13	9
	Weighted (000)	14879	0	20	45	32
	Horz %	100.00	0.00	0.14	0.30	0.22
Marital Status: Living with Partner/Fiancé/Boyfriend or Girlfriend (Same or Opposite Sex)	Vert %	6.10	0.00	3.39	2.53	3.87
	Index	100	0	56	42	63
			*	*	*	*
	Unwgt'd	2120	0	8	14	8
	Weighted (000)	11812	0	27	82	56
Marital Status: Living with Partner/Fiancé/Boyfriend or Girlfriend (Same or Opposite Sex)	Horz %	100.00	0.00	0.23	0.70	0.48
	Vert %	4.84	0.00	4.48	4.64	6.76
	Index	100	0	93	96	140
			*	*	*	*
	Unwgt'd	3596	2	10	27	17
Marital Status: Living with Partner/Fiancé/Boyfriend or Girlfriend (Same or Opposite Sex)	Weighted (000)	21557	5	37	166	101
	Horz %	100.00	0.02	0.17	0.77	0.47
	Vert %	8.83	0.90	6.19	9.39	12.21
	Index	100	10	70	106	138

		Adults 18+	Own\ Lease Mazda CX-9	Own\Lease Mazda MX-5/Miata	Own\ Lease Mazda 3	Own\Lease Mazda 6
Any Child(ren) Under Age 18 Living at Home				*		
	Unwgt'd	18201	68	22	166	101
	Weighted (000)	94932	364	132	748	409
	Horz %	100.00	0.38	0.14	0.79	0.43
	Vert %	38.89	72.14	21.82	42.21	49.23
	Index	100	185	56	109	127
1 Child Under Age 18 Currently Living at Home			*	*		*
	Unwgt'd	7127	15	11	64	35
	Weighted (000)	38013	124	73	300	178
	Horz %	100.00	0.33	0.19	0.79	0.47
	Vert %	15.57	24.63	12.02	16.96	21.43
	Index	100	158	77	109	138
2 Children Under Age 18 Currently Living at Home			*	*		*
	Unwgt'd	6935	33	7	75	42
	Weighted (000)	34366	182	41	328	145
	Horz %	100.00	0.53	0.12	0.95	0.42
	Vert %	14.08	36.03	6.79	18.53	17.52
	Index	100	256	48	132	124
3 Children Under Age 18 Currently Living at Home			*	*	*	*
	Unwgt'd	2804	17	2	18	14
	Weighted (000)	14813	53	11	83	42
	Horz %	100.00	0.36	0.07	0.56	0.29
	Vert %	6.07	10.44	1.77	4.69	5.10
	Index	100	172	29	77	84
4 Children Under Age 18 Currently Living at Home			*	*	*	*
	Unwgt'd	872	3	1	9	9
	Weighted (000)	4873	5	3	36	37
	Horz %	100.00	0.11	0.06	0.74	0.76
	Vert %	2.00	1.04	0.52	2.03	4.44
	Index	100	52	26	102	222
5 or More Children Under Age 18 Currently Living at Home			*	*	*	*
	Unwgt'd	463	0	1	0	1
	Weighted (000)	2867	0	4	0	6
	Horz %	100.00	0.00	0.15	0.00	0.22
	Vert %	1.17	0.00	0.72	0.00	0.74
	Index	100	0	61	0	63
Own Home/Residence						
	Unwgt'd	32775	75	104	276	124
	Weighted (000)	160976	435	511	1348	489
	Horz %	100.00	0.27	0.32	0.84	0.30
	Vert %	65.95	86.33	84.46	76.10	58.93
	Index	100	131	128	115	89
Rent Home/Residence			*	*		
	Unwgt'd	15306	21	15	76	60
	Weighted (000)	80205	68	94	422	316
	Horz %	100.00	0.08	0.12	0.53	0.39
	Vert %	32.86	13.46	15.54	23.83	38.05
	Index	100	41	47	73	116
Live Rent-Free in Home/Residence			*	*	*	*
	Unwgt'd	565	1	0	1	2
	Weighted (000)	2903	1	0	1	25
	Horz %	100.00	0.04	0.00	0.04	0.86
	Vert %	1.19	0.21	0.00	0.07	3.02
	Index	100	18	0	6	254

		Adults 18+	Own\ Lease Mazda CX-9	Own\Lease Mazda MX-5/Miata	Own\ Lease Mazda 3	Own\Lease Mazda 6
			*	*		*
Census Region: North East	Unwgt'd	11000	31	25	88	38
	Weighted (000)	44018	192	87	411	133
	Horz %	100.00	0.44	0.20	0.93	0.30
	Vert %	18.03	38.02	14.33	23.22	16.01
	Index	100	211	79	129	89
			*			
Census Region: South	Unwgt'd	17645	20	56	130	66
	Weighted (000)	92016	118	326	592	257
	Horz %	100.00	0.13	0.35	0.64	0.28
	Vert %	37.70	23.46	53.83	33.40	30.94
	Index	100	62	143	89	82
			*	*		*
Census Region: Midwest	Unwgt'd	9880	27	19	52	47
	Weighted (000)	52062	116	84	271	246
	Horz %	100.00	0.22	0.16	0.52	0.47
	Vert %	21.33	22.99	13.90	15.31	29.60
	Index	100	108	65	72	139
			*	*		*
Census Region: West	Unwgt'd	10121	19	19	83	35
	Weighted (000)	55988	78	109	497	195
	Horz %	100.00	0.14	0.19	0.89	0.35
	Vert %	22.94	15.54	17.95	28.07	23.46
	Index	100	68	78	122	102
			*	*	*	*
Census Sub-Region: New England	Unwgt'd	2748	9	8	23	5
	Weighted (000)	11567	73	24	136	8
	Horz %	100.00	0.63	0.20	1.17	0.07
	Vert %	4.74	14.57	3.91	7.67	1.02
	Index	100	308	82	162	22
			*	*		*
Census Sub-Region: Mid Atlantic	Unwgt'd	8252	22	17	65	33
	Weighted (000)	32451	118	63	275	124
	Horz %	100.00	0.36	0.19	0.85	0.38
	Vert %	13.30	23.44	10.42	15.55	14.99
	Index	100	176	78	117	113
			*	*		*
Census Sub-Region: South Atlantic	Unwgt'd	9812	17	27	90	37
	Weighted (000)	48740	86	165	368	135
	Horz %	100.00	0.18	0.34	0.76	0.28
	Vert %	19.97	17.12	27.27	20.79	16.23
	Index	100	86	137	104	81
			*	*	*	*
Census Sub-Region: East South Central	Unwgt'd	1890	0	8	6	1
	Weighted (000)	14067	0	42	53	3
	Horz %	100.00	0.00	0.30	0.38	0.02
	Vert %	5.76	0.00	6.90	2.99	0.36
	Index	100	0	120	52	6
			*	*	*	*
Census Sub-Region: West South Central	Unwgt'd	5943	3	21	34	28
	Weighted (000)	29209	32	119	170	119
	Horz %	100.00	0.11	0.41	0.58	0.41
	Vert %	11.97	6.34	19.66	9.63	14.35
	Index	100	53	164	80	120

		Adults 18+	Own\ Lease Mazda CX-9	Own\Lease Mazda MX-5/Miata	Own\ Lease Mazda 3	Own\Lease Mazda 6
			*	*	*	*
Census Sub-Region: East North Central	Unwgt'd	7303	21	12	38	35
	Weighted (000)	36089	86	48	179	188
	Horz %	100.00	0.24	0.13	0.50	0.52
	Vert %	14.79	17.13	7.94	10.11	22.68
	Index	100	116	54	68	153
			*	*	*	*
Census Sub-Region: West North Central	Unwgt'd	2577	6	7	14	12
	Weighted (000)	15973	30	36	92	57
	Horz %	100.00	0.18	0.23	0.58	0.36
	Vert %	6.54	5.86	5.96	5.20	6.92
	Index	100	90	91	80	106
			*	*	*	*
Census Sub-Region: Mountain	Unwgt'd	2752	1	4	24	8
	Weighted (000)	18482	5	23	165	53
	Horz %	100.00	0.03	0.12	0.89	0.29
	Vert %	7.57	1.01	3.72	9.30	6.35
	Index	100	13	49	123	84
			*	*	*	*
Census Sub-Region: Pacific	Unwgt'd	7369	18	15	59	27
	Weighted (000)	37506	73	86	332	142
	Horz %	100.00	0.20	0.23	0.89	0.38
	Vert %	15.37	14.53	14.23	18.76	17.11
	Index	100	95	93	122	111
County Size: A	Unwgt'd	26326	68	57	217	107
	Weighted (000)	102649	258	222	794	374
	Horz %	100.00	0.25	0.22	0.77	0.36
	Vert %	42.05	51.23	36.63	44.85	45.04
	Index	100	122	87	107	107
			*	*	*	*
County Size: B	Unwgt'd	11709	18	33	87	46
	Weighted (000)	72000	148	221	607	257
	Horz %	100.00	0.21	0.31	0.84	0.36
	Vert %	29.50	29.45	36.46	34.28	30.99
	Index	100	100	124	116	105
			*	*	*	*
County Size: C/D	Unwgt'd	10611	11	29	49	33
	Weighted (000)	69435	97	163	370	199
	Horz %	100.00	0.14	0.23	0.53	0.29
	Vert %	28.45	19.33	26.91	20.87	23.97
	Index	100	68	95	73	84
			*	*	*	*
Radio Formats: AAA (subset of Alternative) (Monday-Sunday 24-Hour Cume)	Unwgt'd	1128	4	2	14	9
	Weighted (000)	4719	19	8	52	21
	Horz %	100.00	0.40	0.16	1.11	0.44
	Vert %	1.93	3.75	1.27	2.95	2.51
	Index	100	194	66	153	130
			*	*	*	*
Radio Formats: Adult Contemporary (Monday-Sunday 24-Hour Cume)	Unwgt'd	7893	23	20	77	44
	Weighted (000)	38375	122	120	408	219
	Horz %	100.00	0.32	0.31	1.06	0.57
	Vert %	15.72	24.24	19.82	23.05	26.39
	Index	100	154	126	147	168

		Adults 18+	Own\ Lease Mazda CX-9	Own\Lease Mazda MX-5/Miata	Own\ Lease Mazda 3	Own\Lease Mazda 6
Radio Formats: Adult Hits (Monday-Sunday 24-Hour Cume)			*	*	*	*
	Unwgt'd	1220	2	3	7	5
	Weighted (000)	6399	4	23	26	27
	Horz %	100.00	0.06	0.36	0.40	0.43
	Vert %	2.62	0.81	3.80	1.46	3.31
UNTRENDED: Radio Formats: Adult Standards/Easy Listening (Monday-Sunday 24-Hour Cume)	Index	100	31	145	56	126
		*	*	*	*	*
	Unwgt'd	0	0	0	0	0
	Weighted (000)	0	0	0	0	0
	Horz %	0.00	0.00	0.00	0.00	0.00
Radio Formats: All News (Monday-Sunday 24-Hour Cume)	Vert %	0.00	0.00	0.00	0.00	0.00
	Index	0	0	0	0	0
		*	*	*	*	*
	Unwgt'd	2726	7	6	19	8
	Weighted (000)	7983	27	16	43	19
Radio Formats: All Sports (Monday-Sunday 24-Hour Cume)	Horz %	100.00	0.34	0.20	0.53	0.24
	Vert %	3.27	5.39	2.66	2.41	2.30
	Index	100	165	81	74	70
		*	*	*	*	*
	Unwgt'd	3232	6	11	32	16
Radio Formats: All Talk (Monday-Sunday 24-Hour Cume)	Weighted (000)	12837	41	37	150	58
	Horz %	100.00	0.32	0.28	1.17	0.45
	Vert %	5.26	8.11	6.04	8.48	6.94
	Index	100	154	115	161	132
		*	*	*	*	*
Radio Formats: Alternative (Monday-Sunday 24-Hour Cume)	Unwgt'd	850	3	0	7	2
	Weighted (000)	3908	34	0	23	4
	Horz %	100.00	0.88	0.00	0.59	0.10
	Vert %	1.60	6.83	0.00	1.29	0.47
	Index	100	427	0	81	30
Radio Formats: CHR/Top 40 (Monday-Sunday 24-Hour Cume)		*	*	*	*	*
	Unwgt'd	3051	10	7	35	16
	Weighted (000)	14357	49	25	193	50
	Horz %	100.00	0.34	0.17	1.35	0.35
	Vert %	5.88	9.66	4.13	10.91	6.02
Radio Formats: Classic Hits (Monday-Sunday 24-Hour Cume)	Index	100	164	70	186	102
		*	*	*	*	*
	Unwgt'd	8136	29	19	65	45
	Weighted (000)	42891	125	83	303	254
	Horz %	100.00	0.29	0.19	0.71	0.59
Radio Formats: Classic Rock (Monday-Sunday 24-Hour Cume)	Vert %	17.57	24.78	13.67	17.11	30.55
	Index	100	141	78	97	174
		*	*	*	*	*
	Unwgt'd	2864	4	12	18	14
	Weighted (000)	14285	13	79	75	53
Radio Formats: Classic Rock (Monday-Sunday 24-Hour Cume)	Horz %	100.00	0.09	0.56	0.52	0.37
	Vert %	5.85	2.52	13.14	4.23	6.40
	Index	100	43	224	72	109
		*	*	*	*	*
	Unwgt'd	3360	8	14	29	21
Radio Formats: Classic Rock (Monday-Sunday 24-Hour Cume)	Weighted (000)	16987	18	68	175	122
	Horz %	100.00	0.10	0.40	1.03	0.72
	Vert %	6.96	3.53	11.32	9.89	14.69
	Index	100	51	163	142	211

		Adults 18+	Own\ Lease Mazda CX-9	Own\Lease Mazda MX-5/Miata	Own\ Lease Mazda 3	Own\Lease Mazda 6
Radio Formats: Classical (Monday-Sunday 24-Hour Cume)			*	*	*	*
	Unwgt'd	1353	1	4	11	3
	Weighted (000)	5307	1	15	48	4
	Horz %	100.00	0.02	0.28	0.90	0.07
	Vert %	2.17	0.22	2.47	2.71	0.43
	Index	100	10	113	125	20
Radio Formats: Country (Monday-Sunday 24-Hour Cume)			*	*		*
	Unwgt'd	7757	15	26	55	31
	Weighted (000)	44958	87	151	327	165
	Horz %	100.00	0.19	0.34	0.73	0.37
	Vert %	18.42	17.23	24.91	18.48	19.84
	Index	100	94	135	100	108
Radio Formats: Ethnic (Monday-Sunday 24-Hour Cume)			*	*	*	*
	Unwgt'd	310	3	1	1	2
	Weighted (000)	1196	37	3	1	6
	Horz %	100.00	3.13	0.22	0.11	0.46
	Vert %	0.49	7.42	0.43	0.07	0.67
	Index	100	1514	88	15	136
Radio Formats: Gospel (Monday-Sunday 24-Hour Cume)			*	*	*	*
	Unwgt'd	642	0	0	1	5
	Weighted (000)	3662	0	0	6	36
	Horz %	100.00	0.00	0.00	0.17	0.99
	Vert %	1.50	0.00	0.00	0.35	4.35
	Index	100	0	0	24	290
Radio Formats: Hispanic (All Genres) (Monday-Sunday 24-Hour Cume)			*	*	*	*
	Unwgt'd	2577	5	3	16	5
	Weighted (000)	15181	28	26	87	24
	Horz %	100.00	0.19	0.17	0.57	0.16
	Vert %	6.22	5.64	4.29	4.90	2.94
	Index	100	91	69	79	47
Radio Formats: Hot AC (Subset of "Adult Contemporary") (Monday-Sunday 24-Hour Cume)			*	*	*	*
	Unwgt'd	3551	15	8	43	23
	Weighted (000)	17450	98	31	211	109
	Horz %	100.00	0.56	0.18	1.21	0.62
	Vert %	7.15	19.46	5.08	11.90	13.09
	Index	100	272	71	166	183
Radio Formats: Jazz (Monday-Sunday 24-Hour Cume)			*	*	*	*
	Unwgt'd	631	0	1	8	2
	Weighted (000)	2496	0	10	34	6
	Horz %	100.00	0.00	0.39	1.34	0.24
	Vert %	1.02	0.00	1.60	1.89	0.72
	Index	100	0	156	185	70
Radio Formats: Mexican/Tejano/Ranchera (Subset of "Hispanic") (Monday-Sunday 24-Hour Cume)			*	*	*	*
	Unwgt'd	1108	4	1	5	5
	Weighted (000)	6328	26	10	50	24
	Horz %	100.00	0.42	0.16	0.79	0.39
	Vert %	2.59	5.24	1.71	2.82	2.94
	Index	100	202	66	109	113
Radio Formats: News/Talk (Monday-Sunday 24-Hour Cume)			*	*		*
	Unwgt'd	5806	13	12	56	33
	Weighted (000)	23554	70	64	223	128
	Horz %	100.00	0.30	0.27	0.95	0.54
	Vert %	9.65	13.87	10.50	12.61	15.39
	Index	100	144	109	131	159

		Adults 18+	Own\ Lease Mazda CX-9	Own\Lease Mazda MX-5/Miata	Own\ Lease Mazda 3	Own\Lease Mazda 6
Radio Formats: Oldies (Monday-Sunday 24-Hour Cume)			*	*	*	*
	Unwgt'd	1456	4	6	12	2
	Weighted (000)	7376	17	24	61	9
	Horz %	100.00	0.23	0.32	0.83	0.13
	Vert %	3.02	3.40	3.91	3.45	1.14
	Index	100	112	129	114	38
Radio Formats: Public Radio/Non-Commercial (Monday-Sunday 24-Hour Cume)			*	*	*	*
	Unwgt'd	2625	5	11	36	14
	Weighted (000)	10677	30	77	138	51
	Horz %	100.00	0.28	0.72	1.30	0.48
	Vert %	4.37	5.99	12.70	7.82	6.17
	Index	100	137	290	179	141
Radio Formats: Religion/Christian (Monday- Sunday 24-Hour Cume)			*	*	*	*
	Unwgt'd	3944	8	13	35	15
	Weighted (000)	20120	31	75	168	81
	Horz %	100.00	0.15	0.37	0.83	0.40
	Vert %	8.24	6.12	12.41	9.48	9.71
	Index	100	74	151	115	118
Radio Formats: Rhythmic (Monday-Sunday 24-Hour Cume)			*	*	*	*
	Unwgt'd	2569	8	2	14	10
	Weighted (000)	13480	30	6	107	83
	Horz %	100.00	0.22	0.04	0.79	0.62
	Vert %	5.52	5.99	0.93	6.02	10.01
	Index	100	108	17	109	181
Radio Formats: Rock (Monday- Sunday 24-Hour Cume)			*	*	*	*
	Unwgt'd	3181	4	14	29	15
	Weighted (000)	16260	15	62	205	87
	Horz %	100.00	0.09	0.38	1.26	0.53
	Vert %	6.66	3.05	10.21	11.58	10.44
	Index	100	46	153	174	157
Radio Formats: Soft Adult Contemporary/Lite Rock (Monday-Sunday 24-Hour Cume)			*	*	*	*
	Unwgt'd	1106	3	3	8	1
	Weighted (000)	5735	22	29	59	4
	Horz %	100.00	0.38	0.50	1.03	0.08
	Vert %	2.35	4.34	4.75	3.34	0.52
	Index	100	185	202	142	22
Radio Formats: Spanish AC (Subset of Hispanic) (Monday- Sunday 24-Hour Cume)			*	*	*	*
	Unwgt'd	906	3	1	6	0
	Weighted (000)	5268	11	1	25	0
	Horz %	100.00	0.20	0.01	0.48	0.00
	Vert %	2.16	2.10	0.12	1.42	0.00
	Index	100	97	5	66	0
Radio Formats: Tropical (Subset of Hispanic) (Monday- Sunday 24-Hour Cume)			*	*	*	*
	Unwgt'd	302	1	1	2	0
	Weighted (000)	1893	2	15	6	0
	Horz %	100.00	0.11	0.79	0.33	0.00
	Vert %	0.78	0.40	2.47	0.35	0.00
	Index	100	51	319	45	0
Radio Formats: Urban (All Genres) (Monday-Sunday 24- Hour Cume)			*	*	*	*
	Unwgt'd	5121	9	3	22	21
	Weighted (000)	26008	55	19	117	126
	Horz %	100.00	0.21	0.07	0.45	0.49
	Vert %	10.66	10.84	3.17	6.61	15.19
	Index	100	102	30	62	143

		Adults 18+	Own\ Lease Mazda CX-9	Own\Lease Mazda MX-5/Miata	Own\ Lease Mazda 3	Own\Lease Mazda 6
			*	*	*	*
Radio Formats: Urban AC (Subset of Urban) (Monday-Sunday 24-Hour Cume)	Unwgt'd	2133	4	1	2	6
	Weighted (000)	10077	25	15	7	22
	Horz %	100.00	0.24	0.15	0.07	0.22
	Vert %	4.13	4.89	2.47	0.41	2.67
	Index	100	118	60	10	65
			*	*	*	*
Radio Formats: Urban Contemporary (Subset of Urban) (Monday-Sunday 24-Hour Cume)	Unwgt'd	1989	4	1	13	6
	Weighted (000)	11746	31	3	66	58
	Horz %	100.00	0.27	0.03	0.56	0.50
	Vert %	4.81	6.18	0.55	3.72	7.04
	Index	100	128	11	77	146
			*	*	*	*
Radio Formats: Variety/Other (Monday-Sunday 24-Hour Cume)	Unwgt'd	1303	1	4	12	2
	Weighted (000)	6945	26	18	111	7
	Horz %	100.00	0.37	0.25	1.60	0.10
	Vert %	2.85	5.12	2.90	6.26	0.87
	Index	100	180	102	220	30
Radio Daypart Cumes: Total Week Monday-Sunday 24 Hours	Unwgt'd	41037	87	100	319	167
	Weighted (000)	204462	437	535	1614	740
	Horz %	100.00	0.21	0.26	0.79	0.36
	Vert %	83.77	86.62	88.46	91.15	89.07
	Index	100	103	106	109	106
Radio Daypart Cumes: Weekday 6:00 am - 10:00 am	Unwgt'd	25278	64	66	202	114
	Weighted (000)	122460	346	326	1033	485
	Horz %	100.00	0.28	0.27	0.84	0.40
	Vert %	50.17	68.56	53.93	58.34	58.47
	Index	100	137	107	116	117
			*	*		
Radio Daypart Cumes: Weekday 10:00 am - 3:00 pm	Unwgt'd	18835	36	39	130	71
	Weighted (000)	94930	195	197	606	326
	Horz %	100.00	0.21	0.21	0.64	0.34
	Vert %	38.89	38.75	32.49	34.24	39.30
	Index	100	100	84	88	101
Radio Daypart Cumes: Weekday 3:00 pm - 7:00 pm	Unwgt'd	22339	57	57	187	110
	Weighted (000)	109527	277	311	952	465
	Horz %	100.00	0.25	0.28	0.87	0.42
	Vert %	44.87	54.91	51.48	53.78	55.97
	Index	100	122	115	120	125
			*	*		*
Radio Daypart Cumes: Weekday 7:00 pm - Midnight	Unwgt'd	8087	14	16	60	27
	Weighted (000)	41055	82	106	293	133
	Horz %	100.00	0.20	0.26	0.71	0.32
	Vert %	16.82	16.33	17.44	16.54	16.01
	Index	100	97	104	98	95
			*	*	*	*
Radio Daypart Cumes: Weekday Midnight - 6:00 am	Unwgt'd	2418	2	3	13	11
	Weighted (000)	12268	10	10	57	49
	Horz %	100.00	0.08	0.08	0.46	0.40
	Vert %	5.03	2.01	1.63	3.20	5.90
	Index	100	40	32	64	117

		Adults 18+	Own\ Lease Mazda CX-9	Own\Lease Mazda MX-5/Miata	Own\ Lease Mazda 3	Own\Lease Mazda 6
Radio Daypart Cumes: Weekend 6:00 am - 10:00 am			*	*		
	Unwgt'd	16140	30	40	119	60
	Weighted (000)	79167	174	195	599	268
	Horz %	100.00	0.22	0.25	0.76	0.34
	Vert %	32.43	34.45	32.24	33.81	32.33
	Index	100	106	99	104	100
Radio Daypart Cumes: Weekend 10:00 am - 3:00 pm			*	*		
	Unwgt'd	21592	45	49	169	79
	Weighted (000)	106532	220	251	870	349
	Horz %	100.00	0.21	0.24	0.82	0.33
	Vert %	43.65	43.62	41.47	49.10	42.04
	Index	100	100	95	112	96
Radio Daypart Cumes: Weekend 3:00 pm - 7:00 pm			*	*		
	Unwgt'd	16960	36	38	133	67
	Weighted (000)	85146	147	156	683	271
	Horz %	100.00	0.17	0.18	0.80	0.32
	Vert %	34.88	29.21	25.76	38.59	32.63
	Index	100	84	74	111	94
Radio Daypart Cumes: Weekend 7:00 pm - Midnight			*	*		*
	Unwgt'd	8346	14	17	69	36
	Weighted (000)	42195	71	63	362	177
	Horz %	100.00	0.17	0.15	0.86	0.42
	Vert %	17.29	14.05	10.40	20.45	21.29
	Index	100	81	60	118	123
Radio Daypart Cumes: Weekend Midnight - 6:00 am			*	*	*	*
	Unwgt'd	2161	2	3	20	5
	Weighted (000)	10847	3	8	121	10
	Horz %	100.00	0.03	0.07	1.11	0.09
	Vert %	4.44	0.67	1.27	6.81	1.20
	Index	100	15	29	153	27
Where Listen to Radio on Typical Weekday: Home			*	*		*
	Unwgt'd	13605	17	29	88	41
	Weighted (000)	66444	87	145	422	125
	Horz %	100.00	0.13	0.22	0.64	0.19
	Vert %	27.22	17.26	23.93	23.85	15.03
	Index	100	63	88	88	55
Where Listen to Radio on Typical Weekday: Car						
	Unwgt'd	37582	87	97	304	158
	Weighted (000)	186198	454	479	1533	694
	Horz %	100.00	0.24	0.26	0.82	0.37
	Vert %	76.28	90.13	79.24	86.57	83.60
	Index	100	118	104	113	110
Where Listen to Radio on Typical Weekday: Work			*	*	*	*
	Unwgt'd	6358	14	19	42	25
	Weighted (000)	32708	90	99	229	136
	Horz %	100.00	0.27	0.30	0.70	0.41
	Vert %	13.40	17.83	16.30	12.95	16.33
	Index	100	133	122	97	122
Where Listen to Radio on Typical Weekday: Place Other Than Home, Car, Work			*	*	*	*
	Unwgt'd	1490	1	4	15	4
	Weighted (000)	7844	5	17	100	18
	Horz %	100.00	0.07	0.21	1.27	0.23
	Vert %	3.21	1.03	2.75	5.64	2.13
	Index	100	32	86	175	66

		Adults 18+	Own\ Lease Mazda CX-9	Own\Lease Mazda MX-5/Miata	Own\ Lease Mazda 3	Own\Lease Mazda 6
Where Listen to Radio on Typical Weekend: Home			*	*		
	Unwgt'd	16122	29	42	106	56
	Weighted (000)	79216	106	215	569	182
	Horz %	100.00	0.13	0.27	0.72	0.23
	Vert %	32.45	21.04	35.59	32.15	21.97
	Index	100	65	110	99	68
Where Listen to Radio on Typical Weekend: Car						
	Unwgt'd	34584	84	87	268	143
	Weighted (000)	172300	439	475	1385	665
	Horz %	100.00	0.25	0.28	0.80	0.39
	Vert %	70.59	87.11	78.59	78.23	80.09
	Index	100	123	111	111	113
Where Listen to Radio on Typical Weekend: Work			*	*	*	*
	Unwgt'd	2377	7	7	14	13
	Weighted (000)	13032	39	27	77	71
	Horz %	100.00	0.30	0.21	0.59	0.55
	Vert %	5.34	7.72	4.53	4.36	8.58
	Index	100	145	85	82	161
Where Listen to Radio on Typical Weekend: Place Other Than Home, Car, Work			*	*	*	*
	Unwgt'd	1550	1	3	19	7
	Weighted (000)	8439	3	16	98	22
	Horz %	100.00	0.03	0.19	1.16	0.25
	Vert %	3.46	0.54	2.59	5.53	2.59
	Index	100	15	75	160	75
Ever Listen to AM Radio (Terrestrial Radio)			*	*		*
	Unwgt'd	8872	21	12	64	33
	Weighted (000)	37216	101	43	268	131
	Horz %	100.00	0.27	0.11	0.72	0.35
	Vert %	15.25	19.98	7.04	15.15	15.82
	Index	100	131	46	99	104
Ever Listen to FM Radio (Terrestrial Radio)						
	Unwgt'd	35648	74	88	276	149
	Weighted (000)	180517	369	461	1411	680
	Horz %	100.00	0.20	0.26	0.78	0.38
	Vert %	73.96	73.29	76.26	79.68	81.90
	Index	100	99	103	108	111
Ever Listen to Any Terrestrial Radio (AM/FM)						
	Unwgt'd	38624	79	92	292	157
	Weighted (000)	192537	381	471	1466	711
	Horz %	100.00	0.20	0.24	0.76	0.37
	Vert %	78.88	75.67	77.90	82.75	85.57
	Index	100	96	99	105	108
Ever Listen to Satellite Radio (SiriusXM)			*	*		*
	Unwgt'd	6808	15	19	53	26
	Weighted (000)	31804	80	105	223	99
	Horz %	100.00	0.25	0.33	0.70	0.31
	Vert %	13.03	15.84	17.38	12.58	11.96
	Index	100	122	133	97	92
Household Subscribes to Satellite (SiriusXM) Radio			*	*		*
	Unwgt'd	9333	27	26	85	38
	Weighted (000)	45323	146	147	395	122
	Horz %	100.00	0.32	0.32	0.87	0.27
	Vert %	18.57	28.93	24.34	22.28	14.66
	Index	100	156	131	120	79

		Adults 18+	Own\ Lease Mazda CX-9	Own\Lease Mazda MX-5/Miata	Own\ Lease Mazda 3	Own\Lease Mazda 6
Any Vehicle Currently Owned/Leased Has Satellite Radio			*			
	Unwgt'd	15153	46	58	132	59
	Weighted (000)	76621	285	299	732	289
	Horz %	100.00	0.37	0.39	0.96	0.38
	Vert %	31.39	56.53	49.50	41.32	34.77
	Index	100	180	158	132	111
Any Vehicle Currently Owned/Leased Has MP3 Player Connection			*	*		
	Unwgt'd	12633	41	44	180	76
	Weighted (000)	64670	176	251	941	358
	Horz %	100.00	0.27	0.39	1.45	0.55
	Vert %	26.49	34.88	41.51	53.13	43.15
	Index	100	132	157	201	163
Listened to Online Streaming AM/FM Broadcast Radio Stations - Past Month			*	*		*
	Unwgt'd	7343	15	19	82	46
	Weighted (000)	36346	117	72	433	204
	Horz %	100.00	0.32	0.20	1.19	0.56
	Vert %	14.89	23.20	11.85	24.47	24.57
	Index	100	156	80	164	165
Listened to Internet-only radio or other online music or audio services (eg. Pandora, Spotify, etc.) - past month			*			
	Unwgt'd	19242	42	52	168	96
	Weighted (000)	97996	208	263	877	397
	Horz %	100.00	0.21	0.27	0.89	0.40
	Vert %	40.15	41.18	43.45	49.51	47.78
	Index	100	103	108	123	119
Listening to Any Radio on the Internet/Online - Past Month						
	Unwgt'd	21921	50	61	199	115
	Weighted (000)	110983	270	302	1030	469
	Horz %	100.00	0.24	0.27	0.93	0.42
	Vert %	45.47	53.67	49.85	58.14	56.50
	Index	100	118	110	128	124
Visited a Radio Station, Radio Program or Radio Personality's website - Past Month			*	*	*	*
	Unwgt'd	3452	10	6	37	13
	Weighted (000)	17001	40	28	172	58
	Horz %	100.00	0.23	0.16	1.01	0.34
	Vert %	6.97	7.92	4.62	9.72	7.03
	Index	100	114	66	140	101
Downloaded Music - Past Month			*	*		
	Unwgt'd	9054	32	20	84	52
	Weighted (000)	47933	178	92	496	242
	Horz %	100.00	0.37	0.19	1.03	0.50
	Vert %	19.64	35.29	15.18	28.00	29.09
	Index	100	180	77	143	148
Downloaded Podcasts/Engaged in Podcasting - Past Month			*	*	*	*
	Unwgt'd	3700	7	7	40	17
	Weighted (000)	17081	41	36	172	79
	Horz %	100.00	0.24	0.21	1.00	0.46
	Vert %	7.00	8.23	5.95	9.68	9.48
	Index	100	118	85	138	135
Visited iHeartRadio site - Past Month			*	*	*	*
	Unwgt'd	4412	16	7	34	22
	Weighted (000)	21989	113	27	181	97
	Horz %	100.00	0.52	0.12	0.82	0.44
	Vert %	9.01	22.49	4.40	10.21	11.71
	Index	100	250	49	113	130

		Adults 18+	Own\ Lease Mazda CX-9	Own\Lease Mazda MX-5/Miata	Own\ Lease Mazda 3	Own\Lease Mazda 6
Visited iTunes.com site - Past Month			*	*		*
	Unwgt'd	8331	24	17	95	45
	Weighted (000)	40212	145	69	479	201
	Horz %	100.00	0.36	0.17	1.19	0.50
	Vert %	16.47	28.72	11.39	27.06	24.16
	Index	100	174	69	164	147
Visited Pandora.com site - Past Month			*	*		
	Unwgt'd	16996	43	47	158	84
	Weighted (000)	87700	186	240	863	385
	Horz %	100.00	0.21	0.27	0.98	0.44
	Vert %	35.93	36.97	39.73	48.73	46.40
	Index	100	103	111	136	129
Visited Spotify site - Past Month			*	*		*
	Unwgt'd	6074	13	13	63	45
	Weighted (000)	32588	57	57	341	212
	Horz %	100.00	0.17	0.18	1.05	0.65
	Vert %	13.35	11.25	9.48	19.27	25.58
	Index	100	84	71	144	192
Advertising on radio provides me with useful information about bargains. Agree strongly or Agree somewhat			*	*		
	Unwgt'd	16507	33	40	108	59
	Weighted (000)	83844	173	220	522	296
	Horz %	100.00	0.21	0.26	0.62	0.35
	Vert %	34.35	34.40	36.40	29.46	35.65
	Index	100	100	106	86	104
Advertising on radio provides me with meaningful information about the product use of other consumers. Agree strongly or Agree somewhat			*	*		*
	Unwgt'd	13908	22	22	87	48
	Weighted (000)	70343	109	95	406	221
	Horz %	100.00	0.16	0.14	0.58	0.31
	Vert %	28.82	21.70	15.75	22.91	26.64
	Index	100	75	55	80	92
Advertising on radio provides me with useful information about new products and services. Agree strongly or Agree somewhat			*	*		
	Unwgt'd	17125	30	41	124	63
	Weighted (000)	86850	159	238	610	332
	Horz %	100.00	0.18	0.27	0.70	0.38
	Vert %	35.58	31.55	39.33	34.44	39.97
	Index	100	89	111	97	112
For me, advertising on radio is amusing. Agree strongly or Agree somewhat			*	*		*
	Unwgt'd	12845	22	23	84	41
	Weighted (000)	65189	103	178	374	183
	Horz %	100.00	0.16	0.27	0.57	0.28
	Vert %	26.71	20.46	29.38	21.09	22.08
	Index	100	77	110	79	83
Most trusted media: Radio			*	*	*	*
	Unwgt'd	4143	6	8	25	12
	Weighted (000)	21056	23	49	114	61
	Horz %	100.00	0.11	0.23	0.54	0.29
	Vert %	8.63	4.50	8.02	6.44	7.31
	Index	100	52	93	75	85
TV Dayparts: Total Week Prime Time Cume Audience						
	Unwgt'd	38598	83	99	276	144
	Weighted (000)	190885	435	525	1335	613
	Horz %	100.00	0.23	0.28	0.70	0.32
	Vert %	78.20	86.40	86.80	75.38	73.88
	Index	100	110	111	96	94

		Adults 18+	Own\ Lease Mazda CX-9	Own\Lease Mazda MX-5/Miata	Own\ Lease Mazda 3	Own\Lease Mazda 6
TV Dayparts: Prime Time Weekdays Cume Audience: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)	Unwgt'd	30674	63	78	216	106
	Weighted (000)	150599	351	381	1057	422
	Horz %	100.00	0.23	0.25	0.70	0.28
	Vert %	61.70	69.66	62.99	59.67	50.78
	Index	100	113	102	97	82
TV Dayparts: Prime Time Saturday Cume Audience: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)	Unwgt'd	26407	53	66	181	92
	Weighted (000)	129573	299	318	837	369
	Horz %	100.00	0.23	0.25	0.65	0.28
	Vert %	53.09	59.33	52.56	47.28	44.43
	Index	100	112	99	89	84
TV Dayparts: Prime Time Sunday Cume Audience: 7:00-11:00 pm (Eastern/Pacific), 6:00-10:00 pm (Central/Mountain)	Unwgt'd	30767	64	77	216	115
	Weighted (000)	150356	354	431	995	469
	Horz %	100.00	0.24	0.29	0.66	0.31
	Vert %	61.60	70.26	71.27	56.16	56.52
	Index	100	114	116	91	92
TV Dayparts: Weekdays Cume Audience: 9:00 am-4:00 pm (Eastern/Pacific) 9:00 am - 3:00 pm (Central/Mountain)	Unwgt'd	13588	14	34	74	36
	Weighted (000)	72467	118	174	341	187
	Horz %	100.00	0.16	0.24	0.47	0.26
	Vert %	29.69	23.32	28.68	19.24	22.52
	Index	100	79	97	65	76
TV Dayparts: Weekdays Cume Audience: 4:00 pm-7:30 pm (Eastern/Pacific) 3:00 pm-6:30 pm (Central/Mountain)	Unwgt'd	24214	43	60	158	74
	Weighted (000)	122899	274	285	793	269
	Horz %	100.00	0.22	0.23	0.65	0.22
	Vert %	50.35	54.29	47.09	44.77	32.38
	Index	100	108	94	89	64
TV Dayparts: Weekdays Cume Audience: 11:30 pm-1:00 am (Eastern/Pacific) 10:30 pm-Midnight (Central/Mountain)	Unwgt'd	8203	10	18	49	28
	Weighted (000)	41009	71	76	252	118
	Horz %	100.00	0.17	0.18	0.61	0.29
	Vert %	16.80	14.06	12.49	14.22	14.26
	Index	100	84	74	85	85
TV Dayparts: Weekend Children's Shows Cume Audience: Saturday-Sunday Morning	Unwgt'd	20426	39	42	129	66
	Weighted (000)	102185	189	190	566	286
	Horz %	100.00	0.18	0.19	0.55	0.28
	Vert %	41.86	37.42	31.46	31.94	34.45
	Index	100	89	75	76	82
TV Dayparts: Weekend Sports Cume Audience: Saturday-Sunday Afternoon	Unwgt'd	23818	42	48	168	90
	Weighted (000)	120635	280	216	824	402
	Horz %	100.00	0.23	0.18	0.68	0.33
	Vert %	49.42	55.60	35.65	46.52	48.39
	Index	100	112	72	94	98
Downloaded a TV Program - Past Month	Unwgt'd	2514	7	5	20	9
	Weighted (000)	11768	39	15	107	34
	Horz %	100.00	0.33	0.13	0.91	0.29
	Vert %	4.82	7.80	2.44	6.04	4.07
	Index	100	162	51	125	84

		Adults 18+	Own\ Lease Mazda CX-9	Own\Lease Mazda MX-5/Miata	Own\ Lease Mazda 3	Own\Lease Mazda 6
Watched a TV Program Online - Past Month			*	*		*
	Unwgt'd	8915	21	30	81	46
	Weighted (000)	43431	104	161	419	175
	Horz %	100.00	0.24	0.37	0.96	0.40
	Vert %	17.79	20.60	26.69	23.65	21.03
	Index	100	116	150	133	118
Visited a TV Network or TV Show's Web Site - Past Month			*	*		
	Unwgt'd	9786	31	34	98	51
	Weighted (000)	47213	181	152	497	223
	Horz %	100.00	0.38	0.32	1.05	0.47
	Vert %	19.34	36.01	25.05	28.09	26.81
	Index	100	186	130	145	139
Looked at TV Listings Online - Past Month			*	*		*
	Unwgt'd	5331	11	13	53	17
	Weighted (000)	24808	36	65	213	79
	Horz %	100.00	0.14	0.26	0.86	0.32
	Vert %	10.16	7.10	10.69	12.05	9.52
	Index	100	70	105	119	94
Household Subscribes to Cable TV						
	Unwgt'd	22534	51	59	160	78
	Weighted (000)	109088	268	316	811	334
	Horz %	100.00	0.25	0.29	0.74	0.31
	Vert %	44.69	53.16	52.21	45.78	40.24
	Index	100	119	117	102	90
Household Subscribes to Cable, Satellite or Fiber Optic TV						
	Unwgt'd	37894	82	102	271	146
	Weighted (000)	188357	446	537	1319	609
	Horz %	100.00	0.24	0.28	0.70	0.32
	Vert %	77.17	88.43	88.68	74.47	73.31
	Index	100	115	115	97	95
Viewed Any Cable TV (Including Pay) - Past Week						
	Unwgt'd	36344	78	94	263	142
	Weighted (000)	180739	429	463	1274	597
	Horz %	100.00	0.24	0.26	0.70	0.33
	Vert %	74.05	85.18	76.52	71.93	71.84
	Index	100	115	103	97	97
Heavy Cable TV Viewer (Including Pay) - Past Week						
	Unwgt'd	26301	51	64	180	102
	Weighted (000)	131456	282	329	877	444
	Horz %	100.00	0.21	0.25	0.67	0.34
	Vert %	53.86	56.04	54.44	49.54	53.51
	Index	100	104	101	92	99
Viewed Any Premium Cable Channels - Past Month			*	*		
	Unwgt'd	15801	38	41	113	60
	Weighted (000)	75868	158	187	555	221
	Horz %	100.00	0.21	0.25	0.73	0.29
	Vert %	31.08	31.28	30.94	31.33	26.66
	Index	100	101	100	101	86
Viewed Any Pay-Per-View Programs or Events - Past Year			*	*	*	*
	Unwgt'd	5693	11	13	46	24
	Weighted (000)	27121	75	46	262	88
	Horz %	100.00	0.28	0.17	0.97	0.32
	Vert %	11.11	14.80	7.54	14.80	10.58
	Index	100	133	68	133	95

		Adults 18+	Own\ Lease Mazda CX-9	Own\Lease Mazda MX-5/Miata	Own\ Lease Mazda 3	Own\Lease Mazda 6
Viewed Any Video-On-Demand Programs or Events - Past Year			*	*		
	Unwgt'd	13030	39	29	131	61
	Weighted (000)	59121	239	140	639	240
	Horz %	100.00	0.40	0.24	1.08	0.41
	Vert %	24.22	47.42	23.21	36.10	28.93
	Index	100	196	96	149	119
Household Has a Satellite Dish			*	*		*
	Unwgt'd	10843	18	28	62	43
	Weighted (000)	61939	104	144	379	197
	Horz %	100.00	0.17	0.23	0.61	0.32
	Vert %	25.38	20.70	23.83	21.39	23.72
	Index	100	82	94	84	93
Household Has a Digital Video Recorder (DVR)						
	Unwgt'd	23728	56	66	191	94
	Weighted (000)	116768	318	337	942	385
	Horz %	100.00	0.27	0.29	0.81	0.33
	Vert %	47.84	63.17	55.64	53.19	46.34
	Index	100	132	116	111	97
Any Internet/Online Activity - Past Month						
	Unwgt'd	42373	94	112	341	171
	Weighted (000)	208554	473	563	1710	760
	Horz %	100.00	0.23	0.27	0.82	0.36
	Vert %	85.44	93.86	93.13	96.56	91.58
	Index	100	110	109	113	107
Played Games Online - Past Month			*	*		
	Unwgt'd	13852	30	32	119	70
	Weighted (000)	73850	162	210	621	311
	Horz %	100.00	0.22	0.28	0.84	0.42
	Vert %	30.26	32.14	34.75	35.04	37.41
	Index	100	106	115	116	124
Downloaded a Video Game - Past Month			*	*	*	*
	Unwgt'd	5083	14	13	39	35
	Weighted (000)	28601	58	37	239	176
	Horz %	100.00	0.20	0.13	0.84	0.62
	Vert %	11.72	11.53	6.08	13.51	21.21
	Index	100	98	52	115	181
Downloaded a Movie - Past Month			*	*	*	*
	Unwgt'd	4447	11	10	40	22
	Weighted (000)	21989	41	36	224	96
	Horz %	100.00	0.19	0.17	1.02	0.44
	Vert %	9.01	8.11	6.02	12.66	11.57
	Index	100	90	67	141	128
Watched a Movie Online - Past Month			*	*		
	Unwgt'd	11540	27	25	103	59
	Weighted (000)	58047	145	134	576	244
	Horz %	100.00	0.25	0.23	0.99	0.42
	Vert %	23.78	28.82	22.09	32.51	29.35
	Index	100	121	93	137	123
Watched Online Video (Not Movie, TV) - Past Month			*	*		
	Unwgt'd	10029	27	27	106	54
	Weighted (000)	50248	89	113	539	273
	Horz %	100.00	0.18	0.23	1.07	0.54
	Vert %	20.59	17.66	18.73	30.42	32.87
	Index	100	86	91	148	160

		Adults 18+	Own\ Lease Mazda CX-9	Own\Lease Mazda MX-5/Miata	Own\ Lease Mazda 3	Own\Lease Mazda 6
Visited a Chat Room - Past Month			*	*	*	*
	Unwgt'd	2194	3	6	20	10
	Weighted (000)	10601	24	37	90	69
	Horz %	100.00	0.22	0.35	0.85	0.65
	Vert %	4.34	4.72	6.17	5.10	8.35
	Index	100	109	142	117	192
Used e-Mail - Past Month						
	Unwgt'd	37148	87	104	313	154
	Weighted (000)	177506	415	501	1509	684
	Horz %	100.00	0.23	0.28	0.85	0.39
	Vert %	72.72	82.29	82.87	85.22	82.34
	Index	100	113	114	117	113
Used Instant Messenger/IM Online - Past Month						
	Unwgt'd	29084	72	75	251	126
	Weighted (000)	148723	396	383	1321	602
	Horz %	100.00	0.27	0.26	0.89	0.40
	Vert %	60.93	78.62	63.36	74.61	72.45
	Index	100	129	104	122	119
Visited Online Blogs - Past Month			*	*		*
	Unwgt'd	6650	8	20	79	36
	Weighted (000)	32542	39	103	421	157
	Horz %	100.00	0.12	0.32	1.29	0.48
	Vert %	13.33	7.81	17.05	23.76	18.90
	Index	100	59	128	178	142
Wrote an Online Blog - Past Month			*	*	*	*
	Unwgt'd	1215	2	4	16	9
	Weighted (000)	5810	3	15	86	33
	Horz %	100.00	0.05	0.26	1.49	0.58
	Vert %	2.38	0.57	2.50	4.88	4.03
	Index	100	24	105	205	169
Uploaded or Added Video to a Web Site - Past Month			*	*	*	*
	Unwgt'd	4085	7	9	45	19
	Weighted (000)	20569	43	33	251	112
	Horz %	100.00	0.21	0.16	1.22	0.54
	Vert %	8.43	8.49	5.47	14.15	13.44
	Index	100	101	65	168	159
Social networking, photo or video-sharing services visited or used in the last 30 days: Any Social Networking/Photo/Video-sharing services						
	Unwgt'd	36787	89	97	310	158
	Weighted (000)	184180	460	490	1580	722
	Horz %	100.00	0.25	0.27	0.86	0.39
	Vert %	75.46	91.28	80.96	89.23	87.00
	Index	100	121	107	118	115
Social networking, photo or video-sharing services visited or used in the last 30 days: Facebook						
	Unwgt'd	29944	70	78	252	121
	Weighted (000)	152016	367	393	1306	567
	Horz %	100.00	0.24	0.26	0.86	0.37
	Vert %	62.28	72.76	65.00	73.77	68.32
	Index	100	117	104	118	110
Foursquare			*	*	*	*
	Unwgt'd	259	1	2	7	2
	Weighted (000)	1096	2	4	36	18
	Horz %	100.00	0.18	0.36	3.27	1.64
	Vert %	0.45	0.40	0.66	2.02	2.16
	Index	100	89	147	451	482

		Adults 18+	Own\ Lease Mazda CX-9	Own\Lease Mazda MX-5/Miata	Own\ Lease Mazda 3	Own\Lease Mazda 6
Google + (Google Plus)			*	*		*
	Unwgt'd	7523	20	21	68	26
	Weighted (000)	37002	116	98	348	148
	Horz %	100.00	0.31	0.26	0.94	0.40
	Vert %	15.16	23.07	16.15	19.67	17.82
	Index	100	152	107	130	118
Instagram			*	*		
	Unwgt'd	11180	30	26	117	50
	Weighted (000)	59923	119	136	626	292
	Horz %	100.00	0.20	0.23	1.04	0.49
	Vert %	24.55	23.56	22.53	35.34	35.21
	Index	100	96	92	144	143
LinkedIn			*	*		*
	Unwgt'd	7899	19	24	97	32
	Weighted (000)	31599	76	123	466	126
	Horz %	100.00	0.24	0.39	1.47	0.40
	Vert %	12.95	15.10	20.33	26.30	15.13
	Index	100	117	157	203	117
Pinterest			*	*		*
	Unwgt'd	9299	24	23	93	41
	Weighted (000)	49108	106	113	541	179
	Horz %	100.00	0.22	0.23	1.10	0.37
	Vert %	20.12	21.07	18.65	30.55	21.62
	Index	100	105	93	152	107
Tumblr			*	*	*	*
	Unwgt'd	1737	4	4	21	7
	Weighted (000)	9309	23	25	137	32
	Horz %	100.00	0.24	0.27	1.48	0.34
	Vert %	3.81	4.48	4.14	7.75	3.87
	Index	100	118	109	203	101
Twitter			*	*		*
	Unwgt'd	6507	12	13	71	35
	Weighted (000)	32509	33	55	406	243
	Horz %	100.00	0.10	0.17	1.25	0.75
	Vert %	13.32	6.57	9.07	22.94	29.27
	Index	100	49	68	172	220
Yelp			*	*	*	*
	Unwgt'd	4238	12	17	45	21
	Weighted (000)	17049	34	81	238	98
	Horz %	100.00	0.20	0.47	1.40	0.58
	Vert %	6.98	6.78	13.34	13.45	11.83
	Index	100	97	191	193	169
YouTube						
	Unwgt'd	24878	62	61	224	118
	Weighted (000)	125197	315	298	1126	545
	Horz %	100.00	0.25	0.24	0.90	0.44
	Vert %	51.29	62.53	49.19	63.55	65.67
	Index	100	122	96	124	128
Activities done using a social networking, photo or video-sharing service in the last 30 days: Posted that you "Like" something			*			
	Unwgt'd	19391	48	52	183	84
	Weighted (000)	98998	277	279	947	404
	Horz %	100.00	0.28	0.28	0.96	0.41
	Vert %	40.56	55.01	46.17	53.45	48.62
	Index	100	136	114	132	120

		Adults 18+	Own\ Lease Mazda CX-9	Own\Lease Mazda MX-5/Miata	Own\ Lease Mazda 3	Own\Lease Mazda 6
"Follow" or become a "fan of" something or someone			*	*		*
	Unwgt'd	9880	23	23	118	40
	Weighted (000)	51999	128	164	711	214
	Horz %	100.00	0.25	0.32	1.37	0.41
	Vert %	21.30	25.31	27.12	40.14	25.75
	Index	100	119	127	188	121
Clicked on an advertisement			*	*		*
	Unwgt'd	7250	16	23	74	29
	Weighted (000)	34609	70	94	353	140
	Horz %	100.00	0.20	0.27	1.02	0.40
	Vert %	14.18	13.89	15.53	19.92	16.88
	Index	100	98	110	141	119
Watched a video						
	Unwgt'd	23931	54	58	215	115
	Weighted (000)	121821	273	322	1065	575
	Horz %	100.00	0.22	0.26	0.87	0.47
	Vert %	49.91	54.21	53.28	60.12	69.20
	Index	100	109	107	120	139
Websites or apps visited or used in the last 30 days: Coupons			*	*	*	*
	Unwgt'd	1642	3	4	11	6
	Weighted (000)	7736	33	24	62	12
	Horz %	100.00	0.42	0.31	0.81	0.16
	Vert %	3.17	6.50	3.94	3.52	1.48
	Index	100	205	124	111	47
Sent or Received Text Messages on Cellular Phone/Mobile/Smartphone - Past Month						
	Unwgt'd	40180	94	98	329	169
	Weighted (000)	200974	493	490	1662	781
	Horz %	100.00	0.25	0.24	0.83	0.39
	Vert %	82.34	97.92	80.92	93.86	94.01
	Index	100	119	98	114	114
Sent or Received Instant Messages on Cellular Phone/Mobile/Smartphone - Past Month						
	Unwgt'd	20952	53	52	190	98
	Weighted (000)	106707	294	257	998	503
	Horz %	100.00	0.28	0.24	0.94	0.47
	Vert %	43.72	58.44	42.45	56.36	60.64
	Index	100	134	97	129	139
Recorded a Video on Cellular Phone/Mobile/Smartphone - Past Month				*		
	Unwgt'd	19339	56	43	197	85
	Weighted (000)	97935	273	204	1000	422
	Horz %	100.00	0.28	0.21	1.02	0.43
	Vert %	40.12	54.17	33.74	56.45	50.77
	Index	100	135	84	141	127
Played Music on Cellular Phone/Mobile/Smartphone - Past Month						
	Unwgt'd	24725	65	54	238	127
	Weighted (000)	126500	322	254	1235	600
	Horz %	100.00	0.25	0.20	0.98	0.47
	Vert %	51.83	63.80	42.05	69.76	72.23
	Index	100	123	81	135	139
Played a Game on Cellular Phone/Mobile/Smartphone - Past Month			*	*		
	Unwgt'd	15697	37	34	142	78
	Weighted (000)	84080	209	167	715	397
	Horz %	100.00	0.25	0.20	0.85	0.47
	Vert %	34.45	41.51	27.58	40.36	47.79
	Index	100	121	80	117	139

		Adults 18+	Own\ Lease Mazda CX-9	Own\Lease Mazda MX-5/Miata	Own\ Lease Mazda 3	Own\Lease Mazda 6
			*	*		
Watched a Movie, TV Program or Other Video on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	11626	25	25	113	51
	Weighted (000)	61092	111	116	603	277
	Horz %	100.00	0.18	0.19	0.99	0.45
	Vert %	25.03	22.03	19.15	34.05	33.37
	Index	100	88	77	136	133
Used a Mobile "App" - Past Month	Unwgt'd	25794	70	68	240	129
	Weighted (000)	128777	339	336	1167	599
	Horz %	100.00	0.26	0.26	0.91	0.47
	Vert %	52.76	67.35	55.53	65.91	72.20
	Index	100	128	105	125	137
Read Any Daily Newspaper (Print/Paper/Hard Copy)	Unwgt'd	10912	18	32	62	33
	Weighted (000)	50128	117	175	324	87
	Horz %	100.00	0.23	0.35	0.65	0.17
	Vert %	20.54	23.25	28.95	18.30	10.53
	Index	100	113	141	89	51
Read Any Sunday Newspaper (Print/Paper/Hard Copy)	Unwgt'd	14245	24	37	79	52
	Weighted (000)	67106	186	181	433	181
	Horz %	100.00	0.28	0.27	0.65	0.27
	Vert %	27.49	36.98	29.91	24.46	21.83
	Index	100	134	109	89	79
Read or Looked Into Any Electronic Version of a Newspaper, Including Web Site - Past Month	Unwgt'd	19488	53	58	187	87
	Weighted (000)	91290	273	275	903	395
	Horz %	100.00	0.30	0.30	0.99	0.43
	Vert %	37.40	54.23	45.49	51.00	47.53
	Index	100	145	122	136	127
Read Classified Advertising in Weekday Newspaper	Unwgt'd	3772	3	12	17	7
	Weighted (000)	20084	29	62	98	33
	Horz %	100.00	0.15	0.31	0.49	0.17
	Vert %	8.23	5.80	10.24	5.54	4.00
	Index	100	71	124	67	49
Read Classified Advertising in Sunda/Weekend Newspaper	Unwgt'd	3758	1	12	16	10
	Weighted (000)	19510	17	49	120	53
	Horz %	100.00	0.09	0.25	0.62	0.27
	Vert %	7.99	3.43	8.03	6.78	6.44
	Index	100	43	100	85	81
Read Advertisements in Weekday Newspaper	Unwgt'd	3812	9	9	17	6
	Weighted (000)	17916	113	61	92	21
	Horz %	100.00	0.63	0.34	0.51	0.11
	Vert %	7.34	22.52	10.09	5.17	2.48
	Index	100	307	137	70	34
Read Advertisements in Sunday/Weekend Newspaper	Unwgt'd	4633	9	9	26	11
	Weighted (000)	22092	97	35	122	53
	Horz %	100.00	0.44	0.16	0.55	0.24
	Vert %	9.05	19.29	5.70	6.87	6.35
	Index	100	213	63	76	70

		Adults 18+	Own\ Lease Mazda CX-9	Own\Lease Mazda MX-5/Miata	Own\ Lease Mazda 3	Own\Lease Mazda 6
			*	*	*	*
Read Circulars/Inserts/Fliers in Weekday Newspaper	Unwgt'd	5068	16	16	26	24
	Weighted (000)	23852	146	87	135	103
	Horz %	100.00	0.61	0.37	0.57	0.43
	Vert %	9.77	29.01	14.43	7.64	12.44
	Index	100	297	148	78	127
			*	*		*
Read Circulars/Inserts/Fliers in Sunday/Weekend Newspaper	Unwgt'd	7203	13	30	50	28
	Weighted (000)	34013	115	148	241	123
	Horz %	100.00	0.34	0.43	0.71	0.36
	Vert %	13.93	22.84	24.43	13.61	14.76
	Index	100	164	175	98	106
			*	*	*	*
Received and/or Clipped Coupons from Weekday Newspaper - Past Year	Unwgt'd	4191	18	9	42	13
	Weighted (000)	20652	95	39	147	60
	Horz %	100.00	0.46	0.19	0.71	0.29
	Vert %	8.46	18.87	6.45	8.32	7.22
	Index	100	223	76	98	85
			*	*		*
Received and/or Clipped Coupons from Sunday/Weekend Newspaper - Past Year	Unwgt'd	9539	24	27	82	30
	Weighted (000)	47372	128	153	330	119
	Horz %	100.00	0.27	0.32	0.70	0.25
	Vert %	19.41	25.44	25.27	18.63	14.31
	Index	100	131	130	96	74
		*	*	*	*	*
UNTRENDED: Personally Referred to Paper Yellow Pages - Past Week	Unwgt'd	0	0	0	0	0
	Weighted (000)	0	0	0	0	0
	Horz %	0.00	0.00	0.00	0.00	0.00
	Vert %	0.00	0.00	0.00	0.00	0.00
	Index	0	0	0	0	0
		*	*	*	*	*
UNTRENDED: Personally Referred to Internet Yellow Pages - Past Week	Unwgt'd	0	0	0	0	0
	Weighted (000)	0	0	0	0	0
	Horz %	0.00	0.00	0.00	0.00	0.00
	Vert %	0.00	0.00	0.00	0.00	0.00
	Index	0	0	0	0	0
		*	*	*	*	*
UNTRENDED: Personally Referred to Paper or Internet Yellow Pages - Past Week	Unwgt'd	0	0	0	0	0
	Weighted (000)	0	0	0	0	0
	Horz %	0.00	0.00	0.00	0.00	0.00
	Vert %	0.00	0.00	0.00	0.00	0.00
	Index	0	0	0	0	0
		*	*	*	*	*
UNTRENDED: Accessed Yellowpages.com (YP.com) - Past Month	Unwgt'd	0	0	0	0	0
	Weighted (000)	0	0	0	0	0
	Horz %	0.00	0.00	0.00	0.00	0.00
	Vert %	0.00	0.00	0.00	0.00	0.00
	Index	0	0	0	0	0
		*	*	*	*	*
Have Seen Video Ads in Grocery Stores - Past Month	Unwgt'd	8175	12	21	54	30
	Weighted (000)	42062	108	157	294	144
	Horz %	100.00	0.26	0.37	0.70	0.34
	Vert %	17.23	21.37	25.99	16.62	17.31
	Index	100	124	151	96	100

		Adults 18+	Own\ Lease Mazda CX-9	Own\Lease Mazda MX-5/Miata	Own\ Lease Mazda 3	Own\Lease Mazda 6
			*	*	*	*
Have Seen Video Ads in Drug Stores - Past Month	Unwgt'd	5434	9	11	39	20
	Weighted (000)	27750	58	61	229	61
	Horz %	100.00	0.21	0.22	0.82	0.22
	Vert %	11.37	11.43	10.08	12.91	7.32
	Index	100	101	89	114	64
			*	*	*	*
Have Seen Video Ads in Convenience Stores - Past Month	Unwgt'd	5425	7	11	37	13
	Weighted (000)	27941	56	79	189	50
	Horz %	100.00	0.20	0.28	0.68	0.18
	Vert %	11.45	11.13	12.99	10.69	6.03
	Index	100	97	113	93	53
			*	*	*	*
Have Seen Video Ads in Large Discount/Department Stores - Past Month	Unwgt'd	5807	9	10	44	20
	Weighted (000)	30170	61	75	259	101
	Horz %	100.00	0.20	0.25	0.86	0.34
	Vert %	12.36	12.06	12.39	14.64	12.18
	Index	100	98	100	118	99
			*	*	*	*
Have Seen Video Ads in Warehouse/Club Stores - Past Month	Unwgt'd	5047	7	6	32	15
	Weighted (000)	24469	60	20	199	52
	Horz %	100.00	0.25	0.08	0.81	0.21
	Vert %	10.02	11.94	3.34	11.25	6.27
	Index	100	119	33	112	63
			*	*	*	*
Have Seen Video Ads in Other Stores - Past Month	Unwgt'd	4572	6	5	33	13
	Weighted (000)	23484	54	27	199	51
	Horz %	100.00	0.23	0.12	0.85	0.22
	Vert %	9.62	10.74	4.54	11.23	6.15
	Index	100	112	47	117	64
			*	*	*	*
Have Seen Video Ads in Shopping Malls - Past Month	Unwgt'd	6133	15	9	38	18
	Weighted (000)	30556	88	51	191	97
	Horz %	100.00	0.29	0.17	0.63	0.32
	Vert %	12.52	17.54	8.45	10.79	11.71
	Index	100	140	68	86	94
			*	*	*	*
Have Seen Video Ads in Bars/Pubs - Past Month	Unwgt'd	4212	10	11	34	13
	Weighted (000)	21008	94	56	163	50
	Horz %	100.00	0.45	0.27	0.77	0.24
	Vert %	8.61	18.74	9.20	9.19	5.97
	Index	100	218	107	107	69
			*	*	*	*
Have Seen Video Ads in Fast-Food or Family Restaurants - Past Month	Unwgt'd	6034	13	12	41	17
	Weighted (000)	31175	75	82	235	65
	Horz %	100.00	0.24	0.26	0.76	0.21
	Vert %	12.77	14.80	13.62	13.29	7.78
	Index	100	116	107	104	61
			*	*	*	*
Have Seen Video Ads in Coffee Shops, Cafes or Delis - Past Month	Unwgt'd	4611	11	10	30	13
	Weighted (000)	23019	67	53	190	35
	Horz %	100.00	0.29	0.23	0.82	0.15
	Vert %	9.43	13.28	8.74	10.72	4.17
	Index	100	141	93	114	44

		Adults 18+	Own\ Lease Mazda CX-9	Own\Lease Mazda MX-5/Miata	Own\ Lease Mazda 3	Own\Lease Mazda 6
			*	*	*	*
Have Seen Video Ads in Gym/Health Clubs - Past Month	Unwgt'd	4016	13	4	35	11
	Weighted (000)	19382	64	29	198	40
	Horz %	100.00	0.33	0.15	1.02	0.21
	Vert %	7.94	12.77	4.80	11.19	4.82
	Index	100	161	60	141	61
			*	*	*	*
Have Seen Video Ads in Medical Offices - Past Month	Unwgt'd	5499	12	9	29	14
	Weighted (000)	27407	90	54	151	51
	Horz %	100.00	0.33	0.20	0.55	0.19
	Vert %	11.23	17.94	8.93	8.51	6.18
	Index	100	160	80	76	55
			*	*	*	*
Have Seen Video Ads in Airports - Past Month	Unwgt'd	3929	10	4	32	12
	Weighted (000)	17909	41	11	177	35
	Horz %	100.00	0.23	0.06	0.99	0.20
	Vert %	7.34	8.10	1.85	9.98	4.23
	Index	100	110	25	136	58
			*	*	*	*
Have Seen Video Ads at Gas Stations - Past Month	Unwgt'd	8390	24	25	72	34
	Weighted (000)	41042	145	126	365	146
	Horz %	100.00	0.35	0.31	0.89	0.36
	Vert %	16.81	28.77	20.82	20.59	17.59
	Index	100	171	124	122	105
			*	*	*	*
Have Seen Video Ads in Office Building Lobbies - Past Month	Unwgt'd	3669	7	8	24	11
	Weighted (000)	18065	60	51	128	31
	Horz %	100.00	0.33	0.28	0.71	0.17
	Vert %	7.40	11.87	8.46	7.24	3.72
	Index	100	160	114	98	50
			*	*	*	*
Have Seen Video Ads in Office Building Elevators - Past Month	Unwgt'd	3552	8	7	25	7
	Weighted (000)	16785	54	41	126	21
	Horz %	100.00	0.32	0.25	0.75	0.13
	Vert %	6.88	10.78	6.85	7.14	2.56
	Index	100	157	100	104	37
			*	*	*	*
Have Seen Video Ads in Movie Theater Lobbies - Past Month	Unwgt'd	5092	14	8	39	23
	Weighted (000)	25878	83	43	214	78
	Horz %	100.00	0.32	0.16	0.83	0.30
	Vert %	10.60	16.49	7.04	12.10	9.45
	Index	100	156	66	114	89
Have Seen Ads on Billboards - Past Month	Unwgt'd	23703	54	66	184	96
	Weighted (000)	117973	274	369	847	444
	Horz %	100.00	0.23	0.31	0.72	0.38
	Vert %	48.33	54.28	60.98	47.84	53.49
	Index	100	112	126	99	111
			*	*	*	*
Have Seen Ads on Buses/Trains - Past Month	Unwgt'd	10886	38	20	87	40
	Weighted (000)	50330	199	89	414	167
	Horz %	100.00	0.39	0.18	0.82	0.33
	Vert %	20.62	39.40	14.69	23.39	20.05
	Index	100	191	71	113	97

		Adults 18+	Own\ Lease Mazda CX-9	Own\Lease Mazda MX-5/Miata	Own\ Lease Mazda 3	Own\Lease Mazda 6
			*	*		*
Have Seen Ads at Bus Stops or Train Stations - Past Month	Unwgt'd	7328	22	13	60	24
	Weighted (000)	32843	98	57	287	115
	Horz %	100.00	0.30	0.17	0.87	0.35
	Vert %	13.46	19.54	9.36	16.18	13.81
	Index	100	145	70	120	103
			*	*	*	*
Have Seen Ads Inside Taxis - Past Month	Unwgt'd	3849	8	5	24	13
	Weighted (000)	17102	49	16	144	48
	Horz %	100.00	0.29	0.10	0.84	0.28
	Vert %	7.01	9.74	2.73	8.11	5.75
	Index	100	139	39	116	82
			*	*	*	*
Have Seen Ads on Top of Taxis - Past Month	Unwgt'd	5892	15	13	44	21
	Weighted (000)	26219	101	72	203	84
	Horz %	100.00	0.39	0.27	0.77	0.32
	Vert %	10.74	20.12	11.86	11.46	10.06
	Index	100	187	110	107	94
			*	*	*	*
Have Seen Ads on Phone Booths - Past Month	Unwgt'd	3008	5	4	19	7
	Weighted (000)	14451	50	19	132	22
	Horz %	100.00	0.34	0.13	0.91	0.15
	Vert %	5.92	9.86	3.21	7.44	2.65
	Index	100	167	54	126	45
			*	*		*
Have Seen Ads at Sports or Entertainment Events - Past Month	Unwgt'd	7405	19	19	68	29
	Weighted (000)	36191	106	101	311	143
	Horz %	100.00	0.29	0.28	0.86	0.39
	Vert %	14.83	21.13	16.73	17.57	17.21
	Index	100	142	113	118	116
			*	*	*	*
Have Seen Ads on Postcards - Past Month	Unwgt'd	5576	11	14	48	10
	Weighted (000)	26312	71	59	202	28
	Horz %	100.00	0.27	0.23	0.77	0.11
	Vert %	10.78	14.12	9.80	11.39	3.41
	Index	100	131	91	106	32
			*	*		*
Have Seen Ads Sent to a Cellphone or Other Mobile Device - Past Month	Unwgt'd	13421	39	37	103	49
	Weighted (000)	66442	210	181	419	247
	Horz %	100.00	0.32	0.27	0.63	0.37
	Vert %	27.22	41.61	29.93	23.66	29.74
	Index	100	153	110	87	109
			*	*		*
Have Seen Ads on Posters at Movie Theaters - Past Month	Unwgt'd	8606	20	23	63	48
	Weighted (000)	42087	102	161	317	236
	Horz %	100.00	0.24	0.38	0.75	0.56
	Vert %	17.24	20.31	26.60	17.88	28.37
	Index	100	118	154	104	165
			*	*		*
Have Seen Ads Shown On-Screen Before Start of a Movie - Past Month	Unwgt'd	10943	25	28	82	54
	Weighted (000)	53139	125	135	427	252
	Horz %	100.00	0.23	0.25	0.80	0.47
	Vert %	21.77	24.77	22.30	24.12	30.35
	Index	100	114	102	111	139

		Adults 18+	Own\ Lease Mazda CX-9	Own\Lease Mazda MX-5/Miata	Own\ Lease Mazda 3	Own\Lease Mazda 6
			*	*		
Have Seen Ads in Stores (Not Video Ads) - Past Month	Unwgt'd	15171	29	44	115	61
	Weighted (000)	76102	158	260	530	307
	Horz %	100.00	0.21	0.34	0.70	0.40
	Vert %	31.18	31.29	43.03	29.93	36.98
	Index	100	100	138	96	119
Have Seen Ads in Shopping Malls (Not Video Ads) - Past Month			*	*		*
	Unwgt'd	10587	33	30	91	42
	Weighted (000)	52205	156	176	437	195
	Horz %	100.00	0.30	0.34	0.84	0.37
	Vert %	21.39	30.93	29.09	24.66	23.48
	Index	100	145	136	115	110
Have Seen Infomercials - Past Month			*	*		*
	Unwgt'd	9871	17	30	81	28
	Weighted (000)	49119	103	226	402	128
	Horz %	100.00	0.21	0.46	0.82	0.26
	Vert %	20.12	20.39	37.32	22.72	15.47
	Index	100	101	185	113	77
Have Seen Offers or Ads Sent to Home by Mail - Past Month			*			
	Unwgt'd	19632	41	62	177	73
	Weighted (000)	96299	241	351	829	345
	Horz %	100.00	0.25	0.36	0.86	0.36
	Vert %	39.45	47.77	58.08	46.78	41.61
	Index	100	121	147	119	105
Have Seen Product Placement in Video Games - Past Month			*	*	*	*
	Unwgt'd	4596	13	8	34	20
	Weighted (000)	24167	67	60	188	103
	Horz %	100.00	0.28	0.25	0.78	0.43
	Vert %	9.90	13.38	9.86	10.64	12.41
	Index	100	135	100	107	125
Have Seen Product Placement in TV Shows - Past Month			*			
	Unwgt'd	17823	38	54	143	72
	Weighted (000)	88092	238	330	680	301
	Horz %	100.00	0.27	0.37	0.77	0.34
	Vert %	36.09	47.21	54.49	38.42	36.23
	Index	100	131	151	106	100
Have Seen Product Placement in Movies - Past Month			*	*		*
	Unwgt'd	11248	25	33	103	49
	Weighted (000)	56256	101	214	494	250
	Horz %	100.00	0.18	0.38	0.88	0.44
	Vert %	23.05	19.95	35.31	27.91	30.06
	Index	100	87	153	121	130

		Adults 18+	Own\ Lease anyMazda	Most recent vehicle bought/leased Mazda	Decision maker for any Mazda bought\leased new	Would buy/lease new Mazda if making decision today
Adults 18+	Unwgt'd	48646	1409	710	539	318
	Weighted (000)	244084	7570	3729	2492	1319
	Horz %	100.00	3.10	1.53	1.02	0.54
	Vert %	100.00	100.00	100.00	100.00	100.00
	Index	100	100	100	100	100
Male	Unwgt'd	24620	752	379	281	172
	Weighted (000)	117785	3841	1882	1204	633
	Horz %	100.00	3.26	1.60	1.02	0.54
	Vert %	48.26	50.74	50.49	48.30	47.98
	Index	100	105	105	100	99
Female	Unwgt'd	24026	657	331	258	146
	Weighted (000)	126299	3729	1846	1289	686
	Horz %	100.00	2.95	1.46	1.02	0.54
	Vert %	51.74	49.26	49.51	51.70	52.02
	Index	100	95	96	100	101
Age 18-24					*	*
	Unwgt'd	3885	118	55	24	14
	Weighted (000)	30253	905	403	120	57
	Horz %	100.00	2.99	1.33	0.40	0.19
	Vert %	12.39	11.95	10.82	4.82	4.34
Age 25-34	Index	100	96	87	39	35
	Unwgt'd	8183	263	140	97	65
	Weighted (000)	43389	1546	775	576	346
	Horz %	100.00	3.56	1.79	1.33	0.80
	Vert %	17.78	20.42	20.78	23.12	26.25
Age 35-44	Index	100	115	117	130	148
	Unwgt'd	8605	314	189	132	65
	Weighted (000)	40230	1562	953	640	238
	Horz %	100.00	3.88	2.37	1.59	0.59
	Vert %	16.48	20.63	25.55	25.67	18.05
Age 45-54	Index	100	125	155	156	110
	Unwgt'd	8861	287	117	93	48
	Weighted (000)	43105	1518	639	387	168
	Horz %	100.00	3.52	1.48	0.90	0.39
	Vert %	17.66	20.05	17.13	15.53	12.77
Age 55-64	Index	100	114	97	88	72
	Unwgt'd	8498	231	98	94	67
	Weighted (000)	40725	1057	416	331	287
	Horz %	100.00	2.60	1.02	0.81	0.71
	Vert %	16.68	13.96	11.16	13.29	21.79
Age 65+	Index	100	84	67	80	131
	Unwgt'd	10614	196	111	99	59
	Weighted (000)	46383	983	543	438	221
	Horz %	100.00	2.12	1.17	0.94	0.48
	Vert %	19.00	12.98	14.57	17.57	16.79
Age 65+	Index	100	68	77	92	88

		Adults 18+	Own\ Lease anyMazda	Most recent vehicle bought/leased Mazda	Decision maker for any Mazda bought\leased new	Would buy/lease new Mazda if making decision today
Age 21+						
	Unwgt'd	47284	1369	689	535	317
	Weighted (000)	232046	7207	3513	2467	1315
	Horz %	100.00	3.11	1.51	1.06	0.57
	Vert %	95.07	95.21	94.22	98.99	99.72
	Index	100	100	99	104	105
Age 18-34						
	Unwgt'd	12068	381	195	121	79
	Weighted (000)	73642	2450	1178	696	403
	Horz %	100.00	3.33	1.60	0.95	0.55
	Vert %	30.17	32.37	31.59	27.94	30.59
	Index	100	107	105	93	101
Age 18-49						
	Unwgt'd	24996	837	448	298	163
	Weighted (000)	134658	4795	2478	1498	702
	Horz %	100.00	3.56	1.84	1.11	0.52
	Vert %	55.17	63.34	66.45	60.12	53.23
	Index	100	115	120	109	96
Age 25-54						
	Unwgt'd	25649	864	446	322	178
	Weighted (000)	126724	4625	2366	1603	753
	Horz %	100.00	3.65	1.87	1.27	0.59
	Vert %	51.92	61.10	63.46	64.32	57.08
	Index	100	118	122	124	110
Age 35-64						
	Unwgt'd	25964	832	404	319	180
	Weighted (000)	124059	4136	2007	1358	694
	Horz %	100.00	3.33	1.62	1.09	0.56
	Vert %	50.83	54.65	53.84	54.49	52.61
	Index	100	108	106	107	104
Age 50+						
	Unwgt'd	23650	572	262	241	155
	Weighted (000)	109426	2775	1251	994	617
	Horz %	100.00	2.54	1.14	0.91	0.56
	Vert %	44.83	36.66	33.55	39.88	46.77
	Index	100	82	75	89	104
Median Age						
	Unwgt'd					
	Weighted (000)	47.00	43.50	41.90	43.40	46.50
	Horz %					
	Vert %					
	Index	100	93	89	92	99
Race: White Only						
	Unwgt'd	34564	1087	555	429	265
	Weighted (000)	179823	6072	2967	2035	1167
	Horz %	100.00	3.38	1.65	1.13	0.65
	Vert %	73.67	80.22	79.57	81.66	88.50
	Index	100	109	108	111	120
Race: Black/African-American Only					*	*
	Unwgt'd	5909	110	54	28	20
	Weighted (000)	29535	597	325	106	51
	Horz %	100.00	2.02	1.10	0.36	0.17
	Vert %	12.10	7.88	8.73	4.26	3.90
	Index	100	65	72	35	32

		Adults 18+	Own\ Lease anyMazda	Most recent vehicle bought/leased Mazda	Decision maker for any Mazda bought\leased new	Would buy/lease new Mazda if making decision today
Race: Asian				*	*	*
	Unwgt'd	2388	72	31	36	16
	Weighted (000)	8358	282	122	122	44
	Horz %	100.00	3.38	1.46	1.46	0.53
	Vert %	3.42	3.73	3.28	4.89	3.36
	Index	100	109	96	143	98
Race: Other Race/Multi-Racial						*
	Unwgt'd	8173	212	101	82	33
	Weighted (000)	34726	900	436	351	100
	Horz %	100.00	2.59	1.26	1.01	0.29
	Vert %	14.23	11.90	11.70	14.08	7.60
	Index	100	84	82	99	53
Hispanic, Latino, Spanish Origin or Descent						*
	Unwgt'd	6851	166	82	52	26
	Weighted (000)	37743	881	412	284	103
	Horz %	100.00	2.34	1.09	0.75	0.27
	Vert %	15.46	11.64	11.05	11.41	7.85
	Index	100	75	71	74	51
Hispanic, Personally Speak Only English at Home			*	*	*	*
	Unwgt'd	1739	45	21	14	8
	Weighted (000)	6214	176	73	36	23
	Horz %	100.00	2.83	1.18	0.58	0.38
	Vert %	2.55	2.33	1.96	1.44	1.78
	Index	100	91	77	56	70
Hispanic, Personally Speak Mostly English, But Some Spanish at Home			*	*	*	*
	Unwgt'd	2047	54	29	17	8
	Weighted (000)	9439	204	92	68	29
	Horz %	100.00	2.16	0.97	0.72	0.31
	Vert %	3.87	2.69	2.46	2.74	2.23
	Index	100	70	64	71	58
Hispanic, Personally Speak Only Spanish at Home			*	*	*	*
	Unwgt'd	1280	14	10	1	2
	Weighted (000)	10474	92	72	6	18
	Horz %	100.00	0.88	0.69	0.06	0.17
	Vert %	4.29	1.21	1.93	0.25	1.35
	Index	100	28	45	6	31
Hispanic, Personally Speak Mostly Spanish, But Some English at Home			*	*	*	*
	Unwgt'd	1668	50	19	18	8
	Weighted (000)	9512	357	123	130	33
	Horz %	100.00	3.76	1.29	1.37	0.35
	Vert %	3.90	4.72	3.30	5.23	2.49
	Index	100	121	85	134	64
Hispanic, Personally Speak Spanish and English Equally at Home			*	*	*	*
	Unwgt'd	99	3	3	2	0
	Weighted (000)	1751	52	52	44	0
	Horz %	100.00	2.98	2.98	2.50	0.00
	Vert %	0.72	0.69	1.40	1.75	0.00
	Index	100	96	195	245	0
Highest Level Education Completed/Highest Degree Received: Master's, Professional School or Doctorate Degree						
	Unwgt'd	6825	263	127	136	75
	Weighted (000)	26213	1157	540	528	249
	Horz %	100.00	4.41	2.06	2.01	0.95
	Vert %	10.74	15.28	14.48	21.19	18.85
	Index	100	142	135	197	176

		Adults 18+	Own\ Lease anyMazda	Most recent vehicle bought/leased Mazda	Decision maker for any Mazda bought\leased new	Would buy/lease new Mazda if making decision today
Highest Level Education Completed/Highest Degree Received: Bachelor's Degree	Unwgt'd	10965	378	192	154	90
	Weighted (000)	46746	1709	863	671	395
	Horz %	100.00	3.66	1.85	1.44	0.84
	Vert %	19.15	22.58	23.13	26.91	29.94
	Index	100	118	121	141	156
Highest Level Education Completed/Highest Degree Received: Associate Degree, Academic					*	*
	Unwgt'd	2649	90	51	33	16
	Weighted (000)	11210	390	255	149	66
	Horz %	100.00	3.48	2.27	1.33	0.59
	Vert %	4.59	5.15	6.84	5.97	5.02
Highest Level Education Completed/Highest Degree Received: Associate Degree, Occupational/Vocational	Index	100	112	149	130	109
				*	*	*
	Unwgt'd	3407	88	42	30	26
	Weighted (000)	13775	345	140	77	84
	Horz %	100.00	2.51	1.02	0.56	0.61
Highest Level Education Completed/Highest Degree Received: Some College, but No Degree	Vert %	5.64	4.56	3.76	3.08	6.40
	Index	100	81	67	55	113
	Unwgt'd	10089	299	141	100	59
	Weighted (000)	44682	1522	662	467	249
Respondent - Highest Level Education Completed/Highest Degree Received: High school graduate (High School Diploma or Equivalent, such as GED)	Horz %	100.00	3.41	1.48	1.05	0.56
	Vert %	18.31	20.10	17.75	18.75	18.86
	Index	100	110	97	102	103
						*
	Unwgt'd	10356	224	118	74	42
Respondent - Highest Level Education Completed/Highest Degree Received: 11th Grade or Less or 12th Grade, No Diploma	Weighted (000)	71816	1975	1013	526	221
	Horz %	100.00	2.75	1.41	0.73	0.31
	Vert %	29.42	26.09	27.18	21.09	16.76
	Index	100	89	92	72	57
				*	*	*
Currently Attending College or University	Unwgt'd	4355	67	39	12	10
	Weighted (000)	29641	472	256	75	55
	Horz %	100.00	1.59	0.86	0.25	0.18
	Vert %	12.14	6.24	6.87	3.02	4.15
	Index	100	51	57	25	34
Employed Full Time					*	*
	Unwgt'd	3403	106	51	37	20
	Weighted (000)	19372	633	267	184	91
	Horz %	100.00	3.27	1.38	0.95	0.47
	Vert %	7.94	8.36	7.17	7.38	6.87
Employed Part Time	Index	100	105	90	93	87
	Unwgt'd	25438	887	439	343	198
	Weighted (000)	119890	4642	2236	1567	760
	Horz %	100.00	3.87	1.86	1.31	0.63
	Vert %	49.12	61.32	59.96	62.87	57.66
	Index	100	125	122	128	117
						*
	Unwgt'd	5730	170	78	57	31
	Weighted (000)	28854	819	395	209	134
	Horz %	100.00	2.84	1.37	0.73	0.47
	Vert %	11.82	10.81	10.59	8.39	10.20
	Index	100	91	90	71	86

		Adults 18+	Own\ Lease anyMazda	Most recent vehicle bought/leased Mazda	Decision maker for any Mazda bought\leased new	Would buy/lease new Mazda if making decision today
Not Employed						
	Unwgt'd	17478	352	193	139	89
	Weighted (000)	95339	2109	1098	716	424
	Horz %	100.00	2.21	1.15	0.75	0.44
	Vert %	39.06	27.86	29.44	28.73	32.14
	Index	100	71	75	74	82
Temporarily Unemployed			*	*	*	*
	Unwgt'd	1886	41	21	10	9
	Weighted (000)	12314	274	134	61	40
	Horz %	100.00	2.22	1.09	0.49	0.32
	Vert %	5.05	3.62	3.59	2.43	3.02
	Index	100	72	71	48	60
Retired from Employment						
	Unwgt'd	10143	200	108	97	56
	Weighted (000)	46820	1074	581	475	255
	Horz %	100.00	2.29	1.24	1.02	0.54
	Vert %	19.18	14.19	15.58	19.07	19.35
	Index	100	74	81	99	101
Not Employed, Principal Shopper for Household				*	*	*
	Unwgt'd	2543	55	34	17	12
	Weighted (000)	16573	341	206	95	73
	Horz %	100.00	2.06	1.24	0.57	0.44
	Vert %	6.79	4.51	5.52	3.81	5.55
	Index	100	66	81	56	82
Occupation: Professional and Related Occupations						
	Unwgt'd	7405	307	156	134	79
	Weighted (000)	34142	1548	789	628	291
	Horz %	100.00	4.53	2.31	1.84	0.85
	Vert %	13.99	20.45	21.17	25.19	22.07
	Index	100	146	151	180	158
Occupation: Management, Business and Financial Operations						
	Unwgt'd	6595	218	112	94	52
	Weighted (000)	24720	864	433	321	199
	Horz %	100.00	3.50	1.75	1.30	0.81
	Vert %	10.13	11.42	11.60	12.89	15.12
	Index	100	113	115	127	149
Occupation: Sales and Office Occupations						*
	Unwgt'd	5959	233	106	80	44
	Weighted (000)	32636	1412	687	433	197
	Horz %	100.00	4.33	2.11	1.33	0.60
	Vert %	13.37	18.66	18.43	17.38	14.94
	Index	100	140	138	130	112
Occupation: Natural Resources, Construction and Maintenance Occupations				*	*	*
	Unwgt'd	2756	77	34	22	15
	Weighted (000)	13728	390	185	92	54
	Horz %	100.00	2.84	1.35	0.67	0.39
	Vert %	5.62	5.15	4.97	3.69	4.11
	Index	100	92	88	66	73
Occupation: Other Employed						*
	Unwgt'd	8453	222	109	70	39
	Weighted (000)	43519	1245	537	302	153
	Horz %	100.00	2.86	1.23	0.69	0.35
	Vert %	17.83	16.45	14.39	12.11	11.63
	Index	100	92	81	68	65

		Adults 18+	Own\ Lease anyMazda	Most recent vehicle bought/leased Mazda	Decision maker for any Mazda bought\leased new	Would buy/lease new Mazda if making decision today
Household Income: \$250,000+				*	*	*
	Unwgt'd	1966	81	33	36	13
	Weighted (000)	7800	284	112	130	47
	Horz %	100.00	3.64	1.43	1.66	0.60
	Vert %	3.20	3.75	3.00	5.21	3.53
	Index	100	117	94	163	110
Household Income: \$200,000- \$249,999				*	*	*
	Unwgt'd	1583	63	25	28	9
	Weighted (000)	7178	270	103	89	29
	Horz %	100.00	3.76	1.43	1.24	0.40
	Vert %	2.94	3.57	2.76	3.56	2.20
	Index	100	121	94	121	75
Household Income: \$150,000- \$199,999						*
	Unwgt'd	3725	170	77	78	38
	Weighted (000)	18847	960	422	384	166
	Horz %	100.00	5.09	2.24	2.04	0.88
	Vert %	7.72	12.68	11.32	15.41	12.59
	Index	100	164	147	200	163
Household Income: \$100,000- \$149,999						
	Unwgt'd	7038	313	142	129	63
	Weighted (000)	39997	2044	979	805	252
	Horz %	100.00	5.11	2.45	2.01	0.63
	Vert %	16.39	27.00	26.26	32.31	19.14
	Index	100	165	160	197	117
Household Income: \$75,000- \$99,999						
	Unwgt'd	6168	223	111	105	57
	Weighted (000)	32585	1311	606	482	267
	Horz %	100.00	4.02	1.86	1.48	0.82
	Vert %	13.35	17.32	16.24	19.35	20.27
	Index	100	130	122	145	152
Household Income: \$60,000- \$74,999					*	*
	Unwgt'd	4945	124	58	40	31
	Weighted (000)	24958	639	333	137	171
	Horz %	100.00	2.56	1.33	0.55	0.69
	Vert %	10.23	8.44	8.92	5.48	13.00
	Index	100	83	87	54	127
Household Income: \$50,000- \$59,999					*	*
	Unwgt'd	3824	96	51	27	28
	Weighted (000)	18483	375	169	76	98
	Horz %	100.00	2.03	0.92	0.41	0.53
	Vert %	7.57	4.96	4.54	3.05	7.44
	Index	100	65	60	40	98
Household Income: \$40,000- \$49,999					*	*
	Unwgt'd	4928	118	71	43	34
	Weighted (000)	20001	475	261	145	97
	Horz %	100.00	2.37	1.31	0.73	0.48
	Vert %	8.19	6.27	7.01	5.83	7.34
	Index	100	77	86	71	90
Household Income: \$30,000- \$39,999				*	*	*
	Unwgt'd	4676	85	49	21	18
	Weighted (000)	21673	421	234	82	58
	Horz %	100.00	1.94	1.08	0.38	0.27
	Vert %	8.88	5.56	6.28	3.31	4.38
	Index	100	63	71	37	49

		Adults 18+	Own\ Lease anyMazda	Most recent vehicle bought/leased Mazda	Decision maker for any Mazda bought/leased new	Would buy/lease new Mazda if making decision today
Household Income: \$20,000- \$29,999				*	*	*
	Unwgt'd	4378	71	49	20	15
	Weighted (000)	21286	394	253	91	79
	Horz %	100.00	1.85	1.19	0.43	0.37
	Vert %	8.72	5.20	6.78	3.66	6.00
	Index	100	60	78	42	69
Household Income: Under \$20,000				*	*	*
	Unwgt'd	5415	65	44	12	12
	Weighted (000)	31275	398	257	71	54
	Horz %	100.00	1.27	0.82	0.23	0.17
	Vert %	12.81	5.26	6.89	2.83	4.10
	Index	100	41	54	22	32
Median Household Income						
	Unwgt'd					
	Weighted (000)	65.60	95.70	89.70	110.00	84.50
	Horz %					
	Vert %					
	Index	100	146	137	168	129
Marital Status: Single, Never Married						
	Unwgt'd	12107	306	156	88	71
	Weighted (000)	69105	1987	960	496	327
	Horz %	100.00	2.88	1.39	0.72	0.47
	Vert %	28.31	26.26	25.74	19.92	24.81
	Index	100	93	91	70	88
Marital Status: Currently Married						
	Unwgt'd	24506	867	419	355	177
	Weighted (000)	129071	4602	2215	1647	806
	Horz %	100.00	3.57	1.72	1.28	0.62
	Vert %	52.88	60.79	59.40	66.09	61.16
	Index	100	115	112	125	116
Marital Status: Divorced or Legally Separated						
	Unwgt'd	8229	183	98	67	51
	Weighted (000)	31030	732	365	222	142
	Horz %	100.00	2.36	1.18	0.72	0.46
	Vert %	12.71	9.67	9.78	8.90	10.74
	Index	100	76	77	70	84
Marital Status: Widowed				*	*	*
	Unwgt'd	3804	53	37	29	19
	Weighted (000)	14879	249	189	127	43
	Horz %	100.00	1.67	1.27	0.85	0.29
	Vert %	6.10	3.29	5.07	5.09	3.29
	Index	100	54	83	83	54
Marital Status: Engaged to Be Married				*	*	*
	Unwgt'd	2120	68	32	19	18
	Weighted (000)	11812	412	203	86	89
	Horz %	100.00	3.49	1.72	0.73	0.75
	Vert %	4.84	5.45	5.45	3.45	6.75
	Index	100	113	113	71	139
Marital Status: Living with Partner/Fiancé/Boyfriend or Girlfriend (Same or Opposite Sex)				*	*	*
	Unwgt'd	3596	103	45	30	24
	Weighted (000)	21557	589	281	153	151
	Horz %	100.00	2.73	1.30	0.71	0.70
	Vert %	8.83	7.79	7.54	6.12	11.45
	Index	100	88	85	69	130

		Adults 18+	Own\ Lease anyMazda	Most recent vehicle bought/leased Mazda	Decision maker for any Mazda bought\leased new	Would buy/lease new Mazda if making decision today
Any Child(ren) Under Age 18 Living at Home						
	Unwgt'd	18201	651	328	232	109
	Weighted (000)	94932	3434	1805	1096	460
	Horz %	100.00	3.62	1.90	1.15	0.48
	Vert %	38.89	45.37	48.42	43.99	34.89
	Index	100	117	124	113	90
1 Child Under Age 18 Currently Living at Home						*
	Unwgt'd	7127	241	130	77	43
	Weighted (000)	38013	1442	876	461	246
	Horz %	100.00	3.79	2.30	1.21	0.65
	Vert %	15.57	19.04	23.49	18.49	18.64
	Index	100	122	151	119	120
2 Children Under Age 18 Currently Living at Home						*
	Unwgt'd	6935	280	131	106	42
	Weighted (000)	34366	1384	636	451	118
	Horz %	100.00	4.03	1.85	1.31	0.34
	Vert %	14.08	18.28	17.05	18.09	8.91
	Index	100	130	121	129	63
3 Children Under Age 18 Currently Living at Home				*	*	*
	Unwgt'd	2804	88	49	30	18
	Weighted (000)	14813	424	222	105	73
	Horz %	100.00	2.86	1.50	0.71	0.49
	Vert %	6.07	5.59	5.96	4.20	5.53
	Index	100	92	98	69	91
4 Children Under Age 18 Currently Living at Home			*	*	*	*
	Unwgt'd	872	33	14	18	5
	Weighted (000)	4873	149	55	78	22
	Horz %	100.00	3.06	1.13	1.60	0.45
	Vert %	2.00	1.97	1.48	3.13	1.64
	Index	100	99	74	157	82
5 or More Children Under Age 18 Currently Living at Home			*	*	*	*
	Unwgt'd	463	9	4	1	1
	Weighted (000)	2867	36	17	2	2
	Horz %	100.00	1.26	0.58	0.06	0.07
	Vert %	1.17	0.48	0.45	0.06	0.16
	Index	100	41	38	6	14
Own Home/Residence						
	Unwgt'd	32775	1070	522	438	252
	Weighted (000)	160976	5568	2661	1986	1010
	Horz %	100.00	3.46	1.65	1.23	0.63
	Vert %	65.95	73.56	71.36	79.68	76.63
	Index	100	112	108	121	116
Rent Home/Residence						
	Unwgt'd	15306	332	183	100	64
	Weighted (000)	80205	1949	1033	505	305
	Horz %	100.00	2.43	1.29	0.63	0.38
	Vert %	32.86	25.75	27.70	20.28	23.11
	Index	100	78	84	62	70
Live Rent-Free in Home/Residence			*	*	*	*
	Unwgt'd	565	7	5	1	2
	Weighted (000)	2903	52	35	1	3
	Horz %	100.00	1.80	1.22	0.04	0.12
	Vert %	1.19	0.69	0.95	0.04	0.26
	Index	100	58	80	4	22

		Adults 18+	Own\ Lease anyMazda	Most recent vehicle bought/leased Mazda	Decision maker for any Mazda bought\leased new	Would buy/lease new Mazda if making decision today
Census Region: North East						
	Unwgt'd	11000	291	164	137	86
	Weighted (000)	44018	1363	819	568	320
	Horz %	100.00	3.10	1.86	1.29	0.73
	Vert %	18.03	18.00	21.97	22.78	24.29
	Index	100	100	122	126	135
Census Region: South						
	Unwgt'd	17645	531	266	177	103
	Weighted (000)	92016	2964	1485	865	423
	Horz %	100.00	3.22	1.61	0.94	0.46
	Vert %	37.70	39.16	39.84	34.69	32.06
	Index	100	104	106	92	85
Census Region: Midwest						
	Unwgt'd	9880	260	143	100	63
	Weighted (000)	52062	1316	683	452	227
	Horz %	100.00	2.53	1.31	0.87	0.44
	Vert %	21.33	17.38	18.31	18.14	17.20
	Index	100	81	86	85	81
Census Region: West						
	Unwgt'd	10121	327	137	125	66
	Weighted (000)	55988	1927	742	608	349
	Horz %	100.00	3.44	1.32	1.09	0.62
	Vert %	22.94	25.46	19.89	24.39	26.45
	Index	100	111	87	106	115
Census Sub-Region: New England				*	*	*
	Unwgt'd	2748	83	37	35	12
	Weighted (000)	11567	435	257	169	47
	Horz %	100.00	3.76	2.22	1.46	0.41
	Vert %	4.74	5.74	6.90	6.76	3.60
	Index	100	121	146	143	76
Census Sub-Region: Mid Atlantic						
	Unwgt'd	8252	208	127	102	74
	Weighted (000)	32451	928	562	399	273
	Horz %	100.00	2.86	1.73	1.23	0.84
	Vert %	13.30	12.26	15.06	16.02	20.70
	Index	100	92	113	120	156
Census Sub-Region: South Atlantic						
	Unwgt'd	9812	311	140	116	60
	Weighted (000)	48740	1632	744	528	216
	Horz %	100.00	3.35	1.53	1.08	0.44
	Vert %	19.97	21.56	19.96	21.20	16.41
	Index	100	108	100	106	82
Census Sub-Region: East South Central			*	*	*	*
	Unwgt'd	1890	41	22	7	7
	Weighted (000)	14067	336	159	58	53
	Horz %	100.00	2.39	1.13	0.41	0.38
	Vert %	5.76	4.44	4.26	2.31	4.03
	Index	100	77	74	40	70
Census Sub-Region: West South Central						*
	Unwgt'd	5943	179	104	54	36
	Weighted (000)	29209	996	582	279	153
	Horz %	100.00	3.41	1.99	0.95	0.52
	Vert %	11.97	13.16	15.62	11.18	11.62
	Index	100	110	131	93	97

		Adults 18+	Own\ Lease anyMazda	Most recent vehicle bought/leased Mazda	Decision maker for any Mazda bought\leased new	Would buy/lease new Mazda if making decision today
						*
Census Sub-Region: East North Central	Unwgt'd	7303	194	108	78	48
	Weighted (000)	36089	927	484	313	149
	Horz %	100.00	2.57	1.34	0.87	0.41
	Vert %	14.79	12.24	12.99	12.56	11.27
	Index	100	83	88	85	76
Census Sub-Region: West North Central				*	*	*
	Unwgt'd	2577	66	35	22	15
	Weighted (000)	15973	389	198	139	78
	Horz %	100.00	2.44	1.24	0.87	0.49
	Vert %	6.54	5.14	5.32	5.58	5.93
Census Sub-Region: Mountain	Index	100	79	81	85	91
				*	*	*
	Unwgt'd	2752	79	34	19	19
	Weighted (000)	18482	617	237	83	133
	Horz %	100.00	3.34	1.28	0.45	0.72
Census Sub-Region: Pacific	Vert %	7.57	8.16	6.37	3.34	10.09
	Index	100	108	84	44	133
						*
	Unwgt'd	7369	248	103	106	47
	Weighted (000)	37506	1310	504	525	216
County Size: A	Horz %	100.00	3.49	1.34	1.40	0.58
	Vert %	15.37	17.30	13.52	21.05	16.36
	Index	100	113	88	137	106
	Unwgt'd	26326	778	392	349	206
County Size: B	Weighted (000)	102649	3098	1566	1314	714
	Horz %	100.00	3.02	1.53	1.28	0.70
	Vert %	42.05	40.93	41.99	52.72	54.15
	Index	100	97	100	125	129
County Size: C/D	Unwgt'd	11709	377	193	130	74
	Weighted (000)	72000	2704	1316	861	437
	Horz %	100.00	3.76	1.83	1.20	0.61
	Vert %	29.50	35.73	35.29	34.56	33.18
	Index	100	121	120	117	112
Radio Formats: AAA (subset of Alternative) (Monday-Sunday 24-Hour Cume)						*
	Unwgt'd	10611	254	125	60	38
	Weighted (000)	69435	1767	847	317	167
	Horz %	100.00	2.55	1.22	0.46	0.24
	Vert %	28.45	23.35	22.72	12.72	12.67
Radio Formats: Adult Contemporary (Monday- Sunday 24-Hour Cume)	Index	100	82	80	45	45
				*	*	*
	Unwgt'd	1128	53	27	27	14
	Weighted (000)	4719	198	108	105	59
	Horz %	100.00	4.20	2.29	2.23	1.25
Radio Formats: Adult Contemporary (Monday- Sunday 24-Hour Cume)	Vert %	1.93	2.62	2.89	4.23	4.48
	Index	100	136	150	219	232
	Unwgt'd	7893	288	142	123	64
	Weighted (000)	38375	1631	826	655	281
Radio Formats: Adult Contemporary (Monday- Sunday 24-Hour Cume)	Horz %	100.00	4.25	2.15	1.71	0.73
	Vert %	15.72	21.54	22.14	26.27	21.29
	Index	100	137	141	167	135

		Adults 18+	Own\ Lease anyMazda	Most recent vehicle bought/leased Mazda	Decision maker for any Mazda bought\leased new	Would buy/lease new Mazda if making decision today
Radio Formats: Adult Hits (Monday-Sunday 24-Hour Cume)			*	*	*	*
	Unwgt'd	1220	41	29	20	18
	Weighted (000)	6399	203	131	107	90
	Horz %	100.00	3.17	2.05	1.68	1.41
	Vert %	2.62	2.68	3.51	4.31	6.86
	Index	100	102	134	164	262
UNTRENDED: Radio Formats: Adult Standards/Easy Listening (Monday-Sunday 24-Hour Cume)		*	*	*	*	*
	Unwgt'd	0	0	0	0	0
	Weighted (000)	0	0	0	0	0
	Horz %	0.00	0.00	0.00	0.00	0.00
	Vert %	0.00	0.00	0.00	0.00	0.00
	Index	0	0	0	0	0
Radio Formats: All News (Monday-Sunday 24-Hour Cume)				*	*	*
	Unwgt'd	2726	76	29	34	31
	Weighted (000)	7983	239	69	98	74
	Horz %	100.00	2.99	0.87	1.23	0.93
	Vert %	3.27	3.16	1.85	3.94	5.62
	Index	100	96	57	120	172
Radio Formats: All Sports (Monday-Sunday 24-Hour Cume)						*
	Unwgt'd	3232	117	59	53	25
	Weighted (000)	12837	508	235	186	65
	Horz %	100.00	3.96	1.83	1.45	0.51
	Vert %	5.26	6.71	6.32	7.47	4.96
	Index	100	128	120	142	94
Radio Formats: All Talk (Monday-Sunday 24-Hour Cume)			*	*	*	*
	Unwgt'd	850	27	17	10	4
	Weighted (000)	3908	124	84	26	8
	Horz %	100.00	3.18	2.16	0.66	0.20
	Vert %	1.60	1.64	2.26	1.04	0.58
	Index	100	103	141	65	36
Radio Formats: Alternative (Monday-Sunday 24-Hour Cume)						*
	Unwgt'd	3051	138	67	63	26
	Weighted (000)	14357	672	330	280	158
	Horz %	100.00	4.68	2.30	1.95	1.10
	Vert %	5.88	8.87	8.86	11.24	11.95
	Index	100	151	151	191	203
Radio Formats: CHR/Top 40 (Monday-Sunday 24-Hour Cume)						
	Unwgt'd	8136	287	145	113	57
	Weighted (000)	42891	1723	888	588	228
	Horz %	100.00	4.02	2.07	1.37	0.53
	Vert %	17.57	22.77	23.81	23.58	17.29
	Index	100	130	136	134	98
Radio Formats: Classic Hits (Monday-Sunday 24-Hour Cume)				*	*	*
	Unwgt'd	2864	81	40	32	23
	Weighted (000)	14285	394	188	181	134
	Horz %	100.00	2.76	1.32	1.27	0.94
	Vert %	5.85	5.20	5.04	7.26	10.15
	Index	100	89	86	124	173
Radio Formats: Classic Rock (Monday-Sunday 24-Hour Cume)					*	*
	Unwgt'd	3360	117	68	47	33
	Weighted (000)	16987	583	308	211	164
	Horz %	100.00	3.43	1.81	1.24	0.97
	Vert %	6.96	7.70	8.25	8.45	12.46
	Index	100	111	119	121	179

		Adults 18+	Own\ Lease anyMazda	Most recent vehicle bought/leased Mazda	Decision maker for any Mazda bought\leased new	Would buy/lease new Mazda if making decision today
Radio Formats: Classical (Monday-Sunday 24-Hour Cume)			*	*	*	*
	Unwgt'd	1353	46	19	20	7
	Weighted (000)	5307	183	59	62	12
	Horz %	100.00	3.45	1.12	1.17	0.22
	Vert %	2.17	2.42	1.59	2.48	0.88
	Index	100	111	73	114	40
Radio Formats: Country (Monday-Sunday 24-Hour Cume)						*
	Unwgt'd	7757	253	109	80	48
	Weighted (000)	44958	1643	710	461	200
	Horz %	100.00	3.65	1.58	1.03	0.45
	Vert %	18.42	21.70	19.05	18.49	15.20
	Index	100	118	103	100	83
Radio Formats: Ethnic (Monday-Sunday 24-Hour Cume)			*	*	*	*
	Unwgt'd	310	10	4	4	3
	Weighted (000)	1196	66	37	40	9
	Horz %	100.00	5.50	3.11	3.30	0.74
	Vert %	0.49	0.87	1.00	1.59	0.68
	Index	100	177	204	324	138
Radio Formats: Gospel (Monday-Sunday 24-Hour Cume)			*	*	*	*
	Unwgt'd	642	17	11	5	4
	Weighted (000)	3662	128	99	11	15
	Horz %	100.00	3.49	2.70	0.31	0.40
	Vert %	1.50	1.69	2.65	0.45	1.11
	Index	100	113	177	30	74
Radio Formats: Hispanic (All Genres) (Monday-Sunday 24- Hour Cume)				*	*	*
	Unwgt'd	2577	65	36	21	10
	Weighted (000)	15181	358	221	159	33
	Horz %	100.00	2.36	1.46	1.05	0.22
	Vert %	6.22	4.73	5.93	6.37	2.53
	Index	100	76	95	102	41
Radio Formats: Hot AC (Subset of "Adult Contemporary") (Monday- Sunday 24-Hour Cume)						*
	Unwgt'd	3551	152	71	61	31
	Weighted (000)	17450	914	443	342	118
	Horz %	100.00	5.24	2.54	1.96	0.68
	Vert %	7.15	12.07	11.87	13.70	8.97
	Index	100	169	166	192	125
Radio Formats: Jazz (Monday- Sunday 24-Hour Cume)			*	*	*	*
	Unwgt'd	631	21	11	9	7
	Weighted (000)	2496	98	48	31	20
	Horz %	100.00	3.92	1.93	1.25	0.80
	Vert %	1.02	1.29	1.29	1.25	1.52
	Index	100	127	126	123	148
Radio Formats: Mexican/Tejano/Ranchera (Subset of "Hispanic") (Monday-Sunday 24-Hour Cume)			*	*	*	*
	Unwgt'd	1108	26	12	6	4
	Weighted (000)	6328	167	110	57	16
	Horz %	100.00	2.64	1.74	0.90	0.26
	Vert %	2.59	2.21	2.95	2.28	1.23
	Index	100	85	114	88	47
Radio Formats: News/Talk (Monday-Sunday 24-Hour Cume)						
	Unwgt'd	5806	200	103	99	57
	Weighted (000)	23554	908	465	397	180
	Horz %	100.00	3.86	1.97	1.69	0.76
	Vert %	9.65	12.00	12.47	15.93	13.61
	Index	100	124	129	165	141

		Adults 18+	Own\ Lease anyMazda	Most recent vehicle bought/leased Mazda	Decision maker for any Mazda bought\leased new	Would buy/lease new Mazda if making decision today
Radio Formats: Oldies (Monday-Sunday 24-Hour Cume)			*	*	*	*
	Unwgt'd	1456	47	25	24	15
	Weighted (000)	7376	194	103	93	58
	Horz %	100.00	2.63	1.39	1.27	0.78
	Vert %	3.02	2.56	2.76	3.75	4.39
	Index	100	85	91	124	145
Radio Formats: Public Radio/Non-Commercial (Monday-Sunday 24-Hour Cume)						*
	Unwgt'd	2625	112	57	51	21
	Weighted (000)	10677	468	218	199	71
	Horz %	100.00	4.38	2.04	1.86	0.67
	Vert %	4.37	6.18	5.84	7.97	5.41
	Index	100	141	134	182	124
Radio Formats: Religion/Christian (Monday- Sunday 24-Hour Cume)					*	*
	Unwgt'd	3944	129	61	43	32
	Weighted (000)	20120	637	269	150	108
	Horz %	100.00	3.16	1.34	0.74	0.54
	Vert %	8.24	8.41	7.21	6.01	8.20
	Index	100	102	87	73	99
Radio Formats: Rhythmic (Monday-Sunday 24-Hour Cume)				*	*	*
	Unwgt'd	2569	75	33	19	10
	Weighted (000)	13480	504	225	127	49
	Horz %	100.00	3.74	1.67	0.94	0.37
	Vert %	5.52	6.66	6.02	5.11	3.75
	Index	100	121	109	92	68
Radio Formats: Rock (Monday- Sunday 24-Hour Cume)					*	*
	Unwgt'd	3181	110	58	40	27
	Weighted (000)	16260	597	272	184	119
	Horz %	100.00	3.67	1.67	1.13	0.73
	Vert %	6.66	7.89	7.30	7.40	9.01
	Index	100	118	110	111	135
Radio Formats: Soft Adult Contemporary/Lite Rock (Monday-Sunday 24-Hour Cume)			*	*	*	*
	Unwgt'd	1106	31	17	11	8
	Weighted (000)	5735	186	127	69	46
	Horz %	100.00	3.24	2.21	1.20	0.79
	Vert %	2.35	2.45	3.40	2.77	3.46
	Index	100	104	145	118	147
Radio Formats: Spanish AC (Subset of Hispanic) (Monday- Sunday 24-Hour Cume)			*	*	*	*
	Unwgt'd	906	19	10	5	2
	Weighted (000)	5268	62	26	27	5
	Horz %	100.00	1.18	0.50	0.52	0.10
	Vert %	2.16	0.82	0.70	1.10	0.40
	Index	100	38	32	51	18
Radio Formats: Tropical (Subset of Hispanic) (Monday- Sunday 24-Hour Cume)			*	*	*	*
	Unwgt'd	302	9	6	4	1
	Weighted (000)	1893	41	20	27	4
	Horz %	100.00	2.17	1.06	1.41	0.23
	Vert %	0.78	0.54	0.54	1.07	0.33
	Index	100	70	69	138	42
Radio Formats: Urban (All Genres) (Monday-Sunday 24- Hour Cume)					*	*
	Unwgt'd	5121	114	60	30	20
	Weighted (000)	26008	695	329	182	69
	Horz %	100.00	2.67	1.26	0.70	0.27
	Vert %	10.66	9.18	8.82	7.28	5.27
	Index	100	86	83	68	49

		Adults 18+	Own\ Lease anyMazda	Most recent vehicle bought/leased Mazda	Decision maker for any Mazda bought\leased new	Would buy/lease new Mazda if making decision today
Radio Formats: Urban AC (Subset of Urban) (Monday- Sunday 24-Hour Cume)			*	*	*	*
	Unwgt'd	2133	35	17	12	5
	Weighted (000)	10077	189	76	68	22
	Horz %	100.00	1.87	0.76	0.68	0.22
	Vert %	4.13	2.49	2.04	2.74	1.65
	Index	100	60	49	66	40
Radio Formats: Urban Contemporary (Subset of Urban) (Monday-Sunday 24- Hour Cume)				*	*	*
	Unwgt'd	1989	56	33	15	10
	Weighted (000)	11746	371	207	105	38
	Horz %	100.00	3.15	1.77	0.89	0.32
	Vert %	4.81	4.89	5.56	4.22	2.85
	Index	100	102	116	88	59
Radio Formats: Variety/Other (Monday-Sunday 24-Hour Cume)			*	*	*	*
	Unwgt'd	1303	49	21	16	6
	Weighted (000)	6945	350	192	162	33
	Horz %	100.00	5.03	2.77	2.33	0.48
	Vert %	2.85	4.62	5.16	6.49	2.51
	Index	100	162	181	228	88
Radio Daypart Cumes: Total Week Monday-Sunday 24 Hours						
	Unwgt'd	41037	1249	622	482	287
	Weighted (000)	204462	6655	3193	2214	1185
	Horz %	100.00	3.25	1.56	1.08	0.58
	Vert %	83.77	87.91	85.64	88.81	89.88
	Index	100	105	102	106	107
Radio Daypart Cumes: Weekday 6:00 am - 10:00 am						
	Unwgt'd	25278	811	408	312	180
	Weighted (000)	122460	4231	2124	1426	720
	Horz %	100.00	3.45	1.73	1.16	0.59
	Vert %	50.17	55.89	56.96	57.22	54.61
	Index	100	111	114	114	109
Radio Daypart Cumes: Weekday 10:00 am - 3:00 pm						
	Unwgt'd	18835	540	259	185	116
	Weighted (000)	94930	3017	1449	918	452
	Horz %	100.00	3.18	1.53	0.97	0.48
	Vert %	38.89	39.86	38.87	36.81	34.31
	Index	100	102	100	95	88
Radio Daypart Cumes: Weekday 3:00 pm - 7:00 pm						
	Unwgt'd	22339	734	365	291	163
	Weighted (000)	109527	3849	1848	1359	678
	Horz %	100.00	3.51	1.69	1.24	0.62
	Vert %	44.87	50.85	49.56	54.52	51.39
	Index	100	113	110	122	115
Radio Daypart Cumes: Weekday 7:00 pm - Midnight						*
	Unwgt'd	8087	227	110	80	40
	Weighted (000)	41055	1191	531	314	118
	Horz %	100.00	2.90	1.29	0.77	0.29
	Vert %	16.82	15.73	14.25	12.60	8.92
	Index	100	94	85	75	53
Radio Daypart Cumes: Weekday Midnight - 6:00 am				*	*	*
	Unwgt'd	2418	61	29	25	18
	Weighted (000)	12268	287	119	98	55
	Horz %	100.00	2.34	0.97	0.79	0.45
	Vert %	5.03	3.79	3.19	3.91	4.17
	Index	100	75	63	78	83

		Adults 18+	Own\ Lease anyMazda	Most recent vehicle bought/leased Mazda	Decision maker for any Mazda bought\leased new	Would buy/lease new Mazda if making decision today
Radio Daypart Cumes: Weekend 6:00 am - 10:00 am						
	Unwgt'd	16140	480	235	192	108
	Weighted (000)	79167	2462	1255	895	480
	Horz %	100.00	3.11	1.59	1.13	0.61
	Vert %	32.43	32.53	33.66	35.92	36.40
	Index	100	100	104	111	112
Radio Daypart Cumes: Weekend 10:00 am - 3:00 pm						
	Unwgt'd	21592	644	322	256	153
	Weighted (000)	106532	3547	1702	1204	591
	Horz %	100.00	3.33	1.60	1.13	0.55
	Vert %	43.65	46.86	45.64	48.30	44.83
	Index	100	107	105	111	103
Radio Daypart Cumes: Weekend 3:00 pm - 7:00 pm						
	Unwgt'd	16960	519	243	188	120
	Weighted (000)	85146	2621	1194	849	514
	Horz %	100.00	3.08	1.40	1.00	0.60
	Vert %	34.88	34.62	32.02	34.07	38.97
	Index	100	99	92	98	112
Radio Daypart Cumes: Weekend 7:00 pm - Midnight						
	Unwgt'd	8346	249	124	92	71
	Weighted (000)	42195	1291	675	458	260
	Horz %	100.00	3.06	1.60	1.09	0.62
	Vert %	17.29	17.05	18.11	18.38	19.72
	Index	100	99	105	106	114
Radio Daypart Cumes: Weekend Midnight - 6:00 am				*	*	*
	Unwgt'd	2161	58	31	19	22
	Weighted (000)	10847	258	122	65	67
	Horz %	100.00	2.38	1.13	0.60	0.62
	Vert %	4.44	3.40	3.28	2.60	5.09
	Index	100	77	74	58	115
Where Listen to Radio on Typical Weekday: Home						
	Unwgt'd	13605	348	169	127	81
	Weighted (000)	66444	1823	786	567	261
	Horz %	100.00	2.74	1.18	0.85	0.39
	Vert %	27.22	24.08	21.08	22.76	19.81
	Index	100	88	77	84	73
Where Listen to Radio on Typical Weekday: Car						
	Unwgt'd	37582	1195	586	467	264
	Weighted (000)	186198	6308	3046	2208	1100
	Horz %	100.00	3.39	1.64	1.19	0.59
	Vert %	76.28	83.33	81.70	88.57	83.40
	Index	100	109	107	116	109
Where Listen to Radio on Typical Weekday: Work						*
	Unwgt'd	6358	200	96	71	37
	Weighted (000)	32708	1225	583	378	175
	Horz %	100.00	3.75	1.78	1.15	0.54
	Vert %	13.40	16.19	15.64	15.15	13.29
	Index	100	121	117	113	99
Where Listen to Radio on Typical Weekday: Place Other Than Home, Car, Work			*	*	*	*
	Unwgt'd	1490	43	17	9	11
	Weighted (000)	7844	300	81	43	44
	Horz %	100.00	3.82	1.03	0.54	0.56
	Vert %	3.21	3.96	2.17	1.71	3.35
	Index	100	123	67	53	104

		Adults 18+	Own\ Lease anyMazda	Most recent vehicle bought/leased Mazda	Decision maker for any Mazda bought\leased new	Would buy/lease new Mazda if making decision today
Where Listen to Radio on Typical Weekend: Home	Unwgt'd	16122	440	223	177	108
	Weighted (000)	79216	2208	1025	777	384
	Horz %	100.00	2.79	1.29	0.98	0.48
	Vert %	32.45	29.17	27.50	31.18	29.10
	Index	100	90	85	96	90
Where Listen to Radio on Typical Weekend: Car	Unwgt'd	34584	1078	521	411	239
	Weighted (000)	172300	5901	2870	1984	1048
	Horz %	100.00	3.43	1.67	1.15	0.61
	Vert %	70.59	77.96	76.99	79.62	79.50
	Index	100	110	109	113	113
Where Listen to Radio on Typical Weekend: Work				*	*	*
	Unwgt'd	2377	71	39	20	9
	Weighted (000)	13032	490	239	99	28
	Horz %	100.00	3.76	1.84	0.76	0.22
	Vert %	5.34	6.47	6.42	3.96	2.15
Where Listen to Radio on Typical Weekend: Place Other Than Home, Car, Work	Index	100	121	120	74	40
				*	*	*
	Unwgt'd	1550	55	22	16	12
	Weighted (000)	8439	327	85	50	37
	Horz %	100.00	3.87	1.00	0.59	0.44
Ever Listen to AM Radio (Terrestrial Radio)	Vert %	3.46	4.31	2.27	2.01	2.80
	Index	100	125	66	58	81
	Unwgt'd	8872	266	134	126	74
	Weighted (000)	37216	1250	617	476	248
	Horz %	100.00	3.36	1.66	1.28	0.67
Ever Listen to FM Radio (Terrestrial Radio)	Vert %	15.25	16.52	16.56	19.08	18.84
	Index	100	108	109	125	124
	Unwgt'd	35648	1093	545	416	240
	Weighted (000)	180517	5877	2875	1996	1005
	Horz %	100.00	3.26	1.59	1.11	0.56
Ever Listen to Any Terrestrial Radio (AM/FM)	Vert %	73.96	77.64	77.11	80.10	76.24
	Index	100	105	104	108	103
	Unwgt'd	38624	1167	585	456	264
	Weighted (000)	192537	6162	3011	2128	1083
	Horz %	100.00	3.20	1.56	1.11	0.56
Ever Listen to Satellite Radio (SiriusXM)	Vert %	78.88	81.40	80.75	85.39	82.10
	Index	100	103	102	108	104
	Unwgt'd	6808	205	89	84	52
	Weighted (000)	31804	1073	495	332	210
	Horz %	100.00	3.38	1.56	1.04	0.66
Household Subscribes to Satellite (SiriusXM) Radio	Vert %	13.03	14.18	13.28	13.30	15.94
	Index	100	109	102	102	122
	Unwgt'd	9333	306	126	117	68
	Weighted (000)	45323	1579	693	502	282
	Horz %	100.00	3.48	1.53	1.11	0.62
Household Subscribes to Satellite (SiriusXM) Radio	Vert %	18.57	20.86	18.60	20.13	21.41
	Index	100	112	100	108	115

		Adults 18+	Own\ Lease anyMazda	Most recent vehicle bought/leased Mazda	Decision maker for any Mazda bought\leased new	Would buy/lease new Mazda if making decision today
Any Vehicle Currently Owned/Leased Has Satellite Radio	Unwgt'd	15153	492	203	192	110
	Weighted (000)	76621	2735	1107	950	500
	Horz %	100.00	3.57	1.44	1.24	0.65
	Vert %	31.39	36.13	29.69	38.13	37.93
	Index	100	115	95	121	121
Any Vehicle Currently Owned/Leased Has MP3 Player Connection	Unwgt'd	12633	550	284	233	110
	Weighted (000)	64670	2868	1427	1192	509
	Horz %	100.00	4.43	2.21	1.84	0.79
	Vert %	26.49	37.89	38.27	47.83	38.63
	Index	100	143	144	181	146
Listened to Online Streaming AM/FM Broadcast Radio Stations - Past Month	Unwgt'd	7343	297	139	128	69
	Weighted (000)	36346	1497	794	592	327
	Horz %	100.00	4.12	2.19	1.63	0.90
	Vert %	14.89	19.77	21.31	23.76	24.78
	Index	100	133	143	160	166
Listened to Internet-only radio or other online music or audio services (eg. Pandora, Spotify, etc.) - past month	Unwgt'd	19242	649	319	247	149
	Weighted (000)	97996	3449	1677	1168	598
	Horz %	100.00	3.52	1.71	1.19	0.61
	Vert %	40.15	45.57	44.98	46.85	45.34
	Index	100	114	112	117	113
Listening to Any Radio on the Internet/Online - Past Month	Unwgt'd	21921	768	380	304	176
	Weighted (000)	110983	4041	2036	1446	706
	Horz %	100.00	3.64	1.83	1.30	0.64
	Vert %	45.47	53.39	54.61	58.03	53.55
	Index	100	117	120	128	118
						*
Visited a Radio Station, Radio Program or Radio Personality's website - Past Month	Unwgt'd	3452	127	62	52	24
	Weighted (000)	17001	691	333	207	84
	Horz %	100.00	4.07	1.96	1.22	0.49
	Vert %	6.97	9.13	8.92	8.29	6.37
	Index	100	131	128	119	92
Downloaded Music - Past Month	Unwgt'd	9054	330	171	125	60
	Weighted (000)	47933	1808	947	567	250
	Horz %	100.00	3.77	1.97	1.18	0.52
	Vert %	19.64	23.88	25.39	22.75	18.93
	Index	100	122	129	116	96
						*
Downloaded Podcasts/Engaged in Podcasting - Past Month	Unwgt'd	3700	123	63	57	35
	Weighted (000)	17081	557	317	232	154
	Horz %	100.00	3.26	1.85	1.36	0.90
	Vert %	7.00	7.36	8.49	9.31	11.70
	Index	100	105	121	133	167
						*
Visited iHeartRadio site - Past Month	Unwgt'd	4412	153	79	62	36
	Weighted (000)	21989	950	503	342	175
	Horz %	100.00	4.32	2.29	1.56	0.79
	Vert %	9.01	12.54	13.49	13.73	13.24
	Index	100	139	150	152	147

		Adults 18+	Own\ Lease anyMazda	Most recent vehicle bought/leased Mazda	Decision maker for any Mazda bought\leased new	Would buy/lease new Mazda if making decision today
						*
Visited iTunes.com site - Past Month	Unwgt'd	8331	318	159	118	49
	Weighted (000)	40212	1590	798	473	188
	Horz %	100.00	3.95	1.98	1.18	0.47
	Vert %	16.47	21.00	21.39	18.97	14.28
	Index	100	127	130	115	87
Visited Pandora.com site - Past Month	Unwgt'd	16996	595	302	227	118
	Weighted (000)	87700	3262	1650	1168	522
	Horz %	100.00	3.72	1.88	1.33	0.60
	Vert %	35.93	43.10	44.26	46.85	39.62
	Index	100	120	123	130	110
Visited Spotify site - Past Month	Unwgt'd	6074	230	112	79	52
	Weighted (000)	32588	1299	629	363	208
	Horz %	100.00	3.99	1.93	1.11	0.64
	Vert %	13.35	17.16	16.86	14.58	15.76
	Index	100	129	126	109	118
Advertising on radio provides me with useful information about bargains. Agree strongly or Agree somewhat	Unwgt'd	16507	495	238	170	92
	Weighted (000)	83844	2823	1300	899	305
	Horz %	100.00	3.37	1.55	1.07	0.36
	Vert %	34.35	37.29	34.87	36.06	23.17
	Index	100	109	102	105	67
Advertising on radio provides me with meaningful information about the product use of other consumers. Agree strongly or Agree somewhat	Unwgt'd	13908	381	174	129	73
	Weighted (000)	70343	2078	859	598	227
	Horz %	100.00	2.95	1.22	0.85	0.32
	Vert %	28.82	27.45	23.04	23.99	17.19
	Index	100	95	80	83	60
Advertising on radio provides me with useful information about new products and services. Agree strongly or Agree somewhat	Unwgt'd	17125	513	249	182	100
	Weighted (000)	86850	2978	1366	891	377
	Horz %	100.00	3.43	1.57	1.03	0.43
	Vert %	35.58	39.34	36.62	35.75	28.59
	Index	100	111	103	100	80
For me, advertising on radio is amusing. Agree strongly or Agree somewhat	Unwgt'd	12845	352	190	124	72
	Weighted (000)	65189	1836	910	588	315
	Horz %	100.00	2.82	1.40	0.90	0.48
	Vert %	26.71	24.25	24.41	23.59	23.91
	Index	100	91	91	88	90
Most trusted media: Radio					*	*
	Unwgt'd	4143	110	63	48	33
	Weighted (000)	21056	624	337	201	94
	Horz %	100.00	2.96	1.60	0.96	0.45
	Vert %	8.63	8.24	9.03	8.08	7.14
	Index	100	96	105	94	83
TV Dayparts: Total Week Prime Time Cume Audience	Unwgt'd	38598	1103	549	438	251
	Weighted (000)	190885	5862	2886	1989	1023
	Horz %	100.00	3.07	1.51	1.04	0.54
	Vert %	78.20	77.45	77.41	79.81	77.61
	Index	100	99	99	102	99

		Adults 18+	Own\ Lease anyMazda	Most recent vehicle bought/leased Mazda	Decision maker for any Mazda bought\leased new	Would buy/lease new Mazda if making decision today
TV Dayparts: Prime Time Weekdays Cume Audience: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)	Unwgt'd	30674	861	428	346	201
	Weighted (000)	150599	4519	2285	1570	820
	Horz %	100.00	3.00	1.52	1.04	0.54
	Vert %	61.70	59.70	61.30	62.97	62.21
	Index	100	97	99	102	101
TV Dayparts: Prime Time Saturday Cume Audience: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)	Unwgt'd	26407	739	366	303	178
	Weighted (000)	129573	3845	1881	1391	692
	Horz %	100.00	2.97	1.45	1.07	0.53
	Vert %	53.09	50.80	50.44	55.80	52.50
	Index	100	96	95	105	99
TV Dayparts: Prime Time Sunday Cume Audience: 7:00- 11:00 pm (Eastern/Pacific), 6:00-10:00 pm (Central/Mountain)	Unwgt'd	30767	864	443	358	208
	Weighted (000)	150356	4550	2346	1647	847
	Horz %	100.00	3.03	1.56	1.10	0.56
	Vert %	61.60	60.11	62.91	66.09	64.20
	Index	100	98	102	107	104
TV Dayparts: Weekdays Cume Audience: 9:00 am-4:00 pm (Eastern/Pacific) 9:00 am - 3:00 pm (Central/Mountain)	Unwgt'd	13588	308	151	120	66
	Weighted (000)	72467	1882	938	649	289
	Horz %	100.00	2.60	1.29	0.90	0.40
	Vert %	29.69	24.86	25.14	26.04	21.94
	Index	100	84	85	88	74
TV Dayparts: Weekdays Cume Audience: 4:00 pm-7:30 pm (Eastern/Pacific) 3:00 pm- 6:30 pm (Central/Mountain)	Unwgt'd	24214	634	326	250	151
	Weighted (000)	122899	3425	1762	1168	571
	Horz %	100.00	2.79	1.43	0.95	0.46
	Vert %	50.35	45.25	47.26	46.84	43.33
	Index	100	90	94	93	86
TV Dayparts: Weekdays Cume Audience: 11:30 pm-1:00 am (Eastern/Pacific) 10:30 pm- Midnight (Central/Mountain)	Unwgt'd	8203	198	92	69	42
	Weighted (000)	41009	979	475	322	188
	Horz %	100.00	2.39	1.16	0.78	0.46
	Vert %	16.80	12.93	12.75	12.90	14.26
	Index	100	77	76	77	85
TV Dayparts: Weekend Children's Shows Cume Audience: Saturday-Sunday Morning	Unwgt'd	20426	525	261	211	138
	Weighted (000)	102185	2800	1406	889	553
	Horz %	100.00	2.74	1.38	0.87	0.54
	Vert %	41.86	36.99	37.70	35.67	41.91
	Index	100	88	90	85	100
TV Dayparts: Weekend Sports Cume Audience: Saturday- Sunday Afternoon	Unwgt'd	23818	651	343	263	162
	Weighted (000)	120635	3674	1906	1258	620
	Horz %	100.00	3.05	1.58	1.04	0.51
	Vert %	49.42	48.53	51.12	50.46	47.03
	Index	100	98	103	102	95
Downloaded a TV Program - Past Month				*	*	*
	Unwgt'd	2514	71	32	30	24
	Weighted (000)	11768	332	112	115	96
	Horz %	100.00	2.82	0.96	0.98	0.82
	Vert %	4.82	4.39	3.02	4.61	7.29
	Index	100	91	63	96	151

		Adults 18+	Own\ Lease anyMazda	Most recent vehicle bought/leased Mazda	Decision maker for any Mazda bought\leased new	Would buy/lease new Mazda if making decision today
Watched a TV Program Online - Past Month	Unwgt'd	8915	323	174	137	88
	Weighted (000)	43431	1619	810	562	357
	Horz %	100.00	3.73	1.86	1.29	0.82
	Vert %	17.79	21.39	21.71	22.53	27.06
	Index	100	120	122	127	152
Visited a TV Network or TV Show's Web Site - Past Month	Unwgt'd	9786	356	177	147	84
	Weighted (000)	47213	1800	869	644	366
	Horz %	100.00	3.81	1.84	1.36	0.77
	Vert %	19.34	23.78	23.31	25.83	27.74
	Index	100	123	121	134	143
Looked at TV Listings Online - Past Month	Unwgt'd	5331	176	90	83	49
	Weighted (000)	24808	837	403	326	175
	Horz %	100.00	3.37	1.63	1.31	0.71
	Vert %	10.16	11.06	10.82	13.07	13.29
	Index	100	109	106	129	131
Household Subscribes to Cable TV	Unwgt'd	22534	626	299	241	140
	Weighted (000)	109088	3414	1583	1108	575
	Horz %	100.00	3.13	1.45	1.02	0.53
	Vert %	44.69	45.10	42.47	44.46	43.58
	Index	100	101	95	99	98
Household Subscribes to Cable, Satellite or Fiber Optic TV	Unwgt'd	37894	1107	541	436	242
	Weighted (000)	188357	5930	2832	1980	976
	Horz %	100.00	3.15	1.50	1.05	0.52
	Vert %	77.17	78.34	75.97	79.45	74.05
	Index	100	102	98	103	96
Viewed Any Cable TV (Including Pay) - Past Week	Unwgt'd	36344	1064	519	424	232
	Weighted (000)	180739	5684	2721	1952	942
	Horz %	100.00	3.14	1.51	1.08	0.52
	Vert %	74.05	75.09	72.99	78.30	71.42
	Index	100	101	99	106	96
Heavy Cable TV Viewer (Including Pay) - Past Week	Unwgt'd	26301	737	357	289	164
	Weighted (000)	131456	4035	1931	1401	631
	Horz %	100.00	3.07	1.47	1.07	0.48
	Vert %	53.86	53.30	51.80	56.22	47.86
	Index	100	99	96	104	89
Viewed Any Premium Cable Channels - Past Month	Unwgt'd	15801	486	229	190	102
	Weighted (000)	75868	2325	1089	779	371
	Horz %	100.00	3.06	1.44	1.03	0.49
	Vert %	31.08	30.71	29.21	31.26	28.15
	Index	100	99	94	101	91
Viewed Any Pay-Per-View Programs or Events - Past Year	Unwgt'd	5693	173	75	65	35
	Weighted (000)	27121	893	415	317	169
	Horz %	100.00	3.29	1.53	1.17	0.62
	Vert %	11.11	11.79	11.14	12.72	12.78
	Index	100	106	100	114	115

		Adults 18+	Own\ Lease anyMazda	Most recent vehicle bought/leased Mazda	Decision maker for any Mazda bought\leased new	Would buy/lease new Mazda if making decision today
Viewed Any Video-On-Demand Programs or Events - Past Year	Unwgt'd	13030	462	235	208	100
	Weighted (000)	59121	2330	1225	904	380
	Horz %	100.00	3.94	2.07	1.53	0.64
	Vert %	24.22	30.78	32.87	36.25	28.78
	Index	100	127	136	150	119
Household Has a Satellite Dish	Unwgt'd	10843	309	145	110	58
	Weighted (000)	61939	1944	841	601	288
	Horz %	100.00	3.14	1.36	0.97	0.47
	Vert %	25.38	25.68	22.56	24.11	21.87
	Index	100	101	89	95	86
Household Has a Digital Video Recorder (DVR)	Unwgt'd	23728	773	360	302	157
	Weighted (000)	116768	4100	1888	1357	593
	Horz %	100.00	3.51	1.62	1.16	0.51
	Vert %	47.84	54.17	50.63	54.43	44.99
	Index	100	113	106	114	94
Any Internet/Online Activity - Past Month	Unwgt'd	42373	1326	660	516	309
	Weighted (000)	208554	6976	3430	2363	1275
	Horz %	100.00	3.35	1.64	1.13	0.61
	Vert %	85.44	92.16	91.99	94.81	96.69
	Index	100	108	108	111	113
Played Games Online - Past Month	Unwgt'd	13852	435	234	168	93
	Weighted (000)	73850	2471	1260	798	468
	Horz %	100.00	3.35	1.71	1.08	0.63
	Vert %	30.26	32.64	33.79	32.01	35.52
	Index	100	108	112	106	117
Downloaded a Video Game - Past Month	Unwgt'd	5083	173	101	65	48
	Weighted (000)	28601	974	568	283	220
	Horz %	100.00	3.41	1.99	0.99	0.77
	Vert %	11.72	12.87	15.24	11.34	16.70
	Index	100	110	130	97	143
Downloaded a Movie - Past Month	Unwgt'd	4447	150	74	58	33
	Weighted (000)	21989	722	331	237	147
	Horz %	100.00	3.29	1.51	1.08	0.67
	Vert %	9.01	9.54	8.89	9.51	11.13
	Index	100	106	99	106	123
Watched a Movie Online - Past Month	Unwgt'd	11540	405	211	154	98
	Weighted (000)	58047	2108	999	709	461
	Horz %	100.00	3.63	1.72	1.22	0.79
	Vert %	23.78	27.84	26.78	28.43	34.94
	Index	100	117	113	120	147
Watched Online Video (Not Movie, TV) - Past Month	Unwgt'd	10029	367	193	148	97
	Weighted (000)	50248	1887	982	612	450
	Horz %	100.00	3.76	1.95	1.22	0.90
	Vert %	20.59	24.93	26.34	24.55	34.14
	Index	100	121	128	119	166

		Adults 18+	Own\ Lease anyMazda	Most recent vehicle bought/leased Mazda	Decision maker for any Mazda bought\leased new	Would buy/lease new Mazda if making decision today
Visited a Chat Room - Past Month				*	*	*
	Unwgt'd	2194	68	27	27	13
	Weighted (000)	10601	341	138	125	50
	Horz %	100.00	3.22	1.30	1.18	0.47
	Vert %	4.34	4.50	3.71	5.03	3.81
	Index	100	104	85	116	88
Used e-Mail - Past Month						
	Unwgt'd	37148	1199	594	477	287
	Weighted (000)	177506	6147	2981	2188	1178
	Horz %	100.00	3.46	1.68	1.23	0.66
	Vert %	72.72	81.21	79.96	87.76	89.30
	Index	100	112	110	121	123
Used Instant Messenger/IM Online - Past Month						
	Unwgt'd	29084	966	484	371	211
	Weighted (000)	148723	5398	2687	1836	948
	Horz %	100.00	3.63	1.81	1.23	0.64
	Vert %	60.93	71.31	72.05	73.66	71.90
	Index	100	117	118	121	118
Visited Online Blogs - Past Month						
	Unwgt'd	6650	250	126	104	60
	Weighted (000)	32542	1270	584	452	262
	Horz %	100.00	3.90	1.79	1.39	0.80
	Vert %	13.33	16.77	15.65	18.13	19.84
	Index	100	126	117	136	149
Wrote an Online Blog - Past Month				*	*	*
	Unwgt'd	1215	51	23	22	12
	Weighted (000)	5810	248	107	64	45
	Horz %	100.00	4.27	1.84	1.11	0.78
	Vert %	2.38	3.28	2.87	2.59	3.43
	Index	100	138	120	109	144
Uploaded or Added Video to a Web Site - Past Month						*
	Unwgt'd	4085	144	75	57	29
	Weighted (000)	20569	801	444	274	132
	Horz %	100.00	3.90	2.16	1.33	0.64
	Vert %	8.43	10.59	11.90	10.99	10.02
	Index	100	126	141	130	119
Social networking, photo or video-sharing services visited or used in the last 30 days: Any Social Networking/Photo/Video- sharing services						
	Unwgt'd	36787	1190	588	451	270
	Weighted (000)	184180	6408	3182	2130	1155
	Horz %	100.00	3.48	1.73	1.16	0.63
	Vert %	75.46	84.66	85.33	85.46	87.58
	Index	100	112	113	113	116
Social networking, photo or video-sharing services visited or used in the last 30 days: Facebook						
	Unwgt'd	29944	953	475	349	213
	Weighted (000)	152016	5215	2578	1679	922
	Horz %	100.00	3.43	1.70	1.10	0.61
	Vert %	62.28	68.89	69.15	67.38	69.95
	Index	100	111	111	108	112
Foursquare			*	*	*	*
	Unwgt'd	259	17	9	8	2
	Weighted (000)	1096	98	56	36	3
	Horz %	100.00	8.90	5.08	3.25	0.27
	Vert %	0.45	1.29	1.49	1.43	0.22
	Index	100	287	333	318	50

		Adults 18+	Own\ Lease anyMazda	Most recent vehicle bought/leased Mazda	Decision maker for any Mazda bought\leased new	Would buy/lease new Mazda if making decision today
Google + (Google Plus)						
	Unwgt'd	7523	268	133	101	60
	Weighted (000)	37002	1500	745	465	251
	Horz %	100.00	4.05	2.01	1.26	0.68
	Vert %	15.16	19.81	19.97	18.64	19.01
	Index	100	131	132	123	125
Instagram						
	Unwgt'd	11180	383	186	144	76
	Weighted (000)	59923	2267	1123	775	368
	Horz %	100.00	3.78	1.87	1.29	0.61
	Vert %	24.55	29.95	30.13	31.10	27.89
	Index	100	122	123	127	114
LinkedIn						
	Unwgt'd	7899	302	154	130	79
	Weighted (000)	31599	1366	702	588	308
	Horz %	100.00	4.32	2.22	1.86	0.98
	Vert %	12.95	18.05	18.83	23.60	23.37
	Index	100	139	145	182	181
Pinterest						
	Unwgt'd	9299	311	149	108	69
	Weighted (000)	49108	1792	807	557	342
	Horz %	100.00	3.65	1.64	1.13	0.70
	Vert %	20.12	23.68	21.64	22.33	25.94
	Index	100	118	108	111	129
Tumblr				*	*	*
	Unwgt'd	1737	57	29	12	13
	Weighted (000)	9309	406	175	75	97
	Horz %	100.00	4.36	1.88	0.81	1.04
	Vert %	3.81	5.36	4.70	3.01	7.35
	Index	100	141	123	79	193
Twitter						
	Unwgt'd	6507	234	114	87	51
	Weighted (000)	32509	1337	638	397	253
	Horz %	100.00	4.11	1.96	1.22	0.78
	Vert %	13.32	17.66	17.11	15.93	19.15
	Index	100	133	128	120	144
Yelp						*
	Unwgt'd	4238	174	81	88	41
	Weighted (000)	17049	836	392	404	211
	Horz %	100.00	4.90	2.30	2.37	1.24
	Vert %	6.98	11.05	10.50	16.20	16.00
	Index	100	158	150	232	229
YouTube						
	Unwgt'd	24878	852	419	323	193
	Weighted (000)	125197	4586	2200	1523	907
	Horz %	100.00	3.66	1.76	1.22	0.72
	Vert %	51.29	60.58	59.01	61.09	68.78
	Index	100	118	115	119	134
Activities done using a social networking, photo or video- sharing service in the last 30 days: Posted that you "Like" something						
	Unwgt'd	19391	650	340	260	152
	Weighted (000)	98998	3625	1876	1305	717
	Horz %	100.00	3.66	1.89	1.32	0.72
	Vert %	40.56	47.88	50.30	52.35	54.36
	Index	100	118	124	129	134

		Adults 18+	Own\ Lease anyMazda	Most recent vehicle bought/leased Mazda	Decision maker for any Mazda bought\leased new	Would buy/lease new Mazda if making decision today
"Follow" or become a "fan of" something or someone	Unwgt'd	9880	367	187	126	72
	Weighted (000)	51999	2267	1096	652	355
	Horz %	100.00	4.36	2.11	1.25	0.68
	Vert %	21.30	29.95	29.39	26.17	26.89
	Index	100	141	138	123	126
Clicked on an advertisement	Unwgt'd	7250	252	130	103	58
	Weighted (000)	34609	1287	646	386	262
	Horz %	100.00	3.72	1.87	1.11	0.76
	Vert %	14.18	17.00	17.33	15.47	19.88
	Index	100	120	122	109	140
Watched a video	Unwgt'd	23931	793	383	307	173
	Weighted (000)	121821	4285	1969	1416	726
	Horz %	100.00	3.52	1.62	1.16	0.60
	Vert %	49.91	56.61	52.81	56.79	55.09
	Index	100	113	106	114	110
Websites or apps visited or used in the last 30 days: Coupons			*	*	*	*
	Unwgt'd	1642	42	27	19	16
	Weighted (000)	7736	211	160	104	123
	Horz %	100.00	2.73	2.07	1.35	1.60
	Vert %	3.17	2.79	4.29	4.18	9.36
Sent or Received Text Messages on Cellular Phone/Mobile/Smartphone - Past Month	Index	100	88	135	132	295
	Unwgt'd	40180	1267	637	490	292
	Weighted (000)	200974	6734	3361	2268	1220
	Horz %	100.00	3.35	1.67	1.13	0.61
	Vert %	82.34	88.97	90.14	91.00	92.52
Sent or Received Instant Messages on Cellular Phone/Mobile/Smartphone - Past Month	Index	100	108	109	111	112
	Unwgt'd	20952	710	352	270	158
	Weighted (000)	106707	4049	2020	1339	707
	Horz %	100.00	3.79	1.89	1.25	0.66
	Vert %	43.72	53.49	54.18	53.71	53.64
Recorded a Video on Cellular Phone/Mobile/Smartphone - Past Month	Index	100	122	124	123	123
	Unwgt'd	19339	695	347	261	129
	Weighted (000)	97935	3780	1870	1233	533
	Horz %	100.00	3.86	1.91	1.26	0.54
	Vert %	40.12	49.94	50.16	49.45	40.43
Played Music on Cellular Phone/Mobile/Smartphone - Past Month	Index	100	124	125	123	101
	Unwgt'd	24725	859	432	319	185
	Weighted (000)	126500	4710	2450	1531	792
	Horz %	100.00	3.72	1.94	1.21	0.63
	Vert %	51.83	62.23	65.71	61.41	60.04
Played a Game on Cellular Phone/Mobile/Smartphone - Past Month	Index	100	120	127	118	116
	Unwgt'd	15697	521	273	190	113
	Weighted (000)	84080	2973	1561	912	530
	Horz %	100.00	3.54	1.86	1.08	0.63
	Vert %	34.45	39.28	41.85	36.60	40.16
	Index	100	114	121	106	117

		Adults 18+	Own\ Lease anyMazda	Most recent vehicle bought/leased Mazda	Decision maker for any Mazda bought\leased new	Would buy/lease new Mazda if making decision today
Watched a Movie, TV Program or Other Video on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	11626	392	196	148	79
	Weighted (000)	61092	2297	1060	709	311
	Horz %	100.00	3.76	1.73	1.16	0.51
	Vert %	25.03	30.34	28.42	28.45	23.60
	Index	100	121	114	114	94
Used a Mobile "App" - Past Month	Unwgt'd	25794	910	457	352	199
	Weighted (000)	128777	4913	2464	1682	793
	Horz %	100.00	3.82	1.91	1.31	0.62
	Vert %	52.76	64.91	66.10	67.50	60.14
	Index	100	123	125	128	114
Read Any Daily Newspaper (Print/Paper/Hard Copy)	Unwgt'd	10912	281	135	120	60
	Weighted (000)	50128	1435	671	548	234
	Horz %	100.00	2.86	1.34	1.09	0.47
	Vert %	20.54	18.96	17.99	21.98	17.72
	Index	100	92	88	107	86
Read Any Sunday Newspaper (Print/Paper/Hard Copy)	Unwgt'd	14245	373	178	149	97
	Weighted (000)	67106	1974	1036	660	398
	Horz %	100.00	2.94	1.54	0.98	0.59
	Vert %	27.49	26.07	27.80	26.47	30.20
	Index	100	95	101	96	110
Read or Looked Into Any Electronic Version of a Newspaper, Including Web Site - Past Month	Unwgt'd	19488	703	348	293	170
	Weighted (000)	91290	3563	1751	1374	663
	Horz %	100.00	3.90	1.92	1.50	0.73
	Vert %	37.40	47.06	46.97	55.12	50.32
	Index	100	126	126	147	135
Read Classified Advertising in Weekday Newspaper				*	*	*
	Unwgt'd	3772	95	45	28	21
	Weighted (000)	20084	552	277	115	73
	Horz %	100.00	2.75	1.38	0.57	0.36
	Vert %	8.23	7.29	7.42	4.63	5.55
Read Classified Advertising in Sunda/Weekend Newspaper	Index	100	89	90	56	67
				*	*	*
	Unwgt'd	3758	90	40	29	22
	Weighted (000)	19510	590	304	173	90
	Horz %	100.00	3.03	1.56	0.89	0.46
Read Advertisements in Weekday Newspaper	Vert %	7.99	7.80	8.15	6.96	6.85
	Index	100	98	102	87	86
				*	*	*
	Unwgt'd	3812	94	51	46	25
	Weighted (000)	17916	565	326	236	80
Read Advertisements in Sunday/Weekend Newspaper	Horz %	100.00	3.15	1.82	1.32	0.45
	Vert %	7.34	7.46	8.75	9.48	6.08
	Index	100	102	119	129	83
				*	*	*
	Unwgt'd	4633	116	58	49	33
Read Advertisements in Sunday/Weekend Newspaper	Weighted (000)	22092	658	360	224	157
	Horz %	100.00	2.98	1.63	1.01	0.71
	Vert %	9.05	8.70	9.66	8.99	11.93
	Index	100	96	107	99	132

		Adults 18+	Own\ Lease anyMazda	Most recent vehicle bought/leased Mazda	Decision maker for any Mazda bought\leased new	Would buy/lease new Mazda if making decision today
						*
Read Circulars/Inserts/Fliers in Weekday Newspaper	Unwgt'd	5068	160	77	68	43
	Weighted (000)	23852	941	493	340	162
	Horz %	100.00	3.95	2.07	1.43	0.68
	Vert %	9.77	12.43	13.22	13.65	12.32
	Index	100	127	135	140	126
Read Circulars/Inserts/Fliers in Sunday/Weekend Newspaper	Unwgt'd	7203	228	105	95	64
	Weighted (000)	34013	1276	626	461	291
	Horz %	100.00	3.75	1.84	1.36	0.86
	Vert %	13.93	16.86	16.80	18.51	22.10
	Index	100	121	121	133	159
Received and/or Clipped Coupons from Weekday Newspaper - Past Year	Unwgt'd	4191	135	69	53	41
	Weighted (000)	20652	723	422	219	172
	Horz %	100.00	3.50	2.04	1.06	0.83
	Vert %	8.46	9.56	11.32	8.80	13.06
	Index	100	113	134	104	154
Received and/or Clipped Coupons from Sunday/Weekend Newspaper - Past Year	Unwgt'd	9539	284	143	123	89
	Weighted (000)	47372	1433	744	493	344
	Horz %	100.00	3.02	1.57	1.04	0.73
	Vert %	19.41	18.93	19.97	19.77	26.06
	Index	100	98	103	102	134
UNTRENDED: Personally Referred to Paper Yellow Pages - Past Week		*	*	*	*	*
	Unwgt'd	0	0	0	0	0
	Weighted (000)	0	0	0	0	0
	Horz %	0.00	0.00	0.00	0.00	0.00
	Vert %	0.00	0.00	0.00	0.00	0.00
UNTRENDED: Personally Referred to Internet Yellow Pages - Past Week	Index	0	0	0	0	0
		*	*	*	*	*
	Unwgt'd	0	0	0	0	0
	Weighted (000)	0	0	0	0	0
	Horz %	0.00	0.00	0.00	0.00	0.00
UNTRENDED: Personally Referred to Paper or Internet Yellow Pages - Past Week	Vert %	0.00	0.00	0.00	0.00	0.00
	Index	0	0	0	0	0
		*	*	*	*	*
	Unwgt'd	0	0	0	0	0
	Weighted (000)	0	0	0	0	0
UNTRENDED: Accessed Yellowpages.com (YP.com) - Past Month	Horz %	0.00	0.00	0.00	0.00	0.00
	Vert %	0.00	0.00	0.00	0.00	0.00
	Index	0	0	0	0	0
		*	*	*	*	*
	Unwgt'd	0	0	0	0	0
Have Seen Video Ads in Grocery Storees - Past Month	Weighted (000)	0	0	0	0	0
	Horz %	0.00	0.00	0.00	0.00	0.00
	Vert %	0.00	0.00	0.00	0.00	0.00
	Index	0	0	0	0	0
		*	*	*	*	*
Have Seen Video Ads in Grocery Storees - Past Month	Unwgt'd	8175	229	115	88	51
	Weighted (000)	42062	1325	665	472	225
	Horz %	100.00	3.15	1.58	1.12	0.54
	Vert %	17.23	17.50	17.84	18.92	17.08
	Index	100	102	104	110	99

		Adults 18+	Own\ Lease anyMazda	Most recent vehicle bought/leased Mazda	Decision maker for any Mazda bought\leased new	Would buy/lease new Mazda if making decision today
						*
Have Seen Video Ads in Drug Stores - Past Month	Unwgt'd	5434	145	74	65	32
	Weighted (000)	27750	766	417	319	134
	Horz %	100.00	2.76	1.50	1.15	0.48
	Vert %	11.37	10.12	11.18	12.82	10.20
	Index	100	89	98	113	90
						*
Have Seen Video Ads in Convenience Stores - Past Month	Unwgt'd	5425	143	69	53	28
	Weighted (000)	27941	773	370	266	114
	Horz %	100.00	2.77	1.32	0.95	0.41
	Vert %	11.45	10.22	9.91	10.66	8.64
	Index	100	89	87	93	75
						*
Have Seen Video Ads in Large Discount/Department Stores - Past Month	Unwgt'd	5807	163	83	59	31
	Weighted (000)	30170	907	499	291	147
	Horz %	100.00	3.01	1.66	0.97	0.49
	Vert %	12.36	11.98	13.40	11.69	11.15
	Index	100	97	108	95	90
					*	*
Have Seen Video Ads in Warehouse/Club Stores - Past Month	Unwgt'd	5047	131	56	49	25
	Weighted (000)	24469	707	330	219	91
	Horz %	100.00	2.89	1.35	0.90	0.37
	Vert %	10.02	9.34	8.84	8.79	6.91
	Index	100	93	88	88	69
					*	*
Have Seen Video Ads in Other Stores - Past Month	Unwgt'd	4572	111	59	38	18
	Weighted (000)	23484	600	320	170	73
	Horz %	100.00	2.55	1.36	0.72	0.31
	Vert %	9.62	7.93	8.59	6.81	5.52
	Index	100	82	89	71	57
					*	*
Have Seen Video Ads in Shopping Malls - Past Month	Unwgt'd	6133	166	87	70	29
	Weighted (000)	30556	930	509	349	120
	Horz %	100.00	3.04	1.67	1.14	0.39
	Vert %	12.52	12.29	13.65	14.01	9.13
	Index	100	98	109	112	73
					*	*
Have Seen Video Ads in Bars/Pubs - Past Month	Unwgt'd	4212	126	68	48	24
	Weighted (000)	21008	639	363	236	107
	Horz %	100.00	3.04	1.73	1.12	0.51
	Vert %	8.61	8.44	9.74	9.47	8.09
	Index	100	98	113	110	94
					*	*
Have Seen Video Ads in Fast- Food or Family Restaurants - Past Month	Unwgt'd	6034	173	86	65	37
	Weighted (000)	31175	889	441	276	167
	Horz %	100.00	2.85	1.42	0.88	0.54
	Vert %	12.77	11.74	11.84	11.07	12.65
	Index	100	92	93	87	99
					*	*
Have Seen Video Ads in Coffee Shops, Cafes or Delis - Past Month	Unwgt'd	4611	129	64	49	22
	Weighted (000)	23019	681	341	215	90
	Horz %	100.00	2.96	1.48	0.93	0.39
	Vert %	9.43	9.00	9.16	8.63	6.83
	Index	100	95	97	91	72

		Adults 18+	Own\ Lease anyMazda	Most recent vehicle bought/leased Mazda	Decision maker for any Mazda bought\leased new	Would buy/lease new Mazda if making decision today
					*	*
Have Seen Video Ads in Gym/Health Clubs - Past Month	Unwgt'd	4016	109	52	45	25
	Weighted (000)	19382	578	278	208	103
	Horz %	100.00	2.98	1.43	1.07	0.53
	Vert %	7.94	7.64	7.45	8.33	7.79
	Index	100	96	94	105	98
						*
Have Seen Video Ads in Medical Offices - Past Month	Unwgt'd	5499	133	70	53	28
	Weighted (000)	27407	681	382	257	113
	Horz %	100.00	2.49	1.40	0.94	0.41
	Vert %	11.23	9.00	10.26	10.33	8.56
	Index	100	80	91	92	76
					*	*
Have Seen Video Ads in Airports - Past Month	Unwgt'd	3929	113	52	49	24
	Weighted (000)	17909	481	241	161	77
	Horz %	100.00	2.69	1.35	0.90	0.43
	Vert %	7.34	6.36	6.46	6.48	5.84
	Index	100	87	88	88	80
Have Seen Video Ads at Gas Stations - Past Month	Unwgt'd	8390	282	131	110	50
	Weighted (000)	41042	1377	633	470	199
	Horz %	100.00	3.36	1.54	1.15	0.49
	Vert %	16.81	18.20	16.99	18.86	15.10
	Index	100	108	101	112	90
				*	*	*
Have Seen Video Ads in Office Building Lobbies - Past Month	Unwgt'd	3669	89	47	36	13
	Weighted (000)	18065	466	249	154	42
	Horz %	100.00	2.58	1.38	0.85	0.23
	Vert %	7.40	6.15	6.67	6.17	3.17
	Index	100	83	90	83	43
				*	*	*
Have Seen Video Ads in Office Building Elevators - Past Month	Unwgt'd	3552	93	46	40	14
	Weighted (000)	16785	457	252	181	62
	Horz %	100.00	2.72	1.50	1.08	0.37
	Vert %	6.88	6.04	6.76	7.25	4.72
	Index	100	88	98	105	69
						*
Have Seen Video Ads in Movie Theater Lobbies - Past Month	Unwgt'd	5092	141	68	62	24
	Weighted (000)	25878	720	360	252	90
	Horz %	100.00	2.78	1.39	0.97	0.35
	Vert %	10.60	9.52	9.65	10.11	6.83
	Index	100	90	91	95	64
Have Seen Ads on Billboards - Past Month	Unwgt'd	23703	756	373	299	190
	Weighted (000)	117973	3949	1909	1379	798
	Horz %	100.00	3.35	1.62	1.17	0.68
	Vert %	48.33	52.16	51.20	55.34	60.53
	Index	100	108	106	114	125
Have Seen Ads on Buses/Trains - Past Month	Unwgt'd	10886	340	176	136	96
	Weighted (000)	50330	1729	943	595	403
	Horz %	100.00	3.44	1.87	1.18	0.80
	Vert %	20.62	22.84	25.30	23.88	30.57
	Index	100	111	123	116	148

		Adults 18+	Own\ Lease anyMazda	Most recent vehicle bought/leased Mazda	Decision maker for any Mazda bought\leased new	Would buy/lease new Mazda if making decision today
Have Seen Ads at Bus Stops or Train Stations - Past Month						
	Unwgt'd	7328	221	115	100	66
	Weighted (000)	32843	1079	599	414	283
	Horz %	100.00	3.28	1.82	1.26	0.86
	Vert %	13.46	14.25	16.07	16.62	21.44
	Index	100	106	119	124	159
Have Seen Ads Inside Taxis - Past Month					*	*
	Unwgt'd	3849	102	54	38	27
	Weighted (000)	17102	542	320	136	114
	Horz %	100.00	3.17	1.87	0.79	0.67
	Vert %	7.01	7.16	8.59	5.45	8.66
	Index	100	102	123	78	124
Have Seen Ads on Top of Taxis - Past Month						
	Unwgt'd	5892	187	99	69	50
	Weighted (000)	26219	916	553	273	191
	Horz %	100.00	3.49	2.11	1.04	0.73
	Vert %	10.74	12.10	14.83	10.96	14.47
	Index	100	113	138	102	135
Have Seen Ads on Phone Booths - Past Month				*	*	*
	Unwgt'd	3008	83	42	28	18
	Weighted (000)	14451	534	312	146	69
	Horz %	100.00	3.69	2.16	1.01	0.47
	Vert %	5.92	7.05	8.36	5.84	5.20
	Index	100	119	141	99	88
Have Seen Ads at Sports or Entertainment Events - Past Month						
	Unwgt'd	7405	247	112	88	53
	Weighted (000)	36191	1295	657	334	238
	Horz %	100.00	3.58	1.81	0.92	0.66
	Vert %	14.83	17.11	17.61	13.39	18.02
	Index	100	115	119	90	122
Have Seen Ads on Postcards - Past Month						*
	Unwgt'd	5576	178	88	65	44
	Weighted (000)	26312	853	443	232	193
	Horz %	100.00	3.24	1.69	0.88	0.73
	Vert %	10.78	11.27	11.89	9.31	14.63
	Index	100	105	110	86	136
Have Seen Ads Sent to a Cellphone or Other Mobile Device - Past Month						
	Unwgt'd	13421	434	210	167	114
	Weighted (000)	66442	2265	1108	746	456
	Horz %	100.00	3.41	1.67	1.12	0.69
	Vert %	27.22	29.93	29.72	29.92	34.61
	Index	100	110	109	110	127
Have Seen Ads on Posters at Movie Theaters - Past Month						
	Unwgt'd	8606	268	133	101	60
	Weighted (000)	42087	1411	683	428	287
	Horz %	100.00	3.35	1.62	1.02	0.68
	Vert %	17.24	18.64	18.31	17.18	21.77
	Index	100	108	106	100	126
Have Seen Ads Shown On- Screen Before Start of a Movie - Past Month						
	Unwgt'd	10943	351	172	141	86
	Weighted (000)	53139	1854	893	618	371
	Horz %	100.00	3.49	1.68	1.16	0.70
	Vert %	21.77	24.50	23.94	24.80	28.12
	Index	100	113	110	114	129

		Adults 18+	Own\ Lease anyMazda	Most recent vehicle bought/leased Mazda	Decision maker for any Mazda bought\leased new	Would buy/lease new Mazda if making decision today
Have Seen Ads in Stores (Not Video Ads) - Past Month						
	Unwgt'd	15171	486	244	202	115
	Weighted (000)	76102	2554	1286	908	541
	Horz %	100.00	3.36	1.69	1.19	0.71
	Vert %	31.18	33.74	34.50	36.43	41.02
	Index	100	108	111	117	132
Have Seen Ads in Shopping Malls (Not Video Ads) - Past Month						
	Unwgt'd	10587	345	164	137	74
	Weighted (000)	52205	1794	847	602	323
	Horz %	100.00	3.44	1.62	1.15	0.62
	Vert %	21.39	23.70	22.72	24.14	24.47
	Index	100	111	106	113	114
Have Seen Infomercials - Past Month						
	Unwgt'd	9871	294	141	115	75
	Weighted (000)	49119	1642	787	558	283
	Horz %	100.00	3.34	1.60	1.14	0.58
	Vert %	20.12	21.69	21.11	22.37	21.43
	Index	100	108	105	111	107
Have Seen Offers or Ads Sent to Home by Mail - Past Month						
	Unwgt'd	19632	624	319	243	157
	Weighted (000)	96299	3336	1721	1152	652
	Horz %	100.00	3.46	1.79	1.20	0.68
	Vert %	39.45	44.07	46.15	46.21	49.47
	Index	100	112	117	117	125
Have Seen Product Placement in Video Games - Past Month					*	*
	Unwgt'd	4596	132	71	46	32
	Weighted (000)	24167	710	368	188	139
	Horz %	100.00	2.94	1.52	0.78	0.57
	Vert %	9.90	9.39	9.87	7.54	10.53
	Index	100	95	100	76	106
Have Seen Product Placement in TV Shows - Past Month						
	Unwgt'd	17823	551	280	220	126
	Weighted (000)	88092	2904	1478	999	510
	Horz %	100.00	3.30	1.68	1.13	0.58
	Vert %	36.09	38.36	39.65	40.07	38.68
	Index	100	106	110	111	107
Have Seen Product Placement in Movies - Past Month						
	Unwgt'd	11248	370	188	134	91
	Weighted (000)	56256	1903	958	523	373
	Horz %	100.00	3.38	1.70	0.93	0.66
	Vert %	23.05	25.14	25.70	20.99	28.26
	Index	100	109	112	91	123