

RAB / GfK MRI AUTO PROFILE: MERCEDES-BENZ

	A	B	C	D	E	F	G	H	I
1			U.S. Adults 18+	Own/Lease Mercedes-Benz C Class	Own/Lease Mercedes-Benz E Class	Own/Lease Any Mercedes-Benz	Most Recent Vehicle Bought/Leased is Any Mercedes-Benz	Decision Maker for Any Mercedes-Benz Bought/Leased New	Would Buy/Lease New Mercedes-Benz if Making Decision Today
2									
3									
4	U.S. Adults 18+	Unwgt'd	48168	180	184	979	551	313	481
5		Weighted (000)	238155	691	697	4019	2265	1142	1968
6		Horz %	100.00	0.29	0.29	1.69	0.95	0.48	0.83
7		Vert %	100.00	100.00	100.00	100.00	100.00	100.00	100.00
8		Index	100	100	100	100	100	100	100
9									
10	Male	Unwgt'd	24457	99	115	563	304	177	244
11		Weighted (000)	114766	355	433	2182	1217	646	918
12		Horz %	100.00	0.31	0.38	1.90	1.06	0.56	0.80
13		Vert %	48.19	51.43	62.08	54.30	53.73	56.58	46.63
14	Index	100	107	129	113	111	117	97	
15									
16	Female	Unwgt'd	23711	81	69	416	247	136	237
17		Weighted (000)	123389	335	264	1837	1048	496	1050
18		Horz %	100.00	0.27	0.21	1.49	0.85	0.40	0.85
19		Vert %	51.81	48.57	37.92	45.70	46.27	43.42	53.37
20	Index	100	94	73	88	89	84	103	
21				*	*		*	*	*
22	Age 18-24	Unwgt'd	3835	9	10	53	26	6	24
23		Weighted (000)	30197	48	88	352	181	25	143
24		Horz %	100.00	0.16	0.29	1.17	0.60	0.08	0.47
25		Vert %	12.68	6.90	12.61	8.77	8.01	2.19	7.29
26		Index	100	54	99	69	63	17	57
27				*	*			*	
28	Age 25-34	Unwgt'd	7986	25	12	106	56	33	60
29		Weighted (000)	42012	114	45	507	249	180	323
30		Horz %	100.00	0.27	0.11	1.21	0.59	0.43	0.77
31		Vert %	17.64	16.55	6.45	12.61	10.99	15.76	16.43
32		Index	100	94	37	71	62	89	93
33				*	*				
34	Age 35-44	Unwgt'd	8452	34	29	177	99	60	98
35		Weighted (000)	40087	91	91	675	385	270	375
36		Horz %	100.00	0.23	0.23	1.68	0.96	0.67	0.94
37		Vert %	16.83	13.15	13.09	16.78	16.99	23.65	19.07
38		Index	100	78	78	100	101	140	113
39				*	*				
40	Age 45-54	Unwgt'd	9050	43	46	244	142	72	125
41		Weighted (000)	43666	139	175	937	573	233	522
42		Horz %	100.00	0.32	0.40	2.15	1.31	0.53	1.19
43		Vert %	18.33	20.11	25.07	23.31	25.30	20.39	26.50
44		Index	100	110	137	127	138	111	145
45				*	*				
46	Age 55-64	Unwgt'd	8207	43	39	197	105	63	86
47		Weighted (000)	38818	209	151	886	471	228	340
48		Horz %	100.00	0.54	0.39	2.28	1.21	0.59	0.88
49		Vert %	16.30	30.26	21.63	22.05	20.81	19.98	17.28
50		Index	100	186	133	135	128	123	106
51				*	*				
52	Age 65+	Unwgt'd	10638	26	48	202	123	79	88
53		Weighted (000)	43374	90	148	662	406	206	265
54		Horz %	100.00	0.21	0.34	1.53	0.94	0.47	0.61
55		Vert %	18.21	13.03	21.15	16.48	17.90	18.03	13.44
56		Index	100	72	116	90	98	99	74

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2									
57									
58	Age 21+	Unwgted	46644	175	180	954	539	310	472
59		Weighted (000)	225241	667	682	3887	2208	1126	1931
60		Horz %	100.00	0.30	0.30	1.73	0.98	0.50	0.86
61		Vert %	94.58	96.58	97.76	96.72	97.45	98.58	98.14
62		Index	100	102	103	102	103	104	104
63				*	*			*	
64	Age 18-34	Unwgted	11821	34	22	159	82	39	84
65		Weighted (000)	72209	162	133	859	430	205	467
66		Horz %	100.00	0.22	0.18	1.19	0.60	0.28	0.65
67		Vert %	30.32	23.45	19.06	21.38	19.00	17.95	23.71
68		Index	100	77	63	70	63	59	78
69									
70	Age 18-49	Unwgted	24702	88	72	451	245	136	241
71		Weighted (000)	133505	328	291	1999	1076	601	1117
72		Horz %	100.00	0.25	0.22	1.50	0.81	0.45	0.84
73		Vert %	56.06	47.53	41.68	49.73	47.50	52.65	56.75
74		Index	100	85	74	89	85	94	101
75									
76	Age 25-54	Unwgted	25488	102	87	527	297	165	283
77		Weighted (000)	125765	344	311	2118	1207	683	1220
78		Horz %	100.00	0.27	0.25	1.68	0.96	0.54	0.97
79		Vert %	52.81	49.81	44.61	52.70	53.28	59.80	61.99
80		Index	100	94	84	100	101	113	117
81									
82	Age 35-64	Unwgted	25709	120	114	618	346	195	309
83		Weighted (000)	122571	439	417	2497	1429	731	1237
84		Horz %	100.00	0.36	0.34	2.04	1.17	0.60	1.01
85		Vert %	51.47	63.52	59.79	62.14	63.10	64.02	62.84
86		Index	100	123	116	121	123	124	122
87									
88	Age 50+	Unwgted	23466	92	112	528	306	177	240
89		Weighted (000)	104649	362	407	2020	1189	541	851
90		Horz %	100.00	0.35	0.39	1.93	1.14	0.52	0.81
91		Vert %	43.94	52.47	58.32	50.27	52.50	47.35	43.25
92		Index	100	119	133	114	119	108	98
93									
94	Median Age	Unwgted							
95		Weighted (000)	46.60	51.30	52.70	50.10	50.90	48.80	47.60
96		Horz %							
97		Vert %							
98		Index							
99									
100	Race: White Only	Unwgted	35231	127	115	672	382	222	326
101		Weighted (000)	176436	523	412	2710	1571	788	1273
102		Horz %	100.00	0.30	0.23	1.54	0.89	0.45	0.72
103		Vert %	74.08	75.79	59.02	67.43	69.34	69.00	64.70
104		Index	100	102	80	91	94	93	87
105				*	*			*	
106	Race: Black/African-American Only	Unwgted	5807	22	26	136	82	23	87
107		Weighted (000)	28531	59	113	589	378	81	390
108		Horz %	100.00	0.21	0.39	2.06	1.33	0.29	1.37
109		Vert %	11.98	8.61	16.15	14.66	16.70	7.12	19.80
110		Index	100	72	135	122	139	59	165

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111				*	*		*	*	*
112		Unwgted	2180	16	23	80	43	35	30
113	Race: Asian	Weighted (000)	7671	55	83	283	131	126	106
114		Horz %	100.00	0.71	1.08	3.69	1.71	1.64	1.38
115		Vert %	3.22	7.92	11.84	7.03	5.79	11.02	5.38
116		Index	100	246	367	218	180	342	167
117				*	*				
118		Unwgted	7130	31	43	171	87	68	68
119	Race: Other Race/Multi-Racial	Weighted (000)	33187	108	173	720	316	273	305
120		Horz %	100.00	0.32	0.52	2.17	0.95	0.82	0.92
121		Vert %	13.94	15.60	24.83	17.91	13.96	23.88	15.50
122		Index	100	112	178	129	100	171	111
123				*	*			*	
124		Unwgted	5677	20	24	116	59	38	50
125	Hispanic, Latino, Spanish Origin or Descent	Weighted (000)	35739	84	113	658	309	202	292
126		Horz %	100.00	0.24	0.32	1.84	0.87	0.57	0.82
127		Vert %	15.01	12.18	16.16	16.38	13.65	17.69	14.86
128		Index	100	81	108	109	91	118	99
129				*	*	*	*	*	*
130		Unwgted	1612	7	10	41	22	14	14
131	Hispanic, Personally Speak Only English at Home	Weighted (000)	5378	31	19	127	68	57	41
132		Horz %	100.00	0.57	0.36	2.36	1.26	1.06	0.76
133		Vert %	2.26	4.43	2.76	3.16	3.00	5.00	2.07
134		Index	100	196	122	140	133	221	92
135				*	*	*	*	*	*
136		Unwgted	1702	8	9	44	24	20	20
137	Hispanic, Personally Speak Mostly English, But Some Spanish at Home	Weighted (000)	9096	28	53	242	102	115	107
138		Horz %	100.00	0.31	0.58	2.66	1.12	1.26	1.18
139		Vert %	3.82	4.04	7.55	6.02	4.48	10.05	5.44
140		Index	100	106	198	158	117	263	142
141				*	*	*	*	*	*
142		Unwgted	897	2	1	9	3	0	4
143	Hispanic, Personally Speak Only Spanish at Home	Weighted (000)	10398	20	24	141	66	0	55
144		Horz %	100.00	0.19	0.23	1.36	0.63	0.00	0.53
145		Vert %	4.37	2.88	3.42	3.51	2.90	0.00	2.82
146		Index	100	66	78	80	66	0	65
147				*	*	*	*	*	*
148		Unwgted	1355	3	4	21	10	4	10
149	Hispanic, Personally Speak Mostly Spanish, But Some English at Home	Weighted (000)	8786	6	17	127	74	30	33
150		Horz %	100.00	0.06	0.19	1.44	0.84	0.34	0.37
151		Vert %	3.69	0.83	2.43	3.16	3.27	2.64	1.67
152		Index	100	22	66	86	89	71	45
153				*	*	*	*	*	*
154		Unwgted	84	0	0	1	0	0	2
155	Hispanic, Personally Speak Spanish and English Equally at Home	Weighted (000)	1523	0	0	21	0	0	56
156		Horz %	100.00	0.00	0.00	1.41	0.00	0.00	3.70
157		Vert %	0.64	0.00	0.00	0.53	0.00	0.00	2.86
158		Index	100	0	0	84	0	0	447
159				*					
160	Highest Level Education Completed/Highest Degree Received: Master's, Professional School or Doctorate Degree	Unwgted	6749	36	52	217	133	98	102
161		Weighted (000)	24693	103	160	738	442	289	376
162		Horz %	100.00	0.42	0.65	2.99	1.79	1.17	1.52
163		Vert %	10.37	14.96	22.98	18.36	19.49	25.28	19.09
164		Index	100	144	222	177	188	244	184

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2									
165									
166	Highest Level Education Completed/Highest Degree Received: Bachelor's Degree	Unwgt'd	10897	66	53	318	179	103	139
167		Weighted (000)	43976	223	168	1153	661	356	502
168		Horz %	100.00	0.51	0.38	2.62	1.50	0.81	1.14
169		Vert %	18.47	32.23	24.12	28.68	29.18	31.15	25.51
170		Index	100	175	131	155	158	169	138
171				*	*		*	*	*
172	Highest Level Education Completed/Highest Degree Received: Associate Degree, Academic	Unwgt'd	2492	8	10	60	30	14	29
173		Weighted (000)	10385	30	44	214	119	37	106
174		Horz %	100.00	0.29	0.43	2.06	1.14	0.36	1.03
175		Vert %	4.36	4.38	6.34	5.32	5.24	3.27	5.41
176		Index	100	101	145	122	120	75	124
177				*	*		*	*	*
178	Highest Level Education Completed/Highest Degree Received: Associate Degree, Occupational/Vocational	Unwgt'd	3108	16	4	58	31	11	37
179		Weighted (000)	12939	59	11	245	143	38	118
180		Horz %	100.00	0.46	0.09	1.90	1.10	0.29	0.91
181		Vert %	5.43	8.57	1.63	6.10	6.30	3.30	5.98
182		Index	100	158	30	112	116	61	110
183				*	*			*	*
184	Highest Level Education Completed/Highest Degree Received: Some College, but No Degree	Unwgt'd	10167	29	39	182	102	53	90
185		Weighted (000)	45323	131	177	731	416	201	322
186		Horz %	100.00	0.29	0.39	1.61	0.92	0.44	0.71
187		Vert %	19.03	18.96	25.32	18.20	18.35	17.64	16.35
188		Index	100	100	133	96	96	93	86
189				*	*			*	*
190	Respondent - Highest Level Education Completed/Highest Degree Received: High school graduate (High School Diploma or Equivalent, such as GED)	Unwgt'd	10627	20	20	109	63	28	62
191		Weighted (000)	70635	100	111	651	358	177	374
192		Horz %	100.00	0.14	0.16	0.92	0.51	0.25	0.53
193		Vert %	29.66	14.47	15.97	16.21	15.79	15.49	19.02
194		Index	100	49	54	55	53	52	64
195				*	*	*	*	*	*
196	Respondent - Highest Level Education Completed/Highest Degree Received: 11th Grade or Less or 12th Grade, No Diploma	Unwgt'd	4128	5	6	35	13	6	22
197		Weighted (000)	30203	44	25	287	128	44	170
198		Horz %	100.00	0.15	0.08	0.95	0.42	0.15	0.56
199		Vert %	12.68	6.43	3.64	7.13	5.65	3.87	8.65
200		Index	100	51	29	56	45	31	68
201				*	*		*	*	*
202	Currently Attending College or University	Unwgt'd	3489	8	8	58	38	12	29
203		Weighted (000)	19251	40	32	245	159	36	102
204		Horz %	100.00	0.21	0.17	1.27	0.83	0.18	0.53
205		Vert %	8.08	5.81	4.61	6.10	7.03	3.11	5.17
206		Index	100	72	57	76	87	38	64
207				*	*		*	*	*
208	Employed Full Time	Unwgt'd	24693	116	99	578	318	186	275
209		Weighted (000)	114968	399	351	2213	1179	681	1059
210		Horz %	100.00	0.35	0.31	1.92	1.03	0.59	0.92
211		Vert %	48.27	57.77	50.39	55.06	52.03	59.63	53.81
212		Index	100	120	104	114	108	124	111
213				*	*		*	*	*
214	Employed Part Time	Unwgt'd	5566	19	23	100	61	32	60
215		Weighted (000)	28629	84	82	378	225	98	266
216		Horz %	100.00	0.29	0.29	1.32	0.78	0.34	0.93
217		Vert %	12.02	12.09	11.80	9.41	9.91	8.55	13.54
218		Index	100	101	98	78	82	71	113

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219				*					
220	Not Employed	Unwgted	17909	45	62	301	172	95	146
221		Weighted (000)	94557	208	264	1428	862	363	643
222		Horz %	100.00	0.22	0.28	1.51	0.91	0.38	0.68
223		Vert %	39.70	30.13	37.82	35.53	38.06	31.82	32.65
224		Index	100	76	95	89	96	80	82
225				*	*	*	*	*	*
226	Temporarily Unemployed	Unwgted	2163	8	4	32	18	2	26
227		Weighted (000)	14225	32	27	197	102	18	151
228		Horz %	100.00	0.23	0.19	1.38	0.72	0.13	1.06
229		Vert %	5.97	4.70	3.92	4.90	4.52	1.58	7.69
230		Index	100	79	66	82	76	26	129
231				*	*				
232	Retired from Employment	Unwgted	10300	30	43	193	113	72	73
233		Weighted (000)	44807	140	161	794	490	242	254
234		Horz %	100.00	0.31	0.36	1.77	1.09	0.54	0.57
235		Vert %	18.81	20.24	23.15	19.75	21.63	21.23	12.93
236		Index	100	108	123	105	115	113	69
237				*	*	*	*	*	*
238	Not Employed, Principal Shopper for Household	Unwgted	2452	6	7	45	25	14	30
239		Weighted (000)	16222	34	35	268	167	81	168
240		Horz %	100.00	0.21	0.22	1.65	1.03	0.50	1.04
241		Vert %	6.81	4.91	5.05	6.68	7.38	7.13	8.54
242		Index	100	72	74	98	108	105	125
243				*	*				
244	Occupation: Professional and Related Occupations	Unwgted	7464	39	28	187	113	70	90
245		Weighted (000)	32463	142	93	670	391	233	363
246		Horz %	100.00	0.44	0.29	2.06	1.21	0.72	1.12
247		Vert %	13.63	20.60	13.34	16.68	17.27	20.38	18.42
248		Index	100	151	98	122	127	149	135
249				*	*				
250	Occupation: Management, Business and Financial Operations	Unwgted	6295	46	43	221	124	80	101
251		Weighted (000)	23158	124	118	693	387	235	332
252		Horz %	100.00	0.54	0.51	2.99	1.67	1.02	1.43
253		Vert %	9.72	18.01	16.85	17.24	17.08	20.59	16.85
254		Index	100	185	173	177	176	212	173
255				*	*			*	
256	Occupation: Sales and Office Occupations	Unwgted	5947	24	17	122	73	36	61
257		Weighted (000)	32581	122	85	583	352	166	239
258		Horz %	100.00	0.37	0.26	1.79	1.08	0.51	0.73
259		Vert %	13.68	17.62	12.24	14.50	15.54	14.57	12.17
260		Index	100	129	89	106	114	107	89
261				*	*	*	*	*	*
262	Occupation: Natural Resources, Construction and Maintenance Occupations	Unwgted	2518	7	9	40	19	11	13
263		Weighted (000)	13283	31	51	200	93	43	71
264		Horz %	100.00	0.23	0.38	1.51	0.70	0.33	0.54
265		Vert %	5.58	4.42	7.27	4.98	4.10	3.80	3.62
266		Index	100	79	130	89	74	68	65
267				*	*			*	
268	Occupation: Other Employed	Unwgted	8035	19	25	108	50	21	70
269		Weighted (000)	42112	64	87	445	180	101	321
270		Horz %	100.00	0.15	0.21	1.06	0.43	0.24	0.76
271		Vert %	17.68	9.22	12.48	11.08	7.94	8.83	16.29
272		Index	100	52	71	63	45	50	92

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1									
2									
273				*	*				*
274		Unwgted	1652	16	21	116	61	50	35
275	Household Income:	Weighted (000)	6409	63	79	437	248	175	130
276	\$250,000+	Horz %	100.00	0.98	1.24	6.81	3.87	2.74	2.03
277		Vert %	2.69	9.12	11.35	10.87	10.94	15.36	6.62
278		Index	100	339	422	404	407	571	246
279				*	*		*	*	*
280		Unwgted	1403	13	15	62	37	25	33
281	Household Income: \$200,000-	Weighted (000)	5818	31	41	198	119	82	102
282	\$249,999	Horz %	100.00	0.52	0.71	3.41	2.04	1.40	1.75
283		Vert %	2.44	4.42	5.92	4.93	5.23	7.14	5.18
284		Index	100	181	242	202	214	292	212
285				*	*				
286	Household Income: \$150,000-	Unwgted	3416	36	31	155	90	61	60
287	\$199,999	Weighted (000)	15518	117	108	543	290	195	213
288		Horz %	100.00	0.76	0.69	3.50	1.87	1.25	1.37
289		Vert %	6.52	16.97	15.47	13.51	12.80	17.05	10.83
290		Index	100	260	237	207	196	262	166
291				*	*				
292		Unwgted	7088	28	39	210	112	70	95
293	Household Income: \$100,000-	Weighted (000)	36360	146	156	962	490	319	498
294	\$149,999	Horz %	100.00	0.40	0.43	2.65	1.35	0.88	1.37
295		Vert %	15.27	21.12	22.33	23.95	21.63	27.90	25.33
296		Index	100	138	146	157	142	183	166
297				*	*				
298		Unwgted	6291	36	26	178	106	55	83
299	Household Income: \$75,000-	Weighted (000)	31892	142	84	818	527	205	323
300	\$99,999	Horz %	100.00	0.45	0.26	2.56	1.65	0.64	1.01
301		Vert %	13.39	20.60	12.06	20.35	23.26	17.96	16.40
302		Index	100	154	90	152	174	134	122
303				*	*		*	*	*
304		Unwgted	5133	23	17	84	45	23	49
305	Household Income: \$60,000-	Weighted (000)	25163	94	74	327	180	79	212
306	\$74,999	Horz %	100.00	0.37	0.30	1.30	0.71	0.31	0.84
307		Vert %	10.57	13.62	10.67	8.14	7.94	6.93	10.75
308		Index	100	129	101	77	75	66	102
309				*	*		*	*	*
310		Unwgted	3809	6	15	52	25	9	36
311	Household Income: \$50,000-	Weighted (000)	18825	24	63	240	94	23	155
312	\$59,999	Horz %	100.00	0.13	0.34	1.27	0.50	0.12	0.82
313		Vert %	7.90	3.51	9.09	5.97	4.14	2.00	7.86
314		Index	100	44	115	76	52	25	99
315				*	*		*	*	*
316		Unwgted	4740	8	8	50	31	10	17
317	Household Income: \$40,000-	Weighted (000)	20651	23	41	172	117	23	52
318	\$49,999	Horz %	100.00	0.11	0.20	0.83	0.57	0.11	0.25
319		Vert %	8.67	3.36	5.85	4.28	5.15	2.03	2.67
320		Index	100	39	67	49	59	23	31
321				*	*	*	*	*	*
322		Unwgted	4631	4	5	32	20	6	21
323	Household Income: \$30,000-	Weighted (000)	22417	8	20	128	54	27	59
324	\$39,999	Horz %	100.00	0.03	0.09	0.57	0.24	0.12	0.26
325		Vert %	9.41	1.12	2.88	3.18	2.39	2.38	3.00
326		Index	100	12	31	34	25	25	32

RAB / GfK MRI AUTO PROFILE: MERCEDES-BENZ

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2									
327				*	*	*	*	*	*
328		Unwgt'd	4429	3	5	23	13	4	24
329	Household Income: \$20,000-\$29,999	Weighted (000)	22639	6	26	83	59	14	98
330		Horz %	100.00	0.03	0.12	0.37	0.26	0.06	0.43
331		Vert %	9.51	0.91	3.74	2.06	2.61	1.26	4.96
332		Index	100	10	39	22	27	13	52
333					*	*	*	*	*
334		Unwgt'd	5576	7	2	17	11	0	28
335	Household Income: Under \$20,000	Weighted (000)	32463	36	5	110	88	0	126
336		Horz %	100.00	0.11	0.01	0.34	0.27	0.00	0.39
337		Vert %	13.63	5.24	0.65	2.75	3.90	0.00	6.40
338		Index	100	38	5	20	29	0	47
339									
340		Unwgt'd							
341	Median Household Income	Weighted (000)	61.20	103.90	111.30	106.80	101.40	131.30	96.90
342		Horz %							
343		Vert %							
344		Index							
345					*	*			*
346		Unwgt'd	11693	37	31	176	98	49	104
347	Marital Status: Single, Never Married	Weighted (000)	65997	139	179	897	457	248	460
348		Horz %	100.00	0.21	0.27	1.36	0.69	0.38	0.70
349		Vert %	27.71	20.11	25.70	22.33	20.17	21.67	23.38
350		Index	100	73	93	81	73	78	84
351									
352		Unwgt'd	24820	120	118	641	342	215	277
353	Marital Status: Currently Married	Weighted (000)	126882	478	400	2611	1475	764	1246
354		Horz %	100.00	0.38	0.32	2.06	1.16	0.60	0.98
355		Vert %	53.28	69.20	57.34	64.96	65.12	66.86	63.34
356		Index	100	130	108	122	122	125	119
357					*	*			*
358		Unwgt'd	7777	17	24	108	74	37	70
359	Marital Status: Divorced or Legally Separated	Weighted (000)	30608	43	83	319	215	100	185
360		Horz %	100.00	0.14	0.27	1.04	0.70	0.33	0.60
361		Vert %	12.85	6.21	11.97	7.94	9.48	8.71	9.40
362		Index	100	48	93	62	74	68	73
363					*	*		*	*
364		Unwgt'd	3878	6	11	54	37	12	30
365	Marital Status: Widowed	Weighted (000)	14666	31	35	192	119	31	76
366		Horz %	100.00	0.21	0.24	1.31	0.81	0.21	0.52
367		Vert %	6.16	4.48	4.99	4.77	5.23	2.76	3.88
368		Index	100	73	81	77	85	45	63
369					*	*	*	*	*
370		Unwgt'd	1983	8	7	26	16	8	23
371	Marital Status: Engaged to Be Married	Weighted (000)	11217	41	23	92	62	26	86
372		Horz %	100.00	0.37	0.20	0.82	0.55	0.23	0.76
373		Vert %	4.71	5.95	3.29	2.30	2.74	2.24	4.35
374		Index	100	126	70	49	58	48	92
375					*	*	*	*	*
376		Unwgt'd	3313	10	14	47	24	16	32
377	Marital Status: Living with Partner/Fiancé/Boyfriend or Girlfriend (Same or Opposite Sex)	Weighted (000)	20943	59	63	227	126	88	150
378		Horz %	100.00	0.28	0.30	1.08	0.60	0.42	0.71
379		Vert %	8.79	8.57	9.09	5.64	5.55	7.68	7.60
380		Index	100	98	103	64	63	87	86

RAB / GfK MRI AUTO PROFILE: MERCEDES-BENZ

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2									
381									
382		Unwgted	17843	79	72	383	214	116	195
383	Any Child(ren) Under Age 18 Living at Home	Weighted (000)	94619	303	250	1534	886	420	830
384		Horz %	100.00	0.32	0.26	1.62	0.94	0.44	0.88
385		Vert %	39.73	43.88	35.84	38.17	39.11	36.76	42.15
386		Index	100	110	90	96	98	93	106
387					*	*			
388		Unwgted	7219	41	30	160	85	51	82
389	1 Child Under Age 18 Currently Living at Home	Weighted (000)	38752	208	108	728	430	195	390
390		Horz %	100.00	0.54	0.28	1.88	1.11	0.50	1.01
391		Vert %	16.27	30.16	15.43	18.11	18.97	17.07	19.82
392		Index	100	185	95	111	117	105	122
393					*	*			
394		Unwgted	6632	32	31	160	99	53	72
395	2 Children Under Age 18 Currently Living at Home	Weighted (000)	33339	68	109	554	353	180	268
396		Horz %	100.00	0.20	0.33	1.66	1.06	0.54	0.80
397		Vert %	14.00	9.82	15.64	13.79	15.57	15.74	13.64
398		Index	100	70	112	99	111	112	97
399					*	*	*	*	*
400		Unwgted	2738	6	7	45	25	8	26
401	3 Children Under Age 18 Currently Living at Home	Weighted (000)	14851	27	24	197	89	34	123
402		Horz %	100.00	0.18	0.16	1.32	0.60	0.23	0.83
403		Vert %	6.24	3.90	3.48	4.90	3.94	2.94	6.24
404		Index	100	62	56	79	63	47	100
405					*	*	*	*	*
406		Unwgted	882	0	3	12	3	3	11
407	4 Children Under Age 18 Currently Living at Home	Weighted (000)	5223	0	7	32	9	5	34
408		Horz %	100.00	0.00	0.14	0.62	0.18	0.09	0.65
409		Vert %	2.19	0.00	1.06	0.81	0.41	0.40	1.73
410		Index	100	0	48	37	19	18	79
411					*	*	*	*	*
412		Unwgted	372	0	1	6	2	1	4
413	5 or More Children Under Age 18 Currently Living at Home	Weighted (000)	2454	0	2	23	5	7	14
414		Horz %	100.00	0.00	0.06	0.92	0.21	0.28	0.58
415		Vert %	1.03	0.00	0.22	0.56	0.23	0.61	0.72
416		Index	100	0	21	55	22	59	70
417									
418		Unwgted	33340	147	160	820	450	274	354
419	Own Home/Residence	Weighted (000)	157962	580	610	3305	1828	957	1403
420		Horz %	100.00	0.37	0.39	2.09	1.16	0.61	0.89
421		Vert %	66.33	83.95	87.51	82.24	80.71	83.79	71.29
422		Index	100	127	132	124	122	126	107
423					*	*			*
424		Unwgted	14260	33	22	151	95	37	123
425	Rent Home/Residence	Weighted (000)	77153	111	77	668	412	177	527
426		Horz %	100.00	0.14	0.10	0.87	0.53	0.23	0.68
427		Vert %	32.40	16.05	11.06	16.61	18.17	15.48	26.75
428		Index	100	50	34	51	56	48	83
429					*	*	*	*	*
430		Unwgted	568	0	2	8	6	2	4
431	Live Rent-Free in Home/Residence	Weighted (000)	3039	0	10	46	25	8	38
432		Horz %	100.00	0.00	0.33	1.52	0.83	0.28	1.27
433		Vert %	1.28	0.00	1.43	1.15	1.12	0.73	1.96
434		Index	100	0	112	90	88	57	153



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1									
2									
435				*	*				
436	Census Region: North East	Unwgted	11308	28	46	215	128	100	129
437		Weighted (000)	43253	60	118	669	369	300	394
438		Horz %	100.00	0.14	0.27	1.55	0.85	0.69	0.91
439		Vert %	18.16	8.65	16.89	16.65	16.29	26.30	20.03
440		Index	100	48	93	92	90	145	110
441									
442	Census Region: South	Unwgted	16124	63	55	340	201	87	173
443		Weighted (000)	89346	266	236	1518	935	366	793
444		Horz %	100.00	0.30	0.26	1.70	1.05	0.41	0.89
445		Vert %	37.52	38.58	33.81	37.77	41.29	32.04	40.29
446		Index	100	103	90	101	110	85	107
447				*	*		*	*	
448	Census Region: Midwest	Unwgted	10891	17	22	111	43	46	56
449		Weighted (000)	51282	71	115	429	175	145	221
450		Horz %	100.00	0.14	0.23	0.84	0.34	0.28	0.43
451		Vert %	21.53	10.22	16.55	10.68	7.74	12.70	11.22
452		Index	100	47	77	50	36	59	52
453									
454	Census Region: West	Unwgted	9845	72	61	313	179	80	123
455		Weighted (000)	54273	294	228	1403	786	331	560
456		Horz %	100.00	0.54	0.42	2.58	1.45	0.61	1.03
457		Vert %	22.79	42.56	32.74	34.90	34.68	28.96	28.46
458		Index	100	187	144	153	152	127	125
459				*	*	*	*	*	*
460	Census Sub-Region: New England	Unwgted	2844	6	9	44	24	10	21
461		Weighted (000)	11320	21	20	154	79	37	69
462		Horz %	100.00	0.19	0.18	1.36	0.70	0.33	0.61
463		Vert %	4.75	3.09	2.94	3.83	3.48	3.22	3.50
464		Index	100	65	62	81	73	68	74
465				*	*				
466	Census Sub-Region: Mid Atlantic	Unwgted	8464	22	37	171	104	90	108
467		Weighted (000)	31933	38	97	515	290	264	325
468		Horz %	100.00	0.12	0.30	1.61	0.91	0.83	1.02
469		Vert %	13.41	5.56	13.95	12.82	12.81	23.07	16.53
470		Index	100	41	104	96	96	172	123
471				*	*				
472	Census Sub-Region: South Atlantic	Unwgted	9116	45	36	216	136	57	125
473		Weighted (000)	45960	202	154	924	610	237	542
474		Horz %	100.00	0.44	0.34	2.01	1.33	0.52	1.18
475		Vert %	19.30	29.25	22.09	22.99	26.94	20.79	27.52
476		Index	100	152	114	119	140	108	143
477				*	*	*	*	*	*
478	Census Sub-Region: East South Central	Unwgted	2066	3	3	27	16	9	16
479		Weighted (000)	14946	10	15	133	72	44	101
480		Horz %	100.00	0.07	0.10	0.89	0.48	0.29	0.67
481		Vert %	6.28	1.51	2.20	3.30	3.18	3.83	5.12
482		Index	100	24	35	53	51	61	82
483				*	*		*	*	*
484	Census Sub-Region: West South Central	Unwgted	4942	15	16	97	49	21	32
485		Weighted (000)	28441	54	66	461	253	85	150
486		Horz %	100.00	0.19	0.23	1.62	0.89	0.30	0.53
487		Vert %	11.94	7.82	9.53	11.48	11.17	7.42	7.64
488		Index	100	65	80	96	94	62	64

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1									
2									
489				*	*		*	*	*
490		Unwgted	8456	12	18	94	35	40	47
491	Census Sub-Region: East North Central	Weighted (000)	35650	33	99	320	131	107	181
492		Horz %	100.00	0.09	0.28	0.90	0.37	0.30	0.51
493		Vert %	14.97	4.78	14.13	7.96	5.80	9.38	9.18
494		Index	100	32	94	53	39	63	61
495				*	*	*	*	*	*
496		Unwgted	2435	5	4	17	8	6	9
497	Census Sub-Region: West North Central	Weighted (000)	15632	38	17	109	44	38	40
498		Horz %	100.00	0.24	0.11	0.70	0.28	0.24	0.26
499		Vert %	6.56	5.44	2.43	2.72	1.94	3.32	2.04
500		Index	100	83	37	41	30	51	31
501				*	*	*	*	*	*
502		Unwgted	2321	11	7	40	20	9	19
503	Census Sub-Region: Mountain	Weighted (000)	16500	64	25	228	118	47	95
504		Horz %	100.00	0.39	0.15	1.38	0.71	0.28	0.58
505		Vert %	6.93	9.34	3.61	5.69	5.19	4.11	4.84
506		Index	100	135	52	82	75	59	70
507									
508		Unwgted	7524	61	54	273	159	71	104
509	Census Sub-Region: Pacific	Weighted (000)	37774	229	203	1174	668	284	465
510		Horz %	100.00	0.61	0.54	3.11	1.77	0.75	1.23
511		Vert %	15.86	33.22	29.13	29.22	29.50	24.85	23.62
512		Index	100	209	184	184	186	157	149
513									
514		Unwgted	26679	121	121	635	373	227	336
515	County Size: A	Weighted (000)	99155	401	365	2179	1232	710	1109
516		Horz %	100.00	0.40	0.37	2.20	1.24	0.72	1.12
517		Vert %	41.63	58.06	52.27	54.23	54.39	62.18	56.36
518		Index	100	139	126	130	131	149	135
519				*	*				
520		Unwgted	12036	49	47	264	142	66	106
521	County Size: B	Weighted (000)	70767	245	240	1386	801	331	611
522		Horz %	100.00	0.35	0.34	1.96	1.13	0.47	0.86
523		Vert %	29.71	35.45	34.35	34.50	35.36	28.97	31.02
524		Index	100	119	116	116	119	97	104
525				*	*		*	*	*
526		Unwgted	9453	10	16	80	36	20	39
527	County Size: C/D	Weighted (000)	68232	45	93	453	232	101	248
528		Horz %	100.00	0.07	0.14	0.66	0.34	0.15	0.36
529		Vert %	28.65	6.49	13.38	11.27	10.25	8.85	12.62
530		Index	100	23	47	39	36	31	44
531				*	*	*	*	*	*
532		Unwgted	1292	7	4	30	15	11	13
533	Radio Formats: AAA (subset of Alternative) (Monday-Sunday 24-Hour Cume)	Weighted (000)	5120	26	15	127	65	37	34
534		Horz %	100.00	0.51	0.29	2.47	1.27	0.72	0.67
535		Vert %	2.15	3.77	2.09	3.15	2.88	3.25	1.73
536		Index	100	175	97	147	134	151	81
537				*	*				
538		Unwgted	8429	40	29	182	104	65	81
539	Radio Formats: Adult Contemporary (Monday-Sunday 24-Hour Cume)	Weighted (000)	40779	153	90	729	423	231	310
540		Horz %	100.00	0.37	0.22	1.79	1.04	0.57	0.76
541		Vert %	17.12	22.08	12.96	18.14	18.65	20.20	15.76
542		Index	100	129	76	106	109	118	92

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1									
2									
543				*	*	*	*	*	*
544	Radio Formats: Adult Hits (Monday-Sunday 24-Hour Cume)	Unwgted	1278	9	4	27	13	8	14
545		Weighted (000)	7030	32	13	130	70	36	53
546		Horz %	100.00	0.45	0.19	1.85	0.99	0.51	0.76
547		Vert %	2.95	4.61	1.89	3.24	3.07	3.17	2.72
548		Index	100	156	64	110	104	107	92
549				*	*	*	*	*	*
550	Radio Formats: Adult Standards/Easy Listening (Monday-Sunday 24-Hour Cume)	Unwgted	389	2	1	9	6	4	2
551		Weighted (000)	2075	12	2	49	33	25	11
552		Horz %	100.00	0.59	0.08	2.36	1.60	1.19	0.51
553		Vert %	0.87	1.76	0.25	1.22	1.46	2.15	0.54
554		Index	100	202	28	140	168	247	62
555				*	*			*	*
556	Radio Formats: All News (Monday-Sunday 24-Hour Cume)	Unwgted	3031	14	18	96	55	36	42
557		Weighted (000)	8416	39	48	274	155	93	103
558		Horz %	100.00	0.46	0.58	3.26	1.85	1.10	1.22
559		Vert %	3.53	5.60	6.94	6.83	6.86	8.12	5.22
560		Index	100	159	196	193	194	230	148
561				*	*		*	*	*
562	Radio Formats: All Sports (Monday-Sunday 24-Hour Cume)	Unwgted	3523	12	19	80	42	28	39
563		Weighted (000)	12663	28	55	217	120	81	112
564		Horz %	100.00	0.22	0.43	1.71	0.95	0.64	0.88
565		Vert %	5.32	4.10	7.89	5.39	5.29	7.12	5.68
566		Index	100	77	148	101	99	134	107
567				*	*	*	*	*	*
568	Radio Formats: All Talk (Monday-Sunday 24-Hour Cume)	Unwgted	988	5	8	31	18	9	10
569		Weighted (000)	4277	23	23	128	57	21	32
570		Horz %	100.00	0.53	0.55	2.99	1.33	0.50	0.74
571		Vert %	1.80	3.29	3.35	3.18	2.52	1.87	1.60
572		Index	100	183	186	177	140	104	89
573				*	*		*	*	*
574	Radio Formats: Alternative (Monday-Sunday 24-Hour Cume)	Unwgted	3448	20	14	82	38	24	32
575		Weighted (000)	16147	77	63	367	167	103	118
576		Horz %	100.00	0.48	0.39	2.27	1.03	0.64	0.73
577		Vert %	6.78	11.11	9.02	9.13	7.36	9.06	6.01
578		Index	100	164	133	135	109	134	89
579				*	*				*
580	Radio Formats: CHR/Top 40 (Monday-Sunday 24-Hour Cume)	Unwgted	8864	41	30	194	112	54	105
581		Weighted (000)	46661	135	106	787	432	212	493
582		Horz %	100.00	0.29	0.23	1.69	0.93	0.45	1.06
583		Vert %	19.59	19.50	15.25	19.58	19.07	18.56	25.03
584		Index	100	100	78	100	97	95	128
585				*	*		*	*	*
586	Radio Formats: Classic Hits (Monday-Sunday 24-Hour Cume)	Unwgted	2856	12	13	62	33	26	26
587		Weighted (000)	13017	56	77	273	154	131	100
588		Horz %	100.00	0.43	0.59	2.10	1.18	1.01	0.77
589		Vert %	5.47	8.04	11.01	6.80	6.79	11.50	5.07
590		Index	100	147	201	124	124	210	93
591				*	*		*	*	*
592	Radio Formats: Classic Rock (Monday-Sunday 24-Hour Cume)	Unwgted	3781	10	10	60	34	19	37
593		Weighted (000)	18048	32	26	236	127	74	145
594		Horz %	100.00	0.18	0.15	1.31	0.71	0.41	0.81
595		Vert %	7.58	4.67	3.79	5.86	5.63	6.45	7.39
596		Index	100	62	50	77	74	85	98

RAB / GfK MRI AUTO PROFILE: MERCEDES-BENZ

	A	B	C	D	E	F	G	H	I
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1									
2									
597				*	*	*	*	*	*
598	Radio Formats: Classical (Monday-Sunday 24-Hour Cume)	Unwgted	1442	10	4	36	21	14	14
599		Weighted (000)	5709	27	14	128	84	46	51
600		Horz %	100.00	0.47	0.25	2.24	1.46	0.80	0.89
601		Vert %	2.40	3.89	2.02	3.19	3.69	4.00	2.60
602		Index	100	162	84	133	154	167	108
603				*	*	*	*	*	*
604	Radio Formats: Country (Monday-Sunday 24-Hour Cume)	Unwgted	8237	28	22	115	67	29	74
605		Weighted (000)	46833	151	100	540	309	144	342
606		Horz %	100.00	0.32	0.21	1.15	0.66	0.31	0.73
607		Vert %	19.66	21.84	14.37	13.43	13.66	12.65	17.38
608		Index	100	111	73	68	69	64	88
609				*	*	*	*	*	*
610	Radio Formats: Ethnic (Monday-Sunday 24-Hour Cume)	Unwgted	285	4	1	12	7	3	5
611		Weighted (000)	1065	7	2	28	12	10	22
612		Horz %	100.00	0.62	0.15	2.62	1.16	0.90	2.05
613		Vert %	0.45	0.96	0.24	0.69	0.54	0.84	1.11
614		Index	100	215	53	155	122	187	248
615				*	*	*	*	*	*
616	Radio Formats: Gospel (Monday-Sunday 24-Hour Cume)	Unwgted	714	3	0	13	10	0	7
617		Weighted (000)	3659	6	0	33	29	0	27
618		Horz %	100.00	0.16	0.00	0.91	0.78	0.00	0.74
619		Vert %	1.54	0.84	0.00	0.83	1.27	0.00	1.38
620		Index	100	54	0	54	82	0	90
621				*	*	*	*	*	*
622	Radio Formats: Hispanic (All Genres) (Monday-Sunday 24-Hour Cume)	Unwgted	2223	8	5	43	25	10	21
623		Weighted (000)	15844	29	36	265	144	42	139
624		Horz %	100.00	0.18	0.23	1.67	0.91	0.26	0.88
625		Vert %	6.65	4.15	5.18	6.59	6.34	3.64	7.06
626		Index	100	62	78	99	95	55	106
627				*	*	*	*	*	*
628	Radio Formats: Hot AC (Subset of "Adult Contemporary") (Monday-Sunday 24-Hour Cume)	Unwgted	3669	17	15	86	51	33	35
629		Weighted (000)	17141	74	41	330	200	104	128
630		Horz %	100.00	0.43	0.24	1.92	1.17	0.61	0.75
631		Vert %	7.20	10.73	5.83	8.21	8.82	9.09	6.53
632		Index	100	149	81	114	123	126	91
633				*	*	*	*	*	*
634	Radio Formats: Jazz (Monday-Sunday 24-Hour Cume)	Unwgted	787	7	8	33	20	5	14
635		Weighted (000)	2899	15	16	111	64	10	35
636		Horz %	100.00	0.53	0.54	3.82	2.21	0.34	1.22
637		Vert %	1.22	2.21	2.23	2.76	2.83	0.87	1.79
638		Index	100	181	183	226	233	72	147
639				*	*	*	*	*	*
640	Radio Formats: Mexican/Tejano/Ranchera (Subset of "Hispanic") (Monday-Sunday 24-Hour Cume)	Unwgted	915	4	2	21	11	4	9
641		Weighted (000)	7068	9	28	147	86	17	37
642		Horz %	100.00	0.13	0.40	2.08	1.22	0.25	0.53
643		Vert %	2.97	1.35	4.07	3.66	3.80	1.52	1.90
644		Index	100	45	137	123	128	51	64
645				*	*	*	*	*	*
646	Radio Formats: News/Talk (Monday-Sunday 24-Hour Cume)	Unwgted	6215	27	35	155	82	58	73
647		Weighted (000)	23523	96	134	544	301	200	240
648		Horz %	100.00	0.41	0.57	2.31	1.28	0.85	1.02
649		Vert %	9.88	13.84	19.15	13.54	13.27	17.51	12.18
650		Index	100	140	194	137	134	177	123

RAB / GfK MRI AUTO PROFILE: MERCEDES-BENZ

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1									
2									
651				*	*	*	*	*	*
652	Radio Formats: Oldies (Monday-Sunday 24-Hour Cume)	Unwgted	1888	7	8	36	28	12	19
653		Weighted (000)	9927	27	34	135	101	37	114
654		Horz %	100.00	0.27	0.35	1.36	1.02	0.37	1.15
655		Vert %	4.17	3.94	4.94	3.37	4.45	3.23	5.81
656		Index	100	95	118	81	107	78	139
657				*	*	*	*	*	*
658	Radio Formats: Public Radio/Non-Commercial (Monday-Sunday 24-Hour Cume)	Unwgted	2568	10	16	73	42	26	28
659		Weighted (000)	10435	33	63	289	171	85	118
660		Horz %	100.00	0.31	0.60	2.77	1.63	0.81	1.13
661		Vert %	4.38	4.71	9.00	7.19	7.53	7.43	6.01
662		Index	100	108	205	164	172	170	137
663				*	*	*	*	*	*
664	Radio Formats: Religion/Christian (Monday-Sunday 24-Hour Cume)	Unwgted	3949	14	19	86	51	23	46
665		Weighted (000)	19990	68	103	391	220	87	197
666		Horz %	100.00	0.34	0.52	1.96	1.10	0.44	0.98
667		Vert %	8.39	9.87	14.83	9.73	9.73	7.61	9.99
668		Index	100	118	177	116	116	91	119
669				*	*	*	*	*	*
670	Radio Formats: Rhythmic (Monday-Sunday 24-Hour Cume)	Unwgted	2876	14	15	71	42	15	36
671		Weighted (000)	15341	49	57	343	214	70	150
672		Horz %	100.00	0.32	0.37	2.23	1.39	0.45	0.98
673		Vert %	6.44	7.11	8.11	8.53	9.44	6.11	7.65
674		Index	100	110	126	132	147	95	119
675				*	*	*	*	*	*
676	Radio Formats: Rock (Monday-Sunday 24-Hour Cume)	Unwgted	4270	16	21	81	46	24	30
677		Weighted (000)	20195	44	73	288	157	74	118
678		Horz %	100.00	0.22	0.36	1.42	0.78	0.36	0.59
679		Vert %	8.48	6.42	10.43	7.16	6.94	6.44	6.01
680		Index	100	76	123	84	82	76	71
681				*	*	*	*	*	*
682	Radio Formats: Soft Adult Contemporary/Lite Rock (Monday-Sunday 24-Hour Cume)	Unwgted	1162	3	7	32	15	10	15
683		Weighted (000)	5686	10	29	137	56	40	73
684		Horz %	100.00	0.18	0.52	2.41	0.99	0.70	1.29
685		Vert %	2.39	1.52	4.20	3.41	2.49	3.49	3.73
686		Index	100	64	176	143	104	146	156
687				*	*	*	*	*	*
688	Radio Formats: Spanish AC (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	Unwgted	684	0	1	12	6	4	6
689		Weighted (000)	4664	0	3	69	22	17	41
690		Horz %	100.00	0.00	0.06	1.49	0.47	0.35	0.87
691		Vert %	1.96	0.00	0.40	1.73	0.97	1.45	2.06
692		Index	100	0	20	88	50	74	105
693				*	*	*	*	*	*
694	Radio Formats: Tropical (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	Unwgted	306	0	1	3	3	1	1
695		Weighted (000)	1821	0	2	15	15	5	3
696		Horz %	100.00	0.00	0.09	0.82	0.82	0.28	0.17
697		Vert %	0.76	0.00	0.24	0.37	0.66	0.44	0.16
698		Index	100	0	32	49	86	58	20
699				*	*	*	*	*	*
700	Radio Formats: Urban (All Genres) (Monday-Sunday 24-Hour Cume)	Unwgted	5301	23	22	110	64	29	73
701		Weighted (000)	27306	68	122	520	308	120	349
702		Horz %	100.00	0.25	0.45	1.90	1.13	0.44	1.28
703		Vert %	11.47	9.82	17.44	12.94	13.60	10.52	17.76
704		Index	100	86	152	113	119	92	155

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1			U.S. Adults 18+	Own/Lease Mercedes-Benz C Class	Own/Lease Mercedes-Benz E Class	Own/Lease Any Mercedes-Benz	Most Recent Vehicle Bought/Leased is Any Mercedes-Benz	Decision Maker for Any Mercedes-Benz Bought/Leased New	Would Buy/Lease New Mercedes-Benz if Making Decision Today
2									
705				*	*		*	*	*
706	Radio Formats: Urban AC (Subset of Urban) (Monday-Sunday 24-Hour Cume)	Unwgted	2414	15	14	63	33	14	31
707		Weighted (000)	10854	40	54	255	136	49	121
708		Horz %	100.00	0.37	0.49	2.35	1.25	0.45	1.11
709		Vert %	4.56	5.80	7.68	6.35	5.98	4.29	6.13
710		Index	100	127	169	139	131	94	135
711				*	*	*	*	*	*
712	Radio Formats: Urban Contemporary (Subset of Urban) (Monday-Sunday 24-Hour Cume)	Unwgted	2034	8	7	37	22	10	34
713		Weighted (000)	12023	25	69	239	151	54	198
714		Horz %	100.00	0.21	0.58	1.99	1.26	0.45	1.65
715		Vert %	5.05	3.68	9.96	5.96	6.67	4.71	10.06
716	Index	100	73	197	118	132	93	199	
717				*	*	*	*	*	*
718	Radio Formats: Variety/Other (Monday-Sunday 24-Hour Cume)	Unwgted	1259	6	9	30	17	7	8
719		Weighted (000)	6468	25	31	149	85	32	30
720		Horz %	100.00	0.39	0.47	2.31	1.32	0.49	0.47
721		Vert %	2.72	3.62	4.39	3.72	3.76	2.79	1.55
722	Index	100	133	162	137	138	103	57	
723									
724	Radio Daypart Cumes: Total Week Monday-Sunday 24 Hours	Unwgted	40105	164	162	871	488	287	425
725		Weighted (000)	195910	614	610	3487	1948	988	1719
726		Horz %	100.00	0.31	0.31	1.78	0.99	0.50	0.88
727		Vert %	82.26	88.97	87.47	86.78	85.97	86.48	87.38
728	Index	100	108	106	105	105	105	106	
729									
730	Radio Daypart Cumes: Weekday 6:00 am - 10:00 am	Unwgted	25006	117	104	559	320	172	264
731		Weighted (000)	118698	403	364	2140	1153	580	1097
732		Horz %	100.00	0.34	0.31	1.80	0.97	0.49	0.92
733		Vert %	49.84	58.37	52.25	53.24	50.89	50.75	55.73
734	Index	100	117	105	107	102	102	112	
735									
736	Radio Daypart Cumes: Weekday 10:00 am - 3:00 pm	Unwgted	17883	76	70	398	217	129	169
737		Weighted (000)	88241	294	285	1701	960	472	744
738		Horz %	100.00	0.33	0.32	1.93	1.09	0.53	0.84
739		Vert %	37.05	42.53	40.82	42.31	42.39	41.31	37.80
740	Index	100	115	110	114	114	111	102	
741									
742	Radio Daypart Cumes: Weekday 3:00 pm - 7:00 pm	Unwgted	21483	94	100	497	274	173	247
743		Weighted (000)	102780	314	373	1957	1030	590	1014
744		Horz %	100.00	0.31	0.36	1.90	1.00	0.57	0.99
745		Vert %	43.16	45.50	53.47	48.70	45.45	51.62	51.52
746	Index	100	105	124	113	105	120	119	
747				*	*			*	
748	Radio Daypart Cumes: Weekday 7:00 pm - Midnight	Unwgted	7300	23	39	156	93	47	61
749		Weighted (000)	36869	82	171	731	418	195	288
750		Horz %	100.00	0.22	0.46	1.98	1.13	0.53	0.78
751		Vert %	15.48	11.82	24.57	18.19	18.45	17.08	14.62
752	Index	100	76	159	118	119	110	94	
753				*	*	*	*	*	*
754	Radio Daypart Cumes: Weekday Midnight - 6:00 am	Unwgted	2363	11	7	46	24	15	23
755		Weighted (000)	12089	46	24	171	88	51	100
756		Horz %	100.00	0.38	0.20	1.42	0.73	0.42	0.83
757		Vert %	5.08	6.71	3.38	4.27	3.87	4.47	5.07
758	Index	100	132	67	84	76	88	100	

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2									
759									
760		Unwgted	15477	68	68	355	193	111	161
761	Radio Daypart Cumes:	Weighted (000)	74270	242	259	1417	726	367	672
762	Weekend 6:00 am - 10:00 am	Horz %	100.00	0.33	0.35	1.91	0.98	0.49	0.90
763		Vert %	31.19	35.01	37.19	35.26	32.03	32.17	34.13
764		Index	100	112	119	113	103	103	109
765									
766		Unwgted	21457	95	94	508	282	175	245
767	Radio Daypart Cumes:	Weighted (000)	102778	349	354	2037	1140	575	1088
768	Weekend 10:00 am - 3:00 pm	Horz %	100.00	0.34	0.34	1.98	1.11	0.56	1.06
769		Vert %	43.16	50.60	50.76	50.70	50.33	50.34	55.30
770		Index	100	117	118	117	117	117	128
771									
772		Unwgted	16141	73	69	384	211	132	207
773	Radio Daypart Cumes:	Weighted (000)	79854	255	279	1527	787	476	882
774	Weekend 3:00 pm - 7:00 pm	Horz %	100.00	0.32	0.35	1.91	0.99	0.60	1.10
775		Vert %	33.53	36.95	40.06	38.00	34.75	41.70	44.83
776		Index	100	110	119	113	104	124	134
777				*	*				
778		Unwgted	7721	31	34	167	94	52	78
779	Radio Daypart Cumes:	Weighted (000)	38919	100	130	713	383	200	428
780	Weekend 7:00 pm - Midnight	Horz %	100.00	0.26	0.33	1.83	0.98	0.51	1.10
781		Vert %	16.34	14.50	18.66	17.73	16.90	17.51	21.75
782		Index	100	89	114	109	103	107	133
783				*	*	*	*	*	*
784		Unwgted	1911	6	8	36	20	13	22
785	Radio Daypart Cumes:	Weighted (000)	9972	29	31	170	74	58	128
786	Weekend Midnight - 6:00 am	Horz %	100.00	0.29	0.31	1.70	0.74	0.58	1.29
787		Vert %	4.19	4.14	4.38	4.23	3.25	5.08	6.52
788		Index	100	99	105	101	78	121	156
789				*	*				
790		Unwgted	12646	42	48	220	133	67	103
791	Where Listen to Radio on	Weighted (000)	61519	141	182	899	566	235	433
792	Typical Weekday: Home	Horz %	100.00	0.23	0.30	1.46	0.92	0.38	0.70
793		Vert %	25.83	20.42	26.05	22.37	24.98	20.60	22.00
794		Index	100	79	101	87	97	80	85
795									
796		Unwgted	36747	156	151	818	462	269	387
797	Where Listen to Radio on	Weighted (000)	177653	551	543	3160	1746	953	1606
798	Typical Weekday: Car	Horz %	100.00	0.31	0.31	1.78	0.98	0.54	0.90
799		Vert %	74.60	79.83	77.84	78.63	77.06	83.47	81.60
800		Index	100	107	104	105	103	112	109
801				*	*		*	*	*
802		Unwgted	5605	22	21	95	47	26	43
803	Where Listen to Radio on	Weighted (000)	29068	93	101	391	169	100	187
804	Typical Weekday: Work	Horz %	100.00	0.32	0.35	1.34	0.58	0.34	0.64
805		Vert %	12.21	13.48	14.46	9.73	7.46	8.72	9.50
806		Index	100	110	118	80	61	71	78
807				*	*	*	*	*	*
808		Unwgted	985	4	7	24	10	6	8
809	Where Listen to Radio on	Weighted (000)	5269	14	28	123	59	33	27
810	Typical Weekday: Place	Horz %	100.00	0.26	0.54	2.33	1.12	0.63	0.51
811	Other Than Home, Car, Work	Vert %	2.21	1.97	4.05	3.06	2.59	2.91	1.38
812		Index	100	89	183	138	117	132	62

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2									
813									
814		Unwgt'd	14284	51	53	258	149	81	121
815	Where Listen to Radio on Typical Weekend: Home	Weighted (000)	69183	185	187	1006	572	269	446
816		Horz %	100.00	0.27	0.27	1.45	0.83	0.39	0.64
817		Vert %	29.05	26.78	26.77	25.02	25.23	23.56	22.65
818		Index	100	92	92	86	87	81	78
819									
820		Unwgt'd	33644	139	149	775	431	256	362
821	Where Listen to Radio on Typical Weekend: Car	Weighted (000)	162441	485	576	3063	1707	890	1475
822		Horz %	100.00	0.30	0.35	1.89	1.05	0.55	0.91
823		Vert %	68.21	70.26	82.65	76.21	75.37	77.93	74.96
824		Index	100	103	121	112	110	114	110
825					*	*	*	*	*
826		Unwgt'd	1927	8	3	34	13	8	15
827	Where Listen to Radio on Typical Weekend: Work	Weighted (000)	10420	38	36	183	52	28	82
828		Horz %	100.00	0.36	0.34	1.75	0.50	0.27	0.79
829		Vert %	4.38	5.46	5.11	4.54	2.31	2.45	4.16
830		Index	100	125	117	104	53	56	95
831					*	*	*	*	*
832		Unwgt'd	957	2	3	19	8	6	7
833	Where Listen to Radio on Typical Weekend: Place Other Than Home, Car, Work	Weighted (000)	5414	7	11	124	52	27	30
834		Horz %	100.00	0.13	0.19	2.30	0.97	0.49	0.55
835		Vert %	2.27	1.02	1.51	3.10	2.32	2.34	1.50
836		Index	100	45	67	136	102	103	66
837					*				
838		Unwgt'd	9766	44	61	259	146	91	113
839	Ever Listen to AM Radio (Terrestrial Radio)	Weighted (000)	39386	152	205	845	477	284	330
840		Horz %	100.00	0.38	0.52	2.15	1.21	0.72	0.84
841		Vert %	16.54	21.95	29.39	21.03	21.05	24.90	16.76
842		Index	100	133	178	127	127	151	101
843									
844		Unwgt'd	36381	141	138	744	420	232	367
845	Ever Listen to FM Radio (Terrestrial Radio)	Weighted (000)	181940	508	563	3072	1739	838	1530
846		Horz %	100.00	0.28	0.31	1.69	0.96	0.46	0.84
847		Vert %	76.40	73.60	80.78	76.45	76.75	73.33	77.76
848		Index	100	96	106	100	100	96	102
849									
850		Unwgt'd	39530	157	151	817	460	256	400
851	Ever Listen to Any Terrestrial Radio (AM/FM)	Weighted (000)	194284	565	600	3308	1850	906	1632
852		Horz %	100.00	0.29	0.31	1.70	0.95	0.47	0.84
853		Vert %	81.58	81.88	86.10	82.32	81.67	79.36	82.92
854		Index	100	100	106	101	100	97	102
855					*	*			
856		Unwgt'd	6338	37	35	212	116	89	105
857	Ever Listen to Satellite Radio (SiriusXM)	Weighted (000)	27714	122	93	679	374	264	373
858		Horz %	100.00	0.44	0.34	2.45	1.35	0.95	1.35
859		Vert %	11.64	17.65	13.39	16.90	16.50	23.11	18.94
860		Index	100	152	115	145	142	199	163
861									
862		Unwgt'd	8685	53	58	301	172	126	131
863	Household Subscribes to Satellite (SiriusXM) Radio	Weighted (000)	39210	190	176	1049	608	409	547
864		Horz %	100.00	0.48	0.45	2.67	1.55	1.04	1.40
865		Vert %	16.46	27.51	25.30	26.09	26.85	35.82	27.80
866		Index	100	167	154	158	163	218	169



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2									
867	Any Vehicle Currently Owned/Leased Has Satellite Radio								
868		Unwgt'd	12675	94	77	457	256	194	226
869		Weighted (000)	60478	349	318	1887	1169	718	1006
870		Horz %	100.00	0.58	0.53	3.12	1.93	1.19	1.66
871		Vert %	25.39	50.59	45.60	46.97	51.61	62.84	51.10
872	Index	100	199	180	185	203	247	201	
873	Any Vehicle Currently Owned/Leased Has MP3 Player Connection								
874		Unwgt'd	11231	78	65	360	210	148	166
875		Weighted (000)	56535	298	282	1517	932	578	715
876		Horz %	100.00	0.53	0.50	2.68	1.65	1.02	1.26
877		Vert %	23.74	43.11	40.45	37.75	41.14	50.57	36.33
878	Index	100	182	170	159	173	213	153	
879	Listened to Online Streaming AM/FM Broadcast Radio Stations - Past Month			*	*				
880		Unwgt'd	7194	27	33	173	88	54	82
881		Weighted (000)	34638	111	178	786	375	220	321
882		Horz %	100.00	0.32	0.51	2.27	1.08	0.63	0.93
883		Vert %	14.54	16.06	25.57	19.56	16.53	19.24	16.30
884	Index	100	110	176	134	114	132	112	
885	Listened to Internet-Only Radio or Other Online Music or Audio Services (e.g., Pandora, Rhapsody, Spotify, etc.) - Past Month			*	*				
886		Unwgt'd	11203	45	46	246	127	73	130
887		Weighted (000)	54650	174	208	1058	536	303	501
888		Horz %	100.00	0.32	0.38	1.94	0.98	0.55	0.92
889		Vert %	22.95	25.22	29.85	26.31	23.67	26.49	25.44
890	Index	100	110	130	115	103	115	111	
891	Listened to Any Radio on the Internet/Online - Past Month								
892		Unwgt'd	13970	56	62	317	163	100	158
893		Weighted (000)	68093	222	268	1342	662	410	573
894		Horz %	100.00	0.33	0.39	1.97	0.97	0.60	0.84
895		Vert %	28.59	32.11	38.47	33.39	29.24	35.94	29.12
896	Index	100	112	135	117	102	126	102	
897	Visited a Radio Station, Radio Program or Radio Personality's Website - Past Month			*	*		*	*	*
898		Unwgt'd	3565	11	15	81	43	21	36
899		Weighted (000)	16453	57	66	401	221	86	154
900		Horz %	100.00	0.35	0.40	2.44	1.34	0.53	0.94
901		Vert %	6.91	8.29	9.48	9.99	9.76	7.57	7.84
902	Index	100	120	137	145	141	110	113	
903	Downloaded Music - Past Month			*	*				
904		Unwgt'd	10771	37	42	246	133	72	114
905		Weighted (000)	55635	138	200	1041	522	308	482
906		Horz %	100.00	0.25	0.36	1.87	0.94	0.55	0.87
907		Vert %	23.36	19.93	28.75	25.91	23.04	26.93	24.49
908	Index	100	85	123	111	99	115	105	
909	Downloaded Podcasts/Engaged in Podcasting - Past Month			*	*		*	*	*
910		Unwgt'd	2115	13	11	56	31	18	21
911		Weighted (000)	9292	44	67	259	116	83	96
912		Horz %	100.00	0.47	0.72	2.79	1.24	0.89	1.03
913		Vert %	3.90	6.34	9.54	6.45	5.10	7.27	4.87
914	Index	100	162	244	165	131	186	125	
915	Visited iHeartRadio Site - Past Month+			*	*	*	*	*	*
916		Unwgt'd	2476	6	13	40	25	13	25
917		Weighted (000)	12781	45	56	186	116	54	98
918		Horz %	100.00	0.35	0.44	1.45	0.91	0.42	0.77
919		Vert %	5.37	6.52	7.99	4.62	5.12	4.73	4.97
920	Index	100	121	149	86	95	88	93	

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2									
921				*	*				
922		Unwgted	6881	28	33	167	93	53	86
923	Visited iTunes.com Site - Past Month	Weighted (000)	32471	127	121	778	443	209	336
924		Horz %	100.00	0.39	0.37	2.40	1.36	0.64	1.04
925		Vert %	13.63	18.45	17.30	19.37	19.54	18.32	17.09
926		Index	100	135	127	142	143	134	125
927				*	*				
928		Unwgted	9499	33	49	202	99	53	101
929	Visited Pandora.com Site - Past Month	Weighted (000)	48303	143	172	884	408	234	406
930		Horz %	100.00	0.30	0.36	1.83	0.85	0.48	0.84
931		Vert %	20.28	20.72	24.69	22.01	18.02	20.49	20.64
932		Index	100	102	122	109	89	101	102
933				*	*		*	*	*
934		Unwgted	2160	7	7	57	32	12	29
935	Visited Spotify.com - Past Month	Weighted (000)	10770	20	14	231	121	46	92
936		Horz %	100.00	0.19	0.13	2.14	1.12	0.43	0.86
937		Vert %	4.52	2.93	2.01	5.74	5.33	4.06	4.68
938		Index	100	65	45	127	118	90	104
939									
940	Advertising on radio provides me with useful information about bargains. Agree strongly or Agree somewhat	Unwgted	16738	55	52	305	158	101	165
941		Weighted (000)	83979	219	170	1248	647	390	712
942		Horz %	100.00	0.26	0.20	1.49	0.77	0.46	0.85
943		Vert %	35.26	31.71	24.33	31.06	28.55	34.16	36.16
944		Index	100	90	69	88	81	97	103
945				*	*				
946	Advertising on radio provides me with meaningful information about the product use of other consumers. Agree strongly or Agree somewhat	Unwgted	13592	44	47	258	128	81	140
947		Weighted (000)	67996	149	155	961	471	305	535
948		Horz %	100.00	0.22	0.23	1.41	0.69	0.45	0.79
949		Vert %	28.55	21.63	22.21	23.92	20.80	26.71	27.18
950		Index	100	76	78	84	73	94	95
951									
952	Advertising on radio provides me with useful information about new products and services. Agree strongly or Agree somewhat	Unwgted	16982	57	62	315	165	101	161
953		Weighted (000)	84461	235	203	1262	675	370	658
954		Horz %	100.00	0.28	0.24	1.49	0.80	0.44	0.78
955		Vert %	35.46	34.05	29.04	31.40	29.80	32.36	33.45
956		Index	100	96	82	89	84	91	94
957				*	*				
958	For me, advertising on radio is amusing. Agree strongly or Agree somewhat	Unwgted	13310	41	47	255	131	84	130
959		Weighted (000)	67825	153	161	1040	544	316	596
960		Horz %	100.00	0.23	0.24	1.53	0.80	0.47	0.88
961		Vert %	28.48	22.15	23.15	25.87	24.01	27.65	30.26
962		Index	100	78	81	91	84	97	106
963									
964	TV Dayparts: Total Week Prime Time Cume Audience	Unwgted	39310	148	164	819	457	268	409
965		Weighted (000)	191753	532	625	3249	1841	950	1704
966		Horz %	100.00	0.28	0.33	1.69	0.96	0.50	0.89
967		Vert %	80.52	77.08	89.58	80.84	81.26	83.14	86.60
968		Index	100	96	111	100	101	103	108
969									
970	TV Dayparts: Prime Time Weekdays Cume Audience: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)	Unwgted	31363	109	128	642	354	208	324
971		Weighted (000)	151527	387	505	2537	1476	724	1304
972		Horz %	100.00	0.26	0.33	1.67	0.97	0.48	0.86
973		Vert %	63.63	56.03	72.38	63.13	65.13	63.40	66.26
974		Index	100	88	114	99	102	100	104

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2									
975									
976	TV Dayparts: Prime Time	Unwgted	27069	102	109	544	316	178	276
977	Saturday Cume Audience: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)	Weighted (000)	131359	338	404	2177	1296	618	1175
978		Horz %	100.00	0.26	0.31	1.66	0.99	0.47	0.89
979		Vert %	55.16	48.89	57.99	54.16	57.22	54.07	59.73
980		Index	100	89	105	98	104	98	108
981									
982	TV Dayparts: Prime Time	Unwgted	31508	121	131	641	367	214	327
983	Sunday Cume Audience: 7:00-11:00 pm (Eastern/Pacific), 6:00-10:00 pm (Central/Mountain)	Weighted (000)	152474	453	502	2522	1467	746	1342
984		Horz %	100.00	0.30	0.33	1.65	0.96	0.49	0.88
985		Vert %	64.02	65.60	71.92	62.75	64.74	65.32	68.19
986		Index	100	102	112	98	101	102	107
987				*	*				
988	TV Dayparts: Weekdays	Unwgted	13670	40	47	232	130	62	135
989	Cume Audience: 9:00 am-4:00 pm (Eastern/Pacific) 9:00 am - 3:00 pm (Central/Mountain)	Weighted (000)	72627	155	165	1037	590	232	616
990		Horz %	100.00	0.21	0.23	1.43	0.81	0.32	0.85
991		Vert %	30.50	22.38	23.69	25.80	26.03	20.29	31.28
992		Index	100	73	78	85	85	67	103
993									
994	TV Dayparts: Weekdays	Unwgted	24527	85	87	458	259	136	238
995	Cume Audience: 4:00 pm-7:30 pm (Eastern/Pacific) 3:00 pm-6:30 pm (Central/Mountain)	Weighted (000)	122242	328	330	1904	1105	481	1013
996		Horz %	100.00	0.27	0.27	1.56	0.90	0.39	0.83
997		Vert %	51.33	47.44	47.29	47.37	48.79	42.15	51.48
998		Index	100	92	92	92	95	82	100
999				*	*				
1000	TV Dayparts: Weekdays	Unwgted	8031	32	33	159	84	53	81
1001	Cume Audience: 11:30 pm-1:00 am (Eastern/Pacific) 10:30 pm-Midnight (Central/Mountain)	Weighted (000)	40564	109	133	648	338	171	343
1002		Horz %	100.00	0.27	0.33	1.60	0.83	0.42	0.84
1003		Vert %	17.03	15.80	19.13	16.14	14.91	15.01	17.42
1004		Index	100	93	112	95	88	88	102
1005									
1006	TV Dayparts: Weekend	Unwgted	19901	73	76	389	220	108	186
1007	Children's Shows Cume Audience: Saturday-Sunday Morning	Weighted (000)	98456	277	263	1573	924	392	776
1008		Horz %	100.00	0.28	0.27	1.60	0.94	0.40	0.79
1009		Vert %	41.34	40.11	37.67	39.14	40.77	34.31	39.46
1010		Index	100	97	91	95	99	83	95
1011									
1012	TV Dayparts: Weekend Sports	Unwgted	24366	87	99	479	271	145	228
1013	Cume Audience: Saturday-Sunday Afternoon	Weighted (000)	120692	335	368	1916	1150	518	937
1014		Horz %	100.00	0.28	0.30	1.59	0.95	0.43	0.78
1015		Vert %	50.68	48.58	52.78	47.67	50.74	45.36	47.61
1016		Index	100	96	104	94	100	89	94
1017				*	*		*	*	*
1018	Downloaded a TV Program - Past Month	Unwgted	2498	7	7	54	29	15	24
1019		Weighted (000)	12342	22	76	274	154	63	120
1020		Horz %	100.00	0.18	0.62	2.22	1.24	0.51	0.97
1021		Vert %	5.18	3.21	10.96	6.82	6.78	5.54	6.10
1022		Index	100	62	211	132	131	107	118
1023				*	*				
1024	Watched a TV Program Online - Past Month	Unwgted	8118	37	31	177	93	57	83
1025		Weighted (000)	39203	114	144	722	324	190	321
1026		Horz %	100.00	0.29	0.37	1.84	0.83	0.49	0.82
1027		Vert %	16.46	16.53	20.71	17.96	14.28	16.66	16.34
1028		Index	100	100	126	109	87	101	99

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2									
1029				*					
1030		Unwgted	10544	46	52	246	141	82	118
1031	Visited a TV Network or TV Show's Web Site - Past Month	Weighted (000)	50236	182	252	1073	614	328	511
1032		Horz %	100.00	0.36	0.50	2.14	1.22	0.65	1.02
1033		Vert %	21.09	26.33	36.19	26.71	27.10	28.73	25.96
1034		Index	100	125	172	127	128	136	123
1035				*	*			*	
1036		Unwgted	5568	26	28	123	71	42	53
1037	Looked at TV Listings Online - Past Month	Weighted (000)	25497	87	121	439	253	129	196
1038		Horz %	100.00	0.34	0.47	1.72	0.99	0.51	0.77
1039		Vert %	10.71	12.57	17.30	10.92	11.18	11.31	9.97
1040		Index	100	117	162	102	104	106	93
1041									
1042		Unwgted	23815	82	101	497	277	176	236
1043	Household Subscribes to Cable TV	Weighted (000)	113098	314	405	2042	1146	639	960
1044		Horz %	100.00	0.28	0.36	1.81	1.01	0.56	0.85
1045		Vert %	47.49	45.46	58.13	50.80	50.57	55.93	48.78
1046		Index	100	96	122	107	106	118	103
1047									
1048		Unwgted	40083	150	168	862	484	293	416
1049	Household Subscribes to Cable, Satellite or Fiber Optic TV	Weighted (000)	195193	578	648	3425	1910	1051	1667
1050		Horz %	100.00	0.30	0.33	1.75	0.98	0.54	0.85
1051		Vert %	81.96	83.73	92.85	85.21	84.33	91.98	84.70
1052		Index	100	102	113	104	103	112	103
1053									
1054		Unwgted	38774	144	164	834	468	285	407
1055	Viewed Any Cable TV (Including Pay) - Past Week	Weighted (000)	188764	541	634	3292	1849	1010	1641
1056		Horz %	100.00	0.29	0.34	1.74	0.98	0.54	0.87
1057		Vert %	79.26	78.31	90.93	81.92	81.62	88.42	83.38
1058		Index	100	99	115	103	103	112	105
1059									
1060		Unwgted	29145	112	128	618	353	215	302
1061	Heavy Cable TV Viewer (Including Pay) - Past Week	Weighted (000)	143332	404	499	2421	1380	778	1248
1062		Horz %	100.00	0.28	0.35	1.69	0.96	0.54	0.87
1063		Vert %	60.18	58.55	71.51	60.25	60.92	68.11	63.41
1064		Index	100	97	119	100	101	113	105
1065									
1066		Unwgted	16614	74	83	425	250	153	210
1067	Viewed Any Premium Cable Channels - Past Month	Weighted (000)	78557	278	307	1714	996	560	889
1068		Horz %	100.00	0.35	0.39	2.18	1.27	0.71	1.13
1069		Vert %	32.99	40.22	43.98	42.66	43.95	49.01	45.19
1070		Index	100	122	133	129	133	149	137
1071				*	*				
1072		Unwgted	6367	38	43	196	110	56	103
1073	Viewed Any Pay-Per-View Programs or Events - Past Year	Weighted (000)	30162	106	143	720	431	197	394
1074		Horz %	100.00	0.35	0.48	2.39	1.43	0.65	1.31
1075		Vert %	12.66	15.30	20.57	17.92	19.02	17.21	20.04
1076		Index	100	121	162	141	150	136	158
1077									
1078		Unwgted	13594	72	66	351	199	122	172
1079	Viewed Any Video-On-Demand Programs or Events - Past Year	Weighted (000)	58844	213	245	1326	778	439	658
1080		Horz %	100.00	0.36	0.42	2.25	1.32	0.75	1.12
1081		Vert %	24.71	30.89	35.16	32.98	34.35	38.45	33.41
1082		Index	100	125	142	133	139	156	135

RAB / GfK MRI AUTO PROFILE: MERCEDES-BENZ

	A	B	C	D	E	F	G	H	I
			U.S. Adults 18+	Own/Lease Mercedes-Benz C Class	Own/Lease Mercedes-Benz E Class	Own/Lease Any Mercedes-Benz	Most Recent Vehicle Bought/Leased is Any Mercedes-Benz	Decision Maker for Any Mercedes-Benz Bought/Leased New	Would Buy/Lease New Mercedes-Benz if Making Decision Today
1									
2									
1083				*	*				
1084		Unwgted	10960	35	30	196	108	57	94
1085	Household Has a Satellite Dish	Weighted (000)	63040	146	136	839	475	220	420
1086		Horz %	100.00	0.23	0.22	1.33	0.75	0.35	0.67
1087		Vert %	26.47	21.09	19.45	20.88	20.96	19.25	21.35
1088		Index	100	80	73	79	79	73	81
1089									
1090		Unwgted	24143	108	111	599	333	194	289
1091	Household Has a Digital Video Recorder (DVR)	Weighted (000)	115123	404	408	2330	1297	731	1193
1092		Horz %	100.00	0.35	0.35	2.02	1.13	0.63	1.04
1093		Vert %	48.34	58.46	58.57	57.98	57.26	63.98	60.60
1094		Index	100	121	121	120	118	132	125
1095									
1096		Unwgted	41061	173	170	922	520	304	442
1097	Any Internet/Online Activity - Past Month	Weighted (000)	197978	658	645	3723	2088	1110	1799
1098		Horz %	100.00	0.33	0.33	1.88	1.05	0.56	0.91
1099		Vert %	83.13	95.24	92.49	92.64	92.16	97.16	91.42
1100		Index	100	115	111	111	111	117	110
1101				*	*				
1102		Unwgted	13895	37	53	256	127	70	125
1103	Played Games Online - Past Month	Weighted (000)	73492	171	225	1094	548	317	578
1104		Horz %	100.00	0.23	0.31	1.49	0.75	0.43	0.79
1105		Vert %	30.86	24.83	32.32	27.21	24.19	27.79	29.35
1106		Index	100	80	105	88	78	90	95
1107				*	*		*	*	
1108		Unwgted	5057	17	17	92	45	29	53
1109	Downloaded a Video Game - Past Month	Weighted (000)	27936	74	93	451	197	138	300
1110		Horz %	100.00	0.26	0.33	1.61	0.71	0.49	1.07
1111		Vert %	11.73	10.67	13.38	11.21	8.70	12.07	15.25
1112		Index	100	91	114	96	74	103	130
1113				*	*			*	*
1114		Unwgted	3934	13	17	102	58	33	47
1115	Downloaded a Movie - Past Month	Weighted (000)	19306	46	79	447	214	137	219
1116		Horz %	100.00	0.24	0.41	2.31	1.11	0.71	1.13
1117		Vert %	8.11	6.61	11.26	11.12	9.43	12.01	11.11
1118		Index	100	82	139	137	116	148	137
1119				*	*				
1120		Unwgted	8746	31	41	201	107	59	96
1121	Watched a Movie Online - Past Month	Weighted (000)	43930	100	184	889	465	244	424
1122		Horz %	100.00	0.23	0.42	2.02	1.06	0.55	0.96
1123		Vert %	18.45	14.44	26.37	22.11	20.51	21.34	21.53
1124		Index	100	78	143	120	111	116	117
1125				*	*				
1126		Unwgted	8001	30	33	177	87	53	69
1127	Watched Online Video (Not Movie, TV) - Past Month	Weighted (000)	38899	104	143	758	351	197	315
1128		Horz %	100.00	0.27	0.37	1.95	0.90	0.51	0.81
1129		Vert %	16.33	15.09	20.54	18.87	15.50	17.22	16.00
1130		Index	100	92	126	116	95	105	98
1131				*	*		*	*	*
1132		Unwgted	2267	13	6	60	33	14	25
1133	Visited a Chat Room - Past Month	Weighted (000)	11471	54	20	311	185	52	92
1134		Horz %	100.00	0.47	0.17	2.71	1.61	0.46	0.80
1135		Vert %	4.82	7.86	2.84	7.73	8.15	4.59	4.69
1136		Index	100	163	59	160	169	95	97

RAB / GfK MRI AUTO PROFILE: MERCEDES-BENZ

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2									
1137	Used e-Mail - Past Month								
1138		Unwgt'd	36633	166	160	863	488	291	408
1139		Weighted (000)	171151	636	596	3441	1926	1045	1661
1140		Horz %	100.00	0.37	0.35	2.01	1.13	0.61	0.97
1141		Vert %	71.87	92.08	85.41	85.63	85.03	91.48	84.42
1142		Index	100	128	119	119	118	127	117
1143	Used Instant Messenger/IM Online - Past Month								
1144		Unwgt'd	24340	99	102	558	311	163	265
1145		Weighted (000)	124814	404	411	2437	1373	666	1215
1146		Horz %	100.00	0.32	0.33	1.95	1.10	0.53	0.97
1147		Vert %	52.41	58.54	58.88	60.65	60.61	58.29	61.75
1148		Index	100	112	112	116	116	111	118
1149	Visited Online Blogs - Past Month			*	*			*	
1150		Unwgt'd	6346	28	24	134	76	36	76
1151		Weighted (000)	30027	100	92	558	313	148	360
1152		Horz %	100.00	0.33	0.31	1.86	1.04	0.49	1.20
1153		Vert %	12.61	14.50	13.24	13.89	13.82	12.95	18.30
1154		Index	100	115	105	110	110	103	145
1155	Wrote an Online Blog - Past Month			*	*	*	*	*	*
1156		Unwgt'd	1391	11	7	35	21	8	14
1157		Weighted (000)	6899	52	22	149	83	34	72
1158		Horz %	100.00	0.76	0.31	2.16	1.20	0.49	1.04
1159		Vert %	2.90	7.59	3.10	3.70	3.66	2.96	3.64
1160		Index	100	262	107	128	126	102	126
1161	Uploaded or Added Video to a Web Site - Past Month			*	*		*	*	*
1162		Unwgt'd	3450	17	13	83	48	28	43
1163		Weighted (000)	17397	60	43	304	189	104	140
1164		Horz %	100.00	0.34	0.25	1.75	1.08	0.60	0.80
1165		Vert %	7.30	8.65	6.15	7.56	8.32	9.10	7.10
1166		Index	100	118	84	103	114	125	97
1167	Accessed Any Social/Networking/Photo/Video Web Site - Past Month								
1168		Unwgt'd	34147	145	139	768	436	238	374
1169		Weighted (000)	168726	575	532	3208	1835	934	1583
1170		Horz %	100.00	0.34	0.32	1.90	1.09	0.55	0.94
1171		Vert %	70.85	83.33	76.22	79.82	81.00	81.80	80.44
1172		Index	100	118	108	113	114	115	114
1173	Accessed Facebook.com - Past Month								
1174		Unwgt'd	27263	108	104	578	323	179	288
1175		Weighted (000)	138263	444	398	2440	1361	725	1251
1176		Horz %	100.00	0.32	0.29	1.76	0.98	0.52	0.90
1177		Vert %	58.06	64.36	57.09	60.71	60.09	63.45	63.58
1178		Index	100	111	98	105	103	109	110
1179	Accessed Foursquare - Past Month			*	*	*	*	*	*
1180		Unwgt'd	377	1	2	10	8	2	6
1181		Weighted (000)	1812	5	2	24	19	3	30
1182		Horz %	100.00	0.29	0.12	1.34	1.04	0.15	1.65
1183		Vert %	0.76	0.77	0.31	0.60	0.84	0.24	1.52
1184		Index	100	102	41	79	110	32	200
1185	Accessed Google+ (Google Plus) - Past Month			*	*				
1186		Unwgt'd	7850	30	38	178	94	58	114
1187		Weighted (000)	38984	105	127	730	385	242	487
1188		Horz %	100.00	0.27	0.33	1.87	0.99	0.62	1.25
1189		Vert %	16.37	15.22	18.22	18.16	16.99	21.17	24.73
1190		Index	100	93	111	111	104	129	151

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1									
2									
1191						*			
1192		Unwgted	7474	53	37	232	133	73	114
1193	Accessed LinkedIn.com - Past Month	Weighted (000)	28803	196	109	841	490	228	382
1194		Horz %	100.00	0.68	0.38	2.92	1.70	0.79	1.32
1195		Vert %	12.09	28.40	15.68	20.92	21.65	19.96	19.39
1196		Index	100	235	130	173	179	165	160
1197					*	*			*
1198		Unwgted	7044	32	32	150	80	31	73
1199	Accessed Pinterest - Past Month	Weighted (000)	37538	133	132	756	399	152	379
1200		Horz %	100.00	0.35	0.35	2.01	1.06	0.41	1.01
1201		Vert %	15.76	19.27	18.94	18.82	17.63	13.33	19.25
1202		Index	100	122	120	119	112	85	122
1203					*	*	*	*	*
1204		Unwgted	1723	5	6	38	20	10	23
1205	Accessed Tumblr - Past Month	Weighted (000)	9134	18	19	180	80	39	94
1206		Horz %	100.00	0.20	0.21	1.97	0.88	0.43	1.03
1207		Vert %	3.84	2.59	2.79	4.48	3.53	3.46	4.79
1208		Index	100	68	73	117	92	90	125
1209					*	*			*
1210		Unwgted	5641	24	18	119	69	34	68
1211	Accessed Twitter.com - Past Month	Weighted (000)	28989	84	95	503	268	116	303
1212		Horz %	100.00	0.29	0.33	1.73	0.93	0.40	1.04
1213		Vert %	12.17	12.16	13.61	12.51	11.85	10.13	15.38
1214		Index	100	100	112	103	97	83	126
1215					*	*			*
1216		Unwgted	3125	21	22	103	62	39	45
1217	Accessed Yelp - Past Month	Weighted (000)	12195	60	67	348	209	118	145
1218		Horz %	100.00	0.49	0.55	2.85	1.71	0.96	1.19
1219		Vert %	5.12	8.68	9.67	8.65	9.21	10.29	7.39
1220		Index	100	170	189	169	180	201	144
1221									
1222		Unwgted	23106	93	99	523	295	147	251
1223	Accessed YouTube.com - Past Month	Weighted (000)	114822	393	404	2290	1321	601	1122
1224		Horz %	100.00	0.34	0.35	1.99	1.15	0.52	0.98
1225		Vert %	48.21	56.88	58.00	56.98	58.31	52.66	57.03
1226		Index	100	118	120	118	121	109	118
1227									
1228		Unwgted	16414	66	54	321	172	93	164
1229	Posted "Like" on Social Network - Past Month	Weighted (000)	84341	272	217	1405	742	367	749
1230		Horz %	100.00	0.32	0.26	1.67	0.88	0.43	0.89
1231		Vert %	35.41	39.41	31.08	34.95	32.77	32.11	38.06
1232		Index	100	111	88	99	93	91	107
1233					*	*			*
1234		Unwgted	7779	38	26	156	86	40	87
1235	"Followed" or Became a "Fan" or Something or Someone on Social Network - Past Month	Weighted (000)	41677	166	121	703	356	179	396
1236		Horz %	100.00	0.40	0.29	1.69	0.85	0.43	0.95
1237		Vert %	17.50	24.09	17.35	17.49	15.72	15.69	20.14
1238		Index	100	138	99	100	90	90	115
1239					*	*			*
1240		Unwgted	4897	25	28	121	71	32	73
1241	Clicked on an Advertisement on Social Network - Past Month	Weighted (000)	23787	128	116	525	297	106	365
1242		Horz %	100.00	0.54	0.49	2.21	1.25	0.45	1.54
1243		Vert %	9.99	18.55	16.67	13.06	13.13	9.31	18.57
1244		Index	100	186	167	131	131	93	186

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1									
2									
1245				*	*			*	
1246	Received and/or Clipped Coupons from Internet or e-Mail - Past Year	Unwgt'd	4724	16	10	99	50	25	57
1247		Weighted (000)	22158	95	41	465	252	107	208
1248		Horz %	100.00	0.43	0.18	2.10	1.14	0.48	0.94
1249		Vert %	9.30	13.79	5.83	11.57	11.11	9.38	10.59
1250		Index	100	148	63	124	119	101	114
1251									
1252	Watched a Video on Social Network - Past Month	Unwgt'd	19760	77	72	394	218	115	218
1253		Weighted (000)	99513	320	291	1735	961	445	969
1254		Horz %	100.00	0.32	0.29	1.74	0.97	0.45	0.97
1255		Vert %	41.78	46.28	41.74	43.18	42.41	38.93	49.25
1256		Index	100	111	100	103	102	93	118
1257									
1258	Sent or Received Text Messages on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	36659	158	160	836	473	269	414
1259		Weighted (000)	181288	598	595	3379	1894	989	1715
1260		Horz %	100.00	0.33	0.33	1.86	1.04	0.55	0.95
1261		Vert %	76.12	86.56	85.29	84.09	83.62	86.57	87.14
1262		Index	100	114	112	110	110	114	114
1263									
1264	Sent or Received Instant Messages on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	15338	72	73	383	213	119	165
1265		Weighted (000)	76191	265	304	1673	957	498	804
1266		Horz %	100.00	0.35	0.40	2.20	1.26	0.65	1.06
1267		Vert %	31.99	38.31	43.63	41.62	42.25	43.60	40.87
1268		Index	100	120	136	130	132	136	128
1269									
1270	Recorded a Video on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	15123	79	70	377	215	116	179
1271		Weighted (000)	76014	308	258	1541	855	438	805
1272		Horz %	100.00	0.40	0.34	2.03	1.12	0.58	1.06
1273		Vert %	31.92	44.55	37.04	38.34	37.74	38.37	40.90
1274		Index	100	140	116	120	118	120	128
1275									
1276	Played Music on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	19678	94	87	451	254	132	234
1277		Weighted (000)	100588	357	355	1990	1096	563	994
1278		Horz %	100.00	0.36	0.35	1.98	1.09	0.56	0.99
1279		Vert %	42.24	51.72	50.91	49.51	48.40	49.28	50.53
1280		Index	100	122	121	117	115	117	120
1281									
1282	Played a Game on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	14369	54	56	281	152	81	138
1283		Weighted (000)	75338	190	234	1140	614	348	612
1284		Horz %	100.00	0.25	0.31	1.51	0.81	0.46	0.81
1285		Vert %	31.63	27.57	33.53	28.36	27.08	30.42	31.08
1286		Index	100	87	106	90	86	96	98
1287				*	*				
1288	Watched a Movie, TV Program or Other Video on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	8472	43	44	195	103	56	88
1289		Weighted (000)	43183	160	199	867	450	247	359
1290		Horz %	100.00	0.37	0.46	2.01	1.04	0.57	0.83
1291		Vert %	18.13	23.11	28.47	21.56	19.84	21.62	18.26
1292		Index	100	127	157	119	109	119	101
1293									
1294	Used a Mobile "App" - Past Month	Unwgt'd	21576	106	112	542	303	170	267
1295		Weighted (000)	104133	399	411	2207	1225	645	1078
1296		Horz %	100.00	0.38	0.39	2.12	1.18	0.62	1.04
1297		Vert %	43.72	57.73	58.90	54.93	54.06	56.45	54.78
1298		Index	100	132	135	126	124	129	125



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2									
1299					*				
1300		Unwgted	12940	45	63	297	174	114	127
1301	Read Any Daily Newspaper (Print/Paper/Hard Copy)	Weighted (000)	57996	196	206	1073	638	394	469
1302		Horz %	100.00	0.34	0.35	1.85	1.10	0.68	0.81
1303		Vert %	24.35	28.35	29.49	26.70	28.16	34.53	23.83
1304		Index	100	116	121	110	116	142	98
1305									
1306		Unwgted	16613	68	79	376	210	134	190
1307	Read Any Sunday Newspaper (Print/Paper/Hard Copy)	Weighted (000)	76007	243	287	1382	808	470	708
1308		Horz %	100.00	0.32	0.38	1.82	1.06	0.62	0.93
1309		Vert %	31.91	35.22	41.10	34.39	35.65	41.12	35.98
1310		Index	100	110	129	108	112	129	113
1311									
1312	Read or Looked Into Any Electronic Version of a Newspaper, Including Web Site - Past Month	Unwgted	17705	86	82	440	255	139	213
1313		Weighted (000)	81230	322	293	1744	1042	537	869
1314		Horz %	100.00	0.40	0.36	2.15	1.28	0.66	1.07
1315		Vert %	34.11	46.69	41.99	43.40	46.00	47.03	44.16
1316		Index	100	137	123	127	135	138	129
1317				*	*		*	*	*
1318		Unwgted	4358	10	14	74	39	21	46
1319	Read Classified Advertising in Weekday Newspaper	Weighted (000)	23842	21	51	299	164	56	172
1320		Horz %	100.00	0.09	0.21	1.25	0.69	0.24	0.72
1321		Vert %	10.01	3.07	7.34	7.43	7.25	4.94	8.72
1322		Index	100	31	73	74	72	49	87
1323					*	*			*
1324		Unwgted	4622	12	19	102	52	32	55
1325	Read Classified Advertising in Sunda/Weekend Newspaper	Weighted (000)	24456	43	81	439	230	96	198
1326		Horz %	100.00	0.17	0.33	1.80	0.94	0.39	0.81
1327		Vert %	10.27	6.19	11.67	10.92	10.14	8.37	10.07
1328		Index	100	60	114	106	99	82	98
1329					*	*			*
1330		Unwgted	4402	14	22	91	57	31	57
1331	Read Advertisements in Weekday Newspaper	Weighted (000)	20842	41	88	359	233	110	199
1332		Horz %	100.00	0.20	0.42	1.72	1.12	0.53	0.96
1333		Vert %	8.75	6.00	12.59	8.92	10.28	9.59	10.12
1334		Index	100	69	144	102	117	110	116
1335					*	*			*
1336		Unwgted	5602	19	27	116	65	36	73
1337	Read Advertisements in Sunday/Weekend Newspaper	Weighted (000)	26380	92	131	491	265	118	324
1338		Horz %	100.00	0.35	0.50	1.86	1.00	0.45	1.23
1339		Vert %	11.08	13.27	18.79	12.21	11.69	10.37	16.45
1340		Index	100	120	170	110	106	94	148
1341					*	*			*
1342		Unwgted	5931	22	30	118	63	35	62
1343	Read Circulars/Inserts/Fliers in Weekday Newspaper	Weighted (000)	27570	69	103	464	253	130	212
1344		Horz %	100.00	0.25	0.37	1.68	0.92	0.47	0.77
1345		Vert %	11.58	9.99	14.75	11.54	11.16	11.36	10.77
1346		Index	100	86	127	100	96	98	93
1347					*	*			
1348		Unwgted	8893	36	42	196	110	53	110
1349	Read Circulars/Inserts/Fliers in Sunday/Weekend Newspaper	Weighted (000)	40167	155	163	771	406	191	458
1350		Horz %	100.00	0.39	0.40	1.92	1.01	0.48	1.14
1351		Vert %	16.87	22.49	23.32	19.18	17.91	16.75	23.28
1352		Index	100	133	138	114	106	99	138

RAB / GfK MRI AUTO PROFILE: MERCEDES-BENZ

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			U.S. Adults 18+	Own/Lease Mercedes- Benz C Class	Own/Lease Mercedes- Benz E Class	Own/Lease Any Mercedes- Benz	Most Recent Vehicle Bought/ Leased is Any Mercedes- Benz	Decision Maker for Any Mercedes- Benz Bought/ Leased New	Would Buy/Lease New Mercedes- Benz if Making Decision Today
1									
2									
1353				*	*			*	
1354	Received and/or Clipped Coupons from Weekday Newspaper - Past Year	Unwgt'd	4998	29	25	115	54	47	52
1355		Weighted (000)	23988	114	101	453	196	169	218
1356		Horz %	100.00	0.47	0.42	1.89	0.82	0.70	0.91
1357		Vert %	10.07	16.44	14.48	11.28	8.66	14.76	11.09
1358		Index	100	163	144	112	86	147	110
1359									
1360	Received and/or Clipped Coupons from Sunday/Weekend Newspaper - Past Year	Unwgt'd	12281	69	53	245	147	90	143
1361		Weighted (000)	58527	309	217	1095	695	361	594
1362		Horz %	100.00	0.53	0.37	1.87	1.19	0.62	1.02
1363		Vert %	24.58	44.77	31.12	27.25	30.70	31.62	30.20
1364		Index	100	182	127	111	125	129	123
1365				*	*		*	*	*
1366	Personally Referred to Paper Yellow Pages - Past Week	Unwgt'd	3705	5	12	58	28	23	29
1367		Weighted (000)	18217	25	43	259	121	92	121
1368		Horz %	100.00	0.14	0.24	1.42	0.66	0.50	0.67
1369		Vert %	7.65	3.62	6.22	6.46	5.34	8.03	6.16
1370		Index	100	47	81	84	70	105	81
1371				*	*		*	*	*
1372	Personally Referred to Internet Yellow Pages - Past Week	Unwgt'd	2809	8	3	58	27	17	24
1373		Weighted (000)	13935	19	12	258	117	59	108
1374		Horz %	100.00	0.14	0.09	1.85	0.84	0.42	0.77
1375		Vert %	5.85	2.79	1.72	6.42	5.18	5.15	5.46
1376		Index	100	48	29	110	89	88	93
1377				*	*			*	*
1378	Personally Referred to Paper or Internet Yellow Pages - Past Week	Unwgt'd	5968	13	15	105	52	36	49
1379		Weighted (000)	29277	44	55	452	227	128	203
1380		Horz %	100.00	0.15	0.19	1.54	0.77	0.44	0.69
1381		Vert %	12.29	6.41	7.94	11.25	10.00	11.16	10.29
1382		Index	100	52	65	92	81	91	84
1383				*	*		*	*	*
1384	Accessed Yellowpages.com (YP.com) - Past Month	Unwgt'd	3048	13	17	76	46	20	37
1385		Weighted (000)	15175	39	64	279	177	47	163
1386		Horz %	100.00	0.26	0.42	1.84	1.16	0.31	1.07
1387		Vert %	6.37	5.68	9.24	6.94	7.79	4.15	8.28
1388		Index	100	89	145	109	122	65	130
1389				*	*				
1390	Have Seen Video Ads in Grocery Stores - Past Month	Unwgt'd	9101	44	28	179	106	53	92
1391		Weighted (000)	46255	191	109	744	455	169	306
1392		Horz %	100.00	0.41	0.23	1.61	0.98	0.37	0.66
1393		Vert %	19.42	27.60	15.58	18.52	20.07	14.79	15.55
1394		Index	100	142	80	95	103	76	80
1395				*	*			*	
1396	Have Seen Video Ads in Drug Stores - Past Month	Unwgt'd	5921	25	18	120	72	36	60
1397		Weighted (000)	30253	116	70	467	289	88	168
1398		Horz %	100.00	0.38	0.23	1.54	0.96	0.29	0.56
1399		Vert %	12.70	16.84	9.99	11.61	12.77	7.67	8.55
1400		Index	100	133	79	91	101	60	67
1401				*	*			*	
1402	Have Seen Video Ads in Convenience Stores - Past Month	Unwgt'd	5828	21	12	104	59	29	50
1403		Weighted (000)	30660	89	51	420	265	92	146
1404		Horz %	100.00	0.29	0.17	1.37	0.86	0.30	0.47
1405		Vert %	12.87	12.82	7.35	10.44	11.70	8.03	7.39
1406		Index	100	100	57	81	91	62	57

RAB / GfK MRI AUTO PROFILE: MERCEDES-BENZ

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2									
1407	Have Seen Video Ads in Large Discount/Department Stores - Past Month			*	*			*	
1408		Unwgt'd	6442	22	17	112	63	34	58
1409		Weighted (000)	33198	102	69	493	306	121	202
1410		Horz %	100.00	0.31	0.21	1.48	0.92	0.37	0.61
1411		Vert %	13.94	14.81	9.96	12.26	13.52	10.62	10.26
1412		Index	100	106	71	88	97	76	74
1413	Have Seen Video Ads in Warehouse/Club Stores - Past Month			*	*		*	*	*
1414		Unwgt'd	5227	13	7	87	46	26	43
1415		Weighted (000)	26198	45	22	378	229	112	141
1416		Horz %	100.00	0.17	0.08	1.44	0.87	0.43	0.54
1417		Vert %	11.00	6.49	3.18	9.40	10.11	9.82	7.17
1418		Index	100	59	29	85	92	89	65
1419	Have Seen Video Ads in Other Stores - Past Month			*	*			*	*
1420		Unwgt'd	4959	19	10	96	57	26	48
1421		Weighted (000)	25734	88	46	445	291	85	165
1422		Horz %	100.00	0.34	0.18	1.73	1.13	0.33	0.64
1423		Vert %	10.81	12.78	6.55	11.08	12.85	7.40	8.41
1424		Index	100	118	61	103	119	68	78
1425	Have Seen Video Ads in Shopping Malls - Past Month			*	*			*	*
1426		Unwgt'd	7101	37	24	160	96	55	85
1427		Weighted (000)	34578	127	81	567	368	182	255
1428		Horz %	100.00	0.37	0.23	1.64	1.06	0.53	0.74
1429		Vert %	14.52	18.45	11.61	14.12	16.25	15.90	12.96
1430		Index	100	127	80	97	112	109	89
1431	Have Seen Video Ads in Bars/Pubs - Past Month			*	*			*	*
1432		Unwgt'd	4260	20	10	93	50	27	45
1433		Weighted (000)	20853	89	24	367	245	104	157
1434		Horz %	100.00	0.43	0.11	1.76	1.18	0.50	0.75
1435		Vert %	8.76	12.90	3.39	9.12	10.83	9.09	8.00
1436		Index	100	147	39	104	124	104	91
1437	Have Seen Video Ads in Fast-Food or Family Restaurants - Past Month			*	*			*	*
1438		Unwgt'd	6155	20	15	109	60	32	53
1439		Weighted (000)	32878	96	59	437	254	100	198
1440		Horz %	100.00	0.29	0.18	1.33	0.77	0.30	0.60
1441		Vert %	13.81	13.92	8.39	10.87	11.23	8.74	10.08
1442		Index	100	101	61	79	81	63	73
1443	Have Seen Video Ads in Coffee Shops, Cafes or Delis - Past Month			*	*			*	*
1444		Unwgt'd	4675	18	13	92	54	28	42
1445		Weighted (000)	23668	81	54	403	263	106	151
1446		Horz %	100.00	0.34	0.23	1.70	1.11	0.45	0.64
1447		Vert %	9.94	11.72	7.80	10.03	11.63	9.26	7.67
1448		Index	100	118	79	101	117	93	77
1449	Have Seen Video Ads in Gym/Health Clubs - Past Month			*	*		*	*	*
1450		Unwgt'd	3906	18	18	87	48	28	40
1451		Weighted (000)	19046	74	46	306	186	92	163
1452		Horz %	100.00	0.39	0.24	1.61	0.97	0.48	0.86
1453		Vert %	8.00	10.71	6.57	7.62	8.19	8.05	8.28
1454		Index	100	134	82	95	102	101	104
1455	Have Seen Video Ads in Medical Offices - Past Month			*	*			*	*
1456		Unwgt'd	5729	18	23	108	59	28	51
1457		Weighted (000)	28661	92	90	422	245	100	186
1458		Horz %	100.00	0.32	0.32	1.47	0.85	0.35	0.65
1459		Vert %	12.03	13.30	12.95	10.50	10.80	8.77	9.47
1460		Index	100	111	108	87	90	73	79

RAB / GfK MRI AUTO PROFILE: MERCEDES-BENZ

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1									
2									
1461				*	*			*	*
1462		Unwgt'd	4266	23	20	111	63	43	49
1463	Have Seen Video Ads in Airports - Past Month	Weighted (000)	19322	87	48	370	205	138	168
1464		Horz %	100.00	0.45	0.25	1.91	1.06	0.72	0.87
1465		Vert %	8.11	12.54	6.95	9.20	9.04	12.10	8.56
1466		Index	100	155	86	113	111	149	105
1467					*	*			
1468		Unwgt'd	8265	34	29	181	100	55	85
1469	Have Seen Video Ads at Gas Stations - Past Month	Weighted (000)	39199	141	98	706	405	202	286
1470		Horz %	100.00	0.36	0.25	1.80	1.03	0.52	0.73
1471		Vert %	16.46	20.40	13.99	17.56	17.87	17.73	14.53
1472		Index	100	124	85	107	109	108	88
1473				*	*		*	*	*
1474	Have Seen Video Ads in Office Building Lobbies - Past Month	Unwgt'd	3648	12	13	84	48	24	42
1475		Weighted (000)	18380	40	38	303	176	97	151
1476		Horz %	100.00	0.22	0.21	1.65	0.96	0.53	0.82
1477		Vert %	7.72	5.76	5.47	7.55	7.78	8.45	7.67
1478		Index	100	75	71	98	101	110	99
1479				*	*			*	*
1480	Have Seen Video Ads in Office Building Elevators - Past Month	Unwgt'd	3526	9	13	83	51	29	43
1481		Weighted (000)	17078	36	42	287	185	109	135
1482		Horz %	100.00	0.21	0.24	1.68	1.09	0.64	0.79
1483		Vert %	7.17	5.24	5.97	7.14	8.19	9.55	6.85
1484		Index	100	73	83	100	114	133	96
1485				*	*			*	*
1486	Have Seen Video Ads in Movie Theater Lobbies - Past Month	Unwgt'd	5288	21	19	116	66	33	51
1487		Weighted (000)	25922	74	64	440	278	117	167
1488		Horz %	100.00	0.29	0.25	1.70	1.07	0.45	0.64
1489		Vert %	10.88	10.78	9.15	10.96	12.25	10.21	8.49
1490		Index	100	99	84	101	113	94	78
1491				*	*			*	*
1492	Have Seen Ads on Billboards - Past Month	Unwgt'd	24633	107	97	538	299	184	296
1493		Weighted (000)	120495	406	374	2087	1185	631	1156
1494		Horz %	100.00	0.34	0.31	1.73	0.98	0.52	0.96
1495		Vert %	50.60	58.81	53.58	51.94	52.32	55.27	58.74
1496		Index	100	116	106	103	103	109	116
1497				*	*			*	*
1498	Have Seen Ads on Buses/Trains - Past Month	Unwgt'd	11093	46	49	247	144	85	131
1499		Weighted (000)	51163	156	205	945	566	263	481
1500		Horz %	100.00	0.30	0.40	1.85	1.11	0.51	0.94
1501		Vert %	21.48	22.53	29.46	23.52	24.99	23.01	24.44
1502		Index	100	105	137	110	116	107	114
1503				*	*			*	*
1504	Have Seen Ads at Bus Stops or Train Stations - Past Month	Unwgt'd	7336	31	33	164	98	63	94
1505		Weighted (000)	33508	99	102	559	346	187	299
1506		Horz %	100.00	0.30	0.30	1.67	1.03	0.56	0.89
1507		Vert %	14.07	14.33	14.65	13.90	15.28	16.34	15.17
1508		Index	100	102	104	99	109	116	108
1509				*	*		*	*	*
1510	Have Seen Ads Inside Taxis - Past Month	Unwgt'd	3636	17	12	75	42	30	50
1511		Weighted (000)	16735	69	28	220	126	74	137
1512		Horz %	100.00	0.41	0.16	1.32	0.75	0.44	0.82
1513		Vert %	7.03	9.95	3.95	5.48	5.55	6.46	6.95
1514		Index	100	142	56	78	79	92	99

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2									
1515				*	*				
1516		Unwgted	6365	33	29	172	109	59	93
1517	Have Seen Ads on Top of Taxis - Past Month	Weighted (000)	28977	131	75	565	346	155	325
1518		Horz %	100.00	0.45	0.26	1.95	1.20	0.54	1.12
1519		Vert %	12.17	19.04	10.70	14.06	15.29	13.59	16.51
1520		Index	100	156	88	116	126	112	136
1521					*	*		*	*
1522		Unwgted	2813	9	7	52	30	18	27
1523	Have Seen Ads on Phone Booths - Past Month	Weighted (000)	13954	43	34	196	129	58	89
1524		Horz %	100.00	0.31	0.25	1.41	0.93	0.42	0.64
1525		Vert %	5.86	6.16	4.94	4.88	5.71	5.10	4.53
1526		Index	100	105	84	83	98	87	77
1527					*	*			
1528	Have Seen Ads at Sports or Entertainment Events - Past Month	Unwgted	7927	33	29	172	93	57	84
1529		Weighted (000)	38666	115	99	625	364	192	341
1530		Horz %	100.00	0.30	0.26	1.62	0.94	0.50	0.88
1531		Vert %	16.24	16.66	14.24	15.54	16.09	16.84	17.31
1532		Index	100	103	88	96	99	104	107
1533				*	*			*	*
1534	Have Seen Ads on Postcards - Past Month	Unwgted	6113	27	19	132	75	48	69
1535		Weighted (000)	28468	130	74	507	305	187	283
1536		Horz %	100.00	0.46	0.26	1.78	1.07	0.66	0.99
1537		Vert %	11.95	18.76	10.62	12.62	13.48	16.39	14.37
1538		Index	100	157	89	106	113	137	120
1539					*				
1540	Have Seen Ads Sent to a Cellphone or Other Mobile Device - Past Month	Unwgted	11341	50	48	261	139	93	132
1541		Weighted (000)	56487	193	153	1024	596	317	538
1542		Horz %	100.00	0.34	0.27	1.81	1.05	0.56	0.95
1543		Vert %	23.72	27.90	21.94	25.49	26.29	27.75	27.32
1544		Index	100	118	93	107	111	117	115
1545				*	*				
1546	Have Seen Ads on Posters at Movie Theaters - Past Month	Unwgted	8802	28	30	183	101	58	89
1547		Weighted (000)	43081	88	97	669	367	180	324
1548		Horz %	100.00	0.20	0.23	1.55	0.85	0.42	0.75
1549		Vert %	18.09	12.74	13.92	16.64	16.19	15.79	16.47
1550		Index	100	70	77	92	90	87	91
1551				*	*				
1552	Have Seen Ads Shown On-Screen Before Start of a Movie - Past Month	Unwgted	11299	39	43	230	122	76	118
1553		Weighted (000)	55294	123	165	862	443	237	427
1554		Horz %	100.00	0.22	0.30	1.56	0.80	0.43	0.77
1555		Vert %	23.22	17.86	23.72	21.46	19.55	20.78	21.70
1556		Index	100	77	102	92	84	90	93
1557									
1558	Have Seen Ads in Stores (Not Video Ads) - Past Month	Unwgted	16052	67	56	314	179	114	156
1559		Weighted (000)	78889	272	245	1214	701	414	627
1560		Horz %	100.00	0.34	0.31	1.54	0.89	0.53	0.79
1561		Vert %	33.13	39.34	35.12	30.21	30.96	36.27	31.87
1562		Index	100	119	106	91	93	110	96
1563					*				
1564	Have Seen Ads in Shopping Malls (Not Video Ads) - Past Month	Unwgted	12291	65	48	284	159	111	135
1565		Weighted (000)	59195	230	195	1108	669	405	532
1566		Horz %	100.00	0.39	0.33	1.87	1.13	0.68	0.90
1567		Vert %	24.86	33.27	27.94	27.57	29.52	35.42	27.06
1568		Index	100	134	112	111	119	143	109

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2									
1569				*	*				
1570		Unwgted	10451	40	35	212	119	80	87
1571	Have Seen Infomercials - Past Month	Weighted (000)	51709	145	107	802	492	272	387
1572		Horz %	100.00	0.28	0.21	1.55	0.95	0.53	0.75
1573		Vert %	21.71	20.94	15.38	19.97	21.72	23.77	19.68
1574		Index	100	96	71	92	100	109	91
1575									
1576		Unwgted	20709	81	88	442	246	151	211
1577	Have Seen Offers or Ads Sent to Home by Mail - Past Month	Weighted (000)	99464	297	330	1692	1002	537	811
1578		Horz %	100.00	0.30	0.33	1.70	1.01	0.54	0.82
1579		Vert %	41.76	43.00	47.32	42.11	44.23	47.00	41.23
1580		Index	100	103	113	101	106	113	99
1581				*	*		*	*	*
1582	Have Seen Product Placement in Video Games - Past Month	Unwgted	4281	11	9	68	36	20	29
1583		Weighted (000)	22926	49	27	261	149	58	99
1584		Horz %	100.00	0.21	0.12	1.14	0.65	0.25	0.43
1585		Vert %	9.63	7.10	3.93	6.50	6.59	5.08	5.04
1586		Index	100	74	41	68	69	53	52
1587									
1588	Have Seen Product Placement in TV Shows - Past Month	Unwgted	19255	76	74	410	227	134	196
1589		Weighted (000)	93431	275	281	1592	911	484	741
1590		Horz %	100.00	0.29	0.30	1.70	0.97	0.52	0.79
1591		Vert %	39.23	39.79	40.29	39.62	40.20	42.38	37.63
1592		Index	100	101	103	101	102	108	96
1593				*	*				
1594	Have Seen Product Placement in Movies - Past Month	Unwgted	11787	45	44	249	128	86	124
1595		Weighted (000)	58362	161	162	980	535	289	458
1596		Horz %	100.00	0.28	0.28	1.68	0.92	0.50	0.78
1597		Vert %	24.51	23.29	23.26	24.39	23.60	25.31	23.26
1598		Index	100	95	95	100	96	103	95
1599									
1600	I want a vehicle that has both the comforts of a car and the capabilities of a truck.	Unwgted	29139	101	91	557	299	170	253
1601		Weighted (000)	147542	398	344	2321	1256	687	1069
1602		Horz %	100.00	0.27	0.23	1.57	0.85	0.47	0.72
1603		Vert %	61.95	57.68	49.30	57.75	55.43	60.15	54.30
1604		Index	100	93	80	93	89	97	88
1605									
1606	I plan to buy the vehicle that best meets my needs no matter who makes it or in what country it is produced.	Unwgted	30188	116	130	681	375	226	326
1607		Weighted (000)	149246	438	485	2823	1578	797	1381
1608		Horz %	100.00	0.29	0.33	1.89	1.06	0.53	0.93
1609		Vert %	62.67	63.43	69.58	70.23	69.66	69.74	70.20
1610		Index	100	101	111	112	111	111	112
1611									
1612	The vehicle a person owns says a lot about him or her.	Unwgted	25091	111	108	579	322	189	301
1613		Weighted (000)	122286	455	411	2433	1381	644	1276
1614		Horz %	100.00	0.37	0.34	1.99	1.13	0.53	1.04
1615		Vert %	51.35	65.88	59.00	60.54	60.95	56.41	64.82
1616		Index	100	128	115	118	119	110	126
1617									
1618	I often take the opportunity to discuss my knowledge of automobiles with others.	Unwgted	14884	60	57	326	178	97	154
1619		Weighted (000)	74969	225	230	1407	798	387	589
1620		Horz %	100.00	0.30	0.31	1.88	1.06	0.52	0.79
1621		Vert %	31.48	32.64	33.04	35.01	35.24	33.92	29.94
1622		Index	100	104	105	111	112	108	95

RAB / GfK MRI AUTO PROFILE: MERCEDES-BENZ

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1			U.S. Adults 18+	Own/Lease Mercedes-Benz C Class	Own/Lease Mercedes-Benz E Class	Own/Lease Any Mercedes-Benz	Most Recent Vehicle Bought/Leased is Any Mercedes-Benz	Decision Maker for Any Mercedes-Benz Bought/Leased New	Would Buy/Lease New Mercedes-Benz if Making Decision Today
2									
1623	I'm loyal to my vehicle brands and stick with them.								
1624		Unwgt'd	22650	87	97	494	274	165	229
1625		Weighted (000)	110019	328	368	2021	1135	638	892
1626		Horz %	100.00	0.30	0.33	1.84	1.03	0.58	0.81
1627		Vert %	46.20	47.54	52.79	50.28	50.11	55.84	45.30
1628	Index	100	103	114	109	108	121	98	
1629									
1630	I consider myself to be an automotive enthusiast.	Unwgt'd	13430	64	59	318	165	100	138
1631		Weighted (000)	66418	237	251	1362	733	414	573
1632		Horz %	100.00	0.36	0.38	2.05	1.10	0.62	0.86
1633		Vert %	27.89	34.32	35.95	33.89	32.37	36.22	29.12
1634	Index	100	123	129	122	116	130	104	
1635									
1636	I buy vehicles that reflect my commitment to support the environment.	Unwgt'd	16385	58	55	315	172	100	154
1637		Weighted (000)	79895	229	215	1274	700	395	596
1638		Horz %	100.00	0.29	0.27	1.60	0.88	0.49	0.75
1639		Vert %	33.55	33.10	30.86	31.71	30.90	34.59	30.27
1640	Index	100	99	92	95	92	103	90	
1641									
1642	I seek out vehicles with bold, innovative designs that stand apart from others on the road.	Unwgt'd	14488	67	75	361	196	123	182
1643		Weighted (000)	72161	250	300	1457	819	434	832
1644		Horz %	100.00	0.35	0.42	2.02	1.14	0.60	1.15
1645		Vert %	30.30	36.25	43.07	36.24	36.17	38.01	42.28
1646	Index	100	120	142	120	119	125	140	
1647									
1648	I think of vehicles as basic transportation.	Unwgt'd	36744	128	129	709	395	216	341
1649		Weighted (000)	181896	484	481	2903	1640	795	1366
1650		Horz %	100.00	0.27	0.26	1.60	0.90	0.44	0.75
1651		Vert %	76.38	70.11	68.95	72.24	72.41	69.61	69.41
1652	Index	100	92	90	95	95	91	91	
1653									
1654	I look forward to technology advances in new vehicles.	Unwgt'd	30712	120	129	669	379	225	341
1655		Weighted (000)	148253	465	485	2717	1587	825	1486
1656		Horz %	100.00	0.31	0.33	1.83	1.07	0.56	1.00
1657		Vert %	62.25	67.35	69.51	67.60	70.03	72.21	75.52
1658	Index	100	108	112	109	113	116	121	
1659									
1660	The quality of workmanship/construction of a vehicle is more important than anything else.	Unwgt'd	36233	148	149	785	436	261	383
1661		Weighted (000)	176162	583	543	3208	1836	930	1564
1662		Horz %	100.00	0.33	0.31	1.82	1.04	0.53	0.89
1663		Vert %	73.97	84.41	77.82	79.84	81.02	81.45	79.46
1664	Index	100	114	105	108	110	110	107	
1665									
1666	I enjoy learning about automobiles from others.	Unwgt'd	22782	86	82	453	251	138	223
1667		Weighted (000)	111959	301	308	1841	1062	493	879
1668		Horz %	100.00	0.27	0.28	1.64	0.95	0.44	0.78
1669		Vert %	47.01	43.62	44.16	45.81	46.90	43.17	44.66
1670	Index	100	93	94	97	100	92	95	
1671									
1672	I research and compare as many vehicles as possible before making my final purchase decision.	Unwgt'd	30588	122	131	662	368	215	310
1673		Weighted (000)	149024	459	521	2724	1558	770	1308
1674		Horz %	100.00	0.31	0.35	1.83	1.05	0.52	0.88
1675		Vert %	62.57	66.43	74.73	67.78	68.76	67.46	66.47
1676	Index	100	106	119	108	110	108	106	

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2									
1677	When I find a vehicle that I like, I typically recommend it to people I know.								
1678		Unwgt'd	30670	113	120	619	347	202	311
1679		Weighted (000)	150866	453	472	2613	1496	783	1315
1680		Horz %	100.00	0.30	0.31	1.73	0.99	0.52	0.87
1681		Vert %	63.35	65.64	67.64	65.03	66.03	68.56	66.81
1682		Index	100	104	107	103	104	108	105
1683	My first consideration in choosing a vehicle is its exterior styling.								
1684		Unwgt'd	21715	93	98	503	294	166	269
1685		Weighted (000)	107940	331	398	2175	1273	623	1209
1686		Horz %	100.00	0.31	0.37	2.02	1.18	0.58	1.12
1687		Vert %	45.32	47.88	57.05	54.13	56.21	54.55	61.44
1688		Index	100	106	126	119	124	120	136
1689	I look for vehicles that offer spirited performance and powerful acceleration.								
1690		Unwgt'd	21572	90	90	501	285	167	252
1691		Weighted (000)	107313	353	340	2087	1234	586	1065
1692		Horz %	100.00	0.33	0.32	1.94	1.15	0.55	0.99
1693		Vert %	45.06	51.13	48.75	51.93	54.47	51.35	54.11
1694		Index	100	113	108	115	121	114	120
1695	I typically look at several vehicle brands when shopping for a new vehicle.								
1696		Unwgt'd	32837	131	130	688	377	221	324
1697		Weighted (000)	161833	496	470	2846	1609	798	1287
1698		Horz %	100.00	0.31	0.29	1.76	0.99	0.49	0.80
1699		Vert %	67.95	71.80	67.33	70.81	71.01	69.83	65.42
1700		Index	100	106	99	104	105	103	96
1701	Having a vehicle that is fun to drive is a top consideration in my purchasing decision.								
1702		Unwgt'd	24027	103	102	557	308	179	276
1703		Weighted (000)	118316	391	399	2277	1324	626	1144
1704		Horz %	100.00	0.33	0.34	1.92	1.12	0.53	0.97
1705		Vert %	49.68	56.67	57.24	56.67	58.44	54.80	58.13
1706		Index	100	114	115	114	118	110	117
1707	I enjoy personalizing my vehicle to reflect my individual tastes.								
1708		Unwgt'd	21082	84	76	438	243	133	233
1709		Weighted (000)	108707	303	302	1838	1043	506	1065
1710		Horz %	100.00	0.28	0.28	1.69	0.96	0.47	0.98
1711		Vert %	45.65	43.95	43.31	45.73	46.04	44.29	54.09
1712		Index	100	96	95	100	101	97	119
1713	I often ask the advice of others when it comes to automobiles.								
1714		Unwgt'd	27658	94	94	517	286	156	270
1715		Weighted (000)	138980	385	372	2250	1309	588	1118
1716		Horz %	100.00	0.28	0.27	1.62	0.94	0.42	0.80
1717		Vert %	58.36	55.80	53.40	55.99	57.79	51.51	56.79
1718		Index	100	96	92	96	99	88	97
1719	I prefer buying models of vehicles that I or people I know have owned and like.								
1720		Unwgt'd	29414	103	110	561	321	190	308
1721		Weighted (000)	145705	384	402	2301	1360	688	1248
1722		Horz %	100.00	0.26	0.28	1.58	0.93	0.47	0.86
1723		Vert %	61.18	55.60	57.71	57.26	60.03	60.27	63.44
1724		Index	100	91	94	94	98	99	104
1725	I want the cheapest and easiest to maintain vehicle I can find.								
1726		Unwgt'd	22628	63	71	371	200	95	188
1727		Weighted (000)	115439	228	291	1621	858	360	788
1728		Horz %	100.00	0.20	0.25	1.40	0.74	0.31	0.68
1729		Vert %	48.47	33.01	41.67	40.34	37.89	31.52	40.04
1730		Index	100	68	86	83	78	65	83



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1									
2									
1731									
1732	I generally purchase the most expensive model with all the luxury appointments and options.	Unwgt'd	10171	52	53	286	161	110	144
1733		Weighted (000)	50708	203	215	1231	727	422	710
1734		Horz %	100.00	0.40	0.42	2.43	1.43	0.83	1.40
1735		Vert %	21.29	29.45	30.86	30.63	32.09	36.96	36.06
1736		Index	100	138	145	144	151	174	169
1737									
1738	People often ask my advice when it comes to automobiles.	Unwgt'd	13483	59	57	309	180	95	133
1739		Weighted (000)	68075	247	256	1370	811	393	639
1740		Horz %	100.00	0.36	0.38	2.01	1.19	0.58	0.94
1741		Vert %	28.58	35.74	36.73	34.10	35.81	34.43	32.48
1742		Index	100	125	128	119	125	120	114
1743									
1744	Having a versatile vehicle to accommodate my busy lifestyle is important to me.	Unwgt'd	32114	109	121	656	357	213	320
1745		Weighted (000)	158340	429	462	2697	1503	790	1353
1746		Horz %	100.00	0.27	0.29	1.70	0.95	0.50	0.85
1747		Vert %	66.49	62.18	66.27	67.11	66.33	69.19	68.75
1748		Index	100	94	100	101	100	104	103
1749									
1750	Rebates and incentives strongly influence my new vehicle purchase decisions.	Unwgt'd	25501	97	87	505	272	155	249
1751		Weighted (000)	124186	360	358	2093	1205	591	1015
1752		Horz %	100.00	0.29	0.29	1.69	0.97	0.48	0.82
1753		Vert %	52.14	52.19	51.26	52.08	53.18	51.71	51.58
1754		Index	100	100	98	100	102	99	99
1755									
1756	I consider safety first when shopping for a new vehicle.	Unwgt'd	36079	129	145	738	416	242	374
1757		Weighted (000)	178080	494	510	2924	1644	843	1512
1758		Horz %	100.00	0.28	0.29	1.64	0.92	0.47	0.85
1759		Vert %	74.77	71.59	73.15	72.75	72.55	73.77	76.84
1760		Index	100	96	98	97	97	99	103
1761									
1762	I always follow the advice of my mechanic.	Unwgt'd	30255	118	112	629	362	202	297
1763		Weighted (000)	149611	431	402	2550	1466	759	1263
1764		Horz %	100.00	0.29	0.27	1.70	0.98	0.51	0.84
1765		Vert %	62.82	62.45	57.65	63.46	64.70	66.43	64.16
1766		Index	100	99	92	101	103	106	102
1767									
1768	I always maintain my vehicle as recommended by the manufacturer's manual.	Unwgt'd	37007	151	143	790	455	262	383
1769		Weighted (000)	180988	603	514	3246	1854	911	1633
1770		Horz %	100.00	0.33	0.28	1.79	1.02	0.50	0.90
1771		Vert %	76.00	87.37	73.66	80.76	81.85	79.72	82.99
1772		Index	100	115	97	106	108	105	109
1773									
1774									