

RAB / GfK MRI AUTO PROFILE: MITSUBISHI

		Adults 18+	Own/Lease Mitsubishi Lancer	Own/Lease Mitsubishi Galant	Own/Lease Any Mitsubishi	Most Recent Vehicle Bought/Leased is Any Mitsubishi
Adults 18+	Unwgt'd	48273	2	113	57	28
	Weighted (000)	240780	3	543	292	178
	Horz %	100.00	0.00	0.23	0.12	0.07
	Vert %	100.00	100.00	100.00	100.00	100.00
	Index	100	100	100	100	100
Male			*	*	*	*
	Unwgt'd	24392	2	49	32	14
	Weighted (000)	116178	3	248	184	106
	Horz %	100.00	0.00	0.21	0.16	0.09
	Vert %	48.25	100.00	45.61	63.01	59.56
Female	Index	100	207	95	131	123
			*	*	*	*
	Unwgt'd	23881	0	64	25	14
	Weighted (000)	124602	0	296	108	72
	Horz %	100.00	0.00	0.24	0.09	0.06
Age 18-24	Vert %	51.75	0.00	54.39	36.99	40.44
	Index	100	0	105	71	78
			*	*	*	*
	Unwgt'd	3822	0	13	2	1
	Weighted (000)	30214	0	95	23	17
Age 25-34	Horz %	100.00	0.00	0.31	0.08	0.05
	Vert %	12.55	0.00	17.41	8.00	9.33
	Index	100	0	139	64	74
			*	*	*	*
	Unwgt'd	8153	0	20	11	6
Age 35-44	Weighted (000)	42657	0	86	45	33
	Horz %	100.00	0.00	0.20	0.11	0.08
	Vert %	17.72	0.00	15.92	15.48	18.52
	Index	100	0	90	87	105
			*	*	*	*
Age 45-54	Unwgt'd	8482	0	30	4	1
	Weighted (000)	40077	0	141	20	5
	Horz %	100.00	0.00	0.35	0.05	0.01
	Vert %	16.64	0.00	26.03	6.94	2.60
	Index	100	0	156	42	16
Age 55-64			*	*	*	*
	Unwgt'd	8893	0	20	15	6
	Weighted (000)	43246	0	103	61	39
	Horz %	100.00	0.00	0.24	0.14	0.09
	Vert %	17.96	0.00	19.03	20.84	21.81
Age 55-64	Index	100	0	106	116	121
			*	*	*	*
	Unwgt'd	8384	2	17	7	3
	Weighted (000)	39759	3	48	34	14
	Horz %	100.00	0.01	0.12	0.09	0.04
Age 55-64	Vert %	16.51	100.00	8.78	11.77	8.13
	Index	100	606	53	71	49

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		Adults 18+	Own/Lease Mitsubishi Lancer	Own/Lease Mitsubishi Galant	Own/Lease Any Mitsubishi	Most Recent Vehicle Bought/Leased is Any Mitsubishi
			*	*	*	*
Age 65+	Unwgt'd	10539	0	13	18	11
	Weighted (000)	44827	0	70	108	71
	Horz %	100.00	0.00	0.16	0.24	0.16
	Vert %	18.62	0.00	12.84	36.99	39.62
	Index	100	0	69	199	213
			*			*
Age 21+	Unwgt'd	46843	2	109	56	27
	Weighted (000)	228583	3	515	276	161
	Horz %	100.00	0.00	0.23	0.12	0.07
	Vert %	94.93	100.00	94.71	94.32	90.67
	Index	100	105	100	99	96
			*	*	*	*
Age 18-34	Unwgt'd	11975	0	33	13	7
	Weighted (000)	72871	0	181	69	50
	Horz %	100.00	0.00	0.25	0.09	0.07
	Vert %	30.26	0.00	33.33	23.47	27.85
	Index	100	0	110	78	92
			*		*	*
Age 18-49	Unwgt'd	24725	0	77	24	9
	Weighted (000)	133805	0	408	110	59
	Horz %	100.00	0.00	0.30	0.08	0.04
	Vert %	55.57	0.00	75.11	37.76	33.13
	Index	100	0	135	68	60
			*		*	*
Age 25-54	Unwgt'd	25528	0	70	30	13
	Weighted (000)	125979	0	331	126	76
	Horz %	100.00	0.00	0.26	0.10	0.06
	Vert %	52.32	0.00	60.98	43.25	42.93
	Index	100	0	117	83	82
			*		*	*
Age 35-64	Unwgt'd	25759	2	67	26	10
	Weighted (000)	123081	3	292	116	58
	Horz %	100.00	0.00	0.24	0.09	0.05
	Vert %	51.12	100.00	53.83	39.54	32.53
	Index	100	196	105	77	64
			*	*	*	*
Age 50+	Unwgt'd	23548	2	36	33	19
	Weighted (000)	106974	3	135	182	119
	Horz %	100.00	0.00	0.13	0.17	0.11
	Vert %	44.43	100.00	24.89	62.24	66.87
	Index	100	225	56	140	151
Median Age	Unwgt'd					
	Weighted (000)	46.80	58.80	40.70	54.50	54.40
	Horz %					
	Vert %					
	Index	100	126	87	117	116
			*		*	*
Race: White Only	Unwgt'd	34938	2	66	31	15
	Weighted (000)	177950	3	298	138	92
	Horz %	100.00	0.00	0.17	0.08	0.05
	Vert %	73.91	100.00	54.86	47.34	51.77
	Index	100	135	74	64	70

		Adults 18+	Own/Lease Mitsubishi Lancer	Own/Lease Mitsubishi Galant	Own/Lease Any Mitsubishi	Most Recent Vehicle Bought/Leased is Any Mitsubishi
			*	*	*	*
Race: Black/African-American Only	Unwgted	5766	0	24	13	9
	Weighted (000)	29089	0	142	85	65
	Horz %	100.00	0.00	0.49	0.29	0.22
	Vert %	12.08	0.00	26.21	29.12	36.74
	Index	100	0	217	241	304
			*	*	*	*
Race: Asian	Unwgted	2336	0	9	7	2
	Weighted (000)	8427	0	53	37	15
	Horz %	100.00	0.00	0.62	0.44	0.18
	Vert %	3.50	0.00	9.68	12.71	8.39
	Index	100	0	277	363	240
			*	*	*	*
Race: Other Race/Multi-Racial	Unwgted	7569	0	23	13	4
	Weighted (000)	33741	0	103	69	20
	Horz %	100.00	0.00	0.30	0.20	0.06
	Vert %	14.01	0.00	18.93	23.55	11.49
	Index	100	0	135	168	82
			*	*	*	*
Hispanic, Latino, Spanish Origin or Descent	Unwgted	6274	0	15	6	5
	Weighted (000)	36640	0	54	15	12
	Horz %	100.00	0.00	0.15	0.04	0.03
	Vert %	15.22	0.00	10.01	5.23	7.02
	Index	100	0	66	34	46
			*	*	*	*
Hispanic, Personally Speak Only English at Home	Unwgted	1651	0	7	2	2
	Weighted (000)	5719	0	20	4	4
	Horz %	100.00	0.00	0.34	0.07	0.07
	Vert %	2.38	0.00	3.61	1.29	2.12
	Index	100	0	152	54	89
			*	*	*	*
Hispanic, Personally Speak Mostly English, But Some Spanish at Home	Unwgted	1862	0	3	2	2
	Weighted (000)	9417	0	15	6	6
	Horz %	100.00	0.00	0.16	0.06	0.06
	Vert %	3.91	0.00	2.78	2.05	3.36
	Index	100	0	71	52	86
			*	*	*	*
Hispanic, Personally Speak Only Spanish at Home	Unwgted	1118	0	1	0	0
	Weighted (000)	10393	0	11	0	0
	Horz %	100.00	0.00	0.10	0.00	0.00
	Vert %	4.32	0.00	1.98	0.00	0.00
	Index	100	0	46	0	0
			*	*	*	*
Hispanic, Personally Speak Mostly Spanish, But Some English at Home	Unwgted	1522	0	4	2	1
	Weighted (000)	8987	0	9	6	3
	Horz %	100.00	0.00	0.10	0.06	0.03
	Vert %	3.73	0.00	1.64	1.89	1.53
	Index	100	0	44	51	41
			*	*	*	*
Hispanic, Personally Speak Spanish and English Equally at Home	Unwgted	95	0	0	0	0
	Weighted (000)	1661	0	0	0	0
	Horz %	100.00	0.00	0.00	0.00	0.00
	Vert %	0.69	0.00	0.00	0.00	0.00
	Index	100	0	0	0	0

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			*	*	*	*
Highest Level Education Completed/Highest Degree Received: Master's, Professional School or Doctorate Degree	Unwgt'd	6767	0	14	8	6
	Weighted (000)	25246	0	65	61	51
	Horz %	100.00	0.00	0.26	0.24	0.20
	Vert %	10.49	0.00	11.95	20.94	28.86
	Index	100	0	114	200	275
			*	*	*	*
Highest Level Education Completed/Highest Degree Received: Bachelor's Degree	Unwgt'd	11007	1	28	11	3
	Weighted (000)	45336	2	100	29	14
	Horz %	100.00	0.00	0.22	0.06	0.03
	Vert %	18.83	66.55	18.41	9.94	7.89
	Index	100	353	98	53	42
			*	*	*	*
Highest Level Education Completed/Highest Degree Received: Associate Degree, Academic	Unwgt'd	2525	0	5	3	1
	Weighted (000)	10486	0	21	9	2
	Horz %	100.00	0.00	0.20	0.09	0.02
	Vert %	4.36	0.00	3.84	3.13	1.20
	Index	100	0	88	72	27
			*	*	*	*
Highest Level Education Completed/Highest Degree Received: Associate Degree, Occupational/Vocational	Unwgt'd	3281	1	11	8	3
	Weighted (000)	13387	1	30	26	9
	Horz %	100.00	0.01	0.23	0.19	0.07
	Vert %	5.56	33.45	5.59	8.84	5.09
	Index	100	602	101	159	92
			*	*	*	*
Highest Level Education Completed/Highest Degree Received: Some College, but No Degree	Unwgt'd	10114	0	22	15	8
	Weighted (000)	45271	0	107	59	27
	Horz %	100.00	0.00	0.24	0.13	0.06
	Vert %	18.80	0.00	19.63	20.28	14.94
	Index	100	0	104	108	79
			*	*	*	*
Respondent - Highest Level Education Completed/Highest Degree Received: High school graduate (High School Diploma or Equivalent, such as GED)	Unwgt'd	10354	0	19	8	3
	Weighted (000)	71224	0	110	61	28
	Horz %	100.00	0.00	0.15	0.09	0.04
	Vert %	29.58	0.00	20.27	20.94	15.85
	Index	100	0	69	71	54
			*	*	*	*
Respondent - Highest Level Education Completed/Highest Degree Received: 11th Grade or Less or 12th Grade, No Diploma	Unwgt'd	4225	0	14	4	4
	Weighted (000)	29828	0	110	47	47
	Horz %	100.00	0.00	0.37	0.16	0.16
	Vert %	12.39	0.00	20.32	15.93	26.17
	Index	100	0	164	129	211
			*	*	*	*
Currently Attending College or University	Unwgt'd	3453	0	9	4	1
	Weighted (000)	19367	0	69	20	6
	Horz %	100.00	0.00	0.36	0.10	0.03
	Vert %	8.04	0.00	12.66	6.93	3.20
	Index	100	0	157	86	40
			*	*	*	*
Employed Full Time	Unwgt'd	24928	0	69	25	10
	Weighted (000)	116486	0	297	115	60
	Horz %	100.00	0.00	0.25	0.10	0.05
	Vert %	48.38	0.00	54.57	39.24	33.88
	Index	100	0	113	81	70

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Employed Part Time			*	*	*	*
	Unwgted	5673	0	7	5	2
	Weighted (000)	29663	0	55	21	9
	Horz %	100.00	0.00	0.19	0.07	0.03
	Vert %	12.32	0.00	10.12	7.18	4.97
	Index	100	0	82	58	40
Not Employed			*	*	*	*
	Unwgted	17672	2	37	27	16
	Weighted (000)	94631	3	192	157	109
	Horz %	100.00	0.00	0.20	0.17	0.12
	Vert %	39.30	100.00	35.31	53.58	61.16
	Index	100	254	90	136	156
Temporarily Unemployed			*	*	*	*
	Unwgted	1992	0	5	4	4
	Weighted (000)	13071	0	32	32	32
	Horz %	100.00	0.00	0.25	0.25	0.25
	Vert %	5.43	0.00	5.96	11.01	18.09
	Index	100	0	110	203	333
Retired from Employment			*	*	*	*
	Unwgted	10157	2	15	18	11
	Weighted (000)	45370	3	74	114	72
	Horz %	100.00	0.01	0.16	0.25	0.16
	Vert %	18.84	100.00	13.68	38.84	40.59
	Index	100	531	73	206	215
Not Employed, Principal Shopper for Household			*	*	*	*
	Unwgted	2514	0	9	2	0
	Weighted (000)	16486	0	48	3	0
	Horz %	100.00	0.00	0.29	0.02	0.00
	Vert %	6.85	0.00	8.83	0.90	0.00
	Index	100	0	129	13	0
Occupation: Professional and Related Occupations			*	*	*	*
	Unwgted	7447	0	16	6	2
	Weighted (000)	33261	0	60	22	3
	Horz %	100.00	0.00	0.18	0.07	0.01
	Vert %	13.81	0.00	11.09	7.48	1.47
	Index	100	0	80	54	11
Occupation: Management, Business and Financial Operations			*	*	*	*
	Unwgted	6565	0	15	3	3
	Weighted (000)	24062	0	66	24	24
	Horz %	100.00	0.00	0.27	0.10	0.10
	Vert %	9.99	0.00	12.14	8.35	13.72
	Index	100	0	122	84	137
Occupation: Sales and Office Occupations			*	*	*	*
	Unwgted	5945	0	17	8	2
	Weighted (000)	32600	0	86	29	14
	Horz %	100.00	0.00	0.26	0.09	0.04
	Vert %	13.54	0.00	15.87	9.92	8.09
	Index	100	0	117	73	60
Occupation: Natural Resources, Construction and Maintenance Occupations			*	*	*	*
	Unwgted	2586	0	4	5	2
	Weighted (000)	13486	0	17	24	16
	Horz %	100.00	0.00	0.13	0.18	0.12
	Vert %	5.60	0.00	3.10	8.12	8.96
	Index	100	0	55	145	160

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			*	*	*	*
Occupation: Other Employed	Unwgt'd	8058	0	24	8	3
	Weighted (000)	42740	0	122	37	12
	Horz %	100.00	0.00	0.29	0.09	0.03
	Vert %	17.75	0.00	22.48	12.56	6.61
	Index	100	0	127	71	37
			*	*	*	*
Household Income: \$250,000+	Unwgt'd	1862	0	2	2	1
	Weighted (000)	7072	0	5	8	6
	Horz %	100.00	0.00	0.07	0.11	0.08
	Vert %	2.94	0.00	0.88	2.64	3.20
	Index	100	0	30	90	109
			*	*	*	*
Household Income: \$200,000-\$249,999	Unwgt'd	1511	0	4	2	0
	Weighted (000)	6244	0	20	17	0
	Horz %	100.00	0.00	0.32	0.27	0.00
	Vert %	2.59	0.00	3.65	5.66	0.00
	Index	100	0	141	218	0
			*	*	*	*
Household Income: \$150,000-\$199,999	Unwgt'd	3595	0	7	5	1
	Weighted (000)	16937	0	50	25	10
	Horz %	100.00	0.00	0.29	0.15	0.06
	Vert %	7.03	0.00	9.11	8.41	5.49
	Index	100	0	130	120	78
			*	*	*	*
Household Income: \$100,000-\$149,999	Unwgt'd	7160	0	16	9	6
	Weighted (000)	37688	0	92	53	37
	Horz %	100.00	0.00	0.25	0.14	0.10
	Vert %	15.65	0.00	17.01	18.09	20.99
	Index	100	0	109	116	134
			*	*	*	*
Household Income: \$75,000-\$99,999	Unwgt'd	6228	0	14	8	4
	Weighted (000)	32225	0	48	32	20
	Horz %	100.00	0.00	0.15	0.10	0.06
	Vert %	13.38	0.00	8.84	11.01	11.23
	Index	100	0	66	82	84
			*	*	*	*
Household Income: \$60,000-\$74,999	Unwgt'd	4977	0	12	6	3
	Weighted (000)	25163	0	55	31	14
	Horz %	100.00	0.00	0.22	0.12	0.06
	Vert %	10.45	0.00	10.04	10.46	7.78
	Index	100	0	96	100	74
			*	*	*	*
Household Income: \$50,000-\$59,999	Unwgt'd	3803	0	9	4	0
	Weighted (000)	18770	0	34	13	0
	Horz %	100.00	0.00	0.18	0.07	0.00
	Vert %	7.80	0.00	6.18	4.55	0.00
	Index	100	0	79	58	0
			*	*	*	*
Household Income: \$40,000-\$49,999	Unwgt'd	4778	2	10	3	2
	Weighted (000)	20586	3	27	10	9
	Horz %	100.00	0.01	0.13	0.05	0.05
	Vert %	8.55	100.00	5.00	3.42	5.22
	Index	100	1170	59	40	61

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			*	*	*	*
Household Income: \$30,000-\$39,999	Unwgt'd	4643	0	15	3	3
	Weighted (000)	22039	0	72	29	29
	Horz %	100.00	0.00	0.33	0.13	0.13
	Vert %	9.15	0.00	13.24	9.84	16.17
	Index	100	0	145	108	177
			*	*	*	*
Household Income: \$20,000-\$29,999	Unwgt'd	4346	0	14	5	2
	Weighted (000)	21849	0	65	20	7
	Horz %	100.00	0.00	0.30	0.09	0.03
	Vert %	9.07	0.00	12.04	6.92	3.90
	Index	100	0	133	76	43
			*	*	*	*
Household Income: Under \$20,000	Unwgt'd	5370	0	10	10	6
	Weighted (000)	32207	0	76	56	46
	Horz %	100.00	0.00	0.24	0.17	0.14
	Vert %	13.38	0.00	14.01	19.01	26.02
	Index	100	0	105	142	195
Median Household Income	Unwgt'd					
	Weighted (000)	62.90	43.80	59.20	69.00	47.90
	Horz %					
	Vert %					
	Index	100	70	94	110	76
			*	*	*	*
Marital Status: Single, Never Married	Unwgt'd	11890	0	34	12	7
	Weighted (000)	67363	0	197	66	49
	Horz %	100.00	0.00	0.29	0.10	0.07
	Vert %	27.98	0.00	36.27	22.64	27.70
	Index	100	0	130	81	99
			*	*	*	*
Marital Status: Currently Married	Unwgt'd	24640	2	50	24	8
	Weighted (000)	127911	3	249	131	50
	Horz %	100.00	0.00	0.19	0.10	0.04
	Vert %	53.12	100.00	45.83	44.81	28.00
	Index	100	188	86	84	53
			*	*	*	*
Marital Status: Divorced or Legally Separated	Unwgt'd	7948	0	20	16	9
	Weighted (000)	30646	0	64	58	42
	Horz %	100.00	0.00	0.21	0.19	0.14
	Vert %	12.73	0.00	11.75	19.75	23.68
	Index	100	0	92	155	186
			*	*	*	*
Marital Status: Widowed	Unwgt'd	3795	0	9	5	4
	Weighted (000)	14859	0	33	37	37
	Horz %	100.00	0.00	0.22	0.25	0.25
	Vert %	6.17	0.00	6.15	12.80	20.63
	Index	100	0	100	207	334
			*	*	*	*
Marital Status: Engaged to Be Married	Unwgt'd	1949	0	7	3	1
	Weighted (000)	10768	0	38	13	10
	Horz %	100.00	0.00	0.35	0.12	0.09
	Vert %	4.47	0.00	6.93	4.33	5.49
	Index	100	0	155	97	123

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			*	*	*	*
Marital Status: Living with Partner/Fiancé/Boyfriend or Girlfriend (Same or Opposite Sex)	Unwgt'd	3390	0	13	2	1
	Weighted (000)	20609	0	53	12	10
	Horz %	100.00	0.00	0.26	0.06	0.05
	Vert %	8.56	0.00	9.75	3.98	5.49
	Index	100	0	114	47	64
Any Child(ren) Under Age 18 Living at Home			*	*	*	*
	Unwgt'd	18110	0	58	17	9
	Weighted (000)	95244	0	284	82	63
	Horz %	100.00	0.00	0.30	0.09	0.07
	Vert %	39.56	0.00	52.19	28.15	35.47
1 Child Under Age 18 Currently Living at Home	Index	100	0	132	71	90
			*	*	*	*
	Unwgt'd	7249	0	24	9	5
	Weighted (000)	38782	0	104	36	30
	Horz %	100.00	0.00	0.27	0.09	0.08
2 Children Under Age 18 Currently Living at Home	Vert %	16.11	0.00	19.08	12.29	17.01
	Index	100	0	118	76	106
			*	*	*	*
	Unwgt'd	6875	0	20	5	3
	Weighted (000)	34084	0	101	36	25
3 Children Under Age 18 Currently Living at Home	Horz %	100.00	0.00	0.30	0.11	0.07
	Vert %	14.16	0.00	18.51	12.30	13.91
	Index	100	0	131	87	98
			*	*	*	*
	Unwgt'd	2656	0	12	3	1
4 Children Under Age 18 Currently Living at Home	Weighted (000)	14443	0	67	10	8
	Horz %	100.00	0.00	0.47	0.07	0.06
	Vert %	6.00	0.00	12.41	3.56	4.55
	Index	100	0	207	59	76
			*	*	*	*
5 or More Children Under Age 18 Currently Living at Home	Unwgt'd	917	0	0	0	0
	Weighted (000)	5134	0	0	0	0
	Horz %	100.00	0.00	0.00	0.00	0.00
	Vert %	2.13	0.00	0.00	0.00	0.00
	Index	100	0	0	0	0
Own Home/Residence			*	*	*	*
	Unwgt'd	413	0	2	0	0
	Weighted (000)	2801	0	12	0	0
	Horz %	100.00	0.00	0.43	0.00	0.00
	Vert %	1.16	0.00	2.19	0.00	0.00
Rent Home/Residence	Index	100	0	188	0	0
			*	*	*	*
	Unwgt'd	33144	2	67	36	15
	Weighted (000)	160200	3	311	201	102
	Horz %	100.00	0.00	0.19	0.13	0.06
Rent Home/Residence	Vert %	66.53	100.00	57.30	68.74	57.45
	Index	100	150	86	103	86
			*	*	*	*
	Unwgt'd	14554	0	45	21	13
	Weighted (000)	77579	0	227	91	76
Rent Home/Residence	Horz %	100.00	0.00	0.29	0.12	0.10
	Vert %	32.22	0.00	41.84	31.26	42.55
	Index	100	0	130	97	132



		Adults 18+	Own/Lease Mitsubishi Lancer	Own/Lease Mitsubishi Galant	Own/Lease Any Mitsubishi	Most Recent Vehicle Bought/Leased is Any Mitsubishi
			*	*	*	*
Live Rent-Free in Home/Residence	Unwgted	575	0	1	0	0
	Weighted (000)	3001	0	5	0	0
	Horz %	100.00	0.00	0.16	0.00	0.00
	Vert %	1.25	0.00	0.86	0.00	0.00
	Index	100	0	69	0	0
			*	*	*	*
Census Region: North East	Unwgted	11292	0	22	9	4
	Weighted (000)	43596	0	67	28	21
	Horz %	100.00	0.00	0.15	0.06	0.05
	Vert %	18.11	0.00	12.29	9.44	11.95
	Index	100	0	68	52	66
			*	*	*	*
Census Region: South	Unwgted	16777	1	46	18	9
	Weighted (000)	90561	2	212	110	74
	Horz %	100.00	0.00	0.23	0.12	0.08
	Vert %	37.61	66.55	39.02	37.71	41.75
	Index	100	177	104	100	111
			*	*	*	*
Census Region: Midwest	Unwgted	10348	0	28	8	2
	Weighted (000)	51575	0	134	54	19
	Horz %	100.00	0.00	0.26	0.10	0.04
	Vert %	21.42	0.00	24.73	18.52	10.81
	Index	100	0	115	86	50
			*	*	*	*
Census Region: West	Unwgted	9856	1	17	22	13
	Weighted (000)	55047	1	130	100	63
	Horz %	100.00	0.00	0.24	0.18	0.11
	Vert %	22.86	33.45	23.97	34.33	35.49
	Index	100	146	105	150	155
			*	*	*	*
Census Sub-Region: New England	Unwgted	2902	0	9	3	1
	Weighted (000)	11431	0	28	7	5
	Horz %	100.00	0.00	0.24	0.06	0.04
	Vert %	4.75	0.00	5.08	2.35	2.68
	Index	100	0	107	49	56
			*	*	*	*
Census Sub-Region: Mid Atlantic	Unwgted	8390	0	13	6	3
	Weighted (000)	32165	0	39	21	17
	Horz %	100.00	0.00	0.12	0.06	0.05
	Vert %	13.36	0.00	7.21	7.09	9.27
	Index	100	0	54	53	69
			*	*	*	*
Census Sub-Region: South Atlantic	Unwgted	9468	1	35	13	5
	Weighted (000)	46537	2	146	57	22
	Horz %	100.00	0.00	0.31	0.12	0.05
	Vert %	19.33	66.55	26.83	19.64	12.45
	Index	100	344	139	102	64
			*	*	*	*
Census Sub-Region: East South Central	Unwgted	1936	0	3	2	2
	Weighted (000)	14894	0	21	32	32
	Horz %	100.00	0.00	0.14	0.21	0.21
	Vert %	6.19	0.00	3.95	10.88	17.86
	Index	100	0	64	176	289

		Adults 18+	Own/Lease Mitsubishi Lancer	Own/Lease Mitsubishi Galant	Own/Lease Any Mitsubishi	Most Recent Vehicle Bought/Leased is Any Mitsubishi
			*	*	*	*
Census Sub-Region: West South Central	Unwgt'd	5373	0	8	3	2
	Weighted (000)	29130	0	45	21	20
	Horz %	100.00	0.00	0.15	0.07	0.07
	Vert %	12.10	0.00	8.23	7.20	11.43
	Index	100	0	68	60	94
			*	*	*	*
Census Sub-Region: East North Central	Unwgt'd	7954	0	22	6	1
	Weighted (000)	35969	0	77	39	14
	Horz %	100.00	0.00	0.21	0.11	0.04
	Vert %	14.94	0.00	14.14	13.43	7.61
	Index	100	0	95	90	51
			*	*	*	*
Census Sub-Region: West North Central	Unwgt'd	2394	0	6	2	1
	Weighted (000)	15607	0	58	15	6
	Horz %	100.00	0.00	0.37	0.10	0.04
	Vert %	6.48	0.00	10.59	5.09	3.20
	Index	100	0	163	79	49
			*	*	*	*
Census Sub-Region: Mountain	Unwgt'd	2516	0	5	3	2
	Weighted (000)	17393	0	31	21	10
	Horz %	100.00	0.00	0.18	0.12	0.06
	Vert %	7.22	0.00	5.67	7.22	5.71
	Index	100	0	79	100	79
			*	*	*	*
Census Sub-Region: Pacific	Unwgt'd	7340	1	12	19	11
	Weighted (000)	37654	1	99	79	53
	Horz %	100.00	0.00	0.26	0.21	0.14
	Vert %	15.64	33.45	18.30	27.11	29.78
	Index	100	214	117	173	190
			*	*	*	*
County Size: A	Unwgt'd	26336	2	62	31	12
	Weighted (000)	101038	3	257	118	57
	Horz %	100.00	0.00	0.25	0.12	0.06
	Vert %	41.96	100.00	47.35	40.39	31.87
	Index	100	238	113	96	76
			*	*	*	*
County Size: B	Unwgt'd	11787	0	29	19	11
	Weighted (000)	70879	0	186	95	67
	Horz %	100.00	0.00	0.26	0.13	0.09
	Vert %	29.44	0.00	34.21	32.58	37.81
	Index	100	0	116	111	128
			*	*	*	*
County Size: C/D	Unwgt'd	10150	0	22	7	5
	Weighted (000)	68862	0	100	79	54
	Horz %	100.00	0.00	0.15	0.11	0.08
	Vert %	28.60	0.00	18.44	27.03	30.33
	Index	100	0	64	94	106
			*	*	*	*
Radio Formats: AAA (subset of Alternative) (Monday-Sunday 24-Hour Cume)	Unwgt'd	1208	0	6	1	0
	Weighted (000)	4881	0	28	2	0
	Horz %	100.00	0.00	0.58	0.05	0.00
	Vert %	2.03	0.00	5.17	0.79	0.00
	Index	100	0	255	39	0

RAB / GfK MRI AUTO PROFILE: MITSUBISHI

		Adults 18+	Own/Lease Mitsubishi Lancer	Own/Lease Mitsubishi Galant	Own/Lease Any Mitsubishi	Most Recent Vehicle Bought/Leased is Any Mitsubishi
			*	*	*	*
Radio Formats: Adult Contemporary (Monday-Sunday 24-Hour Cume)	Unwgted	8156	1	19	12	5
	Weighted (000)	39455	1	102	43	27
	Horz %	100.00	0.00	0.26	0.11	0.07
	Vert %	16.39	33.45	18.71	14.63	15.15
	Index	100	204	114	89	92
			*	*	*	*
Radio Formats: Adult Hits (Monday-Sunday 24-Hour Cume)	Unwgted	1202	0	3	0	0
	Weighted (000)	6602	0	22	0	0
	Horz %	100.00	0.00	0.33	0.00	0.00
	Vert %	2.74	0.00	4.00	0.00	0.00
	Index	100	0	146	0	0
			*	*	*	*
Radio Formats: Adult Standards/Easy Listening (Monday-Sunday 24-Hour Cume)	Unwgted	287	0	0	0	0
	Weighted (000)	1442	0	0	0	0
	Horz %	100.00	0.00	0.00	0.00	0.00
	Vert %	0.60	0.00	0.00	0.00	0.00
	Index	100	0	0	0	0
			*	*	*	*
Radio Formats: All News (Monday-Sunday 24-Hour Cume)	Unwgted	2864	0	1	0	0
	Weighted (000)	8071	0	1	0	0
	Horz %	100.00	0.00	0.01	0.00	0.00
	Vert %	3.35	0.00	0.13	0.00	0.00
	Index	100	0	4	0	0
			*	*	*	*
Radio Formats: All Sports (Monday-Sunday 24-Hour Cume)	Unwgted	3437	1	4	2	0
	Weighted (000)	12832	1	12	1	0
	Horz %	100.00	0.01	0.10	0.01	0.00
	Vert %	5.33	33.45	2.27	0.48	0.00
	Index	100	628	43	9	0
			*	*	*	*
Radio Formats: All Talk (Monday-Sunday 24-Hour Cume)	Unwgted	884	1	4	0	0
	Weighted (000)	4021	1	18	0	0
	Horz %	100.00	0.02	0.44	0.00	0.00
	Vert %	1.67	33.45	3.23	0.00	0.00
	Index	100	2003	193	0	0
			*	*	*	*
Radio Formats: Alternative (Monday-Sunday 24-Hour Cume)	Unwgted	3316	0	10	2	1
	Weighted (000)	15752	0	54	12	10
	Horz %	100.00	0.00	0.34	0.08	0.06
	Vert %	6.54	0.00	9.95	4.13	5.49
	Index	100	0	152	63	84
			*	*	*	*
Radio Formats: CHR/Top 40 (Monday-Sunday 24-Hour Cume)	Unwgted	8653	0	13	3	3
	Weighted (000)	45814	0	42	14	14
	Horz %	100.00	0.00	0.09	0.03	0.03
	Vert %	19.03	0.00	7.70	4.88	8.02
	Index	100	0	40	26	42
			*	*	*	*
Radio Formats: Classic Hits (Monday-Sunday 24-Hour Cume)	Unwgted	2973	2	6	1	0
	Weighted (000)	14188	3	17	3	0
	Horz %	100.00	0.02	0.12	0.02	0.00
	Vert %	5.89	100.00	3.05	1.15	0.00
	Index	100	1697	52	20	0

RAB / GfK MRI AUTO PROFILE: MITSUBISHI

		Adults 18+	Own/Lease Mitsubishi Lancer	Own/Lease Mitsubishi Galant	Own/Lease Any Mitsubishi	Most Recent Vehicle Bought/Leased is Any Mitsubishi
			*	*	*	*
Radio Formats: Classic Rock (Monday-Sunday 24-Hour Cume)	Unwgt'd	3601	0	8	2	0
	Weighted (000)	18087	0	33	2	0
	Horz %	100.00	0.00	0.18	0.01	0.00
	Vert %	7.51	0.00	6.12	0.58	0.00
	Index	100	0	81	8	0
			*	*	*	*
Radio Formats: Classical (Monday-Sunday 24-Hour Cume)	Unwgt'd	1383	0	3	1	0
	Weighted (000)	5415	0	12	1	0
	Horz %	100.00	0.00	0.22	0.02	0.00
	Vert %	2.25	0.00	2.15	0.37	0.00
	Index	100	0	96	16	0
			*	*	*	*
Radio Formats: Country (Monday-Sunday 24-Hour Cume)	Unwgt'd	8065	1	14	4	3
	Weighted (000)	46392	2	60	16	12
	Horz %	100.00	0.00	0.13	0.03	0.03
	Vert %	19.27	66.55	11.00	5.49	6.64
	Index	100	345	57	28	34
			*	*	*	*
Radio Formats: Ethnic (Monday-Sunday 24-Hour Cume)	Unwgt'd	289	0	2	0	0
	Weighted (000)	1180	0	14	0	0
	Horz %	100.00	0.00	1.19	0.00	0.00
	Vert %	0.49	0.00	2.59	0.00	0.00
	Index	100	0	528	0	0
			*	*	*	*
Radio Formats: Gospel (Monday-Sunday 24-Hour Cume)	Unwgt'd	730	0	3	1	0
	Weighted (000)	4011	0	13	5	0
	Horz %	100.00	0.00	0.33	0.12	0.00
	Vert %	1.67	0.00	2.42	1.68	0.00
	Index	100	0	145	101	0
			*	*	*	*
Radio Formats: Hispanic (All Genres) (Monday-Sunday 24- Hour Cume)	Unwgt'd	2429	0	5	2	2
	Weighted (000)	15349	0	37	6	6
	Horz %	100.00	0.00	0.24	0.04	0.04
	Vert %	6.37	0.00	6.74	2.05	3.36
	Index	100	0	106	32	53
			*	*	*	*
Radio Formats: Hot AC (Subset of "Adult Contemporary") (Monday- Sunday 24-Hour Cume)	Unwgt'd	3507	0	10	4	3
	Weighted (000)	16479	0	62	14	12
	Horz %	100.00	0.00	0.38	0.09	0.07
	Vert %	6.84	0.00	11.46	4.82	6.87
	Index	100	0	168	70	100
			*	*	*	*
Radio Formats: Jazz (Monday- Sunday 24-Hour Cume)	Unwgt'd	702	0	3	2	0
	Weighted (000)	2542	0	9	14	0
	Horz %	100.00	0.00	0.37	0.54	0.00
	Vert %	1.06	0.00	1.74	4.67	0.00
	Index	100	0	165	442	0
			*	*	*	*
Radio Formats: Mexican/Tejano/Ranchera (Subset of "Hispanic") (Monday-Sunday 24-Hour Cume)	Unwgt'd	991	0	3	0	0
	Weighted (000)	6494	0	26	0	0
	Horz %	100.00	0.00	0.40	0.00	0.00
	Vert %	2.70	0.00	4.82	0.00	0.00
	Index	100	0	179	0	0

RAB / GfK MRI AUTO PROFILE: MITSUBISHI

		Adults 18+	Own/Lease Mitsubishi Lancer	Own/Lease Mitsubishi Galant	Own/Lease Any Mitsubishi	Most Recent Vehicle Bought/Leased is Any Mitsubishi
			*	*	*	*
Radio Formats: News/Talk (Monday-Sunday 24-Hour Cume)	Unwgted	5900	1	12	9	3
	Weighted (000)	23011	1	50	38	14
	Horz %	100.00	0.00	0.22	0.17	0.06
	Vert %	9.56	33.45	9.22	13.04	7.67
	Index	100	350	96	136	80
			*	*	*	*
Radio Formats: Oldies (Monday-Sunday 24-Hour Cume)	Unwgted	1671	0	5	3	1
	Weighted (000)	8714	0	30	14	10
	Horz %	100.00	0.00	0.34	0.16	0.11
	Vert %	3.62	0.00	5.44	4.73	5.49
	Index	100	0	150	131	152
			*	*	*	*
Radio Formats: Public Radio/Non-Commercial (Monday-Sunday 24-Hour Cume)	Unwgted	2634	0	7	1	0
	Weighted (000)	10681	0	45	2	0
	Horz %	100.00	0.00	0.42	0.02	0.00
	Vert %	4.44	0.00	8.31	0.79	0.00
	Index	100	0	187	18	0
			*	*	*	*
Radio Formats: Religion/Christian (Monday- Sunday 24-Hour Cume)	Unwgted	3953	0	12	5	2
	Weighted (000)	20069	0	52	33	19
	Horz %	100.00	0.00	0.26	0.16	0.09
	Vert %	8.34	0.00	9.56	11.16	10.59
	Index	100	0	115	134	127
			*	*	*	*
Radio Formats: Rhythmic (Monday-Sunday 24-Hour Cume)	Unwgted	2820	1	5	2	2
	Weighted (000)	14985	1	10	9	9
	Horz %	100.00	0.01	0.06	0.06	0.06
	Vert %	6.22	33.45	1.75	3.14	5.16
	Index	100	538	28	50	83
			*	*	*	*
Radio Formats: Rock (Monday- Sunday 24-Hour Cume)	Unwgted	3771	0	4	2	0
	Weighted (000)	18525	0	22	4	0
	Horz %	100.00	0.00	0.12	0.02	0.00
	Vert %	7.69	0.00	4.01	1.50	0.00
	Index	100	0	52	20	0
			*	*	*	*
Radio Formats: Soft Adult Contemporary/Lite Rock (Monday-Sunday 24-Hour Cume)	Unwgted	1166	0	4	2	1
	Weighted (000)	6001	0	33	9	5
	Horz %	100.00	0.00	0.55	0.15	0.08
	Vert %	2.49	0.00	6.05	3.09	2.70
	Index	100	0	243	124	108
			*	*	*	*
Radio Formats: Spanish AC (Subset of Hispanic) (Monday- Sunday 24-Hour Cume)	Unwgted	791	0	1	1	1
	Weighted (000)	4990	0	7	2	2
	Horz %	100.00	0.00	0.15	0.03	0.03
	Vert %	2.07	0.00	1.37	0.54	0.89
	Index	100	0	66	26	43
			*	*	*	*
Radio Formats: Tropical (Subset of Hispanic) (Monday- Sunday 24-Hour Cume)	Unwgted	315	0	0	1	1
	Weighted (000)	1793	0	0	4	4
	Horz %	100.00	0.00	0.00	0.25	0.25
	Vert %	0.74	0.00	0.00	1.51	2.48
	Index	100	0	0	202	333

RAB / GfK MRI AUTO PROFILE: MITSUBISHI

		Adults 18+	Own/Lease Mitsubishi Lancer	Own/Lease Mitsubishi Galant	Own/Lease Any Mitsubishi	Most Recent Vehicle Bought/Leased is Any Mitsubishi
			*	*	*	*
Radio Formats: Urban (All Genres) (Monday-Sunday 24-Hour Cume)	Unwgted	5190	0	18	8	3
	Weighted (000)	26664	0	93	30	14
	Horz %	100.00	0.00	0.35	0.11	0.05
	Vert %	11.07	0.00	17.08	10.42	7.94
	Index	100	0	154	94	72
			*	*	*	*
Radio Formats: Urban AC (Subset of Urban) (Monday-Sunday 24-Hour Cume)	Unwgted	2379	0	10	2	0
	Weighted (000)	11083	0	43	7	0
	Horz %	100.00	0.00	0.39	0.06	0.00
	Vert %	4.60	0.00	7.98	2.37	0.00
	Index	100	0	173	51	0
			*	*	*	*
Radio Formats: Urban Contemporary (Subset of Urban) (Monday-Sunday 24-Hour Cume)	Unwgted	1939	0	5	3	2
	Weighted (000)	11362	0	34	13	6
	Horz %	100.00	0.00	0.30	0.11	0.05
	Vert %	4.72	0.00	6.18	4.38	3.39
	Index	100	0	131	93	72
			*	*	*	*
Radio Formats: Variety/Other (Monday-Sunday 24-Hour Cume)	Unwgted	1269	0	3	2	1
	Weighted (000)	7051	0	11	17	8
	Horz %	100.00	0.00	0.15	0.25	0.11
	Vert %	2.93	0.00	1.98	5.96	4.51
	Index	100	0	68	204	154
			*	*	*	*
Radio Daypart Cumes: Total Week Monday-Sunday 24 Hours	Unwgted	40314	2	91	44	20
	Weighted (000)	198598	3	442	203	114
	Horz %	100.00	0.00	0.22	0.10	0.06
	Vert %	82.48	100.00	81.39	69.39	63.90
	Index	100	121	99	84	77
			*	*	*	*
Radio Daypart Cumes: Weekday 6:00 am - 10:00 am	Unwgted	24949	1	52	27	14
	Weighted (000)	119900	1	256	125	80
	Horz %	100.00	0.00	0.21	0.10	0.07
	Vert %	49.80	33.45	47.13	42.76	44.70
	Index	100	67	95	86	90
			*	*	*	*
Radio Daypart Cumes: Weekday 10:00 am - 3:00 pm	Unwgted	18085	2	41	21	10
	Weighted (000)	89896	3	210	111	58
	Horz %	100.00	0.00	0.23	0.12	0.06
	Vert %	37.34	100.00	38.72	38.06	32.72
	Index	100	268	104	102	88
			*	*	*	*
Radio Daypart Cumes: Weekday 3:00 pm - 7:00 pm	Unwgted	21647	1	47	20	7
	Weighted (000)	104254	1	222	72	26
	Horz %	100.00	0.00	0.21	0.07	0.03
	Vert %	43.30	33.45	40.89	24.79	14.71
	Index	100	77	94	57	34
			*	*	*	*
Radio Daypart Cumes: Weekday 7:00 pm - Midnight	Unwgted	7445	1	17	8	2
	Weighted (000)	38037	1	74	28	11
	Horz %	100.00	0.00	0.19	0.07	0.03
	Vert %	15.80	33.45	13.60	9.44	6.21
	Index	100	212	86	60	39

		Adults 18+	Own/Lease Mitsubishi Lancer	Own/Lease Mitsubishi Galant	Own/Lease Any Mitsubishi	Most Recent Vehicle Bought/Leased is Any Mitsubishi
			*	*	*	*
Radio Daypart Cumes: Weekday Midnight - 6:00 am	Unwgt'd	2311	0	2	1	1
	Weighted (000)	11829	0	12	3	3
	Horz %	100.00	0.00	0.10	0.02	0.02
	Vert %	4.91	0.00	2.16	0.93	1.53
	Index	100	0	44	19	31
			*	*	*	*
Radio Daypart Cumes: Weekend 6:00 am - 10:00 am	Unwgt'd	15558	1	38	18	6
	Weighted (000)	75340	1	225	77	39
	Horz %	100.00	0.00	0.30	0.10	0.05
	Vert %	31.29	33.45	41.45	26.37	21.75
	Index	100	107	132	84	70
			*	*	*	*
Radio Daypart Cumes: Weekend 10:00 am - 3:00 pm	Unwgt'd	21529	2	52	23	7
	Weighted (000)	103236	3	208	91	26
	Horz %	100.00	0.00	0.20	0.09	0.02
	Vert %	42.88	100.00	38.32	31.24	14.37
	Index	100	233	89	73	34
			*	*	*	*
Radio Daypart Cumes: Weekend 3:00 pm - 7:00 pm	Unwgt'd	16365	1	35	14	3
	Weighted (000)	81300	1	158	52	13
	Horz %	100.00	0.00	0.19	0.06	0.02
	Vert %	33.77	33.45	29.07	17.72	7.21
	Index	100	99	86	52	21
			*	*	*	*
Radio Daypart Cumes: Weekend 7:00 pm - Midnight	Unwgt'd	7820	1	13	6	3
	Weighted (000)	39381	1	72	29	20
	Horz %	100.00	0.00	0.18	0.07	0.05
	Vert %	16.36	33.45	13.18	10.00	11.20
	Index	100	205	81	61	68
			*	*	*	*
Radio Daypart Cumes: Weekend Midnight - 6:00 am	Unwgt'd	1948	0	4	2	1
	Weighted (000)	9954	0	13	4	3
	Horz %	100.00	0.00	0.13	0.04	0.03
	Vert %	4.13	0.00	2.39	1.27	1.53
	Index	100	0	58	31	37
			*	*	*	*
Where Listen to Radio on Typical Weekday: Home	Unwgt'd	12806	1	24	10	4
	Weighted (000)	62580	1	113	41	25
	Horz %	100.00	0.00	0.18	0.07	0.04
	Vert %	25.99	33.45	20.82	13.95	14.30
	Index	100	129	80	54	55
			*	*	*	*
Where Listen to Radio on Typical Weekday: Car	Unwgt'd	37001	2	86	44	20
	Weighted (000)	181109	3	417	196	110
	Horz %	100.00	0.00	0.23	0.11	0.06
	Vert %	75.22	100.00	76.77	67.05	61.82
	Index	100	133	102	89	82
			*	*	*	*
Where Listen to Radio on Typical Weekday: Work	Unwgt'd	5690	0	13	8	3
	Weighted (000)	29668	0	67	39	17
	Horz %	100.00	0.00	0.22	0.13	0.06
	Vert %	12.32	0.00	12.25	13.30	9.62
	Index	100	0	99	108	78

		Adults 18+	Own/Lease Mitsubishi Lancer	Own/Lease Mitsubishi Galant	Own/Lease Any Mitsubishi	Most Recent Vehicle Bought/Leased is Any Mitsubishi
			*	*	*	*
Where Listen to Radio on Typical Weekday: Place Other Than Home, Car, Work	Unwgt'd	1158	0	0	2	1
	Weighted (000)	6331	0	0	6	5
	Horz %	100.00	0.00	0.00	0.10	0.08
	Vert %	2.63	0.00	0.00	2.10	2.86
	Index	100	0	0	80	109
			*	*	*	*
Where Listen to Radio on Typical Weekend: Home	Unwgt'd	14791	1	29	17	7
	Weighted (000)	72174	1	126	60	34
	Horz %	100.00	0.00	0.18	0.08	0.05
	Vert %	29.97	33.45	23.26	20.68	19.10
	Index	100	112	78	69	64
			*	*	*	*
Where Listen to Radio on Typical Weekend: Car	Unwgt'd	33975	2	83	37	19
	Weighted (000)	166202	3	423	175	100
	Horz %	100.00	0.00	0.25	0.11	0.06
	Vert %	69.03	100.00	77.94	59.99	56.24
	Index	100	145	113	87	81
			*	*	*	*
Where Listen to Radio on Typical Weekend: Work	Unwgt'd	2031	0	4	4	1
	Weighted (000)	11015	0	15	12	5
	Horz %	100.00	0.00	0.14	0.11	0.04
	Vert %	4.57	0.00	2.75	4.05	2.70
	Index	100	0	60	89	59
			*	*	*	*
Where Listen to Radio on Typical Weekend: Place Other Than Home, Car, Work	Unwgt'd	1137	0	1	0	0
	Weighted (000)	6306	0	3	0	0
	Horz %	100.00	0.00	0.06	0.00	0.00
	Vert %	2.62	0.00	0.64	0.00	0.00
	Index	100	0	24	0	0
			*	*	*	*
Ever Listen to AM Radio (Terrestrial Radio)	Unwgt'd	9226	1	12	10	4
	Weighted (000)	37690	1	54	35	16
	Horz %	100.00	0.00	0.14	0.09	0.04
	Vert %	15.65	33.45	10.01	11.87	8.86
	Index	100	214	64	76	57
			*	*	*	*
Ever Listen to FM Radio (Terrestrial Radio)	Unwgt'd	36061	2	88	39	18
	Weighted (000)	181675	3	423	170	96
	Horz %	100.00	0.00	0.23	0.09	0.05
	Vert %	75.45	100.00	77.92	58.01	53.85
	Index	100	133	103	77	71
			*	*	*	*
Ever Listen to Any Terrestrial Radio (AM/FM)	Unwgt'd	39115	2	90	43	20
	Weighted (000)	193871	3	430	183	99
	Horz %	100.00	0.00	0.22	0.09	0.05
	Vert %	80.52	100.00	79.19	62.62	55.60
	Index	100	124	98	78	69
			*	*	*	*
Ever Listen to Satellite Radio (SiriusXM)	Unwgt'd	6485	0	8	5	1
	Weighted (000)	28450	0	18	16	1
	Horz %	100.00	0.00	0.06	0.06	0.00
	Vert %	11.82	0.00	3.36	5.57	0.55
	Index	100	0	28	47	5



		Adults 18+	Own/Lease Mitsubishi Lancer	Own/Lease Mitsubishi Galant	Own/Lease Any Mitsubishi	Most Recent Vehicle Bought/Leased is Any Mitsubishi
			*	*	*	*
Household Subscribes to Satellite (SiriusXM) Radio	Unwgt'd	8939	0	11	7	1
	Weighted (000)	41160	0	23	24	1
	Horz %	100.00	0.00	0.06	0.06	0.00
	Vert %	17.09	0.00	4.22	8.17	0.55
	Index	100	0	25	48	3
			*	*	*	*
Any Vehicle Currently Owned/Leased Has Satellite Radio	Unwgt'd	14712	0	27	16	4
	Weighted (000)	71398	0	116	57	25
	Horz %	100.00	0.00	0.16	0.08	0.04
	Vert %	29.65	0.00	21.26	19.66	14.23
	Index	100	0	72	66	48
			*	*	*	*
Any Vehicle Currently Owned/Leased Has MP3 Player Connection	Unwgt'd	12557	0	29	13	4
	Weighted (000)	62882	0	124	64	37
	Horz %	100.00	0.00	0.20	0.10	0.06
	Vert %	26.12	0.00	22.73	21.96	20.58
	Index	100	0	87	84	79
			*	*	*	*
Listened online to streaming AM/FM broadcast radio stations - Past Month	Unwgt'd	7450	0	18	13	8
	Weighted (000)	36486	0	97	64	52
	Horz %	100.00	0.00	0.27	0.18	0.14
	Vert %	15.15	0.00	17.80	21.94	29.32
	Index	100	0	117	145	193
			*	*	*	*
Listened to Internet-only radio or other online music or audio services (eg. Pandora, Spotify, etc.) - Past Month	Unwgt'd	14104	0	32	16	8
	Weighted (000)	70596	0	122	72	47
	Horz %	100.00	0.00	0.17	0.10	0.07
	Vert %	29.32	0.00	22.45	24.68	26.18
	Index	100	0	77	84	89
			*	*	*	*
Visited a radio station, radio program or radio personality's website - Past Month	Unwgt'd	3495	0	4	5	1
	Weighted (000)	16642	0	13	17	1
	Horz %	100.00	0.00	0.08	0.10	0.01
	Vert %	6.91	0.00	2.44	5.95	0.55
	Index	100	0	35	86	8
			*	*	*	*
Downloaded music - past month	Unwgt'd	10131	0	20	14	5
	Weighted (000)	53361	0	116	65	38
	Horz %	100.00	0.00	0.22	0.12	0.07
	Vert %	22.16	0.00	21.30	22.36	21.49
	Index	100	0	96	101	97
			*	*	*	*
Downloaded or listened to podcasts/podcasting - past month	Unwgt'd	2692	0	2	4	1
	Weighted (000)	11952	0	25	12	2
	Horz %	100.00	0.00	0.21	0.10	0.02
	Vert %	4.96	0.00	4.53	4.07	1.20
	Index	100	0	91	82	24
			*	*	*	*
Listened to iHeartRadio/visited website - past month	Unwgt'd	3490	0	9	5	2
	Weighted (000)	17709	0	57	10	5
	Horz %	100.00	0.00	0.32	0.06	0.03
	Vert %	7.36	0.00	10.41	3.50	3.03
	Index	100	0	142	48	41

		Adults 18+	Own/Lease Mitsubishi Lancer	Own/Lease Mitsubishi Galant	Own/Lease Any Mitsubishi	Most Recent Vehicle Bought/Leased is Any Mitsubishi
			*	*	*	*
Listened to iTunes/visited website - past month	Unwgt'd	7650	0	15	11	5
	Weighted (000)	36645	0	62	58	45
	Horz %	100.00	0.00	0.17	0.16	0.12
	Vert %	15.22	0.00	11.37	19.68	25.28
	Index	100	0	75	129	166
			*	*	*	*
Listened to Pandora/visited website - past month	Unwgt'd	13348	0	30	11	7
	Weighted (000)	68670	0	105	50	43
	Horz %	100.00	0.00	0.15	0.07	0.06
	Vert %	28.52	0.00	19.34	17.03	23.95
	Index	100	0	68	60	84
			*	*	*	*
Listened to Spotify/visited website - past month	Unwgt'd	4026	0	5	8	3
	Weighted (000)	21138	0	50	25	12
	Horz %	100.00	0.00	0.23	0.12	0.06
	Vert %	8.78	0.00	9.12	8.59	6.63
	Index	100	0	104	98	76
			*	*	*	*
Advertising on radio provides me with useful information about bargains. Agree strongly or Agree somewhat	Unwgt'd	16441	1	41	24	12
	Weighted (000)	83247	2	177	108	67
	Horz %	100.00	0.00	0.21	0.13	0.08
	Vert %	34.57	66.55	32.53	36.85	37.64
	Index	100	192	94	107	109
			*	*	*	*
Advertising on radio provides me with meaningful information about the product use of other consumers. Agree strongly or Agree somewhat	Unwgt'd	13568	1	37	20	10
	Weighted (000)	68583	2	137	97	64
	Horz %	100.00	0.00	0.20	0.14	0.09
	Vert %	28.48	66.55	25.27	33.17	35.84
	Index	100	234	89	116	126
			*	*	*	*
Advertising on radio provides me with useful information about new products and services. Agree strongly or Agree somewhat	Unwgt'd	16787	2	43	20	7
	Weighted (000)	84735	3	175	85	41
	Horz %	100.00	0.00	0.21	0.10	0.05
	Vert %	35.19	100.00	32.19	29.23	23.06
	Index	100	284	91	83	66
			*	*	*	*
For me, advertising on radio is amusing. Agree strongly or Agree somewhat	Unwgt'd	12871	2	27	21	8
	Weighted (000)	66195	3	134	96	55
	Horz %	100.00	0.00	0.20	0.14	0.08
	Vert %	27.49	100.00	24.71	32.68	30.86
	Index	100	364	90	119	112
			*	*	*	*
TV Dayparts: Total Week Prime Time Cume Audience	Unwgt'd	38660	2	97	40	21
	Weighted (000)	189912	3	463	210	129
	Horz %	100.00	0.00	0.24	0.11	0.07
	Vert %	78.87	100.00	85.27	71.85	72.50
	Index	100	127	108	91	92
			*	*	*	*
TV Dayparts: Prime Time Weekdays Cume Audience: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)	Unwgt'd	30696	2	80	34	19
	Weighted (000)	149196	3	342	180	118
	Horz %	100.00	0.00	0.23	0.12	0.08
	Vert %	61.96	100.00	63.03	61.50	66.38
	Index	100	161	102	99	107

		Adults 18+	Own/Lease Mitsubishi Lancer	Own/Lease Mitsubishi Galant	Own/Lease Any Mitsubishi	Most Recent Vehicle Bought/Leased is Any Mitsubishi
				*	*	*
TV Dayparts: Prime Time Saturday Cume Audience: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)	Unwgted	26491	2	72	24	11
	Weighted (000)	129997	3	356	128	83
	Horz %	100.00	0.00	0.27	0.10	0.06
	Vert %	53.99	100.00	65.55	43.68	46.59
	Index	100	185	121	81	86
				*	*	*
TV Dayparts: Prime Time Sunday Cume Audience: 7:00- 11:00 pm (Eastern/Pacific), 6:00-10:00 pm (Central/Mountain)	Unwgted	30904	2	77	34	18
	Weighted (000)	150311	3	343	195	119
	Horz %	100.00	0.00	0.23	0.13	0.08
	Vert %	62.43	100.00	63.05	66.53	66.76
	Index	100	160	101	107	107
				*	*	*
TV Dayparts: Weekdays Cume Audience: 9:00 am-4:00 pm (Eastern/Pacific) 9:00 am - 3:00 pm (Central/Mountain)	Unwgted	13385	1	35	16	9
	Weighted (000)	71448	1	171	115	80
	Horz %	100.00	0.00	0.24	0.16	0.11
	Vert %	29.67	33.45	31.53	39.40	44.72
	Index	100	113	106	133	151
				*	*	*
TV Dayparts: Weekdays Cume Audience: 4:00 pm-7:30 pm (Eastern/Pacific) 3:00 pm-6:30 pm (Central/Mountain)	Unwgted	23966	2	60	39	22
	Weighted (000)	120410	3	281	212	142
	Horz %	100.00	0.00	0.23	0.18	0.12
	Vert %	50.01	100.00	51.67	72.61	79.53
	Index	100	200	103	145	159
				*	*	*
TV Dayparts: Weekdays Cume Audience: 11:30 pm-1:00 am (Eastern/Pacific) 10:30 pm- Midnight (Central/Mountain)	Unwgted	7819	0	25	9	3
	Weighted (000)	39930	0	147	44	18
	Horz %	100.00	0.00	0.37	0.11	0.05
	Vert %	16.58	0.00	27.14	15.04	10.22
	Index	100	0	164	91	62
				*	*	*
TV Dayparts: Weekend Children's Shows Cume Audience: Saturday-Sunday Morning	Unwgted	19776	1	40	23	13
	Weighted (000)	98663	1	192	147	108
	Horz %	100.00	0.00	0.19	0.15	0.11
	Vert %	40.98	33.45	35.32	50.28	60.41
	Index	100	82	86	123	147
				*	*	*
TV Dayparts: Weekend Sports Cume Audience: Saturday- Sunday Afternoon	Unwgted	23713	1	57	29	15
	Weighted (000)	118404	1	242	179	112
	Horz %	100.00	0.00	0.20	0.15	0.09
	Vert %	49.18	33.45	44.57	61.14	63.00
	Index	100	68	91	124	128
				*	*	*
Downloaded a TV Program - Past Month	Unwgted	2546	0	5	2	0
	Weighted (000)	12316	0	30	16	0
	Horz %	100.00	0.00	0.24	0.13	0.00
	Vert %	5.11	0.00	5.52	5.48	0.00
	Index	100	0	108	107	0
				*	*	*
Watched a TV Program Online - Past Month	Unwgted	8662	0	15	10	2
	Weighted (000)	42288	0	56	60	19
	Horz %	100.00	0.00	0.13	0.14	0.04
	Vert %	17.56	0.00	10.36	20.49	10.62
	Index	100	0	59	117	60

		Adults 18+	Own/Lease Mitsubishi Lancer	Own/Lease Mitsubishi Galant	Own/Lease Any Mitsubishi	Most Recent Vehicle Bought/Leased is Any Mitsubishi
Visited a TV Network or TV Show's Web Site - Past Month			*	*	*	*
	Unwgt'd	10361	0	30	10	4
	Weighted (000)	49642	0	132	73	33
	Horz %	100.00	0.00	0.27	0.15	0.07
	Vert %	20.62	0.00	24.26	24.85	18.37
Index	100	0	118	121	89	
Looked at TV Listings Online - Past Month			*	*	*	*
	Unwgt'd	5556	0	12	10	2
	Weighted (000)	25739	0	51	55	12
	Horz %	100.00	0.00	0.20	0.21	0.05
	Vert %	10.69	0.00	9.36	18.79	6.68
Index	100	0	88	176	63	
Household Subscribes to Cable TV			*	*	*	*
	Unwgt'd	22719	1	63	28	16
	Weighted (000)	108255	2	303	163	122
	Horz %	100.00	0.00	0.28	0.15	0.11
	Vert %	44.96	66.55	55.71	55.62	68.31
Index	100	148	124	124	152	
Household Subscribes to Cable, Satellite or Fiber Optic TV			*	*	*	*
	Unwgt'd	39029	2	91	45	22
	Weighted (000)	191150	3	442	240	147
	Horz %	100.00	0.00	0.23	0.13	0.08
	Vert %	79.39	100.00	81.37	81.92	82.54
Index	100	126	102	103	104	
Viewed Any Cable TV (Including Pay) - Past Week			*	*	*	*
	Unwgt'd	37639	2	89	45	22
	Weighted (000)	184440	3	425	240	147
	Horz %	100.00	0.00	0.23	0.13	0.08
	Vert %	76.60	100.00	78.22	81.92	82.54
Index	100	131	102	107	108	
Heavy Cable TV Viewer (Including Pay) - Past Week			*	*	*	*
	Unwgt'd	27789	2	66	31	15
	Weighted (000)	137528	3	322	182	110
	Horz %	100.00	0.00	0.23	0.13	0.08
	Vert %	57.12	100.00	59.32	62.20	62.02
Index	100	175	104	109	109	
Viewed Any Premium Cable Channels - Past Month			*	*	*	*
	Unwgt'd	16374	0	38	17	9
	Weighted (000)	77280	0	195	93	52
	Horz %	100.00	0.00	0.25	0.12	0.07
	Vert %	32.10	0.00	35.93	31.69	29.11
Index	100	0	112	99	91	
Viewed Any Pay-Per-View Programs or Events - Past Year			*	*	*	*
	Unwgt'd	6244	1	16	6	1
	Weighted (000)	29338	2	53	30	5
	Horz %	100.00	0.01	0.18	0.10	0.02
	Vert %	12.18	66.55	9.83	10.38	2.68
Index	100	546	81	85	22	
Viewed Any Video-On-Demand Programs or Events - Past Year			*	*	*	*
	Unwgt'd	13643	1	38	11	5
	Weighted (000)	59903	2	163	41	16
	Horz %	100.00	0.00	0.27	0.07	0.03
	Vert %	24.88	66.55	29.95	13.89	8.93
Index	100	267	120	56	36	

		Adults 18+	Own/Lease Mitsubishi Lancer	Own/Lease Mitsubishi Galant	Own/Lease Any Mitsubishi	Most Recent Vehicle Bought/Leased is Any Mitsubishi
			*	*	*	*
Household Has a Satellite Dish	Unwgt'd	10901	0	17	10	4
	Weighted (000)	62972	0	97	40	16
	Horz %	100.00	0.00	0.15	0.06	0.02
	Vert %	26.15	0.00	17.79	13.80	8.80
	Index	100	0	68	53	34
			*		*	*
Household Has a Digital Video Recorder (DVR)	Unwgt'd	24213	1	50	28	9
	Weighted (000)	117400	1	243	140	58
	Horz %	100.00	0.00	0.21	0.12	0.05
	Vert %	48.76	33.45	44.65	47.85	32.63
	Index	100	69	92	98	67
			*		*	*
Any Internet/Online Activity - Past Month	Unwgt'd	41735	2	101	49	21
	Weighted (000)	203627	3	456	232	122
	Horz %	100.00	0.00	0.22	0.11	0.06
	Vert %	84.57	100.00	83.90	79.25	68.69
	Index	100	118	99	94	81
			*	*	*	*
Played Games Online - Past Month	Unwgt'd	13858	0	33	15	7
	Weighted (000)	73582	0	180	72	42
	Horz %	100.00	0.00	0.24	0.10	0.06
	Vert %	30.56	0.00	33.10	24.77	23.54
	Index	100	0	108	81	77
			*	*	*	*
Downloaded a Video Game - Past Month	Unwgt'd	5181	0	14	9	3
	Weighted (000)	29277	0	91	55	34
	Horz %	100.00	0.00	0.31	0.19	0.12
	Vert %	12.16	0.00	16.78	18.76	19.20
	Index	100	0	138	154	158
			*	*	*	*
Downloaded a Movie - Past Month	Unwgt'd	4298	0	6	8	3
	Weighted (000)	21411	0	29	29	15
	Horz %	100.00	0.00	0.14	0.14	0.07
	Vert %	8.89	0.00	5.33	9.97	8.65
	Index	100	0	60	112	97
			*	*	*	*
Watched a Movie Online - Past Month	Unwgt'd	10210	0	17	21	9
	Weighted (000)	51231	0	74	122	60
	Horz %	100.00	0.00	0.14	0.24	0.12
	Vert %	21.28	0.00	13.62	41.75	33.72
	Index	100	0	64	196	159
			*	*	*	*
Watched Online Video (Not Movie, TV) - Past Month	Unwgt'd	8994	1	20	11	4
	Weighted (000)	44949	1	71	54	26
	Horz %	100.00	0.00	0.16	0.12	0.06
	Vert %	18.67	33.45	13.01	18.57	14.49
	Index	100	179	70	99	78
			*	*	*	*
Visited a Chat Room - Past Month	Unwgt'd	2241	0	9	5	2
	Weighted (000)	11411	0	58	13	4
	Horz %	100.00	0.00	0.50	0.11	0.04
	Vert %	4.74	0.00	10.60	4.37	2.45
	Index	100	0	224	92	52

		Adults 18+	Own/Lease Mitsubishi Lancer	Own/Lease Mitsubishi Galant	Own/Lease Any Mitsubishi	Most Recent Vehicle Bought/Leased is Any Mitsubishi
Used e-Mail - Past Month			*		*	*
	Unwgt'd	36995	1	86	43	19
	Weighted (000)	174261	2	369	203	110
	Horz %	100.00	0.00	0.21	0.12	0.06
	Vert %	72.37	66.55	67.87	69.56	62.03
	Index	100	92	94	96	86
Used Instant Messenger/IM Online - Past Month			*		*	*
	Unwgt'd	26705	1	66	35	15
	Weighted (000)	135807	2	304	139	73
	Horz %	100.00	0.00	0.22	0.10	0.05
	Vert %	56.40	66.55	56.02	47.66	41.05
	Index	100	118	99	84	73
Visited Online Blogs - Past Month			*	*	*	*
	Unwgt'd	6524	0	12	10	3
	Weighted (000)	31710	0	81	38	10
	Horz %	100.00	0.00	0.26	0.12	0.03
	Vert %	13.17	0.00	14.90	12.94	5.74
	Index	100	0	113	98	44
Wrote an Online Blog - Past Month			*	*	*	*
	Unwgt'd	1311	0	5	4	1
	Weighted (000)	6536	0	28	24	2
	Horz %	100.00	0.00	0.43	0.36	0.03
	Vert %	2.71	0.00	5.21	8.13	1.20
	Index	100	0	192	299	44
Uploaded or Added Video to a Web Site - Past Month			*	*	*	*
	Unwgt'd	3852	0	14	7	1
	Weighted (000)	19478	0	69	27	3
	Horz %	100.00	0.00	0.35	0.14	0.01
	Vert %	8.09	0.00	12.63	9.14	1.53
	Index	100	0	156	113	19
Accessed Any Social/Networking/Photo/Video Web Site - Past Month			*		*	*
	Unwgt'd	35665	2	93	42	18
	Weighted (000)	177442	3	426	204	108
	Horz %	100.00	0.00	0.24	0.11	0.06
	Vert %	73.69	100.00	78.34	69.70	60.60
	Index	100	136	106	95	82
Accessed Facebook.com - Past Month			*		*	*
	Unwgt'd	28781	1	73	34	13
	Weighted (000)	145748	1	341	139	50
	Horz %	100.00	0.00	0.23	0.10	0.03
	Vert %	60.53	33.45	62.79	47.55	28.07
	Index	100	55	104	79	46
Accessed Foursquare - Past Month			*	*	*	*
	Unwgt'd	326	0	1	0	0
	Weighted (000)	1536	0	4	0	0
	Horz %	100.00	0.00	0.27	0.00	0.00
	Vert %	0.64	0.00	0.75	0.00	0.00
	Index	100	0	118	0	0
Accessed Google+ (Google Plus) - Past Month			*	*	*	*
	Unwgt'd	8327	0	23	12	4
	Weighted (000)	41531	0	108	65	28
	Horz %	100.00	0.00	0.26	0.16	0.07
	Vert %	17.25	0.00	19.81	22.28	15.64
	Index	100	0	115	129	91

		Adults 18+	Own/Lease Mitsubishi Lancer	Own/Lease Mitsubishi Galant	Own/Lease Any Mitsubishi	Most Recent Vehicle Bought/Leased is Any Mitsubishi
			*	*	*	*
Accessed LinkedIn.com - Past Month	Unwgt'd	7880	1	20	8	3
	Weighted (000)	30933	2	65	33	10
	Horz %	100.00	0.01	0.21	0.11	0.03
	Vert %	12.85	66.55	12.00	11.25	5.63
	Index	100	518	93	88	44
			*	*	*	*
Accessed Pinterest - Past Month	Unwgt'd	8547	0	25	12	4
	Weighted (000)	45015	0	107	44	11
	Horz %	100.00	0.00	0.24	0.10	0.02
	Vert %	18.70	0.00	19.64	14.92	5.91
	Index	100	0	105	80	32
			*	*	*	*
Accessed Tumblr - Past Month	Unwgt'd	1746	0	5	3	1
	Weighted (000)	9399	0	27	33	17
	Horz %	100.00	0.00	0.29	0.35	0.18
	Vert %	3.90	0.00	5.00	11.29	9.33
	Index	100	0	128	289	239
			*	*	*	*
Accessed Twitter.com - Past Month	Unwgt'd	6090	0	13	10	3
	Weighted (000)	30973	0	50	65	31
	Horz %	100.00	0.00	0.16	0.21	0.10
	Vert %	12.86	0.00	9.13	22.29	17.50
	Index	100	0	71	173	136
			*	*	*	*
Accessed Yelp - Past Month	Unwgt'd	3922	0	8	8	4
	Weighted (000)	15511	0	39	34	20
	Horz %	100.00	0.00	0.25	0.22	0.13
	Vert %	6.44	0.00	7.17	11.67	11.16
	Index	100	0	111	181	173
			*	*	*	*
Accessed YouTube.com - Past Month	Unwgt'd	24628	1	65	34	15
	Weighted (000)	123561	1	291	164	82
	Horz %	100.00	0.00	0.24	0.13	0.07
	Vert %	51.32	33.45	53.51	56.25	46.05
	Index	100	65	104	110	90
			*	*	*	*
Posted "Like" on Social Network - Past Month	Unwgt'd	18263	0	41	22	9
	Weighted (000)	93304	0	181	90	44
	Horz %	100.00	0.00	0.19	0.10	0.05
	Vert %	38.75	0.00	33.38	30.71	24.51
	Index	100	0	86	79	63
			*	*	*	*
"Followed" or Became a "Fan" or Something or Someone on Social Network - Past Month	Unwgt'd	9077	0	28	14	3
	Weighted (000)	47933	0	133	62	23
	Horz %	100.00	0.00	0.28	0.13	0.05
	Vert %	19.91	0.00	24.46	21.26	12.64
	Index	100	0	123	107	63
			*	*	*	*
Clicked on an Advertisement on Social Network - Past Month	Unwgt'd	6212	0	12	9	2
	Weighted (000)	29666	0	43	47	7
	Horz %	100.00	0.00	0.14	0.16	0.02
	Vert %	12.32	0.00	7.84	16.21	3.88
	Index	100	0	64	132	31

		Adults 18+	Own/Lease Mitsubishi Lancer	Own/Lease Mitsubishi Galant	Own/Lease Any Mitsubishi	Most Recent Vehicle Bought/Leased is Any Mitsubishi
Watched a Video on Social Network - Past Month			*		*	*
	Unwgt'd	22534	0	61	24	9
	Weighted (000)	114114	0	265	108	52
	Horz %	100.00	0.00	0.23	0.09	0.05
	Vert %	47.39	0.00	48.85	37.01	29.33
	Index	100	0	103	78	62
Sent or Received Text Messages on Cellular Phone/Mobile/Smartphone - Past Month			*		*	*
	Unwgt'd	38445	1	94	48	21
	Weighted (000)	190804	2	421	228	125
	Horz %	100.00	0.00	0.22	0.12	0.07
	Vert %	79.24	66.55	77.49	77.99	70.48
	Index	100	84	98	98	89
Sent or Received Instant Messages on Cellular Phone/Mobile/Smartphone - Past Month			*		*	*
	Unwgt'd	18075	0	52	24	11
	Weighted (000)	90847	0	256	116	74
	Horz %	100.00	0.00	0.28	0.13	0.08
	Vert %	37.73	0.00	47.12	39.83	41.72
	Index	100	0	125	106	111
Recorded a Video on Cellular Phone/Mobile/Smartphone - Past Month			*	*	*	*
	Unwgt'd	17311	0	43	18	4
	Weighted (000)	87270	0	179	88	41
	Horz %	100.00	0.00	0.20	0.10	0.05
	Vert %	36.24	0.00	32.93	30.20	23.06
	Index	100	0	91	83	64
Played Music on Cellular Phone/Mobile/Smartphone - Past Month			*		*	*
	Unwgt'd	22282	0	60	27	13
	Weighted (000)	113761	0	269	118	80
	Horz %	100.00	0.00	0.24	0.10	0.07
	Vert %	47.25	0.00	49.43	40.45	45.19
	Index	100	0	105	86	96
Played a Game on Cellular Phone/Mobile/Smartphone - Past Month			*	*	*	*
	Unwgt'd	15000	0	45	22	9
	Weighted (000)	79489	0	206	113	65
	Horz %	100.00	0.00	0.26	0.14	0.08
	Vert %	33.01	0.00	38.00	38.72	36.48
	Index	100	0	115	117	110
Watched a Movie, TV Program or Other Video on Cellular Phone/Mobile/Smartphone - Past Month			*	*	*	*
	Unwgt'd	9852	0	26	16	7
	Weighted (000)	51013	0	75	88	52
	Horz %	100.00	0.00	0.15	0.17	0.10
	Vert %	21.19	0.00	13.78	29.96	29.35
	Index	100	0	65	141	139
Used a Mobile "App" - Past Month			*		*	*
	Unwgt'd	23794	0	68	27	12
	Weighted (000)	116054	0	310	129	68
	Horz %	100.00	0.00	0.27	0.11	0.06
	Vert %	48.20	0.00	57.13	44.22	38.41
	Index	100	0	119	92	80
Read Any Daily Newspaper (Print/Paper/Hard Copy)			*	*	*	*
	Unwgt'd	11920	0	24	7	2
	Weighted (000)	53679	0	106	21	6
	Horz %	100.00	0.00	0.20	0.04	0.01
	Vert %	22.29	0.00	19.49	7.35	3.20
	Index	100	0	87	33	14



		Adults 18+	Own/Lease Mitsubishi Lancer	Own/Lease Mitsubishi Galant	Own/Lease Any Mitsubishi	Most Recent Vehicle Bought/Leased is Any Mitsubishi
			*	*	*	*
Read Any Sunday Newspaper (Print/Paper/Hard Copy)	Unwgt'd	15332	0	32	14	5
	Weighted (000)	70866	0	147	52	19
	Horz %	100.00	0.00	0.21	0.07	0.03
	Vert %	29.43	0.00	27.09	17.84	10.85
	Index	100	0	92	61	37
			*	*	*	*
Read or Looked Into Any Electronic Version of a Newspaper, Including Web Site - Past Month	Unwgt'd	18436	1	52	26	12
	Weighted (000)	84280	2	216	130	72
	Horz %	100.00	0.00	0.26	0.15	0.09
	Vert %	35.00	66.55	39.85	44.53	40.32
	Index	100	190	114	127	115
			*	*	*	*
Read Classified Advertising in Weekday Newspaper	Unwgt'd	3903	0	12	5	2
	Weighted (000)	21071	0	59	34	12
	Horz %	100.00	0.00	0.28	0.16	0.06
	Vert %	8.75	0.00	10.80	11.79	6.80
	Index	100	0	123	135	78
			*	*	*	*
Read Classified Advertising in Sunda/Weekend Newspaper	Unwgt'd	4115	0	11	5	1
	Weighted (000)	21628	0	61	20	4
	Horz %	100.00	0.00	0.28	0.09	0.02
	Vert %	8.98	0.00	11.29	7.00	2.29
	Index	100	0	126	78	25
			*	*	*	*
Read Advertisements in Weekday Newspaper	Unwgt'd	4150	0	13	5	3
	Weighted (000)	19673	0	53	21	9
	Horz %	100.00	0.00	0.27	0.10	0.04
	Vert %	8.17	0.00	9.75	7.04	4.94
	Index	100	0	119	86	60
			*	*	*	*
Read Advertisements in Sunday/Weekend Newspaper	Unwgt'd	5230	0	23	4	3
	Weighted (000)	24675	0	103	18	7
	Horz %	100.00	0.00	0.42	0.07	0.03
	Vert %	10.25	0.00	18.90	6.03	3.75
	Index	100	0	184	59	37
			*	*	*	*
Read Circulars/Inserts/Fliers in Weekday Newspaper	Unwgt'd	5482	0	13	6	3
	Weighted (000)	25536	0	47	25	9
	Horz %	100.00	0.00	0.18	0.10	0.03
	Vert %	10.61	0.00	8.60	8.67	4.94
	Index	100	0	81	82	47
			*	*	*	*
Read Circulars/Inserts/Fliers in Sunday/Weekend Newspaper	Unwgt'd	8125	0	29	9	4
	Weighted (000)	36955	0	111	23	10
	Horz %	100.00	0.00	0.30	0.06	0.03
	Vert %	15.35	0.00	20.46	7.91	5.86
	Index	100	0	133	52	38
			*	*	*	*
Received and/or Clipped Coupons from Weekday Newspaper - Past Year	Unwgt'd	4605	0	11	7	2
	Weighted (000)	22586	0	76	20	6
	Horz %	100.00	0.00	0.34	0.09	0.03
	Vert %	9.38	0.00	13.94	6.69	3.42
	Index	100	0	149	71	36

		Adults 18+	Own/Lease Mitsubishi Lancer	Own/Lease Mitsubishi Galant	Own/Lease Any Mitsubishi	Most Recent Vehicle Bought/Leased is Any Mitsubishi
Received and/or Clipped Coupons from Sunday/Weekend Newspaper - Past Year			*	*	*	*
	Unwgt'd	10890	0	28	11	4
	Weighted (000)	52963	0	146	37	12
	Horz %	100.00	0.00	0.27	0.07	0.02
	Vert %	22.00	0.00	26.80	12.55	6.50
	Index	100	0	122	57	30
Personally Referred to Paper Yellow Pages - Past Week			*	*	*	*
	Unwgt'd	3183	0	6	6	3
	Weighted (000)	15401	0	11	30	17
	Horz %	100.00	0.00	0.07	0.19	0.11
	Vert %	6.40	0.00	2.03	10.23	9.57
	Index	100	0	32	160	150
Personally Referred to Internet Yellow Pages - Past Week			*	*	*	*
	Unwgt'd	2624	0	11	2	1
	Weighted (000)	13074	0	29	3	2
	Horz %	100.00	0.00	0.22	0.02	0.02
	Vert %	5.43	0.00	5.41	1.09	1.20
	Index	100	0	100	20	22
Personally Referred to Paper or Internet Yellow Pages - Past Week			*	*	*	*
	Unwgt'd	5381	0	13	7	4
	Weighted (000)	26513	0	33	32	19
	Horz %	100.00	0.00	0.12	0.12	0.07
	Vert %	11.01	0.00	6.09	10.95	10.76
	Index	100	0	55	99	98
Accessed Yellowpages.com (YP.com) - Past Month			*	*	*	*
	Unwgt'd	2490	0	9	4	1
	Weighted (000)	12079	0	39	23	4
	Horz %	100.00	0.00	0.32	0.19	0.03
	Vert %	5.02	0.00	7.17	7.96	2.10
	Index	100	0	143	159	42
Have Seen Video Ads in Grocery Stores - Past Month			*	*	*	*
	Unwgt'd	8982	0	23	11	5
	Weighted (000)	46737	0	139	43	12
	Horz %	100.00	0.00	0.30	0.09	0.03
	Vert %	19.41	0.00	25.66	14.74	6.74
	Index	100	0	132	76	35
Have Seen Video Ads in Drug Stores - Past Month			*	*	*	*
	Unwgt'd	5976	0	15	7	5
	Weighted (000)	31131	0	88	29	18
	Horz %	100.00	0.00	0.28	0.09	0.06
	Vert %	12.93	0.00	16.12	9.89	10.36
	Index	100	0	125	77	80
Have Seen Video Ads in Convenience Stores - Past Month			*	*	*	*
	Unwgt'd	5902	0	16	5	2
	Weighted (000)	31417	0	98	16	3
	Horz %	100.00	0.00	0.31	0.05	0.01
	Vert %	13.05	0.00	18.02	5.43	1.47
	Index	100	0	138	42	11
Have Seen Video Ads in Large Discount/Department Stores - Past Month			*	*	*	*
	Unwgt'd	6287	0	17	7	4
	Weighted (000)	33490	0	101	25	8
	Horz %	100.00	0.00	0.30	0.07	0.02
	Vert %	13.91	0.00	18.60	8.44	4.64
	Index	100	0	134	61	33

		Adults 18+	Own/Lease Mitsubishi Lancer	Own/Lease Mitsubishi Galant	Own/Lease Any Mitsubishi	Most Recent Vehicle Bought/Leased is Any Mitsubishi
			*	*	*	*
Have Seen Video Ads in Warehouse/Club Stores - Past Month	Unwgt'd	5223	0	12	4	1
	Weighted (000)	26008	0	81	20	1
	Horz %	100.00	0.00	0.31	0.08	0.00
	Vert %	10.80	0.00	14.99	6.82	0.55
	Index	100	0	139	63	5
			*	*	*	*
Have Seen Video Ads in Other Stores - Past Month	Unwgt'd	4855	0	8	4	1
	Weighted (000)	25254	0	50	20	1
	Horz %	100.00	0.00	0.20	0.08	0.00
	Vert %	10.49	0.00	9.23	6.82	0.55
	Index	100	0	88	65	5
			*	*	*	*
Have Seen Video Ads in Shopping Malls - Past Month	Unwgt'd	6785	0	21	9	4
	Weighted (000)	34124	0	114	32	8
	Horz %	100.00	0.00	0.33	0.09	0.02
	Vert %	14.17	0.00	20.99	10.99	4.45
	Index	100	0	148	78	31
			*	*	*	*
Have Seen Video Ads in Bars/Pubs - Past Month	Unwgt'd	4286	0	13	4	2
	Weighted (000)	21507	0	81	15	5
	Horz %	100.00	0.00	0.38	0.07	0.02
	Vert %	8.93	0.00	14.88	5.28	2.84
	Index	100	0	167	59	32
			*	*	*	*
Have Seen Video Ads in Fast-Food or Family Restaurants - Past Month	Unwgt'd	6264	0	14	8	4
	Weighted (000)	33395	0	103	38	18
	Horz %	100.00	0.00	0.31	0.11	0.05
	Vert %	13.87	0.00	19.04	12.97	10.09
	Index	100	0	137	94	73
			*	*	*	*
Have Seen Video Ads in Coffee Shops, Cafes or Delis - Past Month	Unwgt'd	4657	0	13	2	1
	Weighted (000)	23645	0	98	4	1
	Horz %	100.00	0.00	0.42	0.02	0.00
	Vert %	9.82	0.00	18.10	1.29	0.55
	Index	100	0	184	13	6
			*	*	*	*
Have Seen Video Ads in Gym/Health Clubs - Past Month	Unwgt'd	3958	0	10	4	1
	Weighted (000)	19616	0	58	17	1
	Horz %	100.00	0.00	0.30	0.09	0.00
	Vert %	8.15	0.00	10.65	5.95	0.55
	Index	100	0	131	73	7
			*	*	*	*
Have Seen Video Ads in Medical Offices - Past Month	Unwgt'd	5541	0	20	9	5
	Weighted (000)	27802	0	115	27	13
	Horz %	100.00	0.00	0.41	0.10	0.05
	Vert %	11.55	0.00	21.13	9.09	7.32
	Index	100	0	183	79	63
			*	*	*	*
Have Seen Video Ads in Airports - Past Month	Unwgt'd	4033	0	5	4	4
	Weighted (000)	18664	0	26	20	20
	Horz %	100.00	0.00	0.14	0.11	0.11
	Vert %	7.75	0.00	4.85	6.71	11.01
	Index	100	0	63	87	142

		Adults 18+	Own/Lease Mitsubishi Lancer	Own/Lease Mitsubishi Galant	Own/Lease Any Mitsubishi	Most Recent Vehicle Bought/Leased is Any Mitsubishi
			*	*	*	*
Have Seen Video Ads at Gas Stations - Past Month	Unwgted	8262	0	16	8	4
	Weighted (000)	40582	0	83	40	17
	Horz %	100.00	0.00	0.20	0.10	0.04
	Vert %	16.85	0.00	15.30	13.73	9.52
	Index	100	0	91	81	56
			*	*	*	*
Have Seen Video Ads in Office Building Lobbies - Past Month	Unwgted	3589	0	13	5	2
	Weighted (000)	18074	0	72	18	5
	Horz %	100.00	0.00	0.40	0.10	0.03
	Vert %	7.51	0.00	13.32	6.13	2.65
	Index	100	0	177	82	35
			*	*	*	*
Have Seen Video Ads in Office Building Elevators - Past Month	Unwgted	3463	0	10	2	1
	Weighted (000)	16741	0	61	2	1
	Horz %	100.00	0.00	0.36	0.01	0.01
	Vert %	6.95	0.00	11.21	0.67	0.55
	Index	100	0	161	10	8
			*	*	*	*
Have Seen Video Ads in Movie Theater Lobbies - Past Month	Unwgted	5006	0	10	7	3
	Weighted (000)	25416	0	58	31	8
	Horz %	100.00	0.00	0.23	0.12	0.03
	Vert %	10.56	0.00	10.64	10.48	4.33
	Index	100	0	101	99	41
			*	*	*	*
Have Seen Ads on Billboards - Past Month	Unwgted	24747	0	48	23	11
	Weighted (000)	122681	0	238	88	46
	Horz %	100.00	0.00	0.19	0.07	0.04
	Vert %	50.95	0.00	43.75	30.26	26.04
	Index	100	0	86	59	51
			*	*	*	*
Have Seen Ads on Buses/Trains - Past Month	Unwgted	11300	0	18	14	7
	Weighted (000)	52460	0	106	48	23
	Horz %	100.00	0.00	0.20	0.09	0.04
	Vert %	21.79	0.00	19.43	16.47	13.05
	Index	100	0	89	76	60
			*	*	*	*
Have Seen Ads at Bus Stops or Train Stations - Past Month	Unwgted	7513	0	11	8	4
	Weighted (000)	33802	0	73	28	9
	Horz %	100.00	0.00	0.22	0.08	0.03
	Vert %	14.04	0.00	13.51	9.42	5.07
	Index	100	0	96	67	36
			*	*	*	*
Have Seen Ads Inside Taxis - Past Month	Unwgted	3860	0	8	3	2
	Weighted (000)	17253	0	69	16	6
	Horz %	100.00	0.00	0.40	0.09	0.04
	Vert %	7.17	0.00	12.62	5.32	3.45
	Index	100	0	176	74	48
			*	*	*	*
Have Seen Ads on Top of Taxis - Past Month	Unwgted	6144	0	9	7	5
	Weighted (000)	27714	0	55	34	20
	Horz %	100.00	0.00	0.20	0.12	0.07
	Vert %	11.51	0.00	10.14	11.62	11.43
	Index	100	0	88	101	99

		Adults 18+	Own/Lease Mitsubishi Lancer	Own/Lease Mitsubishi Galant	Own/Lease Any Mitsubishi	Most Recent Vehicle Bought/Leased is Any Mitsubishi
Have Seen Ads on Phone Booths - Past Month			*	*	*	*
	Unwgted	2895	0	4	2	1
	Weighted (000)	14322	0	41	10	1
	Horz %	100.00	0.00	0.29	0.07	0.01
	Vert %	5.95	0.00	7.56	3.55	0.55
	Index	100	0	127	60	9
Have Seen Ads at Sports or Entertainment Events - Past Month			*	*	*	*
	Unwgted	7781	0	15	10	4
	Weighted (000)	38266	0	104	45	19
	Horz %	100.00	0.00	0.27	0.12	0.05
	Vert %	15.89	0.00	19.17	15.24	10.40
	Index	100	0	121	96	65
Have Seen Ads on Postcards - Past Month			*	*	*	*
	Unwgted	5833	0	9	9	4
	Weighted (000)	27321	0	60	35	16
	Horz %	100.00	0.00	0.22	0.13	0.06
	Vert %	11.35	0.00	11.13	11.92	8.87
	Index	100	0	98	105	78
Have Seen Ads Sent to a Cellphone or Other Mobile Device - Past Month			*	*	*	*
	Unwgted	12452	0	22	13	6
	Weighted (000)	62134	0	116	42	19
	Horz %	100.00	0.00	0.19	0.07	0.03
	Vert %	25.81	0.00	21.43	14.37	10.87
	Index	100	0	83	56	42
Have Seen Ads on Posters at Movie Theaters - Past Month			*	*	*	*
	Unwgted	8769	0	21	13	5
	Weighted (000)	43591	0	94	59	21
	Horz %	100.00	0.00	0.22	0.14	0.05
	Vert %	18.10	0.00	17.31	20.15	11.89
	Index	100	0	96	111	66
Have Seen Ads Shown On-Screen Before Start of a Movie - Past Month			*	*	*	*
	Unwgted	11245	0	27	12	4
	Weighted (000)	55588	0	109	44	12
	Horz %	100.00	0.00	0.20	0.08	0.02
	Vert %	23.09	0.00	20.13	15.19	6.58
	Index	100	0	87	66	29
Have Seen Ads in Stores (Not Video Ads) - Past Month			*	*	*	*
	Unwgted	15945	0	33	19	9
	Weighted (000)	79810	0	177	75	34
	Horz %	100.00	0.00	0.22	0.09	0.04
	Vert %	33.15	0.00	32.49	25.65	19.01
	Index	100	0	98	77	57
Have Seen Ads in Shopping Malls (Not Video Ads) - Past Month			*	*	*	*
	Unwgted	11680	0	30	15	9
	Weighted (000)	57496	0	144	63	33
	Horz %	100.00	0.00	0.25	0.11	0.06
	Vert %	23.88	0.00	26.45	21.48	18.70
	Index	100	0	111	90	78
Have Seen Infomercials - Past Month			*	*	*	*
	Unwgted	9980	0	26	10	3
	Weighted (000)	49971	0	159	31	5
	Horz %	100.00	0.00	0.32	0.06	0.01
	Vert %	20.75	0.00	29.27	10.55	3.00
	Index	100	0	141	51	14

RAB / GfK MRI AUTO PROFILE: MITSUBISHI

		Adults 18+	Own/Lease Mitsubishi Lancer	Own/Lease Mitsubishi Galant	Own/Lease Any Mitsubishi	Most Recent Vehicle Bought/Leased is Any Mitsubishi
			*	*	*	*
Have Seen Offers or Ads Sent to Home by Mail - Past Month	Unwgt'd	20473	0	49	22	14
	Weighted (000)	99869	0	240	109	78
	Horz %	100.00	0.00	0.24	0.11	0.08
	Vert %	41.48	0.00	44.22	37.32	44.05
	Index	100	0	107	90	106
			*	*	*	*
Have Seen Product Placement in Video Games - Past Month	Unwgt'd	4438	0	13	7	2
	Weighted (000)	24118	0	90	27	3
	Horz %	100.00	0.00	0.37	0.11	0.01
	Vert %	10.02	0.00	16.50	9.18	1.47
	Index	100	0	165	92	15
			*	*	*	*
Have Seen Product Placement in TV Shows - Past Month	Unwgt'd	18649	1	45	19	10
	Weighted (000)	91632	2	217	74	35
	Horz %	100.00	0.00	0.24	0.08	0.04
	Vert %	38.06	66.55	39.91	25.42	19.45
	Index	100	175	105	67	51
			*	*	*	*
Have Seen Product Placement in Movies - Past Month	Unwgt'd	11567	1	33	9	3
	Weighted (000)	58165	2	166	40	16
	Horz %	100.00	0.00	0.29	0.07	0.03
	Vert %	24.16	66.55	30.57	13.69	9.09
	Index	100	275	127	57	38

RAB / GfK MRI AUTO PROFILE: MITSUBISHI

		Adults 18+	Decision Maker for Any Mitsubishi Bought or Leased New	Would Buy/Lease New Mitsubishi if Making Decision Today
Adults 18+				
	Unwgt'd	48273	19	48
	Weighted (000)	240780	101	232
	Horz %	100.00	0.04	0.10
	Vert %	100.00	100.00	100.00
	Index	100	100	100
Male			*	*
	Unwgt'd	24392	11	21
	Weighted (000)	116178	49	87
	Horz %	100.00	0.04	0.07
	Vert %	48.25	48.33	37.49
	Index	100	100	78
Female			*	*
	Unwgt'd	23881	8	27
	Weighted (000)	124602	52	145
	Horz %	100.00	0.04	0.12
	Vert %	51.75	51.67	62.51
	Index	100	100	121
Age 18-24			*	*
	Unwgt'd	3822	0	9
	Weighted (000)	30214	0	64
	Horz %	100.00	0.00	0.21
	Vert %	12.55	0.00	27.52
	Index	100	0	219
Age 25-34			*	*
	Unwgt'd	8153	4	10
	Weighted (000)	42657	20	54
	Horz %	100.00	0.05	0.13
	Vert %	17.72	20.18	23.34
	Index	100	114	132
Age 35-44			*	*
	Unwgt'd	8482	0	3
	Weighted (000)	40077	0	13
	Horz %	100.00	0.00	0.03
	Vert %	16.64	0.00	5.65
	Index	100	0	34
Age 45-54			*	*
	Unwgt'd	8893	7	8
	Weighted (000)	43246	32	39
	Horz %	100.00	0.07	0.09
	Vert %	17.96	31.21	16.82
	Index	100	174	94
Age 55-64			*	*
	Unwgt'd	8384	2	10
	Weighted (000)	39759	6	28
	Horz %	100.00	0.02	0.07
	Vert %	16.51	6.35	12.26
	Index	100	38	74

RAB / GfK MRI AUTO PROFILE: MITSUBISHI

		Adults 18+	Decision Maker for Any Mitsubishi Bought or Leased New	Would Buy/Lease New Mitsubishi if Making Decision Today
			*	*
Age 65+	Unwgt'd	10539	6	8
	Weighted (000)	44827	43	33
	Horz %	100.00	0.10	0.07
	Vert %	18.62	42.26	14.42
	Index	100	227	77
			*	*
Age 21+	Unwgt'd	46843	19	44
	Weighted (000)	228583	101	221
	Horz %	100.00	0.04	0.10
	Vert %	94.93	100.00	95.21
	Index	100	105	100
			*	*
Age 18-34	Unwgt'd	11975	4	19
	Weighted (000)	72871	20	118
	Horz %	100.00	0.03	0.16
	Vert %	30.26	20.18	50.86
	Index	100	67	168
			*	*
Age 18-49	Unwgt'd	24725	8	23
	Weighted (000)	133805	31	138
	Horz %	100.00	0.02	0.10
	Vert %	55.57	30.13	59.74
	Index	100	54	107
			*	*
Age 25-54	Unwgt'd	25528	11	21
	Weighted (000)	125979	52	106
	Horz %	100.00	0.04	0.08
	Vert %	52.32	51.39	45.81
	Index	100	98	88
			*	*
Age 35-64	Unwgt'd	25759	9	21
	Weighted (000)	123081	38	80
	Horz %	100.00	0.03	0.07
	Vert %	51.12	37.56	34.73
	Index	100	73	68
			*	*
Age 50+	Unwgt'd	23548	11	25
	Weighted (000)	106974	71	93
	Horz %	100.00	0.07	0.09
	Vert %	44.43	69.87	40.26
	Index	100	157	91
Median Age	Unwgt'd			
	Weighted (000)	46.80	54.70	34.20
	Horz %			
	Vert %			
	Index	100	117	73
			*	*
Race: White Only	Unwgt'd	34938	13	35
	Weighted (000)	177950	77	190
	Horz %	100.00	0.04	0.11
	Vert %	73.91	76.32	81.88
	Index	100	103	111



		Adults 18+	Decision Maker for Any Mitsubishi Bought or Leased New	Would Buy/Lease New Mitsubishi if Making Decision Today
			*	*
Race: Black/African-American Only	Unwgted	5766	2	4
	Weighted (000)	29089	4	14
	Horz %	100.00	0.01	0.05
	Vert %	12.08	3.50	5.97
	Index	100	29	49
			*	*
Race: Asian	Unwgted	2336	2	1
	Weighted (000)	8427	15	2
	Horz %	100.00	0.18	0.02
	Vert %	3.50	14.74	0.74
	Index	100	421	21
			*	*
Race: Other Race/Multi-Racial	Unwgted	7569	4	9
	Weighted (000)	33741	20	28
	Horz %	100.00	0.06	0.08
	Vert %	14.01	20.18	12.15
	Index	100	144	87
			*	*
Hispanic, Latino, Spanish Origin or Descent	Unwgted	6274	2	8
	Weighted (000)	36640	6	33
	Horz %	100.00	0.02	0.09
	Vert %	15.22	5.44	14.20
	Index	100	36	93
			*	*
Hispanic, Personally Speak Only English at Home	Unwgted	1651	1	5
	Weighted (000)	5719	3	14
	Horz %	100.00	0.05	0.25
	Vert %	2.38	2.75	6.25
	Index	100	116	263
			*	*
Hispanic, Personally Speak Mostly English, But Some Spanish at Home	Unwgted	1862	0	3
	Weighted (000)	9417	0	18
	Horz %	100.00	0.00	0.20
	Vert %	3.91	0.00	7.95
	Index	100	0	203
			*	*
Hispanic, Personally Speak Only Spanish at Home	Unwgted	1118	0	0
	Weighted (000)	10393	0	0
	Horz %	100.00	0.00	0.00
	Vert %	4.32	0.00	0.00
	Index	100	0	0
			*	*
Hispanic, Personally Speak Mostly Spanish, But Some English at Home	Unwgted	1522	1	0
	Weighted (000)	8987	3	0
	Horz %	100.00	0.03	0.00
	Vert %	3.73	2.69	0.00
	Index	100	72	0
			*	*
Hispanic, Personally Speak Spanish and English Equally at Home	Unwgted	95	0	0
	Weighted (000)	1661	0	0
	Horz %	100.00	0.00	0.00
	Vert %	0.69	0.00	0.00
	Index	100	0	0

		Adults 18+	Decision Maker for Any Mitsubishi Bought or Leased New	Would Buy/Lease New Mitsubishi if Making Decision Today
			*	*
Highest Level Education Completed/Highest Degree Received: Master's, Professional School or Doctorate Degree	Unwgt'd	6767	4	8
	Weighted (000)	25246	33	28
	Horz %	100.00	0.13	0.11
	Vert %	10.49	32.27	12.13
	Index	100	308	116
			*	*
Highest Level Education Completed/Highest Degree Received: Bachelor's Degree	Unwgt'd	11007	5	10
	Weighted (000)	45336	17	22
	Horz %	100.00	0.04	0.05
	Vert %	18.83	16.98	9.65
	Index	100	90	51
			*	*
Highest Level Education Completed/Highest Degree Received: Associate Degree, Academic	Unwgt'd	2525	0	1
	Weighted (000)	10486	0	6
	Horz %	100.00	0.00	0.06
	Vert %	4.36	0.00	2.65
	Index	100	0	61
			*	*
Highest Level Education Completed/Highest Degree Received: Associate Degree, Occupational/Vocational	Unwgt'd	3281	5	3
	Weighted (000)	13387	10	36
	Horz %	100.00	0.08	0.27
	Vert %	5.56	9.95	15.48
	Index	100	179	278
			*	*
Highest Level Education Completed/Highest Degree Received: Some College, but No Degree	Unwgt'd	10114	3	13
	Weighted (000)	45271	11	70
	Horz %	100.00	0.02	0.15
	Vert %	18.80	10.37	30.05
	Index	100	55	160
			*	*
Respondent - Highest Level Education Completed/Highest Degree Received: High school graduate (High School Diploma or Equivalent, such as GED)	Unwgt'd	10354	1	9
	Weighted (000)	71224	5	48
	Horz %	100.00	0.01	0.07
	Vert %	29.58	4.55	20.64
	Index	100	15	70
			*	*
Respondent - Highest Level Education Completed/Highest Degree Received: 11th Grade or Less or 12th Grade, No Diploma	Unwgt'd	4225	1	4
	Weighted (000)	29828	26	22
	Horz %	100.00	0.09	0.07
	Vert %	12.39	25.88	9.41
	Index	100	209	76
			*	*
Currently Attending College or University	Unwgt'd	3453	1	7
	Weighted (000)	19367	6	44
	Horz %	100.00	0.03	0.23
	Vert %	8.04	5.62	19.00
	Index	100	70	236
			*	*
Employed Full Time	Unwgt'd	24928	12	25
	Weighted (000)	116486	56	105
	Horz %	100.00	0.05	0.09
	Vert %	48.38	54.99	45.53
	Index	100	114	94

		Adults 18+	Decision Maker for Any Mitsubishi Bought or Leased New	Would Buy/Lease New Mitsubishi if Making Decision Today
			*	*
Employed Part Time	Unwgt'd	5673	0	9
	Weighted (000)	29663	0	66
	Horz %	100.00	0.00	0.22
	Vert %	12.32	0.00	28.60
	Index	100	0	232
			*	*
Not Employed	Unwgt'd	17672	7	14
	Weighted (000)	94631	46	60
	Horz %	100.00	0.05	0.06
	Vert %	39.30	45.01	25.88
	Index	100	115	66
			*	*
Temporarily Unemployed	Unwgt'd	1992	1	2
	Weighted (000)	13071	3	9
	Horz %	100.00	0.02	0.07
	Vert %	5.43	2.75	4.07
	Index	100	51	75
			*	*
Retired from Employment	Unwgt'd	10157	6	7
	Weighted (000)	45370	43	22
	Horz %	100.00	0.09	0.05
	Vert %	18.84	42.26	9.35
	Index	100	224	50
			*	*
Not Employed, Principal Shopper for Household	Unwgt'd	2514	0	1
	Weighted (000)	16486	0	6
	Horz %	100.00	0.00	0.04
	Vert %	6.85	0.00	2.65
	Index	100	0	39
			*	*
Occupation: Professional and Related Occupations	Unwgt'd	7447	3	8
	Weighted (000)	33261	6	29
	Horz %	100.00	0.02	0.09
	Vert %	13.81	5.78	12.64
	Index	100	42	92
			*	*
Occupation: Management, Business and Financial Operations	Unwgt'd	6565	3	6
	Weighted (000)	24062	24	8
	Horz %	100.00	0.10	0.03
	Vert %	9.99	24.09	3.38
	Index	100	241	34
			*	*
Occupation: Sales and Office Occupations	Unwgt'd	5945	1	7
	Weighted (000)	32600	10	45
	Horz %	100.00	0.03	0.14
	Vert %	13.54	9.64	19.54
	Index	100	71	144
			*	*
Occupation: Natural Resources, Construction and Maintenance Occupations	Unwgt'd	2586	1	1
	Weighted (000)	13486	5	6
	Horz %	100.00	0.03	0.04
	Vert %	5.60	4.55	2.48
	Index	100	81	44

		Adults 18+	Decision Maker for Any Mitsubishi Bought or Leased New	Would Buy/Lease New Mitsubishi if Making Decision Today
Occupation: Other Employed			*	*
	Unwgt'd	8058	4	12
	Weighted (000)	42740	11	84
	Horz %	100.00	0.03	0.20
	Vert %	17.75	10.94	36.09
	Index	100	62	203
Household Income: \$250,000+			*	*
	Unwgt'd	1862	1	1
	Weighted (000)	7072	6	1
	Horz %	100.00	0.08	0.01
	Vert %	2.94	5.62	0.30
	Index	100	191	10
Household Income: \$200,000-\$249,999			*	*
	Unwgt'd	1511	0	5
	Weighted (000)	6244	0	11
	Horz %	100.00	0.00	0.17
	Vert %	2.59	0.00	4.58
	Index	100	0	177
Household Income: \$150,000-\$199,999			*	*
	Unwgt'd	3595	3	2
	Weighted (000)	16937	17	7
	Horz %	100.00	0.10	0.04
	Vert %	7.03	16.45	2.97
	Index	100	234	42
Household Income: \$100,000-\$149,999			*	*
	Unwgt'd	7160	5	4
	Weighted (000)	37688	28	9
	Horz %	100.00	0.08	0.02
	Vert %	15.65	28.08	3.83
	Index	100	179	24
Household Income: \$75,000-\$99,999			*	*
	Unwgt'd	6228	3	6
	Weighted (000)	32225	5	14
	Horz %	100.00	0.02	0.04
	Vert %	13.38	5.37	6.04
	Index	100	40	45
Household Income: \$60,000-\$74,999			*	*
	Unwgt'd	4977	2	2
	Weighted (000)	25163	6	16
	Horz %	100.00	0.02	0.06
	Vert %	10.45	5.72	6.86
	Index	100	55	66
Household Income: \$50,000-\$59,999			*	*
	Unwgt'd	3803	2	3
	Weighted (000)	18770	3	11
	Horz %	100.00	0.02	0.06
	Vert %	7.80	3.37	4.76
	Index	100	43	61
Household Income: \$40,000-\$49,999			*	*
	Unwgt'd	4778	1	9
	Weighted (000)	20586	6	49
	Horz %	100.00	0.03	0.24
	Vert %	8.55	5.48	21.03
	Index	100	64	246

		Adults 18+	Decision Maker for Any Mitsubishi Bought or Leased New	Would Buy/Lease New Mitsubishi if Making Decision Today
			*	*
Household Income: \$30,000-\$39,999	Unwgt'd	4643	1	5
	Weighted (000)	22039	4	26
	Horz %	100.00	0.02	0.12
	Vert %	9.15	4.01	11.38
	Index	100	44	124
			*	*
Household Income: \$20,000-\$29,999	Unwgt'd	4346	0	5
	Weighted (000)	21849	0	23
	Horz %	100.00	0.00	0.10
	Vert %	9.07	0.00	9.83
	Index	100	0	108
			*	*
Household Income: Under \$20,000	Unwgt'd	5370	1	6
	Weighted (000)	32207	26	66
	Horz %	100.00	0.08	0.20
	Vert %	13.38	25.88	28.42
	Index	100	194	212
Median Household Income	Unwgt'd			
	Weighted (000)	62.90	100.30	40.10
	Horz %			
	Vert %			
	Index	100	159	64
			*	*
Marital Status: Single, Never Married	Unwgt'd	11890	5	17
	Weighted (000)	67363	20	109
	Horz %	100.00	0.03	0.16
	Vert %	27.98	20.18	46.92
	Index	100	72	168
			*	*
Marital Status: Currently Married	Unwgt'd	24640	7	22
	Weighted (000)	127911	36	92
	Horz %	100.00	0.03	0.07
	Vert %	53.12	35.15	39.59
	Index	100	66	75
			*	*
Marital Status: Divorced or Legally Separated	Unwgt'd	7948	5	6
	Weighted (000)	30646	17	26
	Horz %	100.00	0.06	0.08
	Vert %	12.73	17.17	11.08
	Index	100	135	87
			*	*
Marital Status: Widowed	Unwgt'd	3795	2	3
	Weighted (000)	14859	28	6
	Horz %	100.00	0.19	0.04
	Vert %	6.17	27.49	2.42
	Index	100	445	39
			*	*
Marital Status: Engaged to Be Married	Unwgt'd	1949	1	4
	Weighted (000)	10768	10	20
	Horz %	100.00	0.09	0.19
	Vert %	4.47	9.64	8.68
	Index	100	215	194

		Adults 18+	Decision Maker for Any Mitsubishi Bought or Leased New	Would Buy/Lease New Mitsubishi if Making Decision Today
Marital Status: Living with Partner/Fiancé/Boyfriend or Girlfriend (Same or Opposite Sex)			*	*
	Unwgt'd	3390	1	5
	Weighted (000)	20609	10	70
	Horz %	100.00	0.05	0.34
	Vert %	8.56	9.64	30.07
	Index	100	113	351
Any Child(ren) Under Age 18 Living at Home			*	*
	Unwgt'd	18110	5	20
	Weighted (000)	95244	24	115
	Horz %	100.00	0.03	0.12
	Vert %	39.56	24.10	49.78
	Index	100	61	126
1 Child Under Age 18 Currently Living at Home			*	*
	Unwgt'd	7249	5	12
	Weighted (000)	38782	24	60
	Horz %	100.00	0.06	0.16
	Vert %	16.11	24.10	26.11
	Index	100	150	162
2 Children Under Age 18 Currently Living at Home			*	*
	Unwgt'd	6875	0	6
	Weighted (000)	34084	0	15
	Horz %	100.00	0.00	0.04
	Vert %	14.16	0.00	6.32
	Index	100	0	45
3 Children Under Age 18 Currently Living at Home			*	*
	Unwgt'd	2656	0	1
	Weighted (000)	14443	0	11
	Horz %	100.00	0.00	0.08
	Vert %	6.00	0.00	4.69
	Index	100	0	78
4 Children Under Age 18 Currently Living at Home			*	*
	Unwgt'd	917	0	0
	Weighted (000)	5134	0	0
	Horz %	100.00	0.00	0.00
	Vert %	2.13	0.00	0.00
	Index	100	0	0
5 or More Children Under Age 18 Currently Living at Home			*	*
	Unwgt'd	413	0	1
	Weighted (000)	2801	0	29
	Horz %	100.00	0.00	1.05
	Vert %	1.16	0.00	12.66
	Index	100	0	1089
Own Home/Residence			*	*
	Unwgt'd	33144	13	35
	Weighted (000)	160200	78	136
	Horz %	100.00	0.05	0.08
	Vert %	66.53	76.45	58.75
	Index	100	115	88
Rent Home/Residence			*	*
	Unwgt'd	14554	6	12
	Weighted (000)	77579	24	89
	Horz %	100.00	0.03	0.12
	Vert %	32.22	23.55	38.54
	Index	100	73	120

		Adults 18+	Decision Maker for Any Mitsubishi Bought or Leased New	Would Buy/Lease New Mitsubishi if Making Decision Today
			*	*
Live Rent-Free in Home/Residence	Unwgt'd	575	0	1
	Weighted (000)	3001	0	6
	Horz %	100.00	0.00	0.21
	Vert %	1.25	0.00	2.71
	Index	100	0	218
			*	*
Census Region: North East	Unwgt'd	11292	2	15
	Weighted (000)	43596	6	52
	Horz %	100.00	0.01	0.12
	Vert %	18.11	5.87	22.60
	Index	100	32	125
			*	*
Census Region: South	Unwgt'd	16777	3	7
	Weighted (000)	90561	33	32
	Horz %	100.00	0.04	0.04
	Vert %	37.61	32.97	13.90
	Index	100	88	37
			*	*
Census Region: Midwest	Unwgt'd	10348	4	19
	Weighted (000)	51575	23	107
	Horz %	100.00	0.04	0.21
	Vert %	21.42	22.49	46.04
	Index	100	105	215
			*	*
Census Region: West	Unwgt'd	9856	10	7
	Weighted (000)	55047	39	40
	Horz %	100.00	0.07	0.07
	Vert %	22.86	38.67	17.46
	Index	100	169	76
			*	*
Census Sub-Region: New England	Unwgt'd	2902	0	2
	Weighted (000)	11431	0	18
	Horz %	100.00	0.00	0.16
	Vert %	4.75	0.00	7.70
	Index	100	0	162
			*	*
Census Sub-Region: Mid Atlantic	Unwgt'd	8390	2	13
	Weighted (000)	32165	6	35
	Horz %	100.00	0.02	0.11
	Vert %	13.36	5.87	14.90
	Index	100	44	112
			*	*
Census Sub-Region: South Atlantic	Unwgt'd	9468	1	3
	Weighted (000)	46537	2	14
	Horz %	100.00	0.00	0.03
	Vert %	19.33	1.61	6.22
	Index	100	8	32
			*	*
Census Sub-Region: East South Central	Unwgt'd	1936	2	1
	Weighted (000)	14894	32	6
	Horz %	100.00	0.21	0.04
	Vert %	6.19	31.37	2.42
	Index	100	507	39

		Adults 18+	Decision Maker for Any Mitsubishi Bought or Leased New	Would Buy/Lease New Mitsubishi if Making Decision Today
			*	*
Census Sub-Region: West South Central	Unwgt'd	5373	0	3
	Weighted (000)	29130	0	12
	Horz %	100.00	0.00	0.04
	Vert %	12.10	0.00	5.27
	Index	100	0	44
			*	*
Census Sub-Region: East North Central	Unwgt'd	7954	3	16
	Weighted (000)	35969	17	76
	Horz %	100.00	0.05	0.21
	Vert %	14.94	16.87	32.72
	Index	100	113	219
			*	*
Census Sub-Region: West North Central	Unwgt'd	2394	1	3
	Weighted (000)	15607	6	31
	Horz %	100.00	0.04	0.20
	Vert %	6.48	5.62	13.31
	Index	100	87	205
			*	*
Census Sub-Region: Mountain	Unwgt'd	2516	1	4
	Weighted (000)	17393	5	20
	Horz %	100.00	0.03	0.11
	Vert %	7.22	4.74	8.52
	Index	100	66	118
			*	*
Census Sub-Region: Pacific	Unwgt'd	7340	9	3
	Weighted (000)	37654	34	21
	Horz %	100.00	0.09	0.06
	Vert %	15.64	33.92	8.94
	Index	100	217	57
			*	*
County Size: A	Unwgt'd	26336	11	22
	Weighted (000)	101038	29	58
	Horz %	100.00	0.03	0.06
	Vert %	41.96	29.02	25.21
	Index	100	69	60
			*	*
County Size: B	Unwgt'd	11787	5	13
	Weighted (000)	70879	35	64
	Horz %	100.00	0.05	0.09
	Vert %	29.44	34.87	27.60
	Index	100	118	94
			*	*
County Size: C/D	Unwgt'd	10150	3	13
	Weighted (000)	68862	37	109
	Horz %	100.00	0.05	0.16
	Vert %	28.60	36.11	47.19
	Index	100	126	165
			*	*
Radio Formats: AAA (subset of Alternative) (Monday-Sunday 24-Hour Cume)	Unwgt'd	1208	1	0
	Weighted (000)	4881	2	0
	Horz %	100.00	0.05	0.00
	Vert %	2.03	2.27	0.00
	Index	100	112	0



		Adults 18+	Decision Maker for Any Mitsubishi Bought or Leased New	Would Buy/Lease New Mitsubishi if Making Decision Today
			*	*
Radio Formats: Adult Contemporary (Monday-Sunday 24-Hour Cume)	Unwgted	8156	2	5
	Weighted (000)	39455	7	46
	Horz %	100.00	0.02	0.12
	Vert %	16.39	7.30	20.04
	Index	100	45	122
			*	*
Radio Formats: Adult Hits (Monday-Sunday 24-Hour Cume)	Unwgted	1202	0	1
	Weighted (000)	6602	0	6
	Horz %	100.00	0.00	0.10
	Vert %	2.74	0.00	2.77
	Index	100	0	101
			*	*
Radio Formats: Adult Standards/Easy Listening (Monday-Sunday 24-Hour Cume)	Unwgted	287	0	0
	Weighted (000)	1442	0	0
	Horz %	100.00	0.00	0.00
	Vert %	0.60	0.00	0.00
	Index	100	0	0
			*	*
Radio Formats: All News (Monday-Sunday 24-Hour Cume)	Unwgted	2864	0	1
	Weighted (000)	8071	0	1
	Horz %	100.00	0.00	0.01
	Vert %	3.35	0.00	0.30
	Index	100	0	9
			*	*
Radio Formats: All Sports (Monday-Sunday 24-Hour Cume)	Unwgted	3437	0	4
	Weighted (000)	12832	0	16
	Horz %	100.00	0.00	0.13
	Vert %	5.33	0.00	7.01
	Index	100	0	131
			*	*
Radio Formats: All Talk (Monday-Sunday 24-Hour Cume)	Unwgted	884	0	0
	Weighted (000)	4021	0	0
	Horz %	100.00	0.00	0.00
	Vert %	1.67	0.00	0.00
	Index	100	0	0
			*	*
Radio Formats: Alternative (Monday-Sunday 24-Hour Cume)	Unwgted	3316	2	3
	Weighted (000)	15752	12	20
	Horz %	100.00	0.08	0.13
	Vert %	6.54	11.91	8.60
	Index	100	182	131
			*	*
Radio Formats: CHR/Top 40 (Monday-Sunday 24-Hour Cume)	Unwgted	8653	0	11
	Weighted (000)	45814	0	90
	Horz %	100.00	0.00	0.20
	Vert %	19.03	0.00	38.74
	Index	100	0	204
			*	*
Radio Formats: Classic Hits (Monday-Sunday 24-Hour Cume)	Unwgted	2973	0	5
	Weighted (000)	14188	0	28
	Horz %	100.00	0.00	0.20
	Vert %	5.89	0.00	12.00
	Index	100	0	204

		Adults 18+	Decision Maker for Any Mitsubishi Bought or Leased New	Would Buy/Lease New Mitsubishi if Making Decision Today
			*	*
Radio Formats: Classic Rock (Monday-Sunday 24-Hour Cume)	Unwgt'd	3601	1	4
	Weighted (000)	18087	1	13
	Horz %	100.00	0.01	0.07
	Vert %	7.51	0.98	5.41
	Index	100	13	72
			*	*
Radio Formats: Classical (Monday-Sunday 24-Hour Cume)	Unwgt'd	1383	0	1
	Weighted (000)	5415	0	1
	Horz %	100.00	0.00	0.01
	Vert %	2.25	0.00	0.30
	Index	100	0	13
			*	*
Radio Formats: Country (Monday-Sunday 24-Hour Cume)	Unwgt'd	8065	3	8
	Weighted (000)	46392	12	54
	Horz %	100.00	0.03	0.12
	Vert %	19.27	11.67	23.11
	Index	100	61	120
			*	*
Radio Formats: Ethnic (Monday-Sunday 24-Hour Cume)	Unwgt'd	289	0	0
	Weighted (000)	1180	0	0
	Horz %	100.00	0.00	0.00
	Vert %	0.49	0.00	0.00
	Index	100	0	0
			*	*
Radio Formats: Gospel (Monday-Sunday 24-Hour Cume)	Unwgt'd	730	0	0
	Weighted (000)	4011	0	0
	Horz %	100.00	0.00	0.00
	Vert %	1.67	0.00	0.00
	Index	100	0	0
			*	*
Radio Formats: Hispanic (All Genres) (Monday-Sunday 24-Hour Cume)	Unwgt'd	2429	0	1
	Weighted (000)	15349	0	1
	Horz %	100.00	0.00	0.01
	Vert %	6.37	0.00	0.52
	Index	100	0	8
			*	*
Radio Formats: Hot AC (Subset of "Adult Contemporary") (Monday-Sunday 24-Hour Cume)	Unwgt'd	3507	1	3
	Weighted (000)	16479	3	38
	Horz %	100.00	0.02	0.23
	Vert %	6.84	2.75	16.22
	Index	100	40	237
			*	*
Radio Formats: Jazz (Monday-Sunday 24-Hour Cume)	Unwgt'd	702	1	2
	Weighted (000)	2542	4	9
	Horz %	100.00	0.17	0.36
	Vert %	1.06	4.17	3.93
	Index	100	395	372
			*	*
Radio Formats: Mexican/Tejano/Ranchera (Subset of "Hispanic") (Monday-Sunday 24-Hour Cume)	Unwgt'd	991	0	1
	Weighted (000)	6494	0	1
	Horz %	100.00	0.00	0.02
	Vert %	2.70	0.00	0.52
	Index	100	0	19

		Adults 18+	Decision Maker for Any Mitsubishi Bought or Leased New	Would Buy/Lease New Mitsubishi if Making Decision Today
			*	*
Radio Formats: News/Talk (Monday-Sunday 24-Hour Cume)	Unwgt'd	5900	3	2
	Weighted (000)	23011	11	4
	Horz %	100.00	0.05	0.02
	Vert %	9.56	11.19	1.67
	Index	100	117	17
			*	*
Radio Formats: Oldies (Monday-Sunday 24-Hour Cume)	Unwgt'd	1671	1	2
	Weighted (000)	8714	10	6
	Horz %	100.00	0.11	0.07
	Vert %	3.62	9.64	2.72
	Index	100	266	75
			*	*
Radio Formats: Public Radio/Non-Commercial (Monday-Sunday 24-Hour Cume)	Unwgt'd	2634	1	3
	Weighted (000)	10681	2	14
	Horz %	100.00	0.02	0.13
	Vert %	4.44	2.27	5.99
	Index	100	51	135
			*	*
Radio Formats: Religion/Christian (Monday-Sunday 24-Hour Cume)	Unwgt'd	3953	2	5
	Weighted (000)	20069	8	26
	Horz %	100.00	0.04	0.13
	Vert %	8.34	8.15	11.18
	Index	100	98	134
			*	*
Radio Formats: Rhythmic (Monday-Sunday 24-Hour Cume)	Unwgt'd	2820	0	1
	Weighted (000)	14985	0	1
	Horz %	100.00	0.00	0.01
	Vert %	6.22	0.00	0.58
	Index	100	0	9
			*	*
Radio Formats: Rock (Monday-Sunday 24-Hour Cume)	Unwgt'd	3771	1	4
	Weighted (000)	18525	2	12
	Horz %	100.00	0.01	0.06
	Vert %	7.69	1.90	5.16
	Index	100	25	67
			*	*
Radio Formats: Soft Adult Contemporary/Lite Rock (Monday-Sunday 24-Hour Cume)	Unwgt'd	1166	2	1
	Weighted (000)	6001	9	1
	Horz %	100.00	0.15	0.01
	Vert %	2.49	8.92	0.39
	Index	100	358	16
			*	*
Radio Formats: Spanish AC (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	Unwgt'd	791	0	0
	Weighted (000)	4990	0	0
	Horz %	100.00	0.00	0.00
	Vert %	2.07	0.00	0.00
	Index	100	0	0
			*	*
Radio Formats: Tropical (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	Unwgt'd	315	0	0
	Weighted (000)	1793	0	0
	Horz %	100.00	0.00	0.00
	Vert %	0.74	0.00	0.00
	Index	100	0	0

		Adults 18+	Decision Maker for Any Mitsubishi Bought or Leased New	Would Buy/Lease New Mitsubishi if Making Decision Today
			*	*
Radio Formats: Urban (All Genres) (Monday-Sunday 24-Hour Cume)	Unwgt'd	5190	3	5
	Weighted (000)	26664	5	31
	Horz %	100.00	0.02	0.12
	Vert %	11.07	5.11	13.49
	Index	100	46	122
			*	*
Radio Formats: Urban AC (Subset of Urban) (Monday-Sunday 24-Hour Cume)	Unwgt'd	2379	1	0
	Weighted (000)	11083	3	0
	Horz %	100.00	0.02	0.00
	Vert %	4.60	2.53	0.00
	Index	100	55	0
			*	*
Radio Formats: Urban Contemporary (Subset of Urban) (Monday-Sunday 24-Hour Cume)	Unwgt'd	1939	1	2
	Weighted (000)	11362	2	8
	Horz %	100.00	0.01	0.07
	Vert %	4.72	1.61	3.42
	Index	100	34	72
			*	*
Radio Formats: Variety/Other (Monday-Sunday 24-Hour Cume)	Unwgt'd	1269	0	1
	Weighted (000)	7051	0	2
	Horz %	100.00	0.00	0.03
	Vert %	2.93	0.00	0.83
	Index	100	0	28
			*	*
Radio Daypart Cumes: Total Week Monday-Sunday 24 Hours	Unwgt'd	40314	12	42
	Weighted (000)	198598	46	212
	Horz %	100.00	0.02	0.11
	Vert %	82.48	45.86	91.45
	Index	100	56	111
			*	*
Radio Daypart Cumes: Weekday 6:00 am - 10:00 am	Unwgt'd	24949	9	24
	Weighted (000)	119900	38	131
	Horz %	100.00	0.03	0.11
	Vert %	49.80	36.99	56.42
	Index	100	74	113
			*	*
Radio Daypart Cumes: Weekday 10:00 am - 3:00 pm	Unwgt'd	18085	5	18
	Weighted (000)	89896	17	112
	Horz %	100.00	0.02	0.12
	Vert %	37.34	16.89	48.19
	Index	100	45	129
			*	*
Radio Daypart Cumes: Weekday 3:00 pm - 7:00 pm	Unwgt'd	21647	7	23
	Weighted (000)	104254	26	127
	Horz %	100.00	0.02	0.12
	Vert %	43.30	25.34	54.81
	Index	100	59	127
			*	*
Radio Daypart Cumes: Weekday 7:00 pm - Midnight	Unwgt'd	7445	2	8
	Weighted (000)	38037	10	26
	Horz %	100.00	0.03	0.07
	Vert %	15.80	9.79	11.01
	Index	100	62	70

		Adults 18+	Decision Maker for Any Mitsubishi Bought or Leased New	Would Buy/Lease New Mitsubishi if Making Decision Today
			*	*
Radio Daypart Cumes: Weekday Midnight - 6:00 am	Unwgt'd	2311	1	3
	Weighted (000)	11829	3	5
	Horz %	100.00	0.02	0.04
	Vert %	4.91	2.69	2.15
	Index	100	55	44
			*	*
Radio Daypart Cumes: Weekend 6:00 am - 10:00 am	Unwgt'd	15558	9	17
	Weighted (000)	75340	30	66
	Horz %	100.00	0.04	0.09
	Vert %	31.29	29.51	28.62
	Index	100	94	91
			*	*
Radio Daypart Cumes: Weekend 10:00 am - 3:00 pm	Unwgt'd	21529	7	19
	Weighted (000)	103236	24	120
	Horz %	100.00	0.02	0.12
	Vert %	42.88	23.26	51.72
	Index	100	54	121
			*	*
Radio Daypart Cumes: Weekend 3:00 pm - 7:00 pm	Unwgt'd	16365	6	16
	Weighted (000)	81300	21	58
	Horz %	100.00	0.03	0.07
	Vert %	33.77	20.28	25.18
	Index	100	60	75
			*	*
Radio Daypart Cumes: Weekend 7:00 pm - Midnight	Unwgt'd	7820	3	7
	Weighted (000)	39381	19	28
	Horz %	100.00	0.05	0.07
	Vert %	16.36	18.55	11.90
	Index	100	113	73
			*	*
Radio Daypart Cumes: Weekend Midnight - 6:00 am	Unwgt'd	1948	2	2
	Weighted (000)	9954	4	3
	Horz %	100.00	0.04	0.03
	Vert %	4.13	3.67	1.08
	Index	100	89	26
			*	*
Where Listen to Radio on Typical Weekday: Home	Unwgt'd	12806	3	11
	Weighted (000)	62580	10	42
	Horz %	100.00	0.02	0.07
	Vert %	25.99	9.89	17.92
	Index	100	38	69
			*	*
Where Listen to Radio on Typical Weekday: Car	Unwgt'd	37001	16	42
	Weighted (000)	181109	61	207
	Horz %	100.00	0.03	0.11
	Vert %	75.22	59.90	89.18
	Index	100	80	119
			*	*
Where Listen to Radio on Typical Weekday: Work	Unwgt'd	5690	2	4
	Weighted (000)	29668	7	15
	Horz %	100.00	0.02	0.05
	Vert %	12.32	7.27	6.62
	Index	100	59	54

		Adults 18+	Decision Maker for Any Mitsubishi Bought or Leased New	Would Buy/Lease New Mitsubishi if Making Decision Today
			*	*
Where Listen to Radio on Typical Weekday: Place Other Than Home, Car, Work	Unwgt'd	1158	0	1
	Weighted (000)	6331	0	7
	Horz %	100.00	0.00	0.11
	Vert %	2.63	0.00	3.01
	Index	100	0	115
			*	*
Where Listen to Radio on Typical Weekend: Home	Unwgt'd	14791	7	15
	Weighted (000)	72174	20	76
	Horz %	100.00	0.03	0.10
	Vert %	29.97	19.34	32.62
	Index	100	65	109
			*	*
Where Listen to Radio on Typical Weekend: Car	Unwgt'd	33975	14	41
	Weighted (000)	166202	57	210
	Horz %	100.00	0.03	0.13
	Vert %	69.03	55.73	90.57
	Index	100	81	131
			*	*
Where Listen to Radio on Typical Weekend: Work	Unwgt'd	2031	1	2
	Weighted (000)	11015	5	6
	Horz %	100.00	0.04	0.05
	Vert %	4.57	4.74	2.42
	Index	100	104	53
			*	*
Where Listen to Radio on Typical Weekend: Place Other Than Home, Car, Work	Unwgt'd	1137	0	1
	Weighted (000)	6306	0	7
	Horz %	100.00	0.00	0.11
	Vert %	2.62	0.00	3.01
	Index	100	0	115
			*	*
Ever Listen to AM Radio (Terrestrial Radio)	Unwgt'd	9226	3	6
	Weighted (000)	37690	12	32
	Horz %	100.00	0.03	0.08
	Vert %	15.65	11.44	13.67
	Index	100	73	87
			*	*
Ever Listen to FM Radio (Terrestrial Radio)	Unwgt'd	36061	14	38
	Weighted (000)	181675	54	200
	Horz %	100.00	0.03	0.11
	Vert %	75.45	52.95	86.18
	Index	100	70	114
			*	*
Ever Listen to Any Terrestrial Radio (AM/FM)	Unwgt'd	39115	14	41
	Weighted (000)	193871	54	206
	Horz %	100.00	0.03	0.11
	Vert %	80.52	52.95	88.74
	Index	100	66	110
			*	*
Ever Listen to Satellite Radio (SiriusXM)	Unwgt'd	6485	0	5
	Weighted (000)	28450	0	17
	Horz %	100.00	0.00	0.06
	Vert %	11.82	0.00	7.26
	Index	100	0	61

		Adults 18+	Decision Maker for Any Mitsubishi Bought or Leased New	Would Buy/Lease New Mitsubishi if Making Decision Today
			*	*
Household Subscribes to Satellite (SiriusXM) Radio	Unwgt'd	8939	1	7
	Weighted (000)	41160	2	24
	Horz %	100.00	0.00	0.06
	Vert %	17.09	1.85	10.27
	Index	100	11	60
			*	*
Any Vehicle Currently Owned/Leased Has Satellite Radio	Unwgt'd	14712	8	10
	Weighted (000)	71398	32	28
	Horz %	100.00	0.04	0.04
	Vert %	29.65	31.27	12.10
	Index	100	105	41
			*	*
Any Vehicle Currently Owned/Leased Has MP3 Player Connection	Unwgt'd	12557	5	14
	Weighted (000)	62882	25	65
	Horz %	100.00	0.04	0.10
	Vert %	26.12	24.34	28.18
	Index	100	93	108
			*	*
Listened online to streaming AM/FM broadcast radio stations - Past Month	Unwgt'd	7450	6	9
	Weighted (000)	36486	26	24
	Horz %	100.00	0.07	0.07
	Vert %	15.15	25.83	10.41
	Index	100	170	69
			*	*
Listened to Internet-only radio or other online music or audio services (eg. Pandora, Spotify, etc.) - Past Month	Unwgt'd	14104	6	14
	Weighted (000)	70596	26	43
	Horz %	100.00	0.04	0.06
	Vert %	29.32	25.36	18.54
	Index	100	86	63
			*	*
Visited a radio station, radio program or radio personality's website - Past Month	Unwgt'd	3495	2	5
	Weighted (000)	16642	4	14
	Horz %	100.00	0.03	0.08
	Vert %	6.91	4.17	5.98
	Index	100	60	87
			*	*
Downloaded music - past month	Unwgt'd	10131	5	11
	Weighted (000)	53361	21	36
	Horz %	100.00	0.04	0.07
	Vert %	22.16	21.11	15.52
	Index	100	95	70
			*	*
Downloaded or listened to podcasts/podcasting - past month	Unwgt'd	2692	1	2
	Weighted (000)	11952	2	2
	Horz %	100.00	0.02	0.02
	Vert %	4.96	2.27	1.00
	Index	100	46	20
			*	*
Listened to iHeartRadio/visited website - past month	Unwgt'd	3490	2	11
	Weighted (000)	17709	4	68
	Horz %	100.00	0.02	0.38
	Vert %	7.36	3.76	29.38
	Index	100	51	399

		Adults 18+	Decision Maker for Any Mitsubishi Bought or Leased New	Would Buy/Lease New Mitsubishi if Making Decision Today
Listened to iTunes/visited website - past month			*	*
	Unwgt'd	7650	6	5
	Weighted (000)	36645	24	8
	Horz %	100.00	0.07	0.02
	Vert %	15.22	23.64	3.26
	Index	100	155	21
Listened to Pandora/visited website - past month			*	*
	Unwgt'd	13348	4	11
	Weighted (000)	68670	12	41
	Horz %	100.00	0.02	0.06
	Vert %	28.52	12.22	17.50
	Index	100	43	61
Listened to Spotify/visited website - past month			*	*
	Unwgt'd	4026	2	5
	Weighted (000)	21138	5	25
	Horz %	100.00	0.02	0.12
	Vert %	8.78	4.55	10.73
	Index	100	52	122
Advertising on radio provides me with useful information about bargains. Agree strongly or Agree somewhat			*	*
	Unwgt'd	16441	11	13
	Weighted (000)	83247	39	40
	Horz %	100.00	0.05	0.05
	Vert %	34.57	38.32	17.25
	Index	100	111	50
Advertising on radio provides me with meaningful information about the product use of other consumers. Agree strongly or Agree somewhat			*	*
	Unwgt'd	13568	9	14
	Weighted (000)	68583	35	50
	Horz %	100.00	0.05	0.07
	Vert %	28.48	34.81	21.75
	Index	100	122	76
Advertising on radio provides me with useful information about new products and services. Agree strongly or Agree somewhat			*	*
	Unwgt'd	16787	9	19
	Weighted (000)	84735	32	87
	Horz %	100.00	0.04	0.10
	Vert %	35.19	31.97	37.61
	Index	100	91	107
For me, advertising on radio is amusing. Agree strongly or Agree somewhat			*	*
	Unwgt'd	12871	8	17
	Weighted (000)	66195	32	84
	Horz %	100.00	0.05	0.13
	Vert %	27.49	31.66	36.30
	Index	100	115	132
TV Dayparts: Total Week Prime Time Cume Audience			*	*
	Unwgt'd	38660	14	34
	Weighted (000)	189912	64	143
	Horz %	100.00	0.03	0.08
	Vert %	78.87	62.71	61.59
	Index	100	80	78
TV Dayparts: Prime Time Weekdays Cume Audience: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)			*	*
	Unwgt'd	30696	11	23
	Weighted (000)	149196	54	90
	Horz %	100.00	0.04	0.06
	Vert %	61.96	53.26	38.85
	Index	100	86	63



		Adults 18+	Decision Maker for Any Mitsubishi Bought or Leased New	Would Buy/Lease New Mitsubishi if Making Decision Today
			*	*
TV Dayparts: Prime Time Saturday Cume Audience: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)	Unwgted	26491	7	23
	Weighted (000)	129997	35	82
	Horz %	100.00	0.03	0.06
	Vert %	53.99	34.69	35.19
	Index	100	64	65
			*	*
TV Dayparts: Prime Time Sunday Cume Audience: 7:00-11:00 pm (Eastern/Pacific), 6:00-10:00 pm (Central/Mountain)	Unwgted	30904	11	28
	Weighted (000)	150311	53	125
	Horz %	100.00	0.04	0.08
	Vert %	62.43	52.62	53.93
	Index	100	84	86
			*	*
TV Dayparts: Weekdays Cume Audience: 9:00 am-4:00 pm (Eastern/Pacific) 9:00 am - 3:00 pm (Central/Mountain)	Unwgted	13385	5	11
	Weighted (000)	71448	47	56
	Horz %	100.00	0.07	0.08
	Vert %	29.67	46.49	24.24
	Index	100	157	82
			*	*
TV Dayparts: Weekdays Cume Audience: 4:00 pm-7:30 pm (Eastern/Pacific) 3:00 pm-6:30 pm (Central/Mountain)	Unwgted	23966	12	19
	Weighted (000)	120410	67	66
	Horz %	100.00	0.06	0.05
	Vert %	50.01	65.77	28.32
	Index	100	132	57
			*	*
TV Dayparts: Weekdays Cume Audience: 11:30 pm-1:00 am (Eastern/Pacific) 10:30 pm-Midnight (Central/Mountain)	Unwgted	7819	3	5
	Weighted (000)	39930	8	14
	Horz %	100.00	0.02	0.03
	Vert %	16.58	7.58	5.87
	Index	100	46	35
			*	*
TV Dayparts: Weekend Children's Shows Cume Audience: Saturday-Sunday Morning	Unwgted	19776	6	15
	Weighted (000)	98663	60	48
	Horz %	100.00	0.06	0.05
	Vert %	40.98	59.30	20.58
	Index	100	145	50
			*	*
TV Dayparts: Weekend Sports Cume Audience: Saturday-Sunday Afternoon	Unwgted	23713	8	19
	Weighted (000)	118404	50	69
	Horz %	100.00	0.04	0.06
	Vert %	49.18	48.85	29.75
	Index	100	99	60
			*	*
Downloaded a TV Program - Past Month	Unwgted	2546	1	3
	Weighted (000)	12316	2	4
	Horz %	100.00	0.02	0.04
	Vert %	5.11	1.90	1.87
	Index	100	37	37
			*	*
Watched a TV Program Online - Past Month	Unwgted	8662	5	9
	Weighted (000)	42288	24	56
	Horz %	100.00	0.06	0.13
	Vert %	17.56	23.56	24.34
	Index	100	134	139

		Adults 18+	Decision Maker for Any Mitsubishi Bought or Leased New	Would Buy/Lease New Mitsubishi if Making Decision Today
			*	*
Visited a TV Network or TV Show's Web Site - Past Month	Unwgt'd	10361	3	13
	Weighted (000)	49642	14	80
	Horz %	100.00	0.03	0.16
	Vert %	20.62	13.81	34.31
	Index	100	67	166
			*	*
Looked at TV Listings Online - Past Month	Unwgt'd	5556	5	9
	Weighted (000)	25739	23	28
	Horz %	100.00	0.09	0.11
	Vert %	10.69	22.53	11.94
	Index	100	211	112
			*	*
Household Subscribes to Cable TV	Unwgt'd	22719	11	19
	Weighted (000)	108255	76	80
	Horz %	100.00	0.07	0.07
	Vert %	44.96	75.11	34.62
	Index	100	167	77
			*	*
Household Subscribes to Cable, Satellite or Fiber Optic TV	Unwgt'd	39029	14	38
	Weighted (000)	191150	85	144
	Horz %	100.00	0.04	0.08
	Vert %	79.39	84.06	62.30
	Index	100	106	78
			*	*
Viewed Any Cable TV (Including Pay) - Past Week	Unwgt'd	37639	14	37
	Weighted (000)	184440	85	142
	Horz %	100.00	0.05	0.08
	Vert %	76.60	84.06	61.24
	Index	100	110	80
			*	*
Heavy Cable TV Viewer (Including Pay) - Past Week	Unwgt'd	27789	6	28
	Weighted (000)	137528	47	92
	Horz %	100.00	0.03	0.07
	Vert %	57.12	46.23	39.51
	Index	100	81	69
			*	*
Viewed Any Premium Cable Channels - Past Month	Unwgt'd	16374	5	13
	Weighted (000)	77280	22	36
	Horz %	100.00	0.03	0.05
	Vert %	32.10	21.87	15.44
	Index	100	68	48
			*	*
Viewed Any Pay-Per-View Programs or Events - Past Year	Unwgt'd	6244	0	4
	Weighted (000)	29338	0	7
	Horz %	100.00	0.00	0.02
	Vert %	12.18	0.00	3.09
	Index	100	0	25
			*	*
Viewed Any Video-On-Demand Programs or Events - Past Year	Unwgt'd	13643	3	12
	Weighted (000)	59903	10	38
	Horz %	100.00	0.02	0.06
	Vert %	24.88	9.71	16.56
	Index	100	39	67

		Adults 18+	Decision Maker for Any Mitsubishi Bought or Leased New	Would Buy/Lease New Mitsubishi if Making Decision Today
			*	*
Household Has a Satellite Dish	Unwgt'd	10901	1	12
	Weighted (000)	62972	6	52
	Horz %	100.00	0.01	0.08
	Vert %	26.15	5.48	22.52
	Index	100	21	86
			*	*
Household Has a Digital Video Recorder (DVR)	Unwgt'd	24213	7	25
	Weighted (000)	117400	19	86
	Horz %	100.00	0.02	0.07
	Vert %	48.76	18.57	36.97
	Index	100	38	76
			*	*
Any Internet/Online Activity - Past Month	Unwgt'd	41735	17	44
	Weighted (000)	203627	71	209
	Horz %	100.00	0.03	0.10
	Vert %	84.57	70.10	90.33
	Index	100	83	107
			*	*
Played Games Online - Past Month	Unwgt'd	13858	2	14
	Weighted (000)	73582	8	82
	Horz %	100.00	0.01	0.11
	Vert %	30.56	8.18	35.53
	Index	100	27	116
			*	*
Downloaded a Video Game - Past Month	Unwgt'd	5181	1	5
	Weighted (000)	29277	3	24
	Horz %	100.00	0.01	0.08
	Vert %	12.16	2.53	10.24
	Index	100	21	84
			*	*
Downloaded a Movie - Past Month	Unwgt'd	4298	3	5
	Weighted (000)	21411	9	28
	Horz %	100.00	0.04	0.13
	Vert %	8.89	9.27	11.88
	Index	100	104	134
			*	*
Watched a Movie Online - Past Month	Unwgt'd	10210	7	13
	Weighted (000)	51231	32	73
	Horz %	100.00	0.06	0.14
	Vert %	21.28	31.46	31.53
	Index	100	148	148
			*	*
Watched Online Video (Not Movie, TV) - Past Month	Unwgt'd	8994	4	10
	Weighted (000)	44949	23	45
	Horz %	100.00	0.05	0.10
	Vert %	18.67	23.11	19.21
	Index	100	124	103
			*	*
Visited a Chat Room - Past Month	Unwgt'd	2241	2	1
	Weighted (000)	11411	5	2
	Horz %	100.00	0.04	0.02
	Vert %	4.74	4.66	0.79
	Index	100	98	17

		Adults 18+	Decision Maker for Any Mitsubishi Bought or Leased New	Would Buy/Lease New Mitsubishi if Making Decision Today
			*	*
Used e-Mail - Past Month	Unwgt'd	36995	17	38
	Weighted (000)	174261	71	183
	Horz %	100.00	0.04	0.10
	Vert %	72.37	70.10	78.93
	Index	100	97	109
			*	*
Used Instant Messenger/IM Online - Past Month	Unwgt'd	26705	14	29
	Weighted (000)	135807	51	141
	Horz %	100.00	0.04	0.10
	Vert %	56.40	50.40	60.65
	Index	100	89	108
			*	*
Visited Online Blogs - Past Month	Unwgt'd	6524	2	8
	Weighted (000)	31710	5	37
	Horz %	100.00	0.01	0.12
	Vert %	13.17	4.60	15.80
	Index	100	35	120
			*	*
Wrote an Online Blog - Past Month	Unwgt'd	1311	1	2
	Weighted (000)	6536	2	3
	Horz %	100.00	0.03	0.05
	Vert %	2.71	1.90	1.50
	Index	100	70	55
			*	*
Uploaded or Added Video to a Web Site - Past Month	Unwgt'd	3852	2	5
	Weighted (000)	19478	5	13
	Horz %	100.00	0.02	0.07
	Vert %	8.09	4.60	5.62
	Index	100	57	70
			*	*
Accessed Any Social/Networking/Photo/Video Web Site - Past Month	Unwgt'd	35665	15	37
	Weighted (000)	177442	65	166
	Horz %	100.00	0.04	0.09
	Vert %	73.69	63.77	71.83
	Index	100	87	97
			*	*
Accessed Facebook.com - Past Month	Unwgt'd	28781	10	31
	Weighted (000)	145748	31	151
	Horz %	100.00	0.02	0.10
	Vert %	60.53	30.87	65.36
	Index	100	51	108
			*	*
Accessed Foursquare - Past Month	Unwgt'd	326	0	0
	Weighted (000)	1536	0	0
	Horz %	100.00	0.00	0.00
	Vert %	0.64	0.00	0.00
	Index	100	0	0
			*	*
Accessed Google+ (Google Plus) - Past Month	Unwgt'd	8327	4	10
	Weighted (000)	41531	19	38
	Horz %	100.00	0.04	0.09
	Vert %	17.25	18.42	16.34
	Index	100	107	95

		Adults 18+	Decision Maker for Any Mitsubishi Bought or Leased New	Would Buy/Lease New Mitsubishi if Making Decision Today
			*	*
Accessed LinkedIn.com - Past Month	Unwgt'd	7880	3	8
	Weighted (000)	30933	10	37
	Horz %	100.00	0.03	0.12
	Vert %	12.85	10.06	15.81
	Index	100	78	123
			*	*
Accessed Pinterest - Past Month	Unwgt'd	8547	3	5
	Weighted (000)	45015	7	34
	Horz %	100.00	0.01	0.08
	Vert %	18.70	6.51	14.76
	Index	100	35	79
			*	*
Accessed Tumblr - Past Month	Unwgt'd	1746	1	4
	Weighted (000)	9399	2	6
	Horz %	100.00	0.02	0.06
	Vert %	3.90	2.27	2.59
	Index	100	58	66
			*	*
Accessed Twitter.com - Past Month	Unwgt'd	6090	3	6
	Weighted (000)	30973	14	29
	Horz %	100.00	0.04	0.10
	Vert %	12.86	13.40	12.72
	Index	100	104	99
			*	*
Accessed Yelp - Past Month	Unwgt'd	3922	5	4
	Weighted (000)	15511	22	8
	Horz %	100.00	0.14	0.05
	Vert %	6.44	21.25	3.41
	Index	100	330	53
			*	*
Accessed YouTube.com - Past Month	Unwgt'd	24628	14	23
	Weighted (000)	123561	62	94
	Horz %	100.00	0.05	0.08
	Vert %	51.32	61.50	40.60
	Index	100	120	79
			*	*
Posted "Like" on Social Network - Past Month	Unwgt'd	18263	6	19
	Weighted (000)	93304	24	86
	Horz %	100.00	0.03	0.09
	Vert %	38.75	23.71	37.27
	Index	100	61	96
			*	*
"Followed" or Became a "Fan" or Something or Someone on Social Network - Past Month	Unwgt'd	9077	5	10
	Weighted (000)	47933	21	52
	Horz %	100.00	0.04	0.11
	Vert %	19.91	20.47	22.43
	Index	100	103	113
			*	*
Clicked on an Advertisement on Social Network - Past Month	Unwgt'd	6212	2	7
	Weighted (000)	29666	4	34
	Horz %	100.00	0.01	0.11
	Vert %	12.32	3.76	14.61
	Index	100	31	119

		Adults 18+	Decision Maker for Any Mitsubishi Bought or Leased New	Would Buy/Lease New Mitsubishi if Making Decision Today
			*	*
Watched a Video on Social Network - Past Month	Unwgt'd	22534	9	20
	Weighted (000)	114114	41	99
	Horz %	100.00	0.04	0.09
	Vert %	47.39	40.01	42.62
	Index	100	84	90
			*	*
Sent or Received Text Messages on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	38445	15	39
	Weighted (000)	190804	69	194
	Horz %	100.00	0.04	0.10
	Vert %	79.24	67.65	83.55
	Index	100	85	105
			*	*
Sent or Received Instant Messages on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	18075	13	13
	Weighted (000)	90847	61	63
	Horz %	100.00	0.07	0.07
	Vert %	37.73	59.90	27.16
	Index	100	159	72
			*	*
Recorded a Video on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	17311	6	15
	Weighted (000)	87270	25	99
	Horz %	100.00	0.03	0.11
	Vert %	36.24	24.67	42.57
	Index	100	68	117
			*	*
Played Music on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	22282	9	19
	Weighted (000)	113761	43	116
	Horz %	100.00	0.04	0.10
	Vert %	47.25	42.10	50.09
	Index	100	89	106
			*	*
Played a Game on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	15000	4	15
	Weighted (000)	79489	13	107
	Horz %	100.00	0.02	0.13
	Vert %	33.01	12.59	46.09
	Index	100	38	140
			*	*
Watched a Movie, TV Program or Other Video on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	9852	5	8
	Weighted (000)	51013	24	38
	Horz %	100.00	0.05	0.07
	Vert %	21.19	24.12	16.45
	Index	100	114	78
			*	*
Used a Mobile "App" - Past Month	Unwgt'd	23794	9	23
	Weighted (000)	116054	37	125
	Horz %	100.00	0.03	0.11
	Vert %	48.20	36.38	53.83
	Index	100	75	112
			*	*
Read Any Daily Newspaper (Print/Paper/Hard Copy)	Unwgt'd	11920	5	17
	Weighted (000)	53679	10	73
	Horz %	100.00	0.02	0.14
	Vert %	22.29	9.72	31.34
	Index	100	44	141

		Adults 18+	Decision Maker for Any Mitsubishi Bought or Leased New	Would Buy/Lease New Mitsubishi if Making Decision Today
			*	*
Read Any Sunday Newspaper (Print/Paper/Hard Copy)	Unwgt'd	15332	5	17
	Weighted (000)	70866	10	70
	Horz %	100.00	0.01	0.10
	Vert %	29.43	9.72	30.14
	Index	100	33	102
			*	*
Read or Looked Into Any Electronic Version of a Newspaper, Including Web Site - Past Month	Unwgt'd	18436	9	22
	Weighted (000)	84280	46	118
	Horz %	100.00	0.05	0.14
	Vert %	35.00	45.72	50.94
	Index	100	131	146
			*	*
Read Classified Advertising in Weekday Newspaper	Unwgt'd	3903	1	6
	Weighted (000)	21071	4	40
	Horz %	100.00	0.02	0.19
	Vert %	8.75	4.01	17.32
	Index	100	46	198
			*	*
Read Classified Advertising in Sunda/Weekend Newspaper	Unwgt'd	4115	2	6
	Weighted (000)	21628	5	35
	Horz %	100.00	0.02	0.16
	Vert %	8.98	4.99	14.89
	Index	100	56	166
			*	*
Read Advertisements in Weekday Newspaper	Unwgt'd	4150	2	6
	Weighted (000)	19673	5	17
	Horz %	100.00	0.03	0.09
	Vert %	8.17	4.86	7.36
	Index	100	60	90
			*	*
Read Advertisements in Sunday/Weekend Newspaper	Unwgt'd	5230	2	7
	Weighted (000)	24675	6	21
	Horz %	100.00	0.02	0.08
	Vert %	10.25	5.62	8.85
	Index	100	55	86
			*	*
Read Circulars/Inserts/Fliers in Weekday Newspaper	Unwgt'd	5482	1	4
	Weighted (000)	25536	4	28
	Horz %	100.00	0.02	0.11
	Vert %	10.61	4.01	11.99
	Index	100	38	113
			*	*
Read Circulars/Inserts/Fliers in Sunday/Weekend Newspaper	Unwgt'd	8125	2	11
	Weighted (000)	36955	6	39
	Horz %	100.00	0.02	0.10
	Vert %	15.35	5.62	16.75
	Index	100	37	109
			*	*
Received and/or Clipped Coupons from Weekday Newspaper - Past Year	Unwgt'd	4605	2	4
	Weighted (000)	22586	4	36
	Horz %	100.00	0.02	0.16
	Vert %	9.38	3.50	15.59
	Index	100	37	166

		Adults 18+	Decision Maker for Any Mitsubishi Bought or Leased New	Would Buy/Lease New Mitsubishi if Making Decision Today
Received and/or Clipped Coupons from Sunday/Weekend Newspaper - Past Year			*	*
	Unwgt'd	10890	4	8
	Weighted (000)	52963	9	49
	Horz %	100.00	0.02	0.09
	Vert %	22.00	9.12	20.98
	Index	100	41	95
Personally Referred to Paper Yellow Pages - Past Week			*	*
	Unwgt'd	3183	2	6
	Weighted (000)	15401	5	21
	Horz %	100.00	0.03	0.13
	Vert %	6.40	4.86	8.90
	Index	100	76	139
Personally Referred to Internet Yellow Pages - Past Week			*	*
	Unwgt'd	2624	0	5
	Weighted (000)	13074	0	31
	Horz %	100.00	0.00	0.23
	Vert %	5.43	0.00	13.18
	Index	100	0	243
Personally Referred to Paper or Internet Yellow Pages - Past Week			*	*
	Unwgt'd	5381	2	10
	Weighted (000)	26513	5	49
	Horz %	100.00	0.02	0.19
	Vert %	11.01	4.86	21.26
	Index	100	44	193
Accessed Yellowpages.com (YP.com) - Past Month			*	*
	Unwgt'd	2490	0	1
	Weighted (000)	12079	0	29
	Horz %	100.00	0.00	0.24
	Vert %	5.02	0.00	12.66
	Index	100	0	252
Have Seen Video Ads in Grocery Stores - Past Month			*	*
	Unwgt'd	8982	2	11
	Weighted (000)	46737	6	39
	Horz %	100.00	0.01	0.08
	Vert %	19.41	5.62	16.83
	Index	100	29	87
Have Seen Video Ads in Drug Stores - Past Month			*	*
	Unwgt'd	5976	2	10
	Weighted (000)	31131	6	38
	Horz %	100.00	0.02	0.12
	Vert %	12.93	5.62	16.32
	Index	100	43	126
Have Seen Video Ads in Convenience Stores - Past Month			*	*
	Unwgt'd	5902	1	12
	Weighted (000)	31417	2	42
	Horz %	100.00	0.01	0.13
	Vert %	13.05	1.61	17.96
	Index	100	12	138
Have Seen Video Ads in Large Discount/Department Stores - Past Month			*	*
	Unwgt'd	6287	3	13
	Weighted (000)	33490	10	75
	Horz %	100.00	0.03	0.23
	Vert %	13.91	9.79	32.56
	Index	100	70	234



		Adults 18+	Decision Maker for Any Mitsubishi Bought or Leased New	Would Buy/Lease New Mitsubishi if Making Decision Today
			*	*
Have Seen Video Ads in Warehouse/Club Stores - Past Month	Unwgt'd	5223	0	7
	Weighted (000)	26008	0	28
	Horz %	100.00	0.00	0.11
	Vert %	10.80	0.00	12.02
	Index	100	0	111
			*	*
Have Seen Video Ads in Other Stores - Past Month	Unwgt'd	4855	0	10
	Weighted (000)	25254	0	42
	Horz %	100.00	0.00	0.17
	Vert %	10.49	0.00	18.03
	Index	100	0	172
			*	*
Have Seen Video Ads in Shopping Malls - Past Month	Unwgt'd	6785	3	8
	Weighted (000)	34124	7	28
	Horz %	100.00	0.02	0.08
	Vert %	14.17	6.76	11.99
	Index	100	48	85
			*	*
Have Seen Video Ads in Bars/Pubs - Past Month	Unwgt'd	4286	2	7
	Weighted (000)	21507	5	20
	Horz %	100.00	0.02	0.09
	Vert %	8.93	4.99	8.42
	Index	100	56	94
			*	*
Have Seen Video Ads in Fast-Food or Family Restaurants - Past Month	Unwgt'd	6264	3	9
	Weighted (000)	33395	10	24
	Horz %	100.00	0.03	0.07
	Vert %	13.87	9.74	10.20
	Index	100	70	74
			*	*
Have Seen Video Ads in Coffee Shops, Cafes or Delis - Past Month	Unwgt'd	4657	0	7
	Weighted (000)	23645	0	18
	Horz %	100.00	0.00	0.08
	Vert %	9.82	0.00	7.87
	Index	100	0	80
			*	*
Have Seen Video Ads in Gym/Health Clubs - Past Month	Unwgt'd	3958	1	5
	Weighted (000)	19616	4	16
	Horz %	100.00	0.02	0.08
	Vert %	8.15	4.17	6.69
	Index	100	51	82
			*	*
Have Seen Video Ads in Medical Offices - Past Month	Unwgt'd	5541	2	8
	Weighted (000)	27802	6	22
	Horz %	100.00	0.02	0.08
	Vert %	11.55	5.78	9.56
	Index	100	50	83
			*	*
Have Seen Video Ads in Airports - Past Month	Unwgt'd	4033	1	5
	Weighted (000)	18664	5	18
	Horz %	100.00	0.03	0.10
	Vert %	7.75	5.10	7.90
	Index	100	66	102

		Adults 18+	Decision Maker for Any Mitsubishi Bought or Leased New	Would Buy/Lease New Mitsubishi if Making Decision Today
			*	*
Have Seen Video Ads at Gas Stations - Past Month	Unwgt'd	8262	3	7
	Weighted (000)	40582	15	27
	Horz %	100.00	0.04	0.07
	Vert %	16.85	14.89	11.77
	Index	100	88	70
			*	*
Have Seen Video Ads in Office Building Lobbies - Past Month	Unwgt'd	3589	1	4
	Weighted (000)	18074	1	10
	Horz %	100.00	0.01	0.05
	Vert %	7.51	0.98	4.28
	Index	100	13	57
			*	*
Have Seen Video Ads in Office Building Elevators - Past Month	Unwgt'd	3463	1	5
	Weighted (000)	16741	1	13
	Horz %	100.00	0.01	0.08
	Vert %	6.95	0.98	5.80
	Index	100	14	83
			*	*
Have Seen Video Ads in Movie Theater Lobbies - Past Month	Unwgt'd	5006	1	9
	Weighted (000)	25416	2	42
	Horz %	100.00	0.01	0.17
	Vert %	10.56	1.61	18.13
	Index	100	15	172
			*	*
Have Seen Ads on Billboards - Past Month	Unwgt'd	24747	5	26
	Weighted (000)	122681	15	148
	Horz %	100.00	0.01	0.12
	Vert %	50.95	14.55	64.05
	Index	100	29	126
			*	*
Have Seen Ads on Buses/Trains - Past Month	Unwgt'd	11300	5	12
	Weighted (000)	52460	12	78
	Horz %	100.00	0.02	0.15
	Vert %	21.79	11.82	33.53
	Index	100	54	154
			*	*
Have Seen Ads at Bus Stops or Train Stations - Past Month	Unwgt'd	7513	2	8
	Weighted (000)	33802	5	38
	Horz %	100.00	0.02	0.11
	Vert %	14.04	5.22	16.22
	Index	100	37	116
			*	*
Have Seen Ads Inside Taxis - Past Month	Unwgt'd	3860	1	2
	Weighted (000)	17253	5	8
	Horz %	100.00	0.03	0.04
	Vert %	7.17	5.10	3.30
	Index	100	71	46
			*	*
Have Seen Ads on Top of Taxis - Past Month	Unwgt'd	6144	2	6
	Weighted (000)	27714	9	22
	Horz %	100.00	0.03	0.08
	Vert %	11.51	9.27	9.64
	Index	100	81	84

		Adults 18+	Decision Maker for Any Mitsubishi Bought or Leased New	Would Buy/Lease New Mitsubishi if Making Decision Today
			*	*
Have Seen Ads on Phone Booths - Past Month	Unwgt'd	2895	0	1
	Weighted (000)	14322	0	6
	Horz %	100.00	0.00	0.04
	Vert %	5.95	0.00	2.71
	Index	100	0	46
			*	*
Have Seen Ads at Sports or Entertainment Events - Past Month	Unwgt'd	7781	3	11
	Weighted (000)	38266	9	54
	Horz %	100.00	0.02	0.14
	Vert %	15.89	9.16	23.48
	Index	100	58	148
			*	*
Have Seen Ads on Postcards - Past Month	Unwgt'd	5833	3	10
	Weighted (000)	27321	11	32
	Horz %	100.00	0.04	0.12
	Vert %	11.35	10.77	13.79
	Index	100	95	122
			*	*
Have Seen Ads Sent to a Cellphone or Other Mobile Device - Past Month	Unwgt'd	12452	3	19
	Weighted (000)	62134	8	102
	Horz %	100.00	0.01	0.16
	Vert %	25.81	7.68	44.07
	Index	100	30	171
			*	*
Have Seen Ads on Posters at Movie Theaters - Past Month	Unwgt'd	8769	3	13
	Weighted (000)	43591	7	61
	Horz %	100.00	0.02	0.14
	Vert %	18.10	6.76	26.28
	Index	100	37	145
			*	*
Have Seen Ads Shown On-Screen Before Start of a Movie - Past Month	Unwgt'd	11245	4	14
	Weighted (000)	55588	9	63
	Horz %	100.00	0.02	0.11
	Vert %	23.09	9.28	27.07
	Index	100	40	117
			*	*
Have Seen Ads in Stores (Not Video Ads) - Past Month	Unwgt'd	15945	7	27
	Weighted (000)	79810	22	145
	Horz %	100.00	0.03	0.18
	Vert %	33.15	22.02	62.74
	Index	100	66	189
			*	*
Have Seen Ads in Shopping Malls (Not Video Ads) - Past Month	Unwgt'd	11680	6	18
	Weighted (000)	57496	20	82
	Horz %	100.00	0.04	0.14
	Vert %	23.88	20.11	35.46
	Index	100	84	148
			*	*
Have Seen Infomercials - Past Month	Unwgt'd	9980	4	13
	Weighted (000)	49971	10	56
	Horz %	100.00	0.02	0.11
	Vert %	20.75	9.45	24.09
	Index	100	46	116

		Adults 18+	Decision Maker for Any Mitsubishi Bought or Leased New	Would Buy/Lease New Mitsubishi if Making Decision Today
			*	*
Have Seen Offers or Ads Sent to Home by Mail - Past Month	Unwgt'd	20473	8	23
	Weighted (000)	99869	48	126
	Horz %	100.00	0.05	0.13
	Vert %	41.48	47.45	54.35
	Index	100	114	131
			*	*
Have Seen Product Placement in Video Games - Past Month	Unwgt'd	4438	2	9
	Weighted (000)	24118	3	47
	Horz %	100.00	0.01	0.19
	Vert %	10.02	2.58	20.12
	Index	100	26	201
			*	*
Have Seen Product Placement in TV Shows - Past Month	Unwgt'd	18649	6	17
	Weighted (000)	91632	15	87
	Horz %	100.00	0.02	0.10
	Vert %	38.06	14.88	37.63
	Index	100	39	99
			*	*
Have Seen Product Placement in Movies - Past Month	Unwgt'd	11567	3	6
	Weighted (000)	58165	6	22
	Horz %	100.00	0.01	0.04
	Vert %	24.16	5.44	9.31
	Index	100	23	39