

RAB / GfK MRI AUTO PROFILE: Mitsubishi

		Adults 18+	Own\Lease Mitsubishi Galant	Own\Lease Mitsubishi Lancer	Own\Lease any Mitsubishi	Most recent vehicle bought/leased Mitsubishi
Adults 18+	Unwgted	48646	93	63	470	209
	Weighted (000)	244084	416	342	2458	1005
	Horz %	100.00	0.17	0.14	1.01	0.41
	Vert %	100.00	100.00	100.00	100.00	100.00
	Index	100	100	100	100	100
Male			*	*		
	Unwgted	24620	43	30	240	96
	Weighted (000)	117785	172	153	1202	430
	Horz %	100.00	0.15	0.13	1.02	0.37
	Vert %	48.26	41.34	44.64	48.90	42.81
Index	100	86	93	101	89	
Female			*	*		
	Unwgted	24026	50	33	230	113
	Weighted (000)	126299	244	190	1256	575
	Horz %	100.00	0.19	0.15	0.99	0.46
	Vert %	51.74	58.66	55.36	51.10	57.19
Index	100	113	107	99	111	
Age 18-24			*	*	*	*
	Unwgted	3885	11	6	48	21
	Weighted (000)	30253	78	43	381	157
	Horz %	100.00	0.26	0.14	1.26	0.52
	Vert %	12.39	18.85	12.61	15.52	15.58
Index	100	152	102	125	126	
Age 25-34			*	*		
	Unwgted	8183	15	18	109	57
	Weighted (000)	43389	56	82	531	251
	Horz %	100.00	0.13	0.19	1.22	0.58
	Vert %	17.78	13.45	23.96	21.60	25.02
Index	100	76	135	122	141	
Age 35-44			*	*		*
	Unwgted	8605	22	11	106	44
	Weighted (000)	40230	74	58	463	197
	Horz %	100.00	0.18	0.14	1.15	0.49
	Vert %	16.48	17.66	16.95	18.85	19.62
Index	100	107	103	114	119	
Age 45-54			*	*		*
	Unwgted	8861	22	12	87	34
	Weighted (000)	43105	118	75	531	210
	Horz %	100.00	0.27	0.17	1.23	0.49
	Vert %	17.66	28.34	21.99	21.59	20.93
Index	100	160	125	122	119	
Age 55-64			*	*		*
	Unwgted	8498	11	5	63	31
	Weighted (000)	40725	45	14	259	98
	Horz %	100.00	0.11	0.03	0.64	0.24
	Vert %	16.68	10.88	4.05	10.54	9.73
Index	100	65	24	63	58	

		Adults 18+	Own\Lease Mitsubishi Galant	Own\Lease Mitsubishi Lancer	Own\Lease any Mitsubishi	Most recent vehicle bought/leased Mitsubishi
				*	*	*
Age 65+	Unwgted	10614	12	11	57	22
	Weighted (000)	46383	45	70	293	92
	Horz %	100.00	0.10	0.15	0.63	0.20
	Vert %	19.00	10.83	20.44	11.91	9.11
	Index	100	57	108	63	48
Age 21+	Unwgted	47284	91	62	455	203
	Weighted (000)	232046	386	341	2321	941
	Horz %	100.00	0.17	0.15	1.00	0.41
	Vert %	95.07	92.85	99.49	94.41	93.64
	Index	100	98	105	99	98
Age 18-34	Unwgted	12068	26	24	157	78
	Weighted (000)	73642	134	125	912	408
	Horz %	100.00	0.18	0.17	1.24	0.55
	Vert %	30.17	32.30	36.57	37.12	40.60
	Index	100	107	121	123	135
Age 18-49	Unwgted	24996	65	39	311	138
	Weighted (000)	134658	307	216	1698	723
	Horz %	100.00	0.23	0.16	1.26	0.54
	Vert %	55.17	73.72	63.11	69.09	71.98
	Index	100	134	114	125	130
Age 25-54	Unwgted	25649	59	41	302	135
	Weighted (000)	126724	247	215	1525	659
	Horz %	100.00	0.20	0.17	1.20	0.52
	Vert %	51.92	59.45	62.91	62.04	65.57
	Index	100	114	121	120	126
Age 35-64	Unwgted	25964	55	28	256	109
	Weighted (000)	124059	237	147	1253	505
	Horz %	100.00	0.19	0.12	1.01	0.41
	Vert %	50.83	56.87	43.00	50.98	50.28
	Index	100	112	85	100	99
Age 50+	Unwgted	23650	28	24	159	71
	Weighted (000)	109426	109	126	760	282
	Horz %	100.00	0.10	0.12	0.69	0.26
	Vert %	44.83	26.28	36.89	30.91	28.02
	Index	100	59	82	69	63
Median Age	Unwgted					
	Weighted (000)	47.00	45.00	44.00	42.10	39.20
	Horz %					
	Vert %					
	Index	100	96	94	90	83
Race: White Only	Unwgted	34564	59	41	321	148
	Weighted (000)	179823	264	202	1622	674
	Horz %	100.00	0.15	0.11	0.90	0.37
	Vert %	73.67	63.42	58.98	66.00	67.10
	Index	100	86	80	90	91

		Adults 18+	Own\Lease Mitsubishi Galant	Own\Lease Mitsubishi Lancer	Own\Lease any Mitsubishi	Most recent vehicle bought/leased Mitsubishi
			*	*		*
Race: Black/African-American Only	Unwgted	5909	11	6	53	28
	Weighted (000)	29535	48	54	332	157
	Horz %	100.00	0.16	0.18	1.12	0.53
	Vert %	12.10	11.44	15.65	13.49	15.62
	Index	100	95	129	111	129
			*	*	*	*
Race: Asian	Unwgted	2388	8	2	27	10
	Weighted (000)	8358	39	13	123	46
	Horz %	100.00	0.47	0.15	1.47	0.55
	Vert %	3.42	9.43	3.66	5.00	4.58
	Index	100	276	107	146	134
			*	*		*
Race: Other Race/Multi-Racial	Unwgted	8173	23	16	96	33
	Weighted (000)	34726	105	87	504	174
	Horz %	100.00	0.30	0.25	1.45	0.50
	Vert %	14.23	25.14	25.38	20.51	17.28
	Index	100	177	178	144	121
			*	*		*
Hispanic, Latino, Spanish Origin or Descent	Unwgted	6851	17	17	96	38
	Weighted (000)	37743	73	117	541	188
	Horz %	100.00	0.19	0.31	1.43	0.50
	Vert %	15.46	17.44	34.21	22.01	18.75
	Index	100	113	221	142	121
			*	*	*	*
Hispanic, Personally Speak Only English at Home	Unwgted	1739	5	4	33	14
	Weighted (000)	6214	14	16	147	39
	Horz %	100.00	0.23	0.26	2.37	0.63
	Vert %	2.55	3.45	4.78	5.99	3.89
	Index	100	135	188	235	153
			*	*	*	*
Hispanic, Personally Speak Mostly English, But Some Spanish at Home	Unwgted	2047	5	6	36	12
	Weighted (000)	9439	21	29	171	60
	Horz %	100.00	0.22	0.31	1.81	0.64
	Vert %	3.87	5.10	8.47	6.95	5.98
	Index	100	132	219	180	155
			*	*	*	*
Hispanic, Personally Speak Only Spanish at Home	Unwgted	1280	3	3	11	7
	Weighted (000)	10474	29	45	126	69
	Horz %	100.00	0.27	0.43	1.20	0.66
	Vert %	4.29	6.87	13.04	5.13	6.84
	Index	100	160	304	119	159
			*	*	*	*
Hispanic, Personally Speak Mostly Spanish, But Some English at Home	Unwgted	1668	4	3	15	5
	Weighted (000)	9512	8	19	89	21
	Horz %	100.00	0.09	0.20	0.93	0.22
	Vert %	3.90	2.02	5.58	3.61	2.04
	Index	100	52	143	93	52
			*	*	*	*
Hispanic, Personally Speak Spanish and English Equally at Home	Unwgted	99	0	1	1	0
	Weighted (000)	1751	0	8	8	0
	Horz %	100.00	0.00	0.46	0.46	0.00
	Vert %	0.72	0.00	2.34	0.33	0.00
	Index	100	0	326	45	0

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			*	*	*	*
Highest Level Education Completed/Highest Degree Received: Master's, Professional School or Doctorate Degree	Unwgt'd	6825	10	6	49	16
	Weighted (000)	26213	48	18	231	111
	Horz %	100.00	0.18	0.07	0.88	0.42
	Vert %	10.74	11.48	5.28	9.40	11.03
	Index	100	107	49	88	103
			*	*	*	*
Highest Level Education Completed/Highest Degree Received: Bachelor's Degree	Unwgt'd	10965	24	14	112	47
	Weighted (000)	46746	90	52	521	174
	Horz %	100.00	0.19	0.11	1.11	0.37
	Vert %	19.15	21.58	15.26	21.20	17.28
	Index	100	113	80	111	90
			*	*	*	*
Highest Level Education Completed/Highest Degree Received: Associate Degree, Academic	Unwgt'd	2649	2	5	27	11
	Weighted (000)	11210	6	35	144	35
	Horz %	100.00	0.06	0.31	1.29	0.31
	Vert %	4.59	1.52	10.27	5.86	3.46
	Index	100	33	224	128	75
			*	*	*	*
Highest Level Education Completed/Highest Degree Received: Associate Degree, Occupational/Vocational	Unwgt'd	3407	9	5	37	15
	Weighted (000)	13775	38	20	148	56
	Horz %	100.00	0.28	0.15	1.08	0.40
	Vert %	5.64	9.15	5.95	6.03	5.53
	Index	100	162	105	107	98
			*	*	*	*
Highest Level Education Completed/Highest Degree Received: Some College, but No Degree	Unwgt'd	10089	22	16	123	58
	Weighted (000)	44682	105	76	565	259
	Horz %	100.00	0.24	0.17	1.26	0.58
	Vert %	18.31	25.27	22.18	22.98	25.74
	Index	100	138	121	126	141
			*	*	*	*
Respondent - Highest Level Education Completed/Highest Degree Received: High school graduate (High School Diploma or Equivalent, such as GED)	Unwgt'd	10356	18	9	81	42
	Weighted (000)	71816	79	56	526	246
	Horz %	100.00	0.11	0.08	0.73	0.34
	Vert %	29.42	19.08	16.32	21.40	24.53
	Index	100	65	55	73	83
			*	*	*	*
Respondent - Highest Level Education Completed/Highest Degree Received: 11th Grade or Less or 12th Grade, No Diploma	Unwgt'd	4355	8	8	41	20
	Weighted (000)	29641	50	85	323	125
	Horz %	100.00	0.17	0.29	1.09	0.42
	Vert %	12.14	11.92	24.74	13.12	12.44
	Index	100	98	204	108	102
			*	*	*	*
Currently Attending College or University	Unwgt'd	3403	8	8	53	30
	Weighted (000)	19372	61	48	346	190
	Horz %	100.00	0.31	0.25	1.78	0.98
	Vert %	7.94	14.66	13.97	14.06	18.93
	Index	100	185	176	177	239
			*	*	*	*
Employed Full Time	Unwgt'd	25438	56	38	292	128
	Weighted (000)	119890	214	195	1428	597
	Horz %	100.00	0.18	0.16	1.19	0.50
	Vert %	49.12	51.32	57.04	58.08	59.39
	Index	100	104	116	118	121

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			*	*		*
Employed Part Time	Unwgted	5730	6	8	54	25
	Weighted (000)	28854	50	41	288	119
	Horz %	100.00	0.17	0.14	1.00	0.41
	Vert %	11.82	12.12	12.04	11.71	11.85
	Index	100	102	102	99	100
			*	*		
Not Employed	Unwgted	17478	31	17	124	56
	Weighted (000)	95339	152	106	742	289
	Horz %	100.00	0.16	0.11	0.78	0.30
	Vert %	39.06	36.56	30.92	30.21	28.76
	Index	100	94	79	77	74
			*	*		*
Temporarily Unemployed	Unwgted	1886	7	2	18	8
	Weighted (000)	12314	26	12	118	40
	Horz %	100.00	0.21	0.09	0.96	0.32
	Vert %	5.05	6.26	3.37	4.80	3.93
	Index	100	124	67	95	78
			*	*		*
Retired from Employment	Unwgted	10143	11	8	55	23
	Weighted (000)	46820	51	25	287	93
	Horz %	100.00	0.11	0.05	0.61	0.20
	Vert %	19.18	12.19	7.30	11.69	9.27
	Index	100	64	38	61	48
			*	*		*
Not Employed, Principal Shopper for Household	Unwgted	2543	7	2	23	8
	Weighted (000)	16573	46	38	166	59
	Horz %	100.00	0.28	0.23	1.00	0.36
	Vert %	6.79	10.95	11.15	6.76	5.92
	Index	100	161	164	100	87
			*	*		*
Occupation: Professional and Related Occupations	Unwgted	7405	13	8	66	34
	Weighted (000)	34142	51	50	351	159
	Horz %	100.00	0.15	0.15	1.03	0.46
	Vert %	13.99	12.31	14.67	14.29	15.79
	Index	100	88	105	102	113
			*	*		*
Occupation: Management, Business and Financial Operations	Unwgted	6595	13	10	76	31
	Weighted (000)	24720	64	29	335	144
	Horz %	100.00	0.26	0.12	1.36	0.58
	Vert %	10.13	15.34	8.52	13.64	14.35
	Index	100	151	84	135	142
			*	*		*
Occupation: Sales and Office Occupations	Unwgted	5959	16	12	75	29
	Weighted (000)	32636	76	59	413	157
	Horz %	100.00	0.23	0.18	1.27	0.48
	Vert %	13.37	18.21	17.35	16.81	15.63
	Index	100	136	130	126	117
			*	*		*
Occupation: Natural Resources, Construction and Maintenance Occupations	Unwgted	2756	5	3	35	16
	Weighted (000)	13728	21	15	159	62
	Horz %	100.00	0.15	0.11	1.16	0.45
	Vert %	5.62	4.94	4.46	6.48	6.19
	Index	100	88	79	115	110

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			*	*		*
Occupation: Other Employed	Unwgted	8453	15	13	94	43
	Weighted (000)	43519	53	82	457	194
	Horz %	100.00	0.12	0.19	1.05	0.45
	Vert %	17.83	12.63	24.07	18.59	19.28
	Index	100	71	135	104	108
Household Income: \$250,000+			*	*	*	*
	Unwgted	1966	1	2	12	3
	Weighted (000)	7800	4	13	52	13
	Horz %	100.00	0.05	0.16	0.66	0.17
	Vert %	3.20	0.96	3.71	2.11	1.33
Index	100	30	116	66	42	
Household Income: \$200,000-\$249,999			*	*	*	*
	Unwgted	1583	3	3	24	4
	Weighted (000)	7178	10	12	129	17
	Horz %	100.00	0.14	0.16	1.80	0.24
	Vert %	2.94	2.45	3.37	5.27	1.68
Index	100	83	115	179	57	
Household Income: \$150,000-\$199,999			*	*	*	*
	Unwgted	3725	8	7	46	10
	Weighted (000)	18847	63	32	261	53
	Horz %	100.00	0.34	0.17	1.38	0.28
	Vert %	7.72	15.25	9.24	10.61	5.29
Index	100	198	120	137	69	
Household Income: \$100,000-\$149,999			*	*		*
	Unwgted	7038	12	8	80	33
	Weighted (000)	39997	72	28	452	160
	Horz %	100.00	0.18	0.07	1.13	0.40
	Vert %	16.39	17.18	8.20	18.37	15.89
Index	100	105	50	112	97	
Household Income: \$75,000-\$99,999			*	*		*
	Unwgted	6168	14	8	60	29
	Weighted (000)	32585	43	37	269	122
	Horz %	100.00	0.13	0.11	0.83	0.37
	Vert %	13.35	10.38	10.85	10.96	12.11
Index	100	78	81	82	91	
Household Income: \$60,000-\$74,999			*	*	*	*
	Unwgted	4945	11	8	48	21
	Weighted (000)	24958	50	47	262	86
	Horz %	100.00	0.20	0.19	1.05	0.34
	Vert %	10.23	12.08	13.63	10.65	8.54
Index	100	118	133	104	84	
Household Income: \$50,000-\$59,999			*	*		*
	Unwgted	3824	11	5	55	29
	Weighted (000)	18483	31	29	339	192
	Horz %	100.00	0.17	0.15	1.83	1.04
	Vert %	7.57	7.52	8.36	13.78	19.10
Index	100	99	110	182	252	
Household Income: \$40,000-\$49,999			*	*	*	*
	Unwgted	4928	5	8	39	19
	Weighted (000)	20001	9	86	168	41
	Horz %	100.00	0.04	0.43	0.84	0.20
	Vert %	8.19	2.16	25.00	6.82	4.05
Index	100	26	305	83	49	

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			*	*	*	*
Household Income: \$30,000-\$39,999	Unwgted	4676	11	5	41	16
	Weighted (000)	21673	50	23	222	87
	Horz %	100.00	0.23	0.10	1.03	0.40
	Vert %	8.88	12.03	6.61	9.05	8.67
	Index	100	136	74	102	98
			*	*	*	*
Household Income: \$20,000-\$29,999	Unwgted	4378	8	4	29	23
	Weighted (000)	21286	21	16	111	85
	Horz %	100.00	0.10	0.07	0.52	0.40
	Vert %	8.72	5.03	4.62	4.51	8.47
	Index	100	58	53	52	97
			*	*	*	*
Household Income: Under \$20,000	Unwgted	5415	9	5	36	22
	Weighted (000)	31275	62	22	193	149
	Horz %	100.00	0.20	0.07	0.62	0.48
	Vert %	12.81	14.96	6.41	7.86	14.87
	Index	100	117	50	61	116
Median Household Income	Unwgted					
	Weighted (000)	65.60	70.30	58.80	71.20	57.30
	Horz %					
	Vert %					
	Index	100	107	90	109	87
			*	*		
Marital Status: Single, Never Married	Unwgted	12107	29	13	136	78
	Weighted (000)	69105	131	82	866	423
	Horz %	100.00	0.19	0.12	1.25	0.61
	Vert %	28.31	31.54	24.08	35.22	42.12
	Index	100	111	85	124	149
			*	*		
Marital Status: Currently Married	Unwgted	24506	45	35	245	80
	Weighted (000)	129071	228	173	1257	385
	Horz %	100.00	0.18	0.13	0.97	0.30
	Vert %	52.88	54.70	50.58	51.12	38.29
	Index	100	103	96	97	72
			*	*		*
Marital Status: Divorced or Legally Separated	Unwgted	8229	12	8	69	40
	Weighted (000)	31030	33	32	237	152
	Horz %	100.00	0.11	0.10	0.76	0.49
	Vert %	12.71	7.93	9.42	9.66	15.13
	Index	100	62	74	76	119
			*	*	*	*
Marital Status: Widowed	Unwgted	3804	7	7	20	11
	Weighted (000)	14879	24	55	98	45
	Horz %	100.00	0.16	0.37	0.66	0.30
	Vert %	6.10	5.84	15.93	4.00	4.46
	Index	100	96	261	66	73
			*	*	*	*
Marital Status: Engaged to Be Married	Unwgted	2120	6	6	37	26
	Weighted (000)	11812	25	32	215	160
	Horz %	100.00	0.22	0.27	1.82	1.35
	Vert %	4.84	6.11	9.31	8.74	15.90
	Index	100	126	192	181	329

		Adults 18+	Own\Lease Mitsubishi Galant	Own\Lease Mitsubishi Lancer	Own\Lease any Mitsubishi	Most recent vehicle bought/leased Mitsubishi
				*	*	*
Marital Status: Living with Partner/Fiancé/Boyfriend or Girlfriend (Same or Opposite Sex)	Unwgted	3596	6	7	50	26
	Weighted (000)	21557	20	45	332	177
	Horz %	100.00	0.09	0.21	1.54	0.82
	Vert %	8.83	4.78	13.08	13.49	17.58
	Index	100	54	148	153	199
Any Child(ren) Under Age 18 Living at Home				*		
	Unwgted	18201	50	30	222	89
	Weighted (000)	94932	233	172	1110	487
	Horz %	100.00	0.25	0.18	1.17	0.51
	Index	100	144	129	116	125
1 Child Under Age 18 Currently Living at Home				*	*	*
	Unwgted	7127	23	18	104	49
	Weighted (000)	38013	107	117	572	295
	Horz %	100.00	0.28	0.31	1.51	0.78
	Index	100	165	219	149	189
2 Children Under Age 18 Currently Living at Home				*	*	*
	Unwgted	6935	17	8	78	28
	Weighted (000)	34366	79	39	362	118
	Horz %	100.00	0.23	0.11	1.05	0.34
	Index	100	135	81	105	84
3 Children Under Age 18 Currently Living at Home				*	*	*
	Unwgted	2804	8	3	28	10
	Weighted (000)	14813	37	10	119	66
	Horz %	100.00	0.25	0.07	0.80	0.44
	Index	100	148	50	80	108
4 Children Under Age 18 Currently Living at Home				*	*	*
	Unwgted	872	0	0	7	2
	Weighted (000)	4873	0	0	24	8
	Horz %	100.00	0.00	0.00	0.49	0.17
	Index	100	0	0	48	41
5 or More Children Under Age 18 Currently Living at Home				*	*	*
	Unwgted	463	2	1	5	0
	Weighted (000)	2867	10	6	33	0
	Horz %	100.00	0.35	0.19	1.16	0.00
	Index	100	203	138	115	0
Own Home/Residence				*		
	Unwgted	32775	58	36	298	109
	Weighted (000)	160976	267	173	1563	522
	Horz %	100.00	0.17	0.11	0.97	0.32
	Index	100	97	76	96	79
Rent Home/Residence				*	*	
	Unwgted	15306	35	27	168	99
	Weighted (000)	80205	150	170	879	480
	Horz %	100.00	0.19	0.21	1.10	0.60
	Index	100	109	151	109	145

		Adults 18+	Own\Lease Mitsubishi Galant	Own\Lease Mitsubishi Lancer	Own\Lease any Mitsubishi	Most recent vehicle bought/leased Mitsubishi
			*	*	*	*
Live Rent-Free in Home/Residence	Unwgted	565	0	0	4	1
	Weighted (000)	2903	0	0	15	3
	Horz %	100.00	0.00	0.00	0.53	0.10
	Vert %	1.19	0.00	0.00	0.63	0.28
	Index	100	0	0	53	24
			*	*		*
Census Region: North East	Unwgted	11000	16	13	97	44
	Weighted (000)	44018	48	42	363	160
	Horz %	100.00	0.11	0.10	0.82	0.36
	Vert %	18.03	11.61	12.40	14.76	15.92
	Index	100	64	69	82	88
			*	*		*
Census Region: South	Unwgted	17645	35	25	169	80
	Weighted (000)	92016	124	179	993	429
	Horz %	100.00	0.13	0.19	1.08	0.47
	Vert %	37.70	29.80	52.27	40.40	42.68
	Index	100	79	139	107	113
			*	*		*
Census Region: Midwest	Unwgted	9880	20	9	92	50
	Weighted (000)	52062	70	51	439	205
	Horz %	100.00	0.14	0.10	0.84	0.39
	Vert %	21.33	16.91	14.78	17.86	20.42
	Index	100	79	69	84	96
			*	*		*
Census Region: West	Unwgted	10121	22	16	112	35
	Weighted (000)	55988	173	70	663	211
	Horz %	100.00	0.31	0.13	1.18	0.38
	Vert %	22.94	41.68	20.55	26.98	20.98
	Index	100	182	90	118	91
			*	*	*	*
Census Sub-Region: New England	Unwgted	2748	7	2	24	11
	Weighted (000)	11567	16	5	55	23
	Horz %	100.00	0.14	0.04	0.47	0.20
	Vert %	4.74	3.90	1.38	2.22	2.26
	Index	100	82	29	47	48
			*	*		*
Census Sub-Region: Mid Atlantic	Unwgted	8252	9	11	73	33
	Weighted (000)	32451	32	38	308	137
	Horz %	100.00	0.10	0.12	0.95	0.42
	Vert %	13.30	7.70	11.02	12.55	13.66
	Index	100	58	83	94	103
			*	*		*
Census Sub-Region: South Atlantic	Unwgted	9812	25	13	97	40
	Weighted (000)	48740	90	110	546	172
	Horz %	100.00	0.18	0.22	1.12	0.35
	Vert %	19.97	21.62	32.01	22.23	17.13
	Index	100	108	160	111	86
			*	*	*	*
Census Sub-Region: East South Central	Unwgted	1890	0	2	12	6
	Weighted (000)	14067	0	11	74	42
	Horz %	100.00	0.00	0.08	0.53	0.30
	Vert %	5.76	0.00	3.27	3.02	4.14
	Index	100	0	57	52	72

		Adults 18+	Own\Lease Mitsubishi Galant	Own\Lease Mitsubishi Lancer	Own\Lease any Mitsubishi	Most recent vehicle bought/leased Mitsubishi
			*	*		*
Census Sub-Region: West South Central	Unwgted	5943	10	10	60	34
	Weighted (000)	29209	34	58	373	215
	Horz %	100.00	0.12	0.20	1.28	0.74
	Vert %	11.97	8.18	16.99	15.15	21.41
	Index	100	68	142	127	179
			*	*		*
Census Sub-Region: East North Central	Unwgted	7303	16	8	70	38
	Weighted (000)	36089	53	44	318	138
	Horz %	100.00	0.15	0.12	0.88	0.38
	Vert %	14.79	12.70	12.92	12.92	13.78
	Index	100	86	87	87	93
			*	*		*
Census Sub-Region: West North Central	Unwgted	2577	4	1	22	12
	Weighted (000)	15973	18	6	121	67
	Horz %	100.00	0.11	0.04	0.76	0.42
	Vert %	6.54	4.21	1.86	4.93	6.64
	Index	100	64	28	75	102
			*	*		*
Census Sub-Region: Mountain	Unwgted	2752	6	2	29	7
	Weighted (000)	18482	50	11	190	65
	Horz %	100.00	0.27	0.06	1.03	0.35
	Vert %	7.57	12.01	3.11	7.74	6.48
	Index	100	159	41	102	86
			*	*		*
Census Sub-Region: Pacific	Unwgted	7369	16	14	83	28
	Weighted (000)	37506	123	60	473	146
	Horz %	100.00	0.33	0.16	1.26	0.39
	Vert %	15.37	29.66	17.44	19.24	14.50
	Index	100	193	113	125	94
			*	*		*
County Size: A	Unwgted	26326	53	38	251	115
	Weighted (000)	102649	192	196	1087	431
	Horz %	100.00	0.19	0.19	1.06	0.42
	Vert %	42.05	46.21	57.19	44.22	42.87
	Index	100	110	136	105	102
			*	*		*
County Size: B	Unwgted	11709	17	18	125	51
	Weighted (000)	72000	125	91	768	303
	Horz %	100.00	0.17	0.13	1.07	0.42
	Vert %	29.50	29.93	26.72	31.26	30.16
	Index	100	101	91	106	102
			*	*		*
County Size: C/D	Unwgted	10611	23	7	94	43
	Weighted (000)	69435	99	55	603	271
	Horz %	100.00	0.14	0.08	0.87	0.39
	Vert %	28.45	23.86	16.09	24.52	26.97
	Index	100	84	57	86	95
			*	*		*
Radio Formats: AAA (subset of Alternative) (Monday-Sunday 24-Hour Cume)	Unwgted	1128	5	2	15	7
	Weighted (000)	4719	24	8	69	42
	Horz %	100.00	0.50	0.17	1.46	0.89
	Vert %	1.93	5.68	2.37	2.81	4.18
	Index	100	294	123	145	216

		Adults 18+	Own\Lease Mitsubishi Galant	Own\Lease Mitsubishi Lancer	Own\Lease any Mitsubishi	Most recent vehicle bought/leased Mitsubishi
			*	*		*
Radio Formats: Adult Contemporary (Monday-Sunday 24-Hour Cume)	Unwgted	7893	20	7	91	43
	Weighted (000)	38375	103	45	479	204
	Horz %	100.00	0.27	0.12	1.25	0.53
	Vert %	15.72	24.74	13.20	19.48	20.32
	Index	100	157	84	124	129
Radio Formats: Adult Hits (Monday-Sunday 24-Hour Cume)	Unwgted	1220	5	1	15	8
	Weighted (000)	6399	32	11	104	56
	Horz %	100.00	0.50	0.17	1.63	0.87
	Vert %	2.62	7.68	3.09	4.24	5.56
	Index	100	293	118	162	212
UNTRENDED: Radio Formats: Adult Standards/Easy Listening (Monday-Sunday 24-Hour Cume)	Unwgted	0	0	0	0	0
	Weighted (000)	0	0	0	0	0
	Horz %	0.00	0.00	0.00	0.00	0.00
	Vert %	0.00	0.00	0.00	0.00	0.00
	Index	0	0	0	0	0
Radio Formats: All News (Monday-Sunday 24-Hour Cume)	Unwgted	2726	1	5	20	10
	Weighted (000)	7983	3	14	58	22
	Horz %	100.00	0.03	0.17	0.73	0.27
	Vert %	3.27	0.63	3.96	2.38	2.18
	Index	100	19	121	73	67
Radio Formats: All Sports (Monday-Sunday 24-Hour Cume)	Unwgted	3232	3	6	31	16
	Weighted (000)	12837	12	22	113	58
	Horz %	100.00	0.09	0.17	0.88	0.45
	Vert %	5.26	2.90	6.55	4.59	5.76
	Index	100	55	125	87	109
Radio Formats: All Talk (Monday-Sunday 24-Hour Cume)	Unwgted	850	1	0	5	1
	Weighted (000)	3908	6	0	21	5
	Horz %	100.00	0.16	0.00	0.54	0.12
	Vert %	1.60	1.52	0.00	0.85	0.45
	Index	100	95	0	53	28
Radio Formats: Alternative (Monday-Sunday 24-Hour Cume)	Unwgted	3051	12	6	45	22
	Weighted (000)	14357	58	26	202	88
	Horz %	100.00	0.40	0.18	1.41	0.61
	Vert %	5.88	13.84	7.48	8.23	8.75
	Index	100	235	127	140	149
Radio Formats: CHR/Top 40 (Monday-Sunday 24-Hour Cume)	Unwgted	8136	16	12	86	42
	Weighted (000)	42891	73	79	490	217
	Horz %	100.00	0.17	0.18	1.14	0.50
	Vert %	17.57	17.60	23.11	19.91	21.54
	Index	100	100	132	113	123
Radio Formats: Classic Hits (Monday-Sunday 24-Hour Cume)	Unwgted	2864	5	4	31	13
	Weighted (000)	14285	15	16	125	56
	Horz %	100.00	0.10	0.11	0.87	0.39
	Vert %	5.85	3.59	4.61	5.08	5.56
	Index	100	61	79	87	95

		Adults 18+	Own\Lease Mitsubishi Galant	Own\Lease Mitsubishi Lancer	Own\Lease any Mitsubishi	Most recent vehicle bought/leased Mitsubishi
			*	*	*	*
Radio Formats: Classic Rock (Monday-Sunday 24-Hour Cume)	Unwgted	3360	6	4	36	16
	Weighted (000)	16987	23	18	193	77
	Horz %	100.00	0.14	0.11	1.14	0.45
	Vert %	6.96	5.55	5.27	7.87	7.65
	Index	100	80	76	113	110
			*	*	*	*
Radio Formats: Classical (Monday-Sunday 24-Hour Cume)	Unwgted	1353	3	2	8	4
	Weighted (000)	5307	4	4	15	7
	Horz %	100.00	0.08	0.07	0.28	0.14
	Vert %	2.17	1.04	1.09	0.60	0.74
	Index	100	48	50	27	34
			*	*	*	*
Radio Formats: Country (Monday-Sunday 24-Hour Cume)	Unwgted	7757	19	10	80	41
	Weighted (000)	44958	75	57	423	187
	Horz %	100.00	0.17	0.13	0.94	0.42
	Vert %	18.42	18.03	16.53	17.22	18.60
	Index	100	98	90	93	101
			*	*	*	*
Radio Formats: Ethnic (Monday-Sunday 24-Hour Cume)	Unwgted	310	1	2	7	1
	Weighted (000)	1196	10	12	31	2
	Horz %	100.00	0.85	0.97	2.56	0.19
	Vert %	0.49	2.43	3.38	1.25	0.23
	Index	100	496	690	254	47
			*	*	*	*
Radio Formats: Gospel (Monday-Sunday 24-Hour Cume)	Unwgted	642	1	0	5	3
	Weighted (000)	3662	2	0	16	11
	Horz %	100.00	0.06	0.00	0.43	0.29
	Vert %	1.50	0.57	0.00	0.64	1.06
	Index	100	38	0	42	71
			*	*	*	*
Radio Formats: Hispanic (All Genres) (Monday-Sunday 24- Hour Cume)	Unwgted	2577	4	2	22	11
	Weighted (000)	15181	31	8	128	77
	Horz %	100.00	0.20	0.05	0.84	0.51
	Vert %	6.22	7.36	2.25	5.19	7.70
	Index	100	118	36	84	124
			*	*	*	*
Radio Formats: Hot AC (Subset of "Adult Contemporary") (Monday- Sunday 24-Hour Cume)	Unwgted	3551	12	6	51	20
	Weighted (000)	17450	66	35	248	89
	Horz %	100.00	0.38	0.20	1.42	0.51
	Vert %	7.15	15.87	10.11	10.10	8.84
	Index	100	222	141	141	124
			*	*	*	*
Radio Formats: Jazz (Monday- Sunday 24-Hour Cume)	Unwgted	631	1	2	9	3
	Weighted (000)	2496	1	12	36	11
	Horz %	100.00	0.04	0.49	1.46	0.45
	Vert %	1.02	0.25	3.56	1.48	1.11
	Index	100	25	348	145	109
			*	*	*	*
Radio Formats: Mexican/Tejano/Ranchera (Subset of "Hispanic") (Monday-Sunday 24-Hour Cume)	Unwgted	1108	2	0	7	4
	Weighted (000)	6328	25	0	47	30
	Horz %	100.00	0.40	0.00	0.74	0.47
	Vert %	2.59	6.03	0.00	1.92	2.95
	Index	100	232	0	74	114

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		Adults 18+	Own\Lease Mitsubishi Galant	Own\Lease Mitsubishi Lancer	Own\Lease any Mitsubishi	Most recent vehicle bought/leased Mitsubishi
			*	*		*
Radio Formats: News/Talk (Monday-Sunday 24-Hour Cume)	Unwgted	5806	10	8	57	27
	Weighted (000)	23554	46	32	254	113
	Horz %	100.00	0.19	0.14	1.08	0.48
	Vert %	9.65	10.96	9.31	10.35	11.28
	Index	100	114	96	107	117
			*	*	*	*
Radio Formats: Oldies (Monday-Sunday 24-Hour Cume)	Unwgted	1456	6	3	19	12
	Weighted (000)	7376	40	7	108	65
	Horz %	100.00	0.54	0.09	1.47	0.88
	Vert %	3.02	9.49	2.02	4.40	6.49
	Index	100	314	67	146	215
			*	*	*	*
Radio Formats: Public Radio/Non-Commercial (Monday-Sunday 24-Hour Cume)	Unwgted	2625	5	4	21	7
	Weighted (000)	10677	22	18	87	36
	Horz %	100.00	0.21	0.17	0.82	0.34
	Vert %	4.37	5.30	5.26	3.56	3.61
	Index	100	121	120	81	82
			*	*	*	*
Radio Formats: Religion/Christian (Monday- Sunday 24-Hour Cume)	Unwgted	3944	9	5	44	20
	Weighted (000)	20120	41	22	216	99
	Horz %	100.00	0.21	0.11	1.07	0.49
	Vert %	8.24	9.96	6.47	8.80	9.82
	Index	100	121	79	107	119
			*	*	*	*
Radio Formats: Rhythmic (Monday-Sunday 24-Hour Cume)	Unwgted	2569	5	7	33	17
	Weighted (000)	13480	36	51	184	87
	Horz %	100.00	0.27	0.38	1.37	0.64
	Vert %	5.52	8.75	14.81	7.50	8.63
	Index	100	158	268	136	156
			*	*	*	*
Radio Formats: Rock (Monday- Sunday 24-Hour Cume)	Unwgted	3181	1	4	25	8
	Weighted (000)	16260	1	14	131	33
	Horz %	100.00	0.01	0.09	0.80	0.20
	Vert %	6.66	0.34	4.07	5.32	3.31
	Index	100	5	61	80	50
			*	*	*	*
Radio Formats: Soft Adult Contemporary/Lite Rock (Monday-Sunday 24-Hour Cume)	Unwgted	1106	2	3	11	2
	Weighted (000)	5735	25	16	60	4
	Horz %	100.00	0.43	0.28	1.05	0.06
	Vert %	2.35	5.90	4.67	2.46	0.36
	Index	100	251	199	105	15
			*	*	*	*
Radio Formats: Spanish AC (Subset of Hispanic) (Monday- Sunday 24-Hour Cume)	Unwgted	906	3	2	7	3
	Weighted (000)	5268	27	8	41	29
	Horz %	100.00	0.52	0.15	0.78	0.55
	Vert %	2.16	6.60	2.25	1.66	2.88
	Index	100	306	104	77	134
			*	*	*	*
Radio Formats: Tropical (Subset of Hispanic) (Monday- Sunday 24-Hour Cume)	Unwgted	302	0	0	6	4
	Weighted (000)	1893	0	0	40	38
	Horz %	100.00	0.00	0.00	2.14	1.98
	Vert %	0.78	0.00	0.00	1.65	3.73
	Index	100	0	0	212	481

		Adults 18+	Own\Lease Mitsubishi Galant	Own\Lease Mitsubishi Lancer	Own\Lease any Mitsubishi	Most recent vehicle bought/leased Mitsubishi
			*	*	*	*
Radio Formats: Urban (All Genres) (Monday-Sunday 24-Hour Cume)	Unwgted	5121	10	6	49	25
	Weighted (000)	26008	50	25	283	129
	Horz %	100.00	0.19	0.10	1.09	0.49
	Vert %	10.66	11.94	7.38	11.50	12.80
	Index	100	112	69	108	120
			*	*	*	*
Radio Formats: Urban AC (Subset of Urban) (Monday-Sunday 24-Hour Cume)	Unwgted	2133	2	1	10	5
	Weighted (000)	10077	13	6	62	30
	Horz %	100.00	0.13	0.06	0.61	0.30
	Vert %	4.13	3.12	1.64	2.50	3.01
	Index	100	76	40	61	73
			*	*	*	*
Radio Formats: Urban Contemporary (Subset of Urban) (Monday-Sunday 24-Hour Cume)	Unwgted	1989	6	1	28	15
	Weighted (000)	11746	35	6	169	87
	Horz %	100.00	0.30	0.05	1.44	0.74
	Vert %	4.81	8.37	1.82	6.86	8.69
	Index	100	174	38	143	181
			*	*	*	*
Radio Formats: Variety/Other (Monday-Sunday 24-Hour Cume)	Unwgted	1303	2	3	11	3
	Weighted (000)	6945	3	32	79	11
	Horz %	100.00	0.05	0.46	1.13	0.16
	Vert %	2.85	0.83	9.27	3.19	1.10
	Index	100	29	326	112	39
			*	*	*	*
Radio Daypart Cumes: Total Week Monday-Sunday 24 Hours	Unwgted	41037	80	58	419	184
	Weighted (000)	204462	377	295	2158	890
	Horz %	100.00	0.18	0.14	1.06	0.44
	Vert %	83.77	90.53	86.07	87.81	88.58
	Index	100	108	103	105	106
			*	*	*	*
Radio Daypart Cumes: Weekday 6:00 am - 10:00 am	Unwgted	25278	45	37	260	108
	Weighted (000)	122460	219	167	1277	494
	Horz %	100.00	0.18	0.14	1.04	0.40
	Vert %	50.17	52.62	48.64	51.96	49.12
	Index	100	105	97	104	98
			*	*	*	*
Radio Daypart Cumes: Weekday 10:00 am - 3:00 pm	Unwgted	18835	36	24	196	86
	Weighted (000)	94930	173	98	999	393
	Horz %	100.00	0.18	0.10	1.05	0.41
	Vert %	38.89	41.66	28.51	40.65	39.09
	Index	100	107	73	105	100
			*	*	*	*
Radio Daypart Cumes: Weekday 3:00 pm - 7:00 pm	Unwgted	22339	41	36	241	105
	Weighted (000)	109527	169	158	1133	432
	Horz %	100.00	0.15	0.14	1.03	0.39
	Vert %	44.87	40.70	46.00	46.11	42.98
	Index	100	91	103	103	96
			*	*	*	*
Radio Daypart Cumes: Weekday 7:00 pm - Midnight	Unwgted	8087	13	17	83	44
	Weighted (000)	41055	73	79	464	243
	Horz %	100.00	0.18	0.19	1.13	0.59
	Vert %	16.82	17.59	23.14	18.87	24.19
	Index	100	105	138	112	144

		Adults 18+	Own\Lease Mitsubishi Galant	Own\Lease Mitsubishi Lancer	Own\Lease any Mitsubishi	Most recent vehicle bought/leased Mitsubishi
Radio Daypart Cumes: Weekday Midnight - 6:00 am			*	*	*	*
	Unwgted	2418	1	1	19	13
	Weighted (000)	12268	1	3	82	62
	Horz %	100.00	0.01	0.03	0.67	0.50
	Vert %	5.03	0.34	0.97	3.33	6.16
	Index	100	7	19	66	123
Radio Daypart Cumes: Weekend 6:00 am - 10:00 am			*	*		
	Unwgted	16140	33	27	156	66
	Weighted (000)	79167	178	131	817	320
	Horz %	100.00	0.22	0.16	1.03	0.40
	Vert %	32.43	42.70	38.14	33.24	31.86
	Index	100	132	118	102	98
Radio Daypart Cumes: Weekend 10:00 am - 3:00 pm			*	*		
	Unwgted	21592	49	29	222	100
	Weighted (000)	106532	209	126	1066	453
	Horz %	100.00	0.20	0.12	1.00	0.42
	Vert %	43.65	50.27	36.77	43.38	45.03
	Index	100	115	84	99	103
Radio Daypart Cumes: Weekend 3:00 pm - 7:00 pm			*	*		
	Unwgted	16960	37	30	191	81
	Weighted (000)	85146	163	156	967	404
	Horz %	100.00	0.19	0.18	1.14	0.47
	Vert %	34.88	39.11	45.48	39.34	40.17
	Index	100	112	130	113	115
Radio Daypart Cumes: Weekend 7:00 pm - Midnight			*	*		
	Unwgted	8346	15	17	95	51
	Weighted (000)	42195	87	84	532	255
	Horz %	100.00	0.21	0.20	1.26	0.60
	Vert %	17.29	20.85	24.50	21.64	25.36
	Index	100	121	142	125	147
Radio Daypart Cumes: Weekend Midnight - 6:00 am			*	*	*	*
	Unwgted	2161	2	2	21	14
	Weighted (000)	10847	5	11	100	70
	Horz %	100.00	0.05	0.10	0.93	0.65
	Vert %	4.44	1.17	3.16	4.09	6.99
	Index	100	26	71	92	157
Where Listen to Radio on Typical Weekday: Home			*	*		
	Unwgted	13605	17	14	104	51
	Weighted (000)	66444	70	94	557	252
	Horz %	100.00	0.11	0.14	0.84	0.38
	Vert %	27.22	16.83	27.40	22.66	25.06
	Index	100	62	101	83	92
Where Listen to Radio on Typical Weekday: Car						
	Unwgted	37582	78	55	390	172
	Weighted (000)	186198	368	274	1998	832
	Horz %	100.00	0.20	0.15	1.07	0.45
	Vert %	76.28	88.37	80.10	81.30	82.76
	Index	100	116	105	107	108
Where Listen to Radio on Typical Weekday: Work			*	*		*
	Unwgted	6358	11	9	82	39
	Weighted (000)	32708	54	48	455	175
	Horz %	100.00	0.16	0.15	1.39	0.53
	Vert %	13.40	12.88	14.07	18.51	17.38
	Index	100	96	105	138	130

		Adults 18+	Own\Lease Mitsubishi Galant	Own\Lease Mitsubishi Lancer	Own\Lease any Mitsubishi	Most recent vehicle bought/leased Mitsubishi
Where Listen to Radio on Typical Weekday: Place Other Than Home, Car, Work			*	*	*	*
	Unwgt'd	1490	1	0	12	5
	Weighted (000)	7844	3	0	53	26
	Horz %	100.00	0.04	0.00	0.68	0.33
	Vert %	3.21	0.71	0.00	2.17	2.60
Index	100	22	0	67	81	
Where Listen to Radio on Typical Weekend: Home			*	*		
	Unwgt'd	16122	25	18	132	61
	Weighted (000)	79216	117	104	658	299
	Horz %	100.00	0.15	0.13	0.83	0.38
	Vert %	32.45	28.11	30.39	26.76	29.72
Index	100	87	94	82	92	
Where Listen to Radio on Typical Weekend: Car						
	Unwgt'd	34584	68	52	353	158
	Weighted (000)	172300	314	256	1823	743
	Horz %	100.00	0.18	0.15	1.06	0.43
	Vert %	70.59	75.37	74.79	74.16	73.93
Index	100	107	106	105	105	
Where Listen to Radio on Typical Weekend: Work			*	*	*	*
	Unwgt'd	2377	5	3	28	16
	Weighted (000)	13032	15	31	179	87
	Horz %	100.00	0.11	0.24	1.37	0.67
	Vert %	5.34	3.56	9.07	7.27	8.69
Index	100	67	170	136	163	
Where Listen to Radio on Typical Weekend: Place Other Than Home, Car, Work			*	*	*	*
	Unwgt'd	1550	1	3	10	4
	Weighted (000)	8439	3	12	70	41
	Horz %	100.00	0.04	0.14	0.83	0.48
	Vert %	3.46	0.71	3.56	2.86	4.06
Index	100	21	103	83	118	
Ever Listen to AM Radio (Terrestrial Radio)			*	*		*
	Unwgt'd	8872	12	16	70	32
	Weighted (000)	37216	65	64	297	121
	Horz %	100.00	0.17	0.17	0.80	0.33
	Vert %	15.25	15.51	18.60	12.10	12.04
Index	100	102	122	79	79	
Ever Listen to FM Radio (Terrestrial Radio)						
	Unwgt'd	35648	74	51	367	168
	Weighted (000)	180517	335	255	1857	802
	Horz %	100.00	0.19	0.14	1.03	0.44
	Vert %	73.96	80.56	74.55	75.53	79.76
Index	100	109	101	102	108	
Ever Listen to Any Terrestrial Radio (AM/FM)						
	Unwgt'd	38624	77	54	385	178
	Weighted (000)	192537	355	265	1930	840
	Horz %	100.00	0.18	0.14	1.00	0.44
	Vert %	78.88	85.39	77.44	78.53	83.62
Index	100	108	98	100	106	
Ever Listen to Satellite Radio (SiriusXM)			*	*		*
	Unwgt'd	6808	5	4	50	14
	Weighted (000)	31804	15	14	211	46
	Horz %	100.00	0.05	0.05	0.66	0.15
	Vert %	13.03	3.71	4.21	8.58	4.61
Index	100	28	32	66	35	

		Adults 18+	Own\Lease Mitsubishi Galant	Own\Lease Mitsubishi Lancer	Own\Lease any Mitsubishi	Most recent vehicle bought/leased Mitsubishi
			*	*		*
Household Subscribes to Satellite (SiriusXM) Radio	Unwgted	9333	9	10	78	24
	Weighted (000)	45323	26	38	382	101
	Horz %	100.00	0.06	0.08	0.84	0.22
	Vert %	18.57	6.26	11.17	15.55	10.03
	Index	100	34	60	84	54
			*	*		*
Any Vehicle Currently Owned/Leased Has Satellite Radio	Unwgted	15153	24	10	134	39
	Weighted (000)	76621	116	38	756	234
	Horz %	100.00	0.15	0.05	0.99	0.31
	Vert %	31.39	27.91	11.03	30.75	23.31
	Index	100	89	35	98	74
			*	*		*
Any Vehicle Currently Owned/Leased Has MP3 Player Connection	Unwgted	12633	23	21	157	51
	Weighted (000)	64670	118	115	954	327
	Horz %	100.00	0.18	0.18	1.47	0.51
	Vert %	26.49	28.43	33.53	38.80	32.50
	Index	100	107	127	146	123
			*	*		*
Listened to Online Streaming AM/FM Broadcast Radio Stations - Past Month	Unwgted	7343	12	20	95	43
	Weighted (000)	36346	50	103	509	233
	Horz %	100.00	0.14	0.28	1.40	0.64
	Vert %	14.89	12.07	30.03	20.70	23.15
	Index	100	81	202	139	155
			*	*		*
Listened to Internet-only radio or other online music or audio services (eg. Pandora, Spotify, etc.) - past month	Unwgted	19242	40	31	220	98
	Weighted (000)	97996	165	158	1203	492
	Horz %	100.00	0.17	0.16	1.23	0.50
	Vert %	40.15	39.58	46.24	48.93	48.96
	Index	100	99	115	122	122
			*	*		*
Listening to Any Radio on the Internet/Online - Past Month	Unwgted	21921	46	38	262	117
	Weighted (000)	110983	192	193	1395	580
	Horz %	100.00	0.17	0.17	1.26	0.52
	Vert %	45.47	46.22	56.40	56.74	57.76
	Index	100	102	124	125	127
			*	*	*	*
Visited a Radio Station, Radio Program or Radio Personality's website - Past Month	Unwgted	3452	4	5	35	15
	Weighted (000)	17001	17	20	224	64
	Horz %	100.00	0.10	0.11	1.32	0.38
	Vert %	6.97	4.18	5.71	9.12	6.34
	Index	100	60	82	131	91
			*	*		*
Downloaded Music - Past Month	Unwgted	9054	11	12	96	40
	Weighted (000)	47933	65	54	573	229
	Horz %	100.00	0.14	0.11	1.20	0.48
	Vert %	19.64	15.71	15.88	23.31	22.78
	Index	100	80	81	119	116
			*	*	*	*
Downloaded Podcasts/Engaged in Podcasting - Past Month	Unwgted	3700	4	3	27	9
	Weighted (000)	17081	28	18	146	64
	Horz %	100.00	0.16	0.10	0.86	0.37
	Vert %	7.00	6.71	5.21	5.95	6.37
	Index	100	96	74	85	91

		Adults 18+	Own\Lease Mitsubishi Galant	Own\Lease Mitsubishi Lancer	Own\Lease any Mitsubishi	Most recent vehicle bought/leased Mitsubishi
			*	*	*	*
Visited iHeartRadio site - Past Month	Unwgted	4412	9	10	49	18
	Weighted (000)	21989	52	55	306	91
	Horz %	100.00	0.24	0.25	1.39	0.41
	Vert %	9.01	12.50	15.98	12.46	9.04
	Index	100	139	177	138	100
			*	*		*
Visited iTunes.com site - Past Month	Unwgted	8331	16	9	86	32
	Weighted (000)	40212	75	42	457	155
	Horz %	100.00	0.19	0.10	1.14	0.39
	Vert %	16.47	18.09	12.30	18.59	15.46
	Index	100	110	75	113	94
			*	*		*
Visited Pandora.com site - Past Month	Unwgted	16996	32	34	184	85
	Weighted (000)	87700	132	154	941	428
	Horz %	100.00	0.15	0.18	1.07	0.49
	Vert %	35.93	31.72	44.97	38.29	42.59
	Index	100	88	125	107	119
			*	*		*
Visited Spotify site - Past Month	Unwgted	6074	13	6	76	36
	Weighted (000)	32588	70	44	483	235
	Horz %	100.00	0.22	0.13	1.48	0.72
	Vert %	13.35	16.84	12.81	19.66	23.37
	Index	100	126	96	147	175
			*	*		*
Advertising on radio provides me with useful information about bargains. Agree strongly or Agree somewhat	Unwgted	16507	32	26	165	74
	Weighted (000)	83844	157	126	838	359
	Horz %	100.00	0.19	0.15	1.00	0.43
	Vert %	34.35	37.73	36.94	34.09	35.72
	Index	100	110	108	99	104
			*	*		*
Advertising on radio provides me with meaningful information about the product use of other consumers. Agree strongly or Agree somewhat	Unwgted	13908	29	21	137	63
	Weighted (000)	70343	123	102	663	301
	Horz %	100.00	0.18	0.15	0.94	0.43
	Vert %	28.82	29.65	29.92	26.96	29.95
	Index	100	103	104	94	104
			*	*		*
Advertising on radio provides me with useful information about new products and services. Agree strongly or Agree somewhat	Unwgted	17125	39	25	170	77
	Weighted (000)	86850	168	118	821	360
	Horz %	100.00	0.19	0.14	0.94	0.42
	Vert %	35.58	40.48	34.49	33.39	35.87
	Index	100	114	97	94	101
			*	*		*
For me, advertising on radio is amusing. Agree strongly or Agree somewhat	Unwgted	12845	23	19	123	53
	Weighted (000)	65189	153	85	670	307
	Horz %	100.00	0.24	0.13	1.03	0.47
	Vert %	26.71	36.84	24.82	27.26	30.55
	Index	100	138	93	102	114
			*	*		*
Most trusted media: Radio	Unwgted	4143	12	4	45	13
	Weighted (000)	21056	54	17	228	46
	Horz %	100.00	0.26	0.08	1.08	0.22
	Vert %	8.63	12.96	4.83	9.26	4.62
	Index	100	150	56	107	54

		Adults 18+	Own\Lease Mitsubishi Galant	Own\Lease Mitsubishi Lancer	Own\Lease any Mitsubishi	Most recent vehicle bought/leased Mitsubishi
TV Dayparts: Total Week Prime Time Cume Audience	Unwgted	38598	72	53	374	158
	Weighted (000)	190885	305	285	1919	728
	Horz %	100.00	0.16	0.15	1.01	0.38
	Vert %	78.20	73.39	83.29	78.09	72.42
	Index	100	94	107	100	93
				*		
TV Dayparts: Prime Time Weekdays Cume Audience: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)	Unwgted	30674	55	39	287	116
	Weighted (000)	150599	211	229	1460	521
	Horz %	100.00	0.14	0.15	0.97	0.35
	Vert %	61.70	50.76	66.87	59.38	51.89
	Index	100	82	108	96	84
			*	*		
TV Dayparts: Prime Time Saturday Cume Audience: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)	Unwgted	26407	48	31	241	100
	Weighted (000)	129573	212	191	1276	461
	Horz %	100.00	0.16	0.15	0.98	0.36
	Vert %	53.09	50.97	55.67	51.92	45.91
	Index	100	96	105	98	86
			*	*		
TV Dayparts: Prime Time Sunday Cume Audience: 7:00- 11:00 pm (Eastern/Pacific), 6:00-10:00 pm (Central/Mountain)	Unwgted	30767	57	44	298	126
	Weighted (000)	150356	214	237	1496	593
	Horz %	100.00	0.14	0.16	1.00	0.39
	Vert %	61.60	51.39	69.35	60.87	59.02
	Index	100	83	113	99	96
			*	*		
TV Dayparts: Weekdays Cume Audience: 9:00 am-4:00 pm (Eastern/Pacific) 9:00 am - 3:00 pm (Central/Mountain)	Unwgted	13588	29	16	115	56
	Weighted (000)	72467	138	111	609	277
	Horz %	100.00	0.19	0.15	0.84	0.38
	Vert %	29.69	33.14	32.51	24.78	27.53
	Index	100	112	109	83	93
			*	*		
TV Dayparts: Weekdays Cume Audience: 4:00 pm-7:30 pm (Eastern/Pacific) 3:00 pm-6:30 pm (Central/Mountain)	Unwgted	24214	45	28	220	94
	Weighted (000)	122899	178	172	1195	431
	Horz %	100.00	0.14	0.14	0.97	0.35
	Vert %	50.35	42.65	50.31	48.62	42.88
	Index	100	85	100	97	85
			*	*		*
TV Dayparts: Weekdays Cume Audience: 11:30 pm-1:00 am (Eastern/Pacific) 10:30 pm- Midnight (Central/Mountain)	Unwgted	8203	17	17	79	36
	Weighted (000)	41009	84	99	471	180
	Horz %	100.00	0.21	0.24	1.15	0.44
	Vert %	16.80	20.23	28.99	19.16	17.88
	Index	100	120	173	114	106
			*	*		
TV Dayparts: Weekend Children's Shows Cume Audience: Saturday-Sunday Morning	Unwgted	20426	36	23	186	89
	Weighted (000)	102185	162	138	1021	461
	Horz %	100.00	0.16	0.13	1.00	0.45
	Vert %	41.86	38.83	40.17	41.53	45.88
	Index	100	93	96	99	110
			*	*		
TV Dayparts: Weekend Sports Cume Audience: Saturday- Sunday Afternoon	Unwgted	23818	48	30	224	102
	Weighted (000)	120635	170	193	1214	471
	Horz %	100.00	0.14	0.16	1.01	0.39
	Vert %	49.42	40.76	56.45	49.41	46.83
	Index	100	82	114	100	95

		Adults 18+	Own\Lease Mitsubishi Galant	Own\Lease Mitsubishi Lancer	Own\Lease any Mitsubishi	Most recent vehicle bought/leased Mitsubishi
			*	*	*	*
Downloaded a TV Program - Past Month	Unwgted	2514	4	4	19	8
	Weighted (000)	11768	23	19	106	53
	Horz %	100.00	0.20	0.16	0.90	0.45
	Vert %	4.82	5.55	5.48	4.33	5.22
	Index	100	115	114	90	108
Watched a TV Program Online - Past Month	Unwgted	8915	16	16	103	51
	Weighted (000)	43431	67	64	516	249
	Horz %	100.00	0.15	0.15	1.19	0.57
	Vert %	17.79	16.10	18.84	20.98	24.79
	Index	100	91	106	118	139
Visited a TV Network or TV Show's Web Site - Past Month	Unwgted	9786	26	14	125	52
	Weighted (000)	47213	128	73	731	303
	Horz %	100.00	0.27	0.15	1.55	0.64
	Vert %	19.34	30.82	21.30	29.75	30.15
	Index	100	159	110	154	156
Looked at TV Listings Online - Past Month	Unwgted	5331	9	9	52	19
	Weighted (000)	24808	35	34	255	102
	Horz %	100.00	0.14	0.14	1.03	0.41
	Vert %	10.16	8.41	9.89	10.38	10.11
	Index	100	83	97	102	100
Household Subscribes to Cable TV	Unwgted	22534	44	31	215	95
	Weighted (000)	109088	206	169	1143	433
	Horz %	100.00	0.19	0.15	1.05	0.40
	Vert %	44.69	49.56	49.31	46.50	43.09
	Index	100	111	110	104	96
Household Subscribes to Cable, Satellite or Fiber Optic TV	Unwgted	37894	68	47	353	151
	Weighted (000)	188357	303	247	1862	690
	Horz %	100.00	0.16	0.13	0.99	0.37
	Vert %	77.17	72.72	72.26	75.76	68.65
	Index	100	94	94	98	89
Viewed Any Cable TV (Including Pay) - Past Week	Unwgted	36344	63	44	336	144
	Weighted (000)	180739	279	234	1766	665
	Horz %	100.00	0.15	0.13	0.98	0.37
	Vert %	74.05	67.10	68.47	71.83	66.15
	Index	100	91	92	97	89
Heavy Cable TV Viewer (Including Pay) - Past Week	Unwgted	26301	42	37	234	97
	Weighted (000)	131456	190	184	1238	461
	Horz %	100.00	0.14	0.14	0.94	0.35
	Vert %	53.86	45.74	53.85	50.36	45.91
	Index	100	85	100	94	85
Viewed Any Premium Cable Channels - Past Month	Unwgted	15801	26	22	155	68
	Weighted (000)	75868	118	129	831	332
	Horz %	100.00	0.15	0.17	1.09	0.44
	Vert %	31.08	28.23	37.77	33.80	33.05
	Index	100	91	122	109	106

		Adults 18+	Own\Lease Mitsubishi Galant	Own\Lease Mitsubishi Lancer	Own\Lease any Mitsubishi	Most recent vehicle bought/leased Mitsubishi
			*	*		*
Viewed Any Pay-Per-View Programs or Events - Past Year	Unwgted	5693	10	10	64	29
	Weighted (000)	27121	27	58	308	104
	Horz %	100.00	0.10	0.21	1.14	0.39
	Vert %	11.11	6.48	16.82	12.53	10.40
	Index	100	58	151	113	94
			*	*		
Viewed Any Video-On-Demand Programs or Events - Past Year	Unwgted	13030	27	17	142	64
	Weighted (000)	59121	113	84	624	259
	Horz %	100.00	0.19	0.14	1.06	0.44
	Vert %	24.22	27.14	24.40	25.40	25.74
	Index	100	112	101	105	106
			*	*		*
Household Has a Satellite Dish	Unwgted	10843	15	12	94	39
	Weighted (000)	61939	63	65	535	183
	Horz %	100.00	0.10	0.10	0.86	0.30
	Vert %	25.38	15.18	18.86	21.75	18.20
	Index	100	60	74	86	72
			*	*		
Household Has a Digital Video Recorder (DVR)	Unwgted	23728	33	29	217	86
	Weighted (000)	116768	152	180	1223	372
	Horz %	100.00	0.13	0.15	1.05	0.32
	Vert %	47.84	36.48	52.47	49.76	36.99
	Index	100	76	110	104	77
			*	*		
Any Internet/Online Activity - Past Month	Unwgted	42373	86	59	435	193
	Weighted (000)	208554	387	291	2228	924
	Horz %	100.00	0.19	0.14	1.07	0.44
	Vert %	85.44	92.87	85.05	90.64	91.94
	Index	100	109	100	106	108
			*	*		
Played Games Online - Past Month	Unwgted	13852	32	27	158	73
	Weighted (000)	73850	157	135	973	411
	Horz %	100.00	0.21	0.18	1.32	0.56
	Vert %	30.26	37.83	39.53	39.59	40.93
	Index	100	125	131	131	135
			*	*		*
Downloaded a Video Game - Past Month	Unwgted	5083	12	13	66	33
	Weighted (000)	28601	62	69	397	210
	Horz %	100.00	0.22	0.24	1.39	0.74
	Vert %	11.72	14.98	20.20	16.14	20.94
	Index	100	128	172	138	179
			*	*	*	*
Downloaded a Movie - Past Month	Unwgted	4447	6	8	44	16
	Weighted (000)	21989	26	40	209	69
	Horz %	100.00	0.12	0.18	0.95	0.31
	Vert %	9.01	6.21	11.59	8.50	6.87
	Index	100	69	129	94	76
			*	*		
Watched a Movie Online - Past Month	Unwgted	11540	24	20	142	62
	Weighted (000)	58047	121	115	798	338
	Horz %	100.00	0.21	0.20	1.37	0.58
	Vert %	23.78	29.09	33.51	32.47	33.59
	Index	100	122	141	137	141

		Adults 18+	Own\Lease Mitsubishi Galant	Own\Lease Mitsubishi Lancer	Own\Lease any Mitsubishi	Most recent vehicle bought/leased Mitsubishi
				*	*	
Watched Online Video (Not Movie, TV) - Past Month	Unwgt'd	10029	23	17	123	53
	Weighted (000)	50248	105	78	633	230
	Horz %	100.00	0.21	0.16	1.26	0.46
	Vert %	20.59	25.21	22.85	25.77	22.88
	Index	100	122	111	125	111
Visited a Chat Room - Past Month			*	*	*	*
	Unwgt'd	2194	7	6	26	9
	Weighted (000)	10601	34	35	169	39
	Horz %	100.00	0.32	0.33	1.60	0.36
	Vert %	4.34	8.11	10.18	6.88	3.84
Used e-Mail - Past Month	Index	100	187	234	159	88
				*		
	Unwgt'd	37148	73	49	379	169
	Weighted (000)	177506	333	236	1903	814
	Horz %	100.00	0.19	0.13	1.07	0.46
Used Instant Messenger/IM Online - Past Month	Vert %	72.72	79.89	68.96	77.40	80.97
	Index	100	110	95	106	111
				*		
	Unwgt'd	29084	57	48	323	133
	Weighted (000)	148723	267	253	1743	687
Visited Online Blogs - Past Month	Horz %	100.00	0.18	0.17	1.17	0.46
	Vert %	60.93	64.18	73.83	70.90	68.32
	Index	100	105	121	116	112
				*		*
	Unwgt'd	6650	16	7	76	36
Wrote an Online Blog - Past Month	Weighted (000)	32542	89	32	481	203
	Horz %	100.00	0.27	0.10	1.48	0.62
	Vert %	13.33	21.49	9.44	19.55	20.20
	Index	100	161	71	147	152
				*	*	*
Uploaded or Added Video to a Web Site - Past Month	Unwgt'd	1215	6	3	18	5
	Weighted (000)	5810	34	9	125	33
	Horz %	100.00	0.58	0.15	2.16	0.57
	Vert %	2.38	8.13	2.55	5.10	3.31
	Index	100	342	107	214	139
Social networking, photo or video-sharing services visited or used in the last 30 days: Any Social Networking/Photo/Video-sharing services			*	*		*
	Unwgt'd	4085	14	9	61	21
	Weighted (000)	20569	81	40	363	91
	Horz %	100.00	0.39	0.19	1.77	0.44
	Vert %	8.43	19.46	11.62	14.78	9.05
Social networking, photo or video-sharing services visited or used in the last 30 days: Facebook	Index	100	231	138	175	107
	Unwgt'd	36787	78	57	407	179
	Weighted (000)	184180	356	284	2096	872
	Horz %	100.00	0.19	0.15	1.14	0.47
	Vert %	75.46	85.41	83.04	85.28	86.82
Social networking, photo or video-sharing services visited or used in the last 30 days: Facebook	Index	100	113	110	113	115
				*		
	Unwgt'd	29944	62	48	332	143
	Weighted (000)	152016	293	255	1746	695
	Horz %	100.00	0.19	0.17	1.15	0.46
Social networking, photo or video-sharing services visited or used in the last 30 days: Facebook	Vert %	62.28	70.42	74.51	71.02	69.17
	Index	100	113	120	114	111

		Adults 18+	Own\Lease Mitsubishi Galant	Own\Lease Mitsubishi Lancer	Own\Lease any Mitsubishi	Most recent vehicle bought/leased Mitsubishi
			*	*	*	*
Foursquare	Unwgted	259	3	0	5	2
	Weighted (000)	1096	17	0	25	9
	Horz %	100.00	1.54	0.00	2.32	0.78
	Vert %	0.45	4.07	0.00	1.03	0.85
	Index	100	906	0	230	188
			*	*		*
Google + (Google Plus)	Unwgted	7523	18	22	92	34
	Weighted (000)	37002	71	121	456	134
	Horz %	100.00	0.19	0.33	1.23	0.36
	Vert %	15.16	17.01	35.22	18.54	13.34
	Index	100	112	232	122	88
			*	*		*
Instagram	Unwgted	11180	19	23	141	65
	Weighted (000)	59923	100	112	807	328
	Horz %	100.00	0.17	0.19	1.35	0.55
	Vert %	24.55	24.05	32.71	32.85	32.69
	Index	100	98	133	134	133
			*	*		*
LinkedIn	Unwgted	7899	21	14	88	33
	Weighted (000)	31599	67	61	419	151
	Horz %	100.00	0.21	0.19	1.33	0.48
	Vert %	12.95	16.06	17.69	17.06	15.00
	Index	100	124	137	132	116
			*	*		*
Pinterest	Unwgted	9299	21	11	104	41
	Weighted (000)	49108	98	48	572	199
	Horz %	100.00	0.20	0.10	1.17	0.41
	Vert %	20.12	23.50	13.98	23.28	19.85
	Index	100	117	69	116	99
			*	*	*	*
Tumblr	Unwgted	1737	3	2	23	10
	Weighted (000)	9309	13	11	139	63
	Horz %	100.00	0.14	0.12	1.49	0.68
	Vert %	3.81	3.19	3.20	5.66	6.28
	Index	100	84	84	148	165
			*	*		*
Twitter	Unwgted	6507	13	12	70	26
	Weighted (000)	32509	50	59	388	119
	Horz %	100.00	0.15	0.18	1.19	0.37
	Vert %	13.32	12.06	17.37	15.80	11.87
	Index	100	91	130	119	89
			*	*		*
Yelp	Unwgted	4238	9	9	50	24
	Weighted (000)	17049	44	44	235	120
	Horz %	100.00	0.26	0.26	1.38	0.71
	Vert %	6.98	10.56	12.86	9.58	11.98
	Index	100	151	184	137	171
			*	*		*
YouTube	Unwgted	24878	52	41	287	119
	Weighted (000)	125197	227	210	1443	568
	Horz %	100.00	0.18	0.17	1.15	0.45
	Vert %	51.29	54.49	61.40	58.71	56.50
	Index	100	106	120	114	110

		Adults 18+	Own\Lease Mitsubishi Galant	Own\Lease Mitsubishi Lancer	Own\Lease any Mitsubishi	Most recent vehicle bought/leased Mitsubishi
				*	*	
Activities done using a social networking, photo or video-sharing service in the last 30 days: Posted that you "Like" something	Unwgt'd	19391	38	35	222	91
	Weighted (000)	98998	164	191	1225	465
	Horz %	100.00	0.17	0.19	1.24	0.47
	Vert %	40.56	39.30	55.75	49.85	46.27
	Index	100	97	137	123	114
			*	*		
"Follow" or become a "fan of" something or someone	Unwgt'd	9880	27	18	134	53
	Weighted (000)	51999	113	108	749	261
	Horz %	100.00	0.22	0.21	1.44	0.50
	Vert %	21.30	27.18	31.51	30.45	25.98
	Index	100	128	148	143	122
			*	*		*
Clicked on an advertisement	Unwgt'd	7250	14	10	77	28
	Weighted (000)	34609	58	56	439	119
	Horz %	100.00	0.17	0.16	1.27	0.34
	Vert %	14.18	14.00	16.26	17.87	11.85
	Index	100	99	115	126	84
				*		
Watched a video	Unwgt'd	23931	54	40	282	120
	Weighted (000)	121821	238	212	1501	609
	Horz %	100.00	0.20	0.17	1.23	0.50
	Vert %	49.91	57.24	61.94	61.08	60.56
	Index	100	115	124	122	121
			*	*	*	*
Websites or apps visited or used in the last 30 days: Coupons	Unwgt'd	1642	3	5	19	5
	Weighted (000)	7736	9	23	109	22
	Horz %	100.00	0.11	0.30	1.41	0.28
	Vert %	3.17	2.08	6.76	4.42	2.16
	Index	100	66	213	140	68
Sent or Received Text Messages on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	40180	79	56	419	183
	Weighted (000)	200974	344	279	2144	882
	Horz %	100.00	0.17	0.14	1.07	0.44
	Vert %	82.34	82.68	81.56	87.23	87.80
	Index	100	100	99	106	107
				*		
Sent or Received Instant Messages on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	20952	50	40	245	108
	Weighted (000)	106707	236	209	1357	582
	Horz %	100.00	0.22	0.20	1.27	0.55
	Vert %	43.72	56.71	60.98	55.22	57.91
	Index	100	130	139	126	132
			*	*		
Recorded a Video on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	19339	42	33	234	97
	Weighted (000)	97935	177	203	1261	542
	Horz %	100.00	0.18	0.21	1.29	0.55
	Vert %	40.12	42.57	59.37	51.29	53.90
	Index	100	106	148	128	134
				*		
Played Music on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	24725	51	39	291	127
	Weighted (000)	126500	201	202	1558	667
	Horz %	100.00	0.16	0.16	1.23	0.53
	Vert %	51.83	48.39	58.86	63.39	66.35
	Index	100	93	114	122	128

		Adults 18+	Own\Lease Mitsubishi Galant	Own\Lease Mitsubishi Lancer	Own\Lease any Mitsubishi	Most recent vehicle bought/leased Mitsubishi
				*	*	
Played a Game on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	15697	41	30	195	91
	Weighted (000)	84080	186	158	1107	507
	Horz %	100.00	0.22	0.19	1.32	0.60
	Vert %	34.45	44.78	46.25	45.05	50.46
	Index	100	130	134	131	146
			*	*		
Watched a Movie, TV Program or Other Video on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	11626	32	19	144	63
	Weighted (000)	61092	125	95	830	363
	Horz %	100.00	0.20	0.16	1.36	0.59
	Vert %	25.03	29.92	27.67	33.77	36.11
	Index	100	120	111	135	144
			*	*		
Used a Mobile "App" - Past Month	Unwgt'd	25794	63	45	302	134
	Weighted (000)	128777	277	260	1623	691
	Horz %	100.00	0.22	0.20	1.26	0.54
	Vert %	52.76	66.54	75.90	66.03	68.78
	Index	100	126	144	125	130
			*	*		*
Read Any Daily Newspaper (Print/Paper/Hard Copy)	Unwgt'd	10912	15	10	74	27
	Weighted (000)	50128	87	32	333	95
	Horz %	100.00	0.17	0.06	0.66	0.19
	Vert %	20.54	20.99	9.48	13.55	9.41
	Index	100	102	46	66	46
			*	*		
Read Any Sunday Newspaper (Print/Paper/Hard Copy)	Unwgt'd	14245	21	11	103	50
	Weighted (000)	67106	99	53	485	207
	Horz %	100.00	0.15	0.08	0.72	0.31
	Vert %	27.49	23.80	15.35	19.75	20.56
	Index	100	87	56	72	75
			*	*		
Read or Looked Into Any Electronic Version of a Newspaper, Including Web Site - Past Month	Unwgt'd	19488	40	24	205	97
	Weighted (000)	91290	189	118	1049	448
	Horz %	100.00	0.21	0.13	1.15	0.49
	Vert %	37.40	45.50	34.53	42.66	44.61
	Index	100	122	92	114	119
			*	*	*	*
Read Classified Advertising in Weekday Newspaper	Unwgt'd	3772	12	2	40	21
	Weighted (000)	20084	71	21	236	116
	Horz %	100.00	0.35	0.10	1.18	0.58
	Vert %	8.23	17.11	6.10	9.61	11.54
	Index	100	208	74	117	140
			*	*	*	*
Read Classified Advertising in Sunda/Weekend Newspaper	Unwgt'd	3758	9	4	44	21
	Weighted (000)	19510	57	25	245	107
	Horz %	100.00	0.29	0.13	1.26	0.55
	Vert %	7.99	13.69	7.26	9.96	10.64
	Index	100	171	91	125	133
			*	*	*	*
Read Advertisements in Weekday Newspaper	Unwgt'd	3812	12	3	30	17
	Weighted (000)	17916	41	23	131	67
	Horz %	100.00	0.23	0.13	0.73	0.37
	Vert %	7.34	9.87	6.74	5.31	6.69
	Index	100	135	92	72	91

		Adults 18+	Own\Lease Mitsubishi Galant	Own\Lease Mitsubishi Lancer	Own\Lease any Mitsubishi	Most recent vehicle bought/leased Mitsubishi
			*	*	*	*
Read Advertisements in Sunday/Weekend Newspaper	Unwgt'd	4633	12	8	42	22
	Weighted (000)	22092	49	34	184	87
	Horz %	100.00	0.22	0.15	0.83	0.40
	Vert %	9.05	11.70	9.92	7.48	8.69
	Index	100	129	110	83	96
			*	*	*	*
Read Circulars/Inserts/Fliers in Weekday Newspaper	Unwgt'd	5068	12	5	44	23
	Weighted (000)	23852	50	17	185	82
	Horz %	100.00	0.21	0.07	0.78	0.34
	Vert %	9.77	12.06	4.83	7.55	8.17
	Index	100	123	49	77	84
			*	*	*	*
Read Circulars/Inserts/Fliers in Sunday/Weekend Newspaper	Unwgt'd	7203	18	6	68	31
	Weighted (000)	34013	81	15	274	122
	Horz %	100.00	0.24	0.04	0.80	0.36
	Vert %	13.93	19.35	4.42	11.13	12.13
	Index	100	139	32	80	87
			*	*	*	*
Received and/or Clipped Coupons from Weekday Newspaper - Past Year	Unwgt'd	4191	6	5	31	8
	Weighted (000)	20652	17	14	88	16
	Horz %	100.00	0.08	0.07	0.43	0.08
	Vert %	8.46	4.20	4.00	3.58	1.56
	Index	100	50	47	42	18
			*	*	*	*
Received and/or Clipped Coupons from Sunday/Weekend Newspaper - Past Year	Unwgt'd	9539	13	11	64	19
	Weighted (000)	47372	69	38	305	75
	Horz %	100.00	0.14	0.08	0.64	0.16
	Vert %	19.41	16.46	11.09	12.40	7.44
	Index	100	85	57	64	38
			*	*	*	*
UNTRENDED: Personally Referred to Paper Yellow Pages - Past Week	Unwgt'd	0	0	0	0	0
	Weighted (000)	0	0	0	0	0
	Horz %	0.00	0.00	0.00	0.00	0.00
	Vert %	0.00	0.00	0.00	0.00	0.00
	Index	0	0	0	0	0
			*	*	*	*
UNTRENDED: Personally Referred to Internet Yellow Pages - Past Week	Unwgt'd	0	0	0	0	0
	Weighted (000)	0	0	0	0	0
	Horz %	0.00	0.00	0.00	0.00	0.00
	Vert %	0.00	0.00	0.00	0.00	0.00
	Index	0	0	0	0	0
			*	*	*	*
UNTRENDED: Personally Referred to Paper or Internet Yellow Pages - Past Week	Unwgt'd	0	0	0	0	0
	Weighted (000)	0	0	0	0	0
	Horz %	0.00	0.00	0.00	0.00	0.00
	Vert %	0.00	0.00	0.00	0.00	0.00
	Index	0	0	0	0	0
			*	*	*	*
UNTRENDED: Accessed Yellowpages.com (YP.com) - Past Month	Unwgt'd	0	0	0	0	0
	Weighted (000)	0	0	0	0	0
	Horz %	0.00	0.00	0.00	0.00	0.00
	Vert %	0.00	0.00	0.00	0.00	0.00
	Index	0	0	0	0	0

		Adults 18+	Own\Lease Mitsubishi Galant	Own\Lease Mitsubishi Lancer	Own\Lease any Mitsubishi	Most recent vehicle bought/leased Mitsubishi
				*	*	*
Have Seen Video Ads in Grocery Stores - Past Month	Unwgted	8175	16	12	85	36
	Weighted (000)	42062	94	44	492	234
	Horz %	100.00	0.22	0.10	1.17	0.56
	Vert %	17.23	22.68	12.80	20.03	23.29
	Index	100	132	74	116	135
			*	*		*
Have Seen Video Ads in Drug Stores - Past Month	Unwgted	5434	12	7	53	23
	Weighted (000)	27750	72	24	285	152
	Horz %	100.00	0.26	0.09	1.03	0.55
	Vert %	11.37	17.20	7.11	11.61	15.17
	Index	100	151	63	102	133
			*	*		*
Have Seen Video Ads in Convenience Stores - Past Month	Unwgted	5425	13	8	53	27
	Weighted (000)	27941	71	29	309	175
	Horz %	100.00	0.25	0.10	1.11	0.63
	Vert %	11.45	16.99	8.34	12.59	17.44
	Index	100	148	73	110	152
			*	*		*
Have Seen Video Ads in Large Discount/Department Stores - Past Month	Unwgted	5807	13	10	57	25
	Weighted (000)	30170	76	36	331	161
	Horz %	100.00	0.25	0.12	1.10	0.54
	Vert %	12.36	18.26	10.45	13.45	16.07
	Index	100	148	85	109	130
			*	*	*	*
Have Seen Video Ads in Warehouse/Club Stores - Past Month	Unwgted	5047	8	3	42	17
	Weighted (000)	24469	47	12	229	103
	Horz %	100.00	0.19	0.05	0.94	0.42
	Vert %	10.02	11.28	3.64	9.32	10.29
	Index	100	113	36	93	103
			*	*		*
Have Seen Video Ads in Other Stores - Past Month	Unwgted	4572	9	6	51	25
	Weighted (000)	23484	50	24	329	160
	Horz %	100.00	0.21	0.10	1.40	0.68
	Vert %	9.62	11.94	6.91	13.37	15.92
	Index	100	124	72	139	165
			*	*		*
Have Seen Video Ads in Shopping Malls - Past Month	Unwgted	6133	14	9	66	25
	Weighted (000)	30556	79	36	379	162
	Horz %	100.00	0.26	0.12	1.24	0.53
	Vert %	12.52	19.00	10.62	15.43	16.15
	Index	100	152	85	123	129
			*	*		*
Have Seen Video Ads in Bars/Pubs - Past Month	Unwgted	4212	10	7	51	27
	Weighted (000)	21008	65	33	304	153
	Horz %	100.00	0.31	0.16	1.45	0.73
	Vert %	8.61	15.61	9.57	12.37	15.22
	Index	100	181	111	144	177
			*	*		*
Have Seen Video Ads in Fast-Food or Family Restaurants - Past Month	Unwgted	6034	10	8	55	28
	Weighted (000)	31175	58	35	344	174
	Horz %	100.00	0.18	0.11	1.10	0.56
	Vert %	12.77	13.82	10.09	14.00	17.30
	Index	100	108	79	110	135

		Adults 18+	Own\Lease Mitsubishi Galant	Own\Lease Mitsubishi Lancer	Own\Lease any Mitsubishi	Most recent vehicle bought/leased Mitsubishi
			*	*	*	*
Have Seen Video Ads in Coffee Shops, Cafes or Delis - Past Month	Unwgted	4611	8	8	39	20
	Weighted (000)	23019	46	26	222	113
	Horz %	100.00	0.20	0.11	0.97	0.49
	Vert %	9.43	10.95	7.47	9.05	11.22
	Index	100	116	79	96	119
			*	*	*	*
Have Seen Video Ads in Gym/Health Clubs - Past Month	Unwgted	4016	8	6	43	20
	Weighted (000)	19382	41	32	227	90
	Horz %	100.00	0.21	0.17	1.17	0.46
	Vert %	7.94	9.77	9.43	9.25	8.96
	Index	100	123	119	117	113
			*	*	*	*
Have Seen Video Ads in Medical Offices - Past Month	Unwgted	5499	14	9	53	30
	Weighted (000)	27407	71	41	296	158
	Horz %	100.00	0.26	0.15	1.08	0.57
	Vert %	11.23	17.05	11.94	12.04	15.68
	Index	100	152	106	107	140
			*	*	*	*
Have Seen Video Ads in Airports - Past Month	Unwgted	3929	5	6	39	21
	Weighted (000)	17909	30	26	221	136
	Horz %	100.00	0.17	0.14	1.23	0.76
	Vert %	7.34	7.30	7.50	8.98	13.49
	Index	100	100	102	122	184
			*	*	*	*
Have Seen Video Ads at Gas Stations - Past Month	Unwgted	8390	14	14	84	38
	Weighted (000)	41042	70	45	368	174
	Horz %	100.00	0.17	0.11	0.90	0.42
	Vert %	16.81	16.80	13.15	14.98	17.34
	Index	100	100	78	89	103
			*	*	*	*
Have Seen Video Ads in Office Building Lobbies - Past Month	Unwgted	3669	9	7	37	17
	Weighted (000)	18065	40	24	253	123
	Horz %	100.00	0.22	0.13	1.40	0.68
	Vert %	7.40	9.71	7.05	10.28	12.26
	Index	100	131	95	139	166
			*	*	*	*
Have Seen Video Ads in Office Building Elevators - Past Month	Unwgted	3552	8	6	38	18
	Weighted (000)	16785	40	22	248	114
	Horz %	100.00	0.24	0.13	1.48	0.68
	Vert %	6.88	9.65	6.46	10.10	11.32
	Index	100	140	94	147	165
			*	*	*	*
Have Seen Video Ads in Movie Theater Lobbies - Past Month	Unwgted	5092	12	5	53	23
	Weighted (000)	25878	66	20	322	157
	Horz %	100.00	0.26	0.08	1.24	0.61
	Vert %	10.60	15.90	5.79	13.10	15.60
	Index	100	150	55	124	147
			*	*	*	*
Have Seen Ads on Billboards - Past Month	Unwgted	23703	42	31	241	102
	Weighted (000)	117973	214	132	1227	490
	Horz %	100.00	0.18	0.11	1.04	0.41
	Vert %	48.33	51.44	38.48	49.90	48.72
	Index	100	106	80	103	101

RAB / GfK MRI AUTO PROFILE: Mitsubishi

		Adults 18+	Own\Lease Mitsubishi Galant	Own\Lease Mitsubishi Lancer	Own\Lease any Mitsubishi	Most recent vehicle bought/leased Mitsubishi
			*	*		*
Have Seen Ads on Buses/Trains - Past Month	Unwgted	10886	16	18	107	48
	Weighted (000)	50330	89	73	516	221
	Horz %	100.00	0.18	0.15	1.03	0.44
	Vert %	20.62	21.31	21.36	21.00	22.02
	Index	100	103	104	102	107
			*	*		*
Have Seen Ads at Bus Stops or Train Stations - Past Month	Unwgted	7328	12	12	78	34
	Weighted (000)	32843	72	58	403	175
	Horz %	100.00	0.22	0.18	1.23	0.53
	Vert %	13.46	17.36	16.80	16.41	17.44
	Index	100	129	125	122	130
			*	*		*
Have Seen Ads Inside Taxis - Past Month	Unwgted	3849	7	5	38	15
	Weighted (000)	17102	46	24	200	98
	Horz %	100.00	0.27	0.14	1.17	0.57
	Vert %	7.01	11.12	7.09	8.14	9.78
	Index	100	159	101	116	140
			*	*		*
Have Seen Ads on Top of Taxis - Past Month	Unwgted	5892	13	9	61	32
	Weighted (000)	26219	64	46	339	185
	Horz %	100.00	0.25	0.17	1.29	0.71
	Vert %	10.74	15.44	13.35	13.78	18.41
	Index	100	144	124	128	171
			*	*		*
Have Seen Ads on Phone Booths - Past Month	Unwgted	3008	6	4	26	16
	Weighted (000)	14451	40	20	146	88
	Horz %	100.00	0.28	0.14	1.01	0.61
	Vert %	5.92	9.64	5.74	5.93	8.76
	Index	100	163	97	100	148
			*	*		*
Have Seen Ads at Sports or Entertainment Events - Past Month	Unwgted	7405	15	16	73	30
	Weighted (000)	36191	89	64	431	178
	Horz %	100.00	0.25	0.18	1.19	0.49
	Vert %	14.83	21.47	18.57	17.52	17.68
	Index	100	145	125	118	119
			*	*		*
Have Seen Ads on Postcards - Past Month	Unwgted	5576	5	8	49	21
	Weighted (000)	26312	34	31	258	141
	Horz %	100.00	0.13	0.12	0.98	0.54
	Vert %	10.78	8.21	9.15	10.49	14.04
	Index	100	76	85	97	130
			*	*		*
Have Seen Ads Sent to a Cellphone or Other Mobile Device - Past Month	Unwgted	13421	17	20	124	54
	Weighted (000)	66442	83	85	638	310
	Horz %	100.00	0.12	0.13	0.96	0.47
	Vert %	27.22	19.85	24.83	25.95	30.87
	Index	100	73	91	95	113
			*	*		*
Have Seen Ads on Posters at Movie Theaters - Past Month	Unwgted	8606	19	15	94	40
	Weighted (000)	42087	89	56	491	212
	Horz %	100.00	0.21	0.13	1.17	0.50
	Vert %	17.24	21.37	16.39	19.99	21.06
	Index	100	124	95	116	122

		Adults 18+	Own\Lease Mitsubishi Galant	Own\Lease Mitsubishi Lancer	Own\Lease any Mitsubishi	Most recent vehicle bought/leased Mitsubishi
				*	*	*
Have Seen Ads Shown On-Screen Before Start of a Movie - Past Month	Unwgted	10943	21	18	111	41
	Weighted (000)	53139	92	68	573	201
	Horz %	100.00	0.17	0.13	1.08	0.38
	Vert %	21.77	22.08	19.71	23.30	20.04
	Index	100	101	91	107	92
			*	*		
Have Seen Ads in Stores (Not Video Ads) - Past Month	Unwgted	15171	30	18	148	61
	Weighted (000)	76102	153	72	739	287
	Horz %	100.00	0.20	0.09	0.97	0.38
	Vert %	31.18	36.69	20.92	30.05	28.53
	Index	100	118	67	96	92
			*	*		
Have Seen Ads in Shopping Malls (Not Video Ads) - Past Month	Unwgted	10587	20	14	102	43
	Weighted (000)	52205	100	51	572	242
	Horz %	100.00	0.19	0.10	1.10	0.46
	Vert %	21.39	24.03	14.90	23.27	24.07
	Index	100	112	70	109	113
			*	*		
Have Seen Infomercials - Past Month	Unwgted	9871	23	15	115	51
	Weighted (000)	49119	125	59	539	222
	Horz %	100.00	0.25	0.12	1.10	0.45
	Vert %	20.12	30.00	17.31	21.92	22.04
	Index	100	149	86	109	110
			*	*		
Have Seen Offers or Ads Sent to Home by Mail - Past Month	Unwgted	19632	40	23	181	77
	Weighted (000)	96299	192	96	904	378
	Horz %	100.00	0.20	0.10	0.94	0.39
	Vert %	39.45	46.23	27.91	36.78	37.65
	Index	100	117	71	93	95
			*	*		
Have Seen Product Placement in Video Games - Past Month	Unwgted	4596	15	9	57	21
	Weighted (000)	24167	65	40	285	113
	Horz %	100.00	0.27	0.16	1.18	0.47
	Vert %	9.90	15.59	11.63	11.61	11.25
	Index	100	157	117	117	114
			*	*		
Have Seen Product Placement in TV Shows - Past Month	Unwgted	17823	34	20	181	73
	Weighted (000)	88092	156	70	890	350
	Horz %	100.00	0.18	0.08	1.01	0.40
	Vert %	36.09	37.37	20.57	36.22	34.83
	Index	100	104	57	100	97
			*	*		
Have Seen Product Placement in Movies - Past Month	Unwgted	11248	24	14	112	41
	Weighted (000)	56256	115	57	528	187
	Horz %	100.00	0.20	0.10	0.94	0.33
	Vert %	23.05	27.57	16.67	21.48	18.58
	Index	100	120	72	93	81

		Adults 18+	Decision maker for any Mitsubishi	Would buy/lease new Mitsubishi if making decision today
				*
Adults 18+	Unwgted	48646	140	42
	Weighted (000)	244084	662	197
	Horz %	100.00	0.27	0.08
	Vert %	100.00	100.00	100.00
	Index	100	100	100
				*
Male	Unwgted	24620	71	20
	Weighted (000)	117785	316	103
	Horz %	100.00	0.27	0.09
	Vert %	48.26	47.78	52.18
	Index	100	99	108
				*
Female	Unwgted	24026	69	22
	Weighted (000)	126299	346	94
	Horz %	100.00	0.27	0.07
	Vert %	51.74	52.22	47.82
	Index	100	101	92
			*	*
Age 18-24	Unwgted	3885	7	6
	Weighted (000)	30253	23	48
	Horz %	100.00	0.08	0.16
	Vert %	12.39	3.51	24.45
	Index	100	28	197
			*	*
Age 25-34	Unwgted	8183	30	4
	Weighted (000)	43389	139	17
	Horz %	100.00	0.32	0.04
	Vert %	17.78	21.07	8.41
	Index	100	119	47
			*	*
Age 35-44	Unwgted	8605	29	9
	Weighted (000)	40230	134	39
	Horz %	100.00	0.33	0.10
	Vert %	16.48	20.28	19.91
	Index	100	123	121
			*	*
Age 45-54	Unwgted	8861	31	7
	Weighted (000)	43105	196	41
	Horz %	100.00	0.46	0.10
	Vert %	17.66	29.67	20.89
	Index	100	168	118
			*	*
Age 55-64	Unwgted	8498	18	10
	Weighted (000)	40725	52	25
	Horz %	100.00	0.13	0.06
	Vert %	16.68	7.83	12.83
	Index	100	47	77

RAB / GfK MRI AUTO PROFILE: Mitsubishi

		Adults 18+	Decision maker for any Mitsubishi	Would buy/lease new Mitsubishi if making decision today
Age 65+			*	*
	Unwgted	10614	25	6
	Weighted (000)	46383	117	27
	Horz %	100.00	0.25	0.06
	Vert %	19.00	17.65	13.51
	Index	100	93	71
Age 21+				*
	Unwgted	47284	139	41
	Weighted (000)	232046	659	194
	Horz %	100.00	0.28	0.08
	Vert %	95.07	99.49	98.71
	Index	100	105	104
Age 18-34			*	*
	Unwgted	12068	37	10
	Weighted (000)	73642	163	65
	Horz %	100.00	0.22	0.09
	Vert %	30.17	24.58	32.86
	Index	100	81	109
Age 18-49				*
	Unwgted	24996	86	22
	Weighted (000)	134658	430	125
	Horz %	100.00	0.32	0.09
	Vert %	55.17	65.01	63.48
	Index	100	118	115
Age 25-54				*
	Unwgted	25649	90	20
	Weighted (000)	126724	470	97
	Horz %	100.00	0.37	0.08
	Vert %	51.92	71.02	49.21
	Index	100	137	95
Age 35-64				*
	Unwgted	25964	78	26
	Weighted (000)	124059	382	106
	Horz %	100.00	0.31	0.09
	Vert %	50.83	57.78	53.63
	Index	100	114	106
Age 50+				*
	Unwgted	23650	54	20
	Weighted (000)	109426	232	72
	Horz %	100.00	0.21	0.07
	Vert %	44.83	34.99	36.52
	Index	100	78	81
Median Age				
	Unwgted			
	Weighted (000)	47.00	46.30	42.80
	Horz %			
	Vert %			
	Index	100	99	91
Race: White Only				*
	Unwgted	34564	107	28
	Weighted (000)	179823	507	152
	Horz %	100.00	0.28	0.08
	Vert %	73.67	76.53	77.20
	Index	100	104	105

		Adults 18+	Decision maker for any Mitsubishi	Would buy/lease new Mitsubishi if making decision today
			*	*
Race: Black/African-American Only	Unwgted	5909	15	3
	Weighted (000)	29535	67	7
	Horz %	100.00	0.23	0.02
	Vert %	12.10	10.11	3.67
	Index	100	84	30
			*	*
Race: Asian	Unwgted	2388	8	2
	Weighted (000)	8358	34	4
	Horz %	100.00	0.41	0.05
	Vert %	3.42	5.20	2.13
	Index	100	152	62
			*	*
Race: Other Race/Multi-Racial	Unwgted	8173	18	11
	Weighted (000)	34726	88	38
	Horz %	100.00	0.25	0.11
	Vert %	14.23	13.36	19.13
	Index	100	94	134
			*	*
Hispanic, Latino, Spanish Origin or Descent	Unwgted	6851	22	9
	Weighted (000)	37743	112	34
	Horz %	100.00	0.30	0.09
	Vert %	15.46	16.92	17.51
	Index	100	109	113
			*	*
Hispanic, Personally Speak Only English at Home	Unwgted	1739	14	5
	Weighted (000)	6214	61	14
	Horz %	100.00	0.99	0.23
	Vert %	2.55	9.28	7.30
	Index	100	365	287
			*	*
Hispanic, Personally Speak Mostly English, But Some Spanish at Home	Unwgted	2047	6	4
	Weighted (000)	9439	40	20
	Horz %	100.00	0.43	0.21
	Vert %	3.87	6.08	10.20
	Index	100	157	264
			*	*
Hispanic, Personally Speak Only Spanish at Home	Unwgted	1280	0	0
	Weighted (000)	10474	0	0
	Horz %	100.00	0.00	0.00
	Vert %	4.29	0.00	0.00
	Index	100	0	0
			*	*
Hispanic, Personally Speak Mostly Spanish, But Some English at Home	Unwgted	1668	1	0
	Weighted (000)	9512	2	0
	Horz %	100.00	0.02	0.00
	Vert %	3.90	0.35	0.00
	Index	100	9	0
			*	*
Hispanic, Personally Speak Spanish and English Equally at Home	Unwgted	99	1	0
	Weighted (000)	1751	8	0
	Horz %	100.00	0.46	0.00
	Vert %	0.72	1.21	0.00
	Index	100	169	0

		Adults 18+	Decision maker for any Mitsubishi	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	6825	25	5
	Weighted (000)	26213	119	19
	Horz %	100.00	0.45	0.07
	Vert %	10.74	17.95	9.70
	Index	100	167	90
			*	*
Highest Level Education Completed/Highest Degree Received: Bachelor's Degree	Unwgt'd	10965	45	7
	Weighted (000)	46746	214	27
	Horz %	100.00	0.46	0.06
	Vert %	19.15	32.35	13.85
	Index	100	169	72
			*	*
Highest Level Education Completed/Highest Degree Received: Associate Degree, Academic	Unwgt'd	2649	5	1
	Weighted (000)	11210	29	5
	Horz %	100.00	0.26	0.04
	Vert %	4.59	4.43	2.53
	Index	100	96	55
			*	*
Highest Level Education Completed/Highest Degree Received: Associate Degree, Occupational/Vocational	Unwgt'd	3407	12	4
	Weighted (000)	13775	47	13
	Horz %	100.00	0.34	0.09
	Vert %	5.64	7.07	6.59
	Index	100	125	117
			*	*
Highest Level Education Completed/Highest Degree Received: Some College, but No Degree	Unwgt'd	10089	26	14
	Weighted (000)	44682	86	73
	Horz %	100.00	0.19	0.16
	Vert %	18.31	13.00	37.01
	Index	100	71	202
			*	*
Respondent - Highest Level Education Completed/Highest Degree Received: High school graduate (High School Diploma or Equivalent, such as GED)	Unwgt'd	10356	19	8
	Weighted (000)	71816	108	46
	Horz %	100.00	0.15	0.06
	Vert %	29.42	16.30	23.43
	Index	100	55	80
			*	*
Respondent - Highest Level Education Completed/Highest Degree Received: 11th Grade or Less or 12th Grade, No Diploma	Unwgt'd	4355	8	3
	Weighted (000)	29641	59	14
	Horz %	100.00	0.20	0.05
	Vert %	12.14	8.91	6.90
	Index	100	73	57
			*	*
Currently Attending College or University	Unwgt'd	3403	14	5
	Weighted (000)	19372	74	34
	Horz %	100.00	0.38	0.17
	Vert %	7.94	11.21	17.12
	Index	100	141	216
			*	*
Employed Full Time	Unwgt'd	25438	93	23
	Weighted (000)	119890	408	103
	Horz %	100.00	0.34	0.09
	Vert %	49.12	61.58	52.47
	Index	100	125	107

		Adults 18+	Decision maker for any Mitsubishi	Would buy/lease new Mitsubishi if making decision today
			*	*
Employed Part Time	Unwgted	5730	6	8
	Weighted (000)	28854	39	42
	Horz %	100.00	0.14	0.15
	Vert %	11.82	5.89	21.44
	Index	100	50	181
			*	*
Not Employed	Unwgted	17478	41	11
	Weighted (000)	95339	215	51
	Horz %	100.00	0.23	0.05
	Vert %	39.06	32.52	26.09
	Index	100	83	67
			*	*
Temporarily Unemployed	Unwgted	1886	6	2
	Weighted (000)	12314	20	10
	Horz %	100.00	0.16	0.08
	Vert %	5.05	2.95	4.88
	Index	100	59	97
			*	*
Retired from Employment	Unwgted	10143	23	4
	Weighted (000)	46820	115	15
	Horz %	100.00	0.24	0.03
	Vert %	19.18	17.30	7.52
	Index	100	90	39
			*	*
Not Employed, Principal Shopper for Household	Unwgted	2543	8	2
	Weighted (000)	16573	52	16
	Horz %	100.00	0.31	0.10
	Vert %	6.79	7.86	8.13
	Index	100	116	120
			*	*
Occupation: Professional and Related Occupations	Unwgted	7405	25	5
	Weighted (000)	34142	122	20
	Horz %	100.00	0.36	0.06
	Vert %	13.99	18.50	10.19
	Index	100	132	73
			*	*
Occupation: Management, Business and Financial Operations	Unwgted	6595	28	1
	Weighted (000)	24720	95	2
	Horz %	100.00	0.38	0.01
	Vert %	10.13	14.29	0.87
	Index	100	141	9
			*	*
Occupation: Sales and Office Occupations	Unwgted	5959	15	11
	Weighted (000)	32636	104	58
	Horz %	100.00	0.32	0.18
	Vert %	13.37	15.69	29.32
	Index	100	117	219
			*	*
Occupation: Natural Resources, Construction and Maintenance Occupations	Unwgted	2756	9	2
	Weighted (000)	13728	34	18
	Horz %	100.00	0.25	0.13
	Vert %	5.62	5.15	9.38
	Index	100	92	167

		Adults 18+	Decision maker for any Mitsubishi	Would buy/lease new Mitsubishi if making decision today
			*	*
Occupation: Other Employed	Unwgted	8453	22	12
	Weighted (000)	43519	92	48
	Horz %	100.00	0.21	0.11
	Vert %	17.83	13.84	24.16
	Index	100	78	135
			*	*
Household Income: \$250,000+	Unwgted	1966	6	0
	Weighted (000)	7800	26	0
	Horz %	100.00	0.33	0.00
	Vert %	3.20	3.93	0.00
	Index	100	123	0
			*	*
Household Income: \$200,000-\$249,999	Unwgted	1583	11	3
	Weighted (000)	7178	53	7
	Horz %	100.00	0.74	0.10
	Vert %	2.94	8.04	3.65
	Index	100	274	124
			*	*
Household Income: \$150,000-\$199,999	Unwgted	3725	21	2
	Weighted (000)	18847	109	7
	Horz %	100.00	0.58	0.04
	Vert %	7.72	16.43	3.59
	Index	100	213	46
			*	*
Household Income: \$100,000-\$149,999	Unwgted	7038	34	6
	Weighted (000)	39997	162	28
	Horz %	100.00	0.41	0.07
	Vert %	16.39	24.53	14.17
	Index	100	150	86
			*	*
Household Income: \$75,000-\$99,999	Unwgted	6168	14	8
	Weighted (000)	32585	50	18
	Horz %	100.00	0.15	0.05
	Vert %	13.35	7.61	9.05
	Index	100	57	68
			*	*
Household Income: \$60,000-\$74,999	Unwgted	4945	14	1
	Weighted (000)	24958	53	9
	Horz %	100.00	0.21	0.03
	Vert %	10.23	8.00	4.38
	Index	100	78	43
			*	*
Household Income: \$50,000-\$59,999	Unwgted	3824	11	3
	Weighted (000)	18483	70	12
	Horz %	100.00	0.38	0.07
	Vert %	7.57	10.58	6.17
	Index	100	140	81
			*	*
Household Income: \$40,000-\$49,999	Unwgted	4928	12	6
	Weighted (000)	20001	36	46
	Horz %	100.00	0.18	0.23
	Vert %	8.19	5.46	23.15
	Index	100	67	283

		Adults 18+	Decision maker for any Mitsubishi	Would buy/lease new Mitsubishi if making decision today
			*	*
Household Income: \$30,000-\$39,999	Unwgted	4676	8	7
	Weighted (000)	21673	61	39
	Horz %	100.00	0.28	0.18
	Vert %	8.88	9.18	19.78
	Index	100	103	223
Household Income: \$20,000-\$29,999			*	*
	Unwgted	4378	4	3
	Weighted (000)	21286	16	14
	Horz %	100.00	0.08	0.07
	Vert %	8.72	2.48	7.07
Household Income: Under \$20,000			*	*
	Unwgted	5415	5	3
	Weighted (000)	31275	25	18
	Horz %	100.00	0.08	0.06
	Vert %	12.81	3.76	8.98
Median Household Income				
	Unwgted			
	Weighted (000)	65.60	106.00	43.80
	Horz %			
	Vert %			
Marital Status: Single, Never Married			*	*
	Unwgted	12107	30	8
	Weighted (000)	69105	140	49
	Horz %	100.00	0.20	0.07
	Vert %	28.31	21.11	24.78
Marital Status: Currently Married			*	*
	Unwgted	24506	81	24
	Weighted (000)	129071	424	124
	Horz %	100.00	0.33	0.10
	Vert %	52.88	63.98	63.26
Marital Status: Divorced or Legally Separated			*	*
	Unwgted	8229	21	6
	Weighted (000)	31030	75	17
	Horz %	100.00	0.24	0.05
	Vert %	12.71	11.30	8.44
Marital Status: Widowed			*	*
	Unwgted	3804	8	4
	Weighted (000)	14879	24	7
	Horz %	100.00	0.16	0.05
	Vert %	6.10	3.61	3.52
Marital Status: Engaged to Be Married			*	*
	Unwgted	2120	12	6
	Weighted (000)	11812	65	29
	Horz %	100.00	0.55	0.25
	Vert %	4.84	9.81	14.77
	Index	100	203	305

		Adults 18+	Decision maker for any Mitsubishi	Would buy/lease new Mitsubishi if making decision today
Marital Status: Living with Partner/Fiancé/Boyfriend or Girlfriend (Same or Opposite Sex)			*	*
	Unwgted	3596	12	3
	Weighted (000)	21557	76	20
	Horz %	100.00	0.35	0.09
	Vert %	8.83	11.45	10.05
	Index	100	130	114
Any Child(ren) Under Age 18 Living at Home				*
	Unwgted	18201	65	19
	Weighted (000)	94932	364	93
	Horz %	100.00	0.38	0.10
	Vert %	38.89	54.94	47.31
	Index	100	141	122
1 Child Under Age 18 Currently Living at Home			*	*
	Unwgted	7127	28	5
	Weighted (000)	38013	165	31
	Horz %	100.00	0.43	0.08
	Vert %	15.57	24.90	15.96
	Index	100	160	102
2 Children Under Age 18 Currently Living at Home			*	*
	Unwgted	6935	25	11
	Weighted (000)	34366	138	44
	Horz %	100.00	0.40	0.13
	Vert %	14.08	20.80	22.54
	Index	100	148	160
3 Children Under Age 18 Currently Living at Home			*	*
	Unwgted	2804	8	2
	Weighted (000)	14813	47	13
	Horz %	100.00	0.32	0.09
	Vert %	6.07	7.10	6.84
	Index	100	117	113
4 Children Under Age 18 Currently Living at Home			*	*
	Unwgted	872	3	1
	Weighted (000)	4873	13	4
	Horz %	100.00	0.27	0.08
	Vert %	2.00	2.02	1.96
	Index	100	101	98
5 or More Children Under Age 18 Currently Living at Home			*	*
	Unwgted	463	1	0
	Weighted (000)	2867	1	0
	Horz %	100.00	0.03	0.00
	Vert %	1.17	0.12	0.00
	Index	100	10	0
Own Home/Residence				*
	Unwgted	32775	97	28
	Weighted (000)	160976	465	120
	Horz %	100.00	0.29	0.07
	Vert %	65.95	70.18	60.83
	Index	100	106	92
Rent Home/Residence			*	*
	Unwgted	15306	43	12
	Weighted (000)	80205	197	61
	Horz %	100.00	0.25	0.08
	Vert %	32.86	29.82	31.23
	Index	100	91	95

		Adults 18+	Decision maker for any Mitsubishi	Would buy/lease new Mitsubishi if making decision today
Live Rent-Free in Home/Residence			*	*
	Unwgted	565	0	2
	Weighted (000)	2903	0	16
	Horz %	100.00	0.00	0.54
	Vert %	1.19	0.00	7.93
	Index	100	0	667
Census Region: North East			*	*
	Unwgted	11000	36	8
	Weighted (000)	44018	136	31
	Horz %	100.00	0.31	0.07
	Vert %	18.03	20.52	15.64
	Index	100	114	87
Census Region: South			*	*
	Unwgted	17645	52	8
	Weighted (000)	92016	301	39
	Horz %	100.00	0.33	0.04
	Vert %	37.70	45.42	19.59
	Index	100	120	52
Census Region: Midwest			*	*
	Unwgted	9880	32	12
	Weighted (000)	52062	120	41
	Horz %	100.00	0.23	0.08
	Vert %	21.33	18.07	20.97
	Index	100	85	98
Census Region: West			*	*
	Unwgted	10121	20	14
	Weighted (000)	55988	106	86
	Horz %	100.00	0.19	0.15
	Vert %	22.94	15.99	43.80
	Index	100	70	191
Census Sub-Region: New England			*	*
	Unwgted	2748	5	4
	Weighted (000)	11567	11	15
	Horz %	100.00	0.10	0.13
	Vert %	4.74	1.67	7.37
	Index	100	35	156
Census Sub-Region: Mid Atlantic			*	*
	Unwgted	8252	31	4
	Weighted (000)	32451	125	16
	Horz %	100.00	0.38	0.05
	Vert %	13.30	18.85	8.26
	Index	100	142	62
Census Sub-Region: South Atlantic			*	*
	Unwgted	9812	31	3
	Weighted (000)	48740	146	10
	Horz %	100.00	0.30	0.02
	Vert %	19.97	21.99	5.27
	Index	100	110	26
Census Sub-Region: East South Central			*	*
	Unwgted	1890	3	2
	Weighted (000)	14067	19	16
	Horz %	100.00	0.14	0.12
	Vert %	5.76	2.91	8.35
	Index	100	50	145

		Adults 18+	Decision maker for any Mitsubishi	Would buy/lease new Mitsubishi if making decision today
			*	*
Census Sub-Region: West South Central	Unwgted	5943	18	3
	Weighted (000)	29209	136	12
	Horz %	100.00	0.47	0.04
	Vert %	11.97	20.52	5.97
	Index	100	171	50
			*	*
Census Sub-Region: East North Central	Unwgted	7303	27	9
	Weighted (000)	36089	92	25
	Horz %	100.00	0.26	0.07
	Vert %	14.79	13.91	12.56
	Index	100	94	85
			*	*
Census Sub-Region: West North Central	Unwgted	2577	5	3
	Weighted (000)	15973	28	17
	Horz %	100.00	0.17	0.10
	Vert %	6.54	4.17	8.42
	Index	100	64	129
			*	*
Census Sub-Region: Mountain	Unwgted	2752	4	5
	Weighted (000)	18482	28	32
	Horz %	100.00	0.15	0.17
	Vert %	7.57	4.23	16.12
	Index	100	56	213
			*	*
Census Sub-Region: Pacific	Unwgted	7369	16	9
	Weighted (000)	37506	78	54
	Horz %	100.00	0.21	0.15
	Vert %	15.37	11.76	27.68
	Index	100	77	180
			*	*
County Size: A	Unwgted	26326	86	23
	Weighted (000)	102649	321	77
	Horz %	100.00	0.31	0.08
	Vert %	42.05	48.49	39.33
	Index	100	115	94
			*	*
County Size: B	Unwgted	11709	32	9
	Weighted (000)	72000	192	53
	Horz %	100.00	0.27	0.07
	Vert %	29.50	29.01	26.82
	Index	100	98	91
			*	*
County Size: C/D	Unwgted	10611	22	10
	Weighted (000)	69435	149	67
	Horz %	100.00	0.21	0.10
	Vert %	28.45	22.50	33.85
	Index	100	79	119
			*	*
Radio Formats: AAA (subset of Alternative) (Monday-Sunday 24-Hour Cume)	Unwgted	1128	7	1
	Weighted (000)	4719	24	11
	Horz %	100.00	0.52	0.23
	Vert %	1.93	3.70	5.61
	Index	100	191	290

		Adults 18+	Decision maker for any Mitsubishi	Would buy/lease new Mitsubishi if making decision today
			*	*
Radio Formats: Adult Contemporary (Monday-Sunday 24-Hour Cume)	Unwgted	7893	25	3
	Weighted (000)	38375	114	8
	Horz %	100.00	0.30	0.02
	Vert %	15.72	17.26	4.09
	Index	100	110	26
			*	*
Radio Formats: Adult Hits (Monday-Sunday 24-Hour Cume)	Unwgted	1220	3	1
	Weighted (000)	6399	43	4
	Horz %	100.00	0.67	0.07
	Vert %	2.62	6.44	2.17
	Index	100	246	83
		*	*	*
UNTRENDED: Radio Formats: Adult Standards/Easy Listening (Monday-Sunday 24-Hour Cume)	Unwgted	0	0	0
	Weighted (000)	0	0	0
	Horz %	0.00	0.00	0.00
	Vert %	0.00	0.00	0.00
	Index	0	0	0
			*	*
Radio Formats: All News (Monday-Sunday 24-Hour Cume)	Unwgted	2726	7	0
	Weighted (000)	7983	18	0
	Horz %	100.00	0.22	0.00
	Vert %	3.27	2.67	0.00
	Index	100	82	0
			*	*
Radio Formats: All Sports (Monday-Sunday 24-Hour Cume)	Unwgted	3232	13	3
	Weighted (000)	12837	41	14
	Horz %	100.00	0.32	0.11
	Vert %	5.26	6.14	7.35
	Index	100	117	140
			*	*
Radio Formats: All Talk (Monday-Sunday 24-Hour Cume)	Unwgted	850	1	0
	Weighted (000)	3908	1	0
	Horz %	100.00	0.02	0.00
	Vert %	1.60	0.11	0.00
	Index	100	7	0
			*	*
Radio Formats: Alternative (Monday-Sunday 24-Hour Cume)	Unwgted	3051	15	6
	Weighted (000)	14357	49	56
	Horz %	100.00	0.34	0.39
	Vert %	5.88	7.42	28.63
	Index	100	126	487
			*	*
Radio Formats: CHR/Top 40 (Monday-Sunday 24-Hour Cume)	Unwgted	8136	21	3
	Weighted (000)	42891	99	19
	Horz %	100.00	0.23	0.04
	Vert %	17.57	14.88	9.58
	Index	100	85	55
			*	*
Radio Formats: Classic Hits (Monday-Sunday 24-Hour Cume)	Unwgted	2864	8	3
	Weighted (000)	14285	25	18
	Horz %	100.00	0.17	0.13
	Vert %	5.85	3.73	9.14
	Index	100	64	156

		Adults 18+	Decision maker for any Mitsubishi	Would buy/lease new Mitsubishi if making decision today
			*	*
Radio Formats: Classic Rock (Monday-Sunday 24-Hour Cume)	Unwgted	3360	8	5
	Weighted (000)	16987	27	23
	Horz %	100.00	0.16	0.13
	Vert %	6.96	4.10	11.56
	Index	100	59	166
			*	*
Radio Formats: Classical (Monday-Sunday 24-Hour Cume)	Unwgted	1353	2	0
	Weighted (000)	5307	5	0
	Horz %	100.00	0.09	0.00
	Vert %	2.17	0.70	0.00
	Index	100	32	0
			*	*
Radio Formats: Country (Monday-Sunday 24-Hour Cume)	Unwgted	7757	21	8
	Weighted (000)	44958	120	30
	Horz %	100.00	0.27	0.07
	Vert %	18.42	18.10	15.06
	Index	100	98	82
			*	*
Radio Formats: Ethnic (Monday-Sunday 24-Hour Cume)	Unwgted	310	1	0
	Weighted (000)	1196	2	0
	Horz %	100.00	0.14	0.00
	Vert %	0.49	0.26	0.00
	Index	100	53	0
			*	*
Radio Formats: Gospel (Monday-Sunday 24-Hour Cume)	Unwgted	642	1	1
	Weighted (000)	3662	1	1
	Horz %	100.00	0.04	0.03
	Vert %	1.50	0.23	0.56
	Index	100	15	38
			*	*
Radio Formats: Hispanic (All Genres) (Monday-Sunday 24-Hour Cume)	Unwgted	2577	1	1
	Weighted (000)	15181	20	1
	Horz %	100.00	0.13	0.01
	Vert %	6.22	2.98	0.60
	Index	100	48	10
			*	*
Radio Formats: Hot AC (Subset of "Adult Contemporary") (Monday-Sunday 24-Hour Cume)	Unwgted	3551	18	2
	Weighted (000)	17450	57	4
	Horz %	100.00	0.32	0.02
	Vert %	7.15	8.55	1.92
	Index	100	120	27
			*	*
Radio Formats: Jazz (Monday-Sunday 24-Hour Cume)	Unwgted	631	2	1
	Weighted (000)	2496	9	9
	Horz %	100.00	0.35	0.35
	Vert %	1.02	1.32	4.38
	Index	100	129	428
			*	*
Radio Formats: Mexican/Tejano/Ranchera (Subset of "Hispanic") (Monday-Sunday 24-Hour Cume)	Unwgted	1108	0	1
	Weighted (000)	6328	0	1
	Horz %	100.00	0.00	0.02
	Vert %	2.59	0.00	0.60
	Index	100	0	23

		Adults 18+	Decision maker for any Mitsubishi	Would buy/lease new Mitsubishi if making decision today
			*	*
Radio Formats: News/Talk (Monday-Sunday 24-Hour Cume)	Unwgted	5806	20	5
	Weighted (000)	23554	67	15
	Horz %	100.00	0.28	0.06
	Vert %	9.65	10.07	7.45
	Index	100	104	77
			*	*
Radio Formats: Oldies (Monday-Sunday 24-Hour Cume)	Unwgted	1456	4	0
	Weighted (000)	7376	26	0
	Horz %	100.00	0.35	0.00
	Vert %	3.02	3.86	0.00
	Index	100	128	0
			*	*
Radio Formats: Public Radio/Non-Commercial (Monday-Sunday 24-Hour Cume)	Unwgted	2625	8	2
	Weighted (000)	10677	27	14
	Horz %	100.00	0.25	0.13
	Vert %	4.37	4.02	7.14
	Index	100	92	163
			*	*
Radio Formats: Religion/Christian (Monday-Sunday 24-Hour Cume)	Unwgted	3944	14	4
	Weighted (000)	20120	67	16
	Horz %	100.00	0.33	0.08
	Vert %	8.24	10.07	8.31
	Index	100	122	101
			*	*
Radio Formats: Rhythmic (Monday-Sunday 24-Hour Cume)	Unwgted	2569	8	1
	Weighted (000)	13480	43	3
	Horz %	100.00	0.32	0.02
	Vert %	5.52	6.50	1.39
	Index	100	118	25
			*	*
Radio Formats: Rock (Monday-Sunday 24-Hour Cume)	Unwgted	3181	8	2
	Weighted (000)	16260	23	11
	Horz %	100.00	0.14	0.07
	Vert %	6.66	3.48	5.50
	Index	100	52	83
			*	*
Radio Formats: Soft Adult Contemporary/Lite Rock (Monday-Sunday 24-Hour Cume)	Unwgted	1106	3	0
	Weighted (000)	5735	10	0
	Horz %	100.00	0.18	0.00
	Vert %	2.35	1.53	0.00
	Index	100	65	0
			*	*
Radio Formats: Spanish AC (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	Unwgted	906	0	0
	Weighted (000)	5268	0	0
	Horz %	100.00	0.00	0.00
	Vert %	2.16	0.00	0.00
	Index	100	0	0
			*	*
Radio Formats: Tropical (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	Unwgted	302	1	0
	Weighted (000)	1893	20	0
	Horz %	100.00	1.04	0.00
	Vert %	0.78	2.98	0.00
	Index	100	384	0

		Adults 18+	Decision maker for any Mitsubishi	Would buy/lease new Mitsubishi if making decision today
			*	*
Radio Formats: Urban (All Genres) (Monday-Sunday 24-Hour Cume)	Unwgted	5121	12	1
	Weighted (000)	26008	55	2
	Horz %	100.00	0.21	0.01
	Vert %	10.66	8.35	0.78
	Index	100	78	7
			*	*
Radio Formats: Urban AC (Subset of Urban) (Monday-Sunday 24-Hour Cume)	Unwgted	2133	3	0
	Weighted (000)	10077	14	0
	Horz %	100.00	0.14	0.00
	Vert %	4.13	2.09	0.00
	Index	100	51	0
			*	*
Radio Formats: Urban Contemporary (Subset of Urban) (Monday-Sunday 24-Hour Cume)	Unwgted	1989	5	1
	Weighted (000)	11746	39	2
	Horz %	100.00	0.33	0.01
	Vert %	4.81	5.88	0.78
	Index	100	122	16
			*	*
Radio Formats: Variety/Other (Monday-Sunday 24-Hour Cume)	Unwgted	1303	2	0
	Weighted (000)	6945	22	0
	Horz %	100.00	0.31	0.00
	Vert %	2.85	3.30	0.00
	Index	100	116	0
			*	*
Radio Daypart Cumes: Total Week Monday-Sunday 24 Hours	Unwgted	41037	124	37
	Weighted (000)	204462	573	181
	Horz %	100.00	0.28	0.09
	Vert %	83.77	86.59	92.07
	Index	100	103	110
			*	*
Radio Daypart Cumes: Weekday 6:00 am - 10:00 am	Unwgted	25278	78	18
	Weighted (000)	122460	311	81
	Horz %	100.00	0.25	0.07
	Vert %	50.17	46.99	41.29
	Index	100	94	82
			*	*
Radio Daypart Cumes: Weekday 10:00 am - 3:00 pm	Unwgted	18835	52	17
	Weighted (000)	94930	239	89
	Horz %	100.00	0.25	0.09
	Vert %	38.89	36.13	45.19
	Index	100	93	116
			*	*
Radio Daypart Cumes: Weekday 3:00 pm - 7:00 pm	Unwgted	22339	73	21
	Weighted (000)	109527	273	117
	Horz %	100.00	0.25	0.11
	Vert %	44.87	41.28	59.63
	Index	100	92	133
			*	*
Radio Daypart Cumes: Weekday 7:00 pm - Midnight	Unwgted	8087	22	7
	Weighted (000)	41055	114	38
	Horz %	100.00	0.28	0.09
	Vert %	16.82	17.21	19.12
	Index	100	102	114

		Adults 18+	Decision maker for any Mitsubishi	Would buy/lease new Mitsubishi if making decision today
Radio Daypart Cumes: Weekday Midnight - 6:00 am			*	*
	Unwgted	2418	2	3
	Weighted (000)	12268	22	4
	Horz %	100.00	0.18	0.03
	Vert %	5.03	3.33	1.78
	Index	100	66	35
Radio Daypart Cumes: Weekend 6:00 am - 10:00 am			*	*
	Unwgted	16140	40	13
	Weighted (000)	79167	169	57
	Horz %	100.00	0.21	0.07
	Vert %	32.43	25.53	29.09
	Index	100	79	90
Radio Daypart Cumes: Weekend 10:00 am - 3:00 pm			*	*
	Unwgted	21592	59	16
	Weighted (000)	106532	247	77
	Horz %	100.00	0.23	0.07
	Vert %	43.65	37.28	39.23
	Index	100	85	90
Radio Daypart Cumes: Weekend 3:00 pm - 7:00 pm			*	*
	Unwgted	16960	58	14
	Weighted (000)	85146	241	73
	Horz %	100.00	0.28	0.09
	Vert %	34.88	36.47	37.05
	Index	100	105	106
Radio Daypart Cumes: Weekend 7:00 pm - Midnight			*	*
	Unwgted	8346	33	10
	Weighted (000)	42195	179	63
	Horz %	100.00	0.42	0.15
	Vert %	17.29	27.07	31.94
	Index	100	157	185
Radio Daypart Cumes: Weekend Midnight - 6:00 am			*	*
	Unwgted	2161	7	3
	Weighted (000)	10847	41	9
	Horz %	100.00	0.38	0.08
	Vert %	4.44	6.23	4.60
	Index	100	140	103
Where Listen to Radio on Typical Weekday: Home			*	*
	Unwgted	13605	35	13
	Weighted (000)	66444	167	53
	Horz %	100.00	0.25	0.08
	Vert %	27.22	25.23	26.77
	Index	100	93	98
Where Listen to Radio on Typical Weekday: Car			*	*
	Unwgted	37582	116	35
	Weighted (000)	186198	533	178
	Horz %	100.00	0.29	0.10
	Vert %	76.28	80.59	90.62
	Index	100	106	119
Where Listen to Radio on Typical Weekday: Work			*	*
	Unwgted	6358	27	4
	Weighted (000)	32708	141	7
	Horz %	100.00	0.43	0.02
	Vert %	13.40	21.24	3.35
	Index	100	159	25

		Adults 18+	Decision maker for any Mitsubishi	Would buy/lease new Mitsubishi if making decision today
			*	*
Where Listen to Radio on Typical Weekday: Place Other Than Home, Car, Work	Unwgted	1490	1	0
	Weighted (000)	7844	11	0
	Horz %	100.00	0.14	0.00
	Vert %	3.21	1.67	0.00
	Index	100	52	0
			*	*
Where Listen to Radio on Typical Weekend: Home	Unwgted	16122	41	15
	Weighted (000)	79216	171	69
	Horz %	100.00	0.22	0.09
	Vert %	32.45	25.76	34.92
	Index	100	79	108
			*	*
Where Listen to Radio on Typical Weekend: Car	Unwgted	34584	104	32
	Weighted (000)	172300	471	148
	Horz %	100.00	0.27	0.09
	Vert %	70.59	71.15	74.99
	Index	100	101	106
			*	*
Where Listen to Radio on Typical Weekend: Work	Unwgted	2377	10	3
	Weighted (000)	13032	58	10
	Horz %	100.00	0.44	0.08
	Vert %	5.34	8.71	4.99
	Index	100	163	93
			*	*
Where Listen to Radio on Typical Weekend: Place Other Than Home, Car, Work	Unwgted	1550	2	0
	Weighted (000)	8439	30	0
	Horz %	100.00	0.35	0.00
	Vert %	3.46	4.51	0.00
	Index	100	131	0
			*	*
Ever Listen to AM Radio (Terrestrial Radio)	Unwgted	8872	24	8
	Weighted (000)	37216	95	33
	Horz %	100.00	0.25	0.09
	Vert %	15.25	14.32	17.00
	Index	100	94	112
			*	*
Ever Listen to FM Radio (Terrestrial Radio)	Unwgted	35648	106	32
	Weighted (000)	180517	466	155
	Horz %	100.00	0.26	0.09
	Vert %	73.96	70.47	78.72
	Index	100	95	106
			*	*
Ever Listen to Any Terrestrial Radio (AM/FM)	Unwgted	38624	115	33
	Weighted (000)	192537	509	156
	Horz %	100.00	0.26	0.08
	Vert %	78.88	76.90	79.41
	Index	100	97	101
			*	*
Ever Listen to Satellite Radio (SiriusXM)	Unwgted	6808	19	5
	Weighted (000)	31804	73	21
	Horz %	100.00	0.23	0.07
	Vert %	13.03	11.01	10.65
	Index	100	84	82

		Adults 18+	Decision maker for any Mitsubishi	Would buy/lease new Mitsubishi if making decision today
Household Subscribes to Satellite (SiriusXM) Radio			*	*
	Unwgted	9333	28	7
	Weighted (000)	45323	137	29
	Horz %	100.00	0.30	0.06
	Vert %	18.57	20.76	14.63
	Index	100	112	79
Any Vehicle Currently Owned/Leased Has Satellite Radio			*	*
	Unwgted	15153	43	12
	Weighted (000)	76621	254	46
	Horz %	100.00	0.33	0.06
	Vert %	31.39	38.38	23.47
	Index	100	122	75
Any Vehicle Currently Owned/Leased Has MP3 Player Connection			*	*
	Unwgted	12633	49	20
	Weighted (000)	64670	284	126
	Horz %	100.00	0.44	0.20
	Vert %	26.49	42.83	64.17
	Index	100	162	242
Listened to Online Streaming AM/FM Broadcast Radio Stations - Past Month			*	*
	Unwgted	7343	31	11
	Weighted (000)	36346	183	37
	Horz %	100.00	0.50	0.10
	Vert %	14.89	27.72	18.84
	Index	100	186	127
Listened to Internet-only radio or other online music or audio services (eg. Pandora, Spotify, etc.) - past month			*	*
	Unwgted	19242	62	17
	Weighted (000)	97996	282	95
	Horz %	100.00	0.29	0.10
	Vert %	40.15	42.67	48.16
	Index	100	106	120
Listening to Any Radio on the Internet/Online - Past Month			*	*
	Unwgted	21921	78	21
	Weighted (000)	110983	362	109
	Horz %	100.00	0.33	0.10
	Vert %	45.47	54.62	55.23
	Index	100	120	121
Visited a Radio Station, Radio Program or Radio Personality's website - Past Month			*	*
	Unwgted	3452	7	4
	Weighted (000)	17001	46	10
	Horz %	100.00	0.27	0.06
	Vert %	6.97	6.98	4.85
	Index	100	100	70
Downloaded Music - Past Month			*	*
	Unwgted	9054	26	10
	Weighted (000)	47933	130	44
	Horz %	100.00	0.27	0.09
	Vert %	19.64	19.57	22.59
	Index	100	100	115
Downloaded Podcasts/Engaged in Podcasting - Past Month			*	*
	Unwgted	3700	8	3
	Weighted (000)	17081	31	6
	Horz %	100.00	0.18	0.04
	Vert %	7.00	4.61	3.20
	Index	100	66	46

		Adults 18+	Decision maker for any Mitsubishi	Would buy/lease new Mitsubishi if making decision today
Visited iHeartRadio site - Past Month			*	*
	Unwgted	4412	10	8
	Weighted (000)	21989	45	26
	Horz %	100.00	0.20	0.12
	Vert %	9.01	6.73	13.39
	Index	100	75	149
Visited iTunes.com site - Past Month			*	*
	Unwgted	8331	29	2
	Weighted (000)	40212	118	4
	Horz %	100.00	0.29	0.01
	Vert %	16.47	17.86	1.82
	Index	100	108	11
Visited Pandora.com site - Past Month			*	*
	Unwgted	16996	51	15
	Weighted (000)	87700	213	87
	Horz %	100.00	0.24	0.10
	Vert %	35.93	32.15	44.05
	Index	100	89	123
Visited Spotify site - Past Month			*	*
	Unwgted	6074	20	6
	Weighted (000)	32588	120	45
	Horz %	100.00	0.37	0.14
	Vert %	13.35	18.20	22.83
	Index	100	136	171
Advertising on radio provides me with useful information about bargains. Agree strongly or Agree somewhat			*	*
	Unwgted	16507	50	14
	Weighted (000)	83844	256	44
	Horz %	100.00	0.31	0.05
	Vert %	34.35	38.69	22.52
	Index	100	113	66
Advertising on radio provides me with meaningful information about the product use of other consumers. Agree strongly or Agree somewhat			*	*
	Unwgted	13908	44	15
	Weighted (000)	70343	201	59
	Horz %	100.00	0.29	0.08
	Vert %	28.82	30.39	29.83
	Index	100	105	104
Advertising on radio provides me with useful information about new products and services. Agree strongly or Agree somewhat			*	*
	Unwgted	17125	53	19
	Weighted (000)	86850	235	80
	Horz %	100.00	0.27	0.09
	Vert %	35.58	35.49	40.69
	Index	100	100	114
For me, advertising on radio is amusing. Agree strongly or Agree somewhat			*	*
	Unwgted	12845	34	12
	Weighted (000)	65189	145	57
	Horz %	100.00	0.22	0.09
	Vert %	26.71	21.92	28.96
	Index	100	82	108
Most trusted media: Radio			*	*
	Unwgted	4143	14	3
	Weighted (000)	21056	66	6
	Horz %	100.00	0.31	0.03
	Vert %	8.63	9.98	3.18
	Index	100	116	37

		Adults 18+	Decision maker for any Mitsubishi	Would buy/lease new Mitsubishi if making decision today
				*
TV Dayparts: Total Week Prime Time Cume Audience	Unwgted	38598	117	30
	Weighted (000)	190885	539	125
	Horz %	100.00	0.28	0.07
	Vert %	78.20	81.46	63.28
	Index	100	104	81
				*
TV Dayparts: Prime Time Weekdays Cume Audience: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)	Unwgted	30674	88	24
	Weighted (000)	150599	404	96
	Horz %	100.00	0.27	0.06
	Vert %	61.70	60.95	48.63
	Index	100	99	79
				*
TV Dayparts: Prime Time Saturday Cume Audience: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)	Unwgted	26407	77	23
	Weighted (000)	129573	385	93
	Horz %	100.00	0.30	0.07
	Vert %	53.09	58.09	47.17
	Index	100	109	89
				*
TV Dayparts: Prime Time Sunday Cume Audience: 7:00-11:00 pm (Eastern/Pacific), 6:00-10:00 pm (Central/Mountain)	Unwgted	30767	96	25
	Weighted (000)	150356	432	108
	Horz %	100.00	0.29	0.07
	Vert %	61.60	65.31	55.06
	Index	100	106	89
				*
TV Dayparts: Weekdays Cume Audience: 9:00 am-4:00 pm (Eastern/Pacific) 9:00 am - 3:00 pm (Central/Mountain)	Unwgted	13588	36	11
	Weighted (000)	72467	163	24
	Horz %	100.00	0.23	0.03
	Vert %	29.69	24.64	12.27
	Index	100	83	41
				*
TV Dayparts: Weekdays Cume Audience: 4:00 pm-7:30 pm (Eastern/Pacific) 3:00 pm-6:30 pm (Central/Mountain)	Unwgted	24214	69	18
	Weighted (000)	122899	327	85
	Horz %	100.00	0.27	0.07
	Vert %	50.35	49.39	43.31
	Index	100	98	86
				*
TV Dayparts: Weekdays Cume Audience: 11:30 pm-1:00 am (Eastern/Pacific) 10:30 pm-Midnight (Central/Mountain)	Unwgted	8203	24	5
	Weighted (000)	41009	124	19
	Horz %	100.00	0.30	0.05
	Vert %	16.80	18.68	9.45
	Index	100	111	56
				*
TV Dayparts: Weekend Children's Shows Cume Audience: Saturday-Sunday Morning	Unwgted	20426	56	14
	Weighted (000)	102185	269	59
	Horz %	100.00	0.26	0.06
	Vert %	41.86	40.57	29.79
	Index	100	97	71
				*
TV Dayparts: Weekend Sports Cume Audience: Saturday-Sunday Afternoon	Unwgted	23818	69	12
	Weighted (000)	120635	322	38
	Horz %	100.00	0.27	0.03
	Vert %	49.42	48.70	19.11
	Index	100	99	39

		Adults 18+	Decision maker for any Mitsubishi	Would buy/lease new Mitsubishi if making decision today
Downloaded a TV Program - Past Month			*	*
	Unwgted	2514	3	4
	Weighted (000)	11768	14	18
	Horz %	100.00	0.12	0.15
	Vert %	4.82	2.16	9.02
	Index	100	45	187
Watched a TV Program Online - Past Month			*	*
	Unwgted	8915	32	13
	Weighted (000)	43431	116	66
	Horz %	100.00	0.27	0.15
	Vert %	17.79	17.48	33.34
	Index	100	98	187
Visited a TV Network or TV Show's Web Site - Past Month			*	*
	Unwgted	9786	39	10
	Weighted (000)	47213	180	45
	Horz %	100.00	0.38	0.10
	Vert %	19.34	27.20	22.91
	Index	100	141	118
Looked at TV Listings Online - Past Month			*	*
	Unwgted	5331	16	6
	Weighted (000)	24808	64	10
	Horz %	100.00	0.26	0.04
	Vert %	10.16	9.63	4.99
	Index	100	95	49
Household Subscribes to Cable TV				*
	Unwgted	22534	73	18
	Weighted (000)	109088	364	69
	Horz %	100.00	0.33	0.06
	Vert %	44.69	55.06	35.19
	Index	100	123	79
Household Subscribes to Cable, Satellite or Fiber Optic TV				*
	Unwgted	37894	108	30
	Weighted (000)	188357	505	124
	Horz %	100.00	0.27	0.07
	Vert %	77.17	76.22	63.07
	Index	100	99	82
Viewed Any Cable TV (Including Pay) - Past Week				*
	Unwgted	36344	103	29
	Weighted (000)	180739	486	122
	Horz %	100.00	0.27	0.07
	Vert %	74.05	73.49	61.78
	Index	100	99	83
Heavy Cable TV Viewer (Including Pay) - Past Week				*
	Unwgted	26301	64	22
	Weighted (000)	131456	310	100
	Horz %	100.00	0.24	0.08
	Vert %	53.86	46.88	50.67
	Index	100	87	94
Viewed Any Premium Cable Channels - Past Month				*
	Unwgted	15801	50	15
	Weighted (000)	75868	226	60
	Horz %	100.00	0.30	0.08
	Vert %	31.08	34.19	30.63
	Index	100	110	99

		Adults 18+	Decision maker for any Mitsubishi	Would buy/lease new Mitsubishi if making decision today
			*	*
Viewed Any Pay-Per-View Programs or Events - Past Year	Unwgted	5693	19	7
	Weighted (000)	27121	107	29
	Horz %	100.00	0.39	0.11
	Vert %	11.11	16.10	14.92
	Index	100	145	134
				*
Viewed Any Video-On-Demand Programs or Events - Past Year	Unwgted	13030	56	8
	Weighted (000)	59121	197	31
	Horz %	100.00	0.33	0.05
	Vert %	24.22	29.75	15.52
	Index	100	123	64
				*
Household Has a Satellite Dish	Unwgted	10843	22	10
	Weighted (000)	61939	123	65
	Horz %	100.00	0.20	0.10
	Vert %	25.38	18.55	33.00
	Index	100	73	130
				*
Household Has a Digital Video Recorder (DVR)	Unwgted	23728	71	20
	Weighted (000)	116768	338	100
	Horz %	100.00	0.29	0.09
	Vert %	47.84	51.02	50.75
	Index	100	107	106
				*
Any Internet/Online Activity - Past Month	Unwgted	42373	127	37
	Weighted (000)	208554	605	177
	Horz %	100.00	0.29	0.08
	Vert %	85.44	91.34	89.92
	Index	100	107	105
				*
Played Games Online - Past Month	Unwgted	13852	37	16
	Weighted (000)	73850	184	93
	Horz %	100.00	0.25	0.13
	Vert %	30.26	27.87	47.48
	Index	100	92	157
				*
Downloaded a Video Game - Past Month	Unwgted	5083	15	6
	Weighted (000)	28601	74	32
	Horz %	100.00	0.26	0.11
	Vert %	11.72	11.13	16.30
	Index	100	95	139
				*
Downloaded a Movie - Past Month	Unwgted	4447	9	5
	Weighted (000)	21989	49	33
	Horz %	100.00	0.22	0.15
	Vert %	9.01	7.37	17.00
	Index	100	82	189
				*
Watched a Movie Online - Past Month	Unwgted	11540	34	13
	Weighted (000)	58047	177	60
	Horz %	100.00	0.31	0.10
	Vert %	23.78	26.78	30.70
	Index	100	113	129

		Adults 18+	Decision maker for any Mitsubishi	Would buy/lease new Mitsubishi if making decision today
Watched Online Video (Not Movie, TV) - Past Month			*	*
	Unwgt'd	10029	35	10
	Weighted (000)	50248	151	37
	Horz %	100.00	0.30	0.07
	Vert %	20.59	22.82	18.99
	Index	100	111	92
Visited a Chat Room - Past Month			*	*
	Unwgt'd	2194	8	3
	Weighted (000)	10601	41	9
	Horz %	100.00	0.39	0.09
	Vert %	4.34	6.23	4.75
	Index	100	143	109
Used e-Mail - Past Month			*	*
	Unwgt'd	37148	117	31
	Weighted (000)	177506	554	156
	Horz %	100.00	0.31	0.09
	Vert %	72.72	83.62	79.06
	Index	100	115	109
Used Instant Messenger/IM Online - Past Month			*	*
	Unwgt'd	29084	93	32
	Weighted (000)	148723	450	144
	Horz %	100.00	0.30	0.10
	Vert %	60.93	67.96	73.15
	Index	100	112	120
Visited Online Blogs - Past Month			*	*
	Unwgt'd	6650	21	8
	Weighted (000)	32542	104	43
	Horz %	100.00	0.32	0.13
	Vert %	13.33	15.68	21.67
	Index	100	118	163
Wrote an Online Blog - Past Month			*	*
	Unwgt'd	1215	3	1
	Weighted (000)	5810	7	1
	Horz %	100.00	0.11	0.02
	Vert %	2.38	1.00	0.53
	Index	100	42	22
Uploaded or Added Video to a Web Site - Past Month			*	*
	Unwgt'd	4085	17	8
	Weighted (000)	20569	83	24
	Horz %	100.00	0.40	0.12
	Vert %	8.43	12.49	12.44
	Index	100	148	148
Social networking, photo or video-sharing services visited or used in the last 30 days: Any Social Networking/Photo/Video-sharing services			*	*
	Unwgt'd	36787	117	34
	Weighted (000)	184180	563	167
	Horz %	100.00	0.31	0.09
	Vert %	75.46	85.05	85.01
	Index	100	113	113
Social networking, photo or video-sharing services visited or used in the last 30 days: Facebook			*	*
	Unwgt'd	29944	95	30
	Weighted (000)	152016	473	150
	Horz %	100.00	0.31	0.10
	Vert %	62.28	71.40	76.23
	Index	100	115	122

		Adults 18+	Decision maker for any Mitsubishi	Would buy/lease new Mitsubishi if making decision today
Foursquare			*	*
	Unwgted	259	1	1
	Weighted (000)	1096	4	3
	Horz %	100.00	0.37	0.26
	Vert %	0.45	0.60	1.44
	Index	100	135	320
Google + (Google Plus)			*	*
	Unwgted	7523	31	7
	Weighted (000)	37002	146	19
	Horz %	100.00	0.39	0.05
	Vert %	15.16	22.00	9.89
	Index	100	145	65
Instagram			*	*
	Unwgted	11180	34	11
	Weighted (000)	59923	206	74
	Horz %	100.00	0.34	0.12
	Vert %	24.55	31.19	37.58
	Index	100	127	153
LinkedIn			*	*
	Unwgted	7899	31	4
	Weighted (000)	31599	140	25
	Horz %	100.00	0.44	0.08
	Vert %	12.95	21.15	12.57
	Index	100	163	97
Pinterest			*	*
	Unwgted	9299	24	7
	Weighted (000)	49108	106	45
	Horz %	100.00	0.22	0.09
	Vert %	20.12	15.99	23.09
	Index	100	79	115
Tumblr			*	*
	Unwgted	1737	5	2
	Weighted (000)	9309	24	2
	Horz %	100.00	0.26	0.03
	Vert %	3.81	3.59	1.22
	Index	100	94	32
Twitter			*	*
	Unwgted	6507	20	4
	Weighted (000)	32509	80	25
	Horz %	100.00	0.25	0.08
	Vert %	13.32	12.14	12.80
	Index	100	91	96
Yelp			*	*
	Unwgted	4238	20	4
	Weighted (000)	17049	80	12
	Horz %	100.00	0.47	0.07
	Vert %	6.98	12.11	6.16
	Index	100	173	88
YouTube			*	*
	Unwgted	24878	85	22
	Weighted (000)	125197	407	123
	Horz %	100.00	0.33	0.10
	Vert %	51.29	61.53	62.49
	Index	100	120	122

		Adults 18+	Decision maker for any Mitsubishi	Would buy/lease new Mitsubishi if making decision today
				*
Activities done using a social networking, photo or video-sharing service in the last 30 days: Posted that you "Like" something	Unwgted	19391	61	24
	Weighted (000)	98998	301	121
	Horz %	100.00	0.30	0.12
	Vert %	40.56	45.49	61.36
	Index	100	112	151
			*	*
"Follow" or become a "fan of" something or someone	Unwgted	9880	37	15
	Weighted (000)	51999	202	75
	Horz %	100.00	0.39	0.14
	Vert %	21.30	30.47	38.01
	Index	100	143	178
			*	*
Clicked on an advertisement	Unwgted	7250	28	8
	Weighted (000)	34609	148	39
	Horz %	100.00	0.43	0.11
	Vert %	14.18	22.39	19.92
	Index	100	158	140
			*	*
Watched a video	Unwgted	23931	79	21
	Weighted (000)	121821	410	113
	Horz %	100.00	0.34	0.09
	Vert %	49.91	61.87	57.42
	Index	100	124	115
			*	*
Websites or apps visited or used in the last 30 days: Coupons	Unwgted	1642	7	2
	Weighted (000)	7736	51	11
	Horz %	100.00	0.66	0.15
	Vert %	3.17	7.70	5.80
	Index	100	243	183
			*	*
Sent or Received Text Messages on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	40180	125	35
	Weighted (000)	200974	588	161
	Horz %	100.00	0.29	0.08
	Vert %	82.34	88.85	81.93
	Index	100	108	100
			*	*
Sent or Received Instant Messages on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	20952	76	24
	Weighted (000)	106707	417	93
	Horz %	100.00	0.39	0.09
	Vert %	43.72	63.00	47.17
	Index	100	144	108
			*	*
Recorded a Video on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	19339	65	19
	Weighted (000)	97935	355	92
	Horz %	100.00	0.36	0.09
	Vert %	40.12	53.60	46.86
	Index	100	134	117
			*	*
Played Music on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	24725	82	21
	Weighted (000)	126500	418	109
	Horz %	100.00	0.33	0.09
	Vert %	51.83	63.07	55.39
	Index	100	122	107

		Adults 18+	Decision maker for any Mitsubishi	Would buy/lease new Mitsubishi if making decision today
			*	*
Played a Game on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	15697	46	16
	Weighted (000)	84080	203	92
	Horz %	100.00	0.24	0.11
	Vert %	34.45	30.63	46.79
	Index	100	89	136
			*	*
Watched a Movie, TV Program or Other Video on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	11626	31	9
	Weighted (000)	61092	163	44
	Horz %	100.00	0.27	0.07
	Vert %	25.03	24.62	22.47
	Index	100	98	90
			*	*
Used a Mobile "App" - Past Month	Unwgted	25794	85	24
	Weighted (000)	128777	415	116
	Horz %	100.00	0.32	0.09
	Vert %	52.76	62.70	59.14
	Index	100	119	112
			*	*
Read Any Daily Newspaper (Print/Paper/Hard Copy)	Unwgted	10912	33	9
	Weighted (000)	50128	121	40
	Horz %	100.00	0.24	0.08
	Vert %	20.54	18.23	20.26
	Index	100	89	99
			*	*
Read Any Sunday Newspaper (Print/Paper/Hard Copy)	Unwgted	14245	38	10
	Weighted (000)	67106	167	38
	Horz %	100.00	0.25	0.06
	Vert %	27.49	25.28	19.10
	Index	100	92	69
			*	*
Read or Looked Into Any Electronic Version of a Newspaper, Including Web Site - Past Month	Unwgted	19488	79	20
	Weighted (000)	91290	364	96
	Horz %	100.00	0.40	0.11
	Vert %	37.40	54.92	48.89
	Index	100	147	131
			*	*
Read Classified Advertising in Weekday Newspaper	Unwgted	3772	10	4
	Weighted (000)	20084	48	16
	Horz %	100.00	0.24	0.08
	Vert %	8.23	7.29	7.88
	Index	100	89	96
			*	*
Read Classified Advertising in Sunda/Weekend Newspaper	Unwgted	3758	15	5
	Weighted (000)	19510	90	11
	Horz %	100.00	0.46	0.05
	Vert %	7.99	13.61	5.39
	Index	100	170	67
			*	*
Read Advertisements in Weekday Newspaper	Unwgted	3812	13	5
	Weighted (000)	17916	43	26
	Horz %	100.00	0.24	0.15
	Vert %	7.34	6.45	13.24
	Index	100	88	180

		Adults 18+	Decision maker for any Mitsubishi	Would buy/lease new Mitsubishi if making decision today
			*	*
Read Advertisements in Sunday/Weekend Newspaper	Unwgt'd	4633	18	6
	Weighted (000)	22092	73	10
	Horz %	100.00	0.33	0.05
	Vert %	9.05	11.06	5.24
	Index	100	122	58
			*	*
Read Circulars/Inserts/Fliers in Weekday Newspaper	Unwgt'd	5068	19	3
	Weighted (000)	23852	58	6
	Horz %	100.00	0.24	0.02
	Vert %	9.77	8.77	2.83
	Index	100	90	29
			*	*
Read Circulars/Inserts/Fliers in Sunday/Weekend Newspaper	Unwgt'd	7203	31	8
	Weighted (000)	34013	116	15
	Horz %	100.00	0.34	0.05
	Vert %	13.93	17.58	7.80
	Index	100	126	56
			*	*
Received and/or Clipped Coupons from Weekday Newspaper - Past Year	Unwgt'd	4191	8	2
	Weighted (000)	20652	21	6
	Horz %	100.00	0.10	0.03
	Vert %	8.46	3.19	2.98
	Index	100	38	35
			*	*
Received and/or Clipped Coupons from Sunday/Weekend Newspaper - Past Year	Unwgt'd	9539	19	5
	Weighted (000)	47372	83	21
	Horz %	100.00	0.18	0.05
	Vert %	19.41	12.56	10.89
	Index	100	65	56
		*	*	*
UNTRENDED: Personally Referred to Paper Yellow Pages - Past Week	Unwgt'd	0	0	0
	Weighted (000)	0	0	0
	Horz %	0.00	0.00	0.00
	Vert %	0.00	0.00	0.00
	Index	0	0	0
		*	*	*
UNTRENDED: Personally Referred to Internet Yellow Pages - Past Week	Unwgt'd	0	0	0
	Weighted (000)	0	0	0
	Horz %	0.00	0.00	0.00
	Vert %	0.00	0.00	0.00
	Index	0	0	0
		*	*	*
UNTRENDED: Personally Referred to Paper or Internet Yellow Pages - Past Week	Unwgt'd	0	0	0
	Weighted (000)	0	0	0
	Horz %	0.00	0.00	0.00
	Vert %	0.00	0.00	0.00
	Index	0	0	0
		*	*	*
UNTRENDED: Accessed Yellowpages.com (YP.com) - Past Month	Unwgt'd	0	0	0
	Weighted (000)	0	0	0
	Horz %	0.00	0.00	0.00
	Vert %	0.00	0.00	0.00
	Index	0	0	0

		Adults 18+	Decision maker for any Mitsubishi	Would buy/lease new Mitsubishi if making decision today
Have Seen Video Ads in Grocery Storees - Past Month			*	*
	Unwgted	8175	28	7
	Weighted (000)	42062	126	29
	Horz %	100.00	0.30	0.07
	Vert %	17.23	19.10	14.70
	Index	100	111	85
Have Seen Video Ads in Drug Stores - Past Month			*	*
	Unwgted	5434	13	6
	Weighted (000)	27750	41	26
	Horz %	100.00	0.15	0.09
	Vert %	11.37	6.21	13.12
	Index	100	55	115
Have Seen Video Ads in Convenience Stores - Past Month			*	*
	Unwgted	5425	18	6
	Weighted (000)	27941	58	26
	Horz %	100.00	0.21	0.09
	Vert %	11.45	8.77	13.46
	Index	100	77	118
Have Seen Video Ads in Large Discount/Department Stores - Past Month			*	*
	Unwgted	5807	18	7
	Weighted (000)	30170	63	27
	Horz %	100.00	0.21	0.09
	Vert %	12.36	9.49	13.82
	Index	100	77	112
Have Seen Video Ads in Warehouse/Club Stores - Past Month			*	*
	Unwgted	5047	11	4
	Weighted (000)	24469	40	14
	Horz %	100.00	0.16	0.06
	Vert %	10.02	5.98	6.89
	Index	100	60	69
Have Seen Video Ads in Other Stores - Past Month			*	*
	Unwgted	4572	15	6
	Weighted (000)	23484	59	27
	Horz %	100.00	0.25	0.11
	Vert %	9.62	8.93	13.57
	Index	100	93	141
Have Seen Video Ads in Shopping Malls - Past Month			*	*
	Unwgted	6133	23	8
	Weighted (000)	30556	82	35
	Horz %	100.00	0.27	0.11
	Vert %	12.52	12.33	17.71
	Index	100	99	141
Have Seen Video Ads in Bars/Pubs - Past Month			*	*
	Unwgted	4212	16	6
	Weighted (000)	21008	62	27
	Horz %	100.00	0.30	0.13
	Vert %	8.61	9.41	13.86
	Index	100	109	161
Have Seen Video Ads in Fast-Food or Family Restaurants - Past Month			*	*
	Unwgted	6034	13	6
	Weighted (000)	31175	43	17
	Horz %	100.00	0.14	0.06
	Vert %	12.77	6.51	8.79
	Index	100	51	69

		Adults 18+	Decision maker for any Mitsubishi	Would buy/lease new Mitsubishi if making decision today
			*	*
Have Seen Video Ads in Coffee Shops, Cafes or Delis - Past Month	Unwgted	4611	9	5
	Weighted (000)	23019	29	16
	Horz %	100.00	0.12	0.07
	Vert %	9.43	4.32	8.26
	Index	100	46	88
			*	*
Have Seen Video Ads in Gym/Health Clubs - Past Month	Unwgted	4016	12	4
	Weighted (000)	19382	43	9
	Horz %	100.00	0.22	0.05
	Vert %	7.94	6.53	4.58
	Index	100	82	58
			*	*
Have Seen Video Ads in Medical Offices - Past Month	Unwgted	5499	16	7
	Weighted (000)	27407	56	16
	Horz %	100.00	0.20	0.06
	Vert %	11.23	8.41	8.12
	Index	100	75	72
			*	*
Have Seen Video Ads in Airports - Past Month	Unwgted	3929	12	3
	Weighted (000)	17909	33	12
	Horz %	100.00	0.19	0.06
	Vert %	7.34	5.04	5.86
	Index	100	69	80
			*	*
Have Seen Video Ads at Gas Stations - Past Month	Unwgted	8390	24	7
	Weighted (000)	41042	79	31
	Horz %	100.00	0.19	0.07
	Vert %	16.81	11.86	15.53
	Index	100	71	92
			*	*
Have Seen Video Ads in Office Building Lobbies - Past Month	Unwgted	3669	14	2
	Weighted (000)	18065	46	3
	Horz %	100.00	0.25	0.02
	Vert %	7.40	6.92	1.48
	Index	100	94	20
			*	*
Have Seen Video Ads in Office Building Elevators - Past Month	Unwgted	3552	16	2
	Weighted (000)	16785	59	3
	Horz %	100.00	0.35	0.02
	Vert %	6.88	8.86	1.48
	Index	100	129	22
			*	*
Have Seen Video Ads in Movie Theater Lobbies - Past Month	Unwgted	5092	14	4
	Weighted (000)	25878	47	6
	Horz %	100.00	0.18	0.02
	Vert %	10.60	7.05	2.97
	Index	100	66	28
			*	*
Have Seen Ads on Billboards - Past Month	Unwgted	23703	67	21
	Weighted (000)	117973	289	93
	Horz %	100.00	0.25	0.08
	Vert %	48.33	43.68	47.15
	Index	100	90	98

		Adults 18+	Decision maker for any Mitsubishi	Would buy/lease new Mitsubishi if making decision today
Have Seen Ads on Buses/Trains - Past Month			*	*
	Unwgted	10886	34	9
	Weighted (000)	50330	116	46
	Horz %	100.00	0.23	0.09
	Vert %	20.62	17.52	23.44
	Index	100	85	114
Have Seen Ads at Bus Stops or Train Stations - Past Month			*	*
	Unwgted	7328	23	6
	Weighted (000)	32843	101	31
	Horz %	100.00	0.31	0.09
	Vert %	13.46	15.20	15.65
	Index	100	113	116
Have Seen Ads Inside Taxis - Past Month			*	*
	Unwgted	3849	12	2
	Weighted (000)	17102	44	8
	Horz %	100.00	0.25	0.05
	Vert %	7.01	6.59	3.95
	Index	100	94	56
Have Seen Ads on Top of Taxis - Past Month			*	*
	Unwgted	5892	16	5
	Weighted (000)	26219	83	18
	Horz %	100.00	0.32	0.07
	Vert %	10.74	12.59	9.28
	Index	100	117	86
Have Seen Ads on Phone Booths - Past Month			*	*
	Unwgted	3008	7	2
	Weighted (000)	14451	26	5
	Horz %	100.00	0.18	0.04
	Vert %	5.92	3.91	2.58
	Index	100	66	44
Have Seen Ads at Sports or Entertainment Events - Past Month			*	*
	Unwgted	7405	24	3
	Weighted (000)	36191	111	9
	Horz %	100.00	0.31	0.03
	Vert %	14.83	16.76	4.81
	Index	100	113	32
Have Seen Ads on Postcards - Past Month			*	*
	Unwgted	5576	16	7
	Weighted (000)	26312	54	20
	Horz %	100.00	0.21	0.08
	Vert %	10.78	8.20	10.31
	Index	100	76	96
Have Seen Ads Sent to a Cellphone or Other Mobile Device - Past Month			*	*
	Unwgted	13421	36	12
	Weighted (000)	66442	145	47
	Horz %	100.00	0.22	0.07
	Vert %	27.22	21.94	23.65
	Index	100	81	87
Have Seen Ads on Posters at Movie Theaters - Past Month			*	*
	Unwgted	8606	36	7
	Weighted (000)	42087	117	32
	Horz %	100.00	0.28	0.08
	Vert %	17.24	17.65	16.42
	Index	100	102	95

		Adults 18+	Decision maker for any Mitsubishi	Would buy/lease new Mitsubishi if making decision today
			*	*
Have Seen Ads Shown On-Screen Before Start of a Movie - Past Month	Unwgted	10943	38	11
	Weighted (000)	53139	154	45
	Horz %	100.00	0.29	0.08
	Vert %	21.77	23.28	22.91
	Index	100	107	105
			*	*
Have Seen Ads in Stores (Not Video Ads) - Past Month	Unwgted	15171	44	18
	Weighted (000)	76102	176	90
	Horz %	100.00	0.23	0.12
	Vert %	31.18	26.57	45.92
	Index	100	85	147
			*	*
Have Seen Ads in Shopping Malls (Not Video Ads) - Past Month	Unwgted	10587	32	13
	Weighted (000)	52205	141	66
	Horz %	100.00	0.27	0.13
	Vert %	21.39	21.25	33.41
	Index	100	99	156
			*	*
Have Seen Infomercials - Past Month	Unwgted	9871	43	7
	Weighted (000)	49119	170	19
	Horz %	100.00	0.35	0.04
	Vert %	20.12	25.63	9.67
	Index	100	127	48
			*	*
Have Seen Offers or Ads Sent to Home by Mail - Past Month	Unwgted	19632	68	19
	Weighted (000)	96299	274	74
	Horz %	100.00	0.28	0.08
	Vert %	39.45	41.45	37.69
	Index	100	105	96
			*	*
Have Seen Product Placement in Video Games - Past Month	Unwgted	4596	24	6
	Weighted (000)	24167	72	23
	Horz %	100.00	0.30	0.10
	Vert %	9.90	10.91	11.74
	Index	100	110	119
			*	*
Have Seen Product Placement in TV Shows - Past Month	Unwgted	17823	57	14
	Weighted (000)	88092	272	59
	Horz %	100.00	0.31	0.07
	Vert %	36.09	41.08	30.04
	Index	100	114	83
			*	*
Have Seen Product Placement in Movies - Past Month	Unwgted	11248	40	6
	Weighted (000)	56256	194	15
	Horz %	100.00	0.34	0.03
	Vert %	23.05	29.28	7.46
	Index	100	127	32