

RAB / GfK MRI AUTO PROFILE: NISSAN CARS

	A	B	C	D	E	F	G	H	I	J	K
1			U.S. Adults 18+	Own/Lease Nissan Altima	Own/Lease Nissan Maxima	Own/Lease Nissan Sentra	Own/Lease Nissan Versa	Own/Lease Any Nissan	Most Recent Vehicle Bought/ Leased: Any Nissan	Decision-Maker for Any Nissan Vehicle Bought/ Leased New	If Making Purchase Decision Today, Would Buy Nissan Vehicle
2											
3											
4	U.S. Adults 18+	Unwgted	49770	921	488	446	158	3626	2153	1588	951
5		Weighted (000)	232658	4391	2254	2163	665	17750	10159	6924	4788
6		Horz %	100.00	1.89	0.97	0.93	0.29	7.63	4.37	2.98	2.06
7		Vert %	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00
8		Index	100	100	100	100	100	100	100	100	100
9											
10	Male	Unwgted	25657	480	270	227	84	1958	1089	846	477
11		Weighted (000)	112593	2100	1118	993	358	8925	4836	3484	2297
12		Horz %	100.00	1.87	0.99	0.88	0.32	7.93	4.29	3.09	2.04
13		Vert %	48.39	47.82	49.58	45.89	53.79	50.28	47.60	50.32	47.96
14	Index	100	99	102	95	111	104	98	104	99	
15											
16	Female	Unwgted	24113	441	218	219	74	1668	1064	742	474
17		Weighted (000)	120065	2291	1137	1171	307	8826	5323	3440	2492
18		Horz %	100.00	1.91	0.95	0.97	0.26	7.35	4.43	2.87	2.08
19		Vert %	51.61	52.18	50.42	54.11	46.21	49.72	52.40	49.68	52.04
20	Index	100	101	98	105	90	96	102	96	101	
21							*				
22	Age 18-24	Unwgted	3992	101	50	58	25	367	207	81	103
23		Weighted (000)	29809	837	357	414	117	2900	1655	673	789
24		Horz %	100.00	2.81	1.20	1.39	0.39	9.73	5.55	2.26	2.65
25		Vert %	12.81	19.05	15.84	19.16	17.61	16.34	16.29	9.72	16.47
26	Index	100	149	124	150	137	128	127	76	129	
27							*				
28	Age 25-34	Unwgted	7846	188	96	94	28	668	397	234	193
29		Weighted (000)	41562	910	569	491	141	3569	2083	1075	1168
30		Horz %	100.00	2.19	1.37	1.18	0.34	8.59	5.01	2.59	2.81
31		Vert %	17.86	20.73	25.26	22.69	21.14	20.11	20.50	15.53	24.39
32	Index	100	116	141	127	118	113	115	87	137	
33							*				
34	Age 35-44	Unwgted	9076	151	103	70	20	692	402	291	162
35		Weighted (000)	40205	629	439	301	63	3112	1705	1205	741
36		Horz %	100.00	1.56	1.09	0.75	0.16	7.74	4.24	3.00	1.84
37		Vert %	17.28	14.31	19.47	13.93	9.47	17.53	16.79	17.40	15.47
38	Index	100	83	113	81	55	101	97	101	90	
39							*				
40	Age 45-54	Unwgted	9951	218	107	113	33	834	484	375	208
41		Weighted (000)	44287	939	460	546	143	3796	2132	1695	984
42		Horz %	100.00	2.12	1.04	1.23	0.32	8.57	4.81	3.83	2.22
43		Vert %	19.04	21.39	20.43	25.26	21.45	21.39	20.98	24.48	20.55
44	Index	100	112	107	133	113	112	110	129	108	
45							*				
46	Age 55-64	Unwgted	8429	155	70	58	30	583	342	311	159
47		Weighted (000)	36984	713	271	235	103	2592	1451	1235	644
48		Horz %	100.00	1.93	0.73	0.64	0.28	7.01	3.92	3.34	1.74
49		Vert %	15.90	16.23	12.03	10.87	15.48	14.60	14.28	17.83	13.46
50	Index	100	102	76	68	97	92	90	112	85	
51							*				
52	Age 65+	Unwgted	10476	108	62	53	22	482	321	296	126
53		Weighted (000)	39811	364	157	175	99	1781	1133	1041	462
54		Horz %	100.00	0.91	0.39	0.44	0.25	4.47	2.85	2.62	1.16
55		Vert %	17.11	8.29	6.97	8.09	14.84	10.03	11.15	15.04	9.66
56	Index	100	48	41	47	87	59	65	88	56	

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2											
57											
58	Age 21+	Unwgt'd	48230	880	472	424	150	3483	2074	1559	921
59		Weighted (000)	219529	3984	2144	2001	631	16485	9467	6674	4529
60		Horz %	100.00	1.81	0.98	0.91	0.29	7.51	4.31	3.04	2.06
61		Vert %	94.36	90.73	95.11	92.48	94.85	92.87	93.19	96.38	94.59
62		Index	100	96	101	98	101	98	99	102	100
63											
64	Age 18-34	Unwgt'd	11838	289	146	152	53	1035	604	315	296
65		Weighted (000)	71371	1747	927	905	258	6469	3738	1748	1957
66		Horz %	100.00	2.45	1.30	1.27	0.36	9.06	5.24	2.45	2.74
67		Vert %	30.68	39.78	41.10	41.85	38.75	36.45	36.79	25.24	40.86
68		Index	100	130	134	136	126	119	120	82	133
69											
70	Age 18-49	Unwgt'd	25802	552	301	278	90	2155	1254	790	567
71		Weighted (000)	133716	2865	1590	1410	380	11553	6539	3753	3179
72		Horz %	100.00	2.14	1.19	1.05	0.28	8.64	4.89	2.81	2.38
73		Vert %	57.47	65.24	70.52	65.20	57.17	65.09	64.37	54.20	66.38
74		Index	100	114	123	113	99	113	112	94	116
75											
76	Age 25-54	Unwgt'd	26873	557	306	277	81	2194	1283	900	563
77		Weighted (000)	126054	2478	1469	1339	346	10477	5920	3975	2893
78		Horz %	100.00	1.97	1.17	1.06	0.27	8.31	4.70	3.15	2.29
79		Vert %	54.18	56.43	65.16	61.88	52.06	59.03	58.27	57.41	60.41
80		Index	100	104	120	114	96	109	108	106	112
81											
82	Age 35-64	Unwgt'd	27456	524	280	241	83	2109	1228	977	529
83		Weighted (000)	121476	2281	1171	1083	309	9500	5288	4135	2369
84		Horz %	100.00	1.88	0.96	0.89	0.25	7.82	4.35	3.40	1.95
85		Vert %	52.21	51.93	51.93	50.06	46.40	53.52	52.05	59.72	49.48
86		Index	100	99	99	96	89	103	100	114	95
87											
88	Age 50+	Unwgt'd	23968	369	187	168	68	1471	899	798	384
89		Weighted (000)	98943	1527	665	753	285	6197	3620	3171	1610
90		Horz %	100.00	1.54	0.67	0.76	0.29	6.26	3.66	3.21	1.63
91		Vert %	42.53	34.76	29.48	34.80	42.83	34.91	35.63	45.80	33.62
92		Index	100	82	69	82	101	82	84	108	79
93											
94	Median Age	Unwgt'd									
95		Weighted (000)	46.10	41.90	40.30	41.10	46.00	42.90	43.10	48.20	40.90
96		Horz %									
97		Vert %									
98		Index									
99											
100	Race: White Only	Unwgt'd	37561	646	320	312	125	2619	1541	1212	752
101		Weighted (000)	173640	3079	1508	1563	529	12912	7373	5277	3791
102		Horz %	100.00	1.77	0.87	0.90	0.30	7.44	4.25	3.04	2.18
103		Vert %	74.63	70.12	66.89	72.24	79.62	72.74	72.58	76.21	79.18
104		Index	100	94	90	97	107	97	97	102	106
105						*	*				
106	Race: Black/African-American Only	Unwgt'd	5482	129	110	35	6	383	251	124	84
107		Weighted (000)	26574	608	476	113	13	1769	1058	529	426
108		Horz %	100.00	2.29	1.79	0.42	0.05	6.66	3.98	1.99	1.60
109		Vert %	11.42	13.84	21.13	5.21	1.91	9.97	10.41	7.64	8.89
110		Index	100	121	185	46	17	87	91	67	78

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2											
111							*				
112		Unwgted	6727	146	58	99	27	624	361	252	115
113	Race: Other Race/Multi-Racial	Weighted (000)	32444	704	270	488	123	3069	1727	1119	571
114		Horz %	100.00	2.17	0.83	1.50	0.38	9.46	5.32	3.45	1.76
115		Vert %	13.94	16.04	11.98	22.55	18.47	17.29	17.00	16.16	11.93
116		Index	100	115	86	162	132	124	122	116	86
117						*		*			
118		Unwgted	5180	97	45	67	17	462	269	172	115
119	Spanish, Hispanic, Latino Origin or Descent	Weighted (000)	33135	588	286	501	105	3028	1677	1032	695
120		Horz %	100.00	1.77	0.86	1.51	0.32	9.14	5.06	3.12	2.10
121		Vert %	14.24	13.39	12.69	23.17	15.86	17.06	16.51	14.91	14.51
122		Index	100	94	89	163	111	120	116	105	102
123				*	*	*	*				*
124		Unwgted	1491	25	12	15	6	117	75	50	41
125	Hispanic, Personally Speak Only English at Home	Weighted (000)	4909	71	44	37	25	331	202	131	145
126		Horz %	100.00	1.45	0.90	0.76	0.51	6.75	4.12	2.66	2.96
127		Vert %	2.11	1.62	1.96	1.73	3.77	1.87	1.99	1.89	3.03
128		Index	100	77	93	82	179	88	94	89	144
129				*	*	*	*				*
130		Unwgted	1543	34	16	13	4	142	73	60	26
131	Hispanic, Speak Mostly English, but Some Spanish at Home	Weighted (000)	8114	182	102	52	25	807	380	269	145
132		Horz %	100.00	2.25	1.26	0.64	0.31	9.94	4.69	3.32	1.79
133		Vert %	3.49	4.15	4.52	2.41	3.78	4.54	3.74	3.89	3.03
134		Index	100	119	130	69	108	130	107	112	87
135				*	*	*	*				*
136		Unwgted	822	10	2	15	2	73	50	26	22
137	Hispanic, Speak Only Spanish at Home	Weighted (000)	9468	106	7	161	27	805	535	288	221
138		Horz %	100.00	1.12	0.08	1.70	0.29	8.50	5.65	3.04	2.34
139		Vert %	4.07	2.41	0.32	7.46	4.09	4.53	5.27	4.15	4.62
140		Index	100	59	8	183	101	111	129	102	114
141				*	*	*	*				*
142		Unwgted	1201	24	13	21	5	118	66	33	25
143	Hispanic, Speak Mostly Spanish, but Some English at Home	Weighted (000)	9104	174	121	196	28	931	507	304	159
144		Horz %	100.00	1.91	1.33	2.15	0.31	10.22	5.57	3.33	1.74
145		Vert %	3.91	3.96	5.36	9.05	4.22	5.24	4.99	4.38	3.32
146		Index	100	101	137	231	108	134	128	112	85
147				*	*	*	*	*	*	*	*
148		Unwgted	102	4	0	3	0	10	3	3	1
149	Hispanic, Speak Spanish and English Equally at Home	Weighted (000)	1207	55	0	55	0	142	40	41	25
150		Horz %	100.00	4.55	0.00	4.52	0.00	11.81	3.30	3.40	2.04
151		Vert %	0.52	1.25	0.00	2.52	0.00	0.80	0.39	0.59	0.51
152		Index	100	241	0	486	0	155	76	114	99
153							*				
154	Highest Level Education Completed/Highest Degree: Master's, Professional School, or Doctorate Degree	Unwgted	6676	124	76	59	20	515	283	269	107
155		Weighted (000)	22400	363	285	203	54	1770	948	888	438
156		Horz %	100.00	1.62	1.27	0.91	0.24	7.90	4.23	3.96	1.96
157		Vert %	9.63	8.26	12.62	9.39	8.18	9.97	9.33	12.82	9.15
158	Index	100	86	131	98	85	104	97	133	95	
159											
160	Highest Level Education Completed/Highest Degree: Bachelor's	Unwgted	11244	269	135	110	53	999	594	466	265
161		Weighted (000)	42168	1037	593	464	250	4085	2326	1745	1099
162		Horz %	100.00	2.46	1.41	1.10	0.59	9.69	5.52	4.14	2.61
163		Vert %	18.12	23.60	26.32	21.46	37.61	23.01	22.90	25.20	22.95
164	Index	100	130	145	118	208	127	126	139	127	

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2											
165					*	*	*				
166	Highest Level Education Completed/Highest Degree: Associate Degree, Academic	Unwgt'd	2520	64	23	39	8	207	128	89	60
167		Weighted (000)	10009	280	141	185	31	941	473	310	289
168		Horz %	100.00	2.80	1.41	1.85	0.31	9.40	4.73	3.09	2.89
169		Vert %	4.30	6.38	6.27	8.57	4.63	5.30	4.66	4.47	6.05
170		Index	100	148	146	199	108	123	108	104	141
171				*	*	*	*				
172	Highest Level Education Completed/Highest Degree: Associate Degree, Occupational/Vocational	Unwgt'd	3028	45	41	21	10	208	127	86	60
173		Weighted (000)	11548	180	161	120	32	868	471	316	262
174		Horz %	100.00	1.56	1.39	1.04	0.28	7.51	4.08	2.74	2.27
175		Vert %	4.96	4.09	7.13	5.54	4.85	4.89	4.64	4.57	5.48
176		Index	100	82	144	112	98	98	93	92	110
177							*				
178	Highest Level Education Completed/Highest Degree: Some College, but No Degree	Unwgt'd	10786	193	103	117	35	791	470	333	230
179		Weighted (000)	44447	963	427	518	140	3862	2264	1440	1049
180		Horz %	100.00	2.17	0.96	1.16	0.31	8.69	5.09	3.24	2.36
181		Vert %	19.10	21.93	18.95	23.93	21.04	21.76	22.29	20.80	21.90
182		Index	100	115	99	125	110	114	117	109	115
183							*				
184	Highest Level Education Completed/Highest Degree: High School Diploma or Equivalent, such as GED	Unwgt'd	11139	173	85	69	28	667	398	267	173
185		Weighted (000)	70869	1152	503	412	119	4344	2568	1609	1167
186		Horz %	100.00	1.63	0.71	0.58	0.17	6.13	3.62	2.27	1.65
187		Vert %	30.46	26.22	22.33	19.02	17.92	24.47	25.28	23.24	24.38
188		Index	100	86	73	62	59	80	83	76	80
189				*	*	*	*				
190	Highest Level Education Completed/Highest Degree: Did Not Graduate High School	Unwgt'd	4377	53	25	31	4	239	153	78	56
191		Weighted (000)	31216	417	144	261	38	1881	1109	616	484
192		Horz %	100.00	1.34	0.46	0.84	0.12	6.03	3.55	1.97	1.55
193		Vert %	13.42	9.50	6.38	12.09	5.76	10.60	10.91	8.89	10.10
194		Index	100	71	48	90	43	79	81	66	75
195				*	*	*	*				
196	Currently Attending College or University	Unwgt'd	3789	98	41	57	15	345	201	113	95
197		Weighted (000)	19371	637	195	284	82	2086	1187	700	610
198		Horz %	100.00	3.29	1.01	1.47	0.43	10.77	6.13	3.61	3.15
199		Vert %	8.33	14.50	8.64	13.15	12.39	11.75	11.68	10.11	12.74
200		Index	100	174	104	158	149	141	140	121	153
201											
202	Employed Full Time	Unwgt'd	25685	592	302	271	98	2211	1284	952	548
203		Weighted (000)	111571	2551	1390	1190	362	10189	5674	3931	2627
204		Horz %	100.00	2.29	1.25	1.07	0.32	9.13	5.09	3.52	2.35
205		Vert %	47.95	58.08	61.68	55.00	54.44	57.40	55.85	56.77	54.86
206		Index	100	121	129	115	114	120	116	118	114
207							*				
208	Employed Part Time	Unwgt'd	5783	101	61	59	17	425	248	151	112
209		Weighted (000)	27808	594	324	304	91	2200	1299	722	589
210		Horz %	100.00	2.14	1.16	1.09	0.33	7.91	4.67	2.60	2.12
211		Vert %	11.95	13.53	14.36	14.04	13.72	12.40	12.78	10.43	12.29
212		Index	100	113	120	117	115	104	107	87	103
213							*				
214	Not Employed	Unwgt'd	18302	228	125	116	43	990	621	485	291
215		Weighted (000)	93279	1246	540	670	212	5361	3186	2271	1573
216		Horz %	100.00	1.34	0.58	0.72	0.23	5.75	3.42	2.43	1.69
217		Vert %	40.09	28.38	23.96	30.97	31.84	30.20	31.36	32.80	32.84
218		Index	100	71	60	77	79	75	78	82	82

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219				*	*	*	*				
220	Temporarily Unemployed	Unwgt'd	2652	40	19	24	8	160	103	54	58
221		Weighted (000)	17118	210	122	148	61	1084	640	362	372
222		Horz %	100.00	1.23	0.71	0.87	0.36	6.33	3.74	2.12	2.17
223		Vert %	7.36	4.79	5.41	6.85	9.17	6.10	6.30	5.23	7.76
224		Index	100	65	74	93	125	83	86	71	105
225						*	*				
226	Retired from Employment	Unwgt'd	10196	116	62	42	21	495	313	307	139
227		Weighted (000)	41403	452	212	210	92	2101	1251	1195	567
228		Horz %	100.00	1.09	0.51	0.51	0.22	5.07	3.02	2.89	1.37
229		Vert %	17.80	10.29	9.42	9.69	13.84	11.83	12.32	17.25	11.84
230		Index	100	58	53	54	78	66	69	97	67
231				*	*	*	*				*
232	Not Employed, Principal Shopper for Household	Unwgt'd	2485	38	19	19	8	175	111	80	42
233		Weighted (000)	15574	232	99	134	45	975	594	410	257
234		Horz %	100.00	1.49	0.64	0.86	0.29	6.26	3.82	2.63	1.65
235		Vert %	6.69	5.29	4.40	6.19	6.79	5.49	5.85	5.92	5.36
236		Index	100	79	66	92	101	82	87	88	80
237							*				
238	Occupation: Professional and Related Occupations	Unwgt'd	7586	181	94	93	26	700	386	317	162
239		Weighted (000)	30853	750	489	422	74	3149	1656	1266	728
240		Horz %	100.00	2.43	1.58	1.37	0.24	10.21	5.37	4.10	2.36
241		Vert %	13.26	17.07	21.67	19.50	11.19	17.74	16.30	18.28	15.21
242		Index	100	129	163	147	84	134	123	138	115
243							*				
244	Occupation: Management, Business and Financial Operations	Unwgt'd	6460	167	81	61	29	614	359	305	137
245		Weighted (000)	22244	673	305	191	105	2293	1309	1075	539
246		Horz %	100.00	3.02	1.37	0.86	0.47	10.31	5.89	4.83	2.42
247		Vert %	9.56	15.32	13.52	8.81	15.82	12.92	12.89	15.52	11.26
248		Index	100	160	141	92	165	135	135	162	118
249							*				
250	Occupation: Sales and Office Occupations	Unwgt'd	6429	153	70	69	27	526	321	221	150
251		Weighted (000)	32312	731	365	339	139	2794	1620	1046	852
252		Horz %	100.00	2.26	1.13	1.05	0.43	8.65	5.01	3.24	2.64
253		Vert %	13.89	16.65	16.18	15.69	20.95	15.74	15.95	15.11	17.79
254		Index	100	120	117	113	151	113	115	109	128
255				*	*	*	*				*
256	Occupation: Natural Resources, Construction and Maintenance Operations	Unwgt'd	2797	43	28	22	6	194	102	64	40
257		Weighted (000)	12733	213	116	91	18	874	403	239	172
258		Horz %	100.00	1.67	0.91	0.71	0.15	6.86	3.17	1.88	1.35
259		Vert %	5.47	4.85	5.13	4.21	2.78	4.92	3.97	3.46	3.60
260		Index	100	89	94	77	51	90	73	63	66
261							*				
262	Occupation: Other Employed	Unwgt'd	8196	149	90	85	27	602	364	196	171
263		Weighted (000)	41237	778	440	451	116	3279	1984	1027	924
264		Horz %	100.00	1.89	1.07	1.09	0.28	7.95	4.81	2.49	2.24
265		Vert %	17.72	17.72	19.54	20.82	17.41	18.48	19.53	14.84	19.30
266		Index	100	100	110	117	98	104	110	84	109
267				*	*	*	*				*
268	Household Income: \$250,000+	Unwgt'd	1605	37	18	15	3	130	62	63	19
269		Weighted (000)	5395	147	62	51	13	483	246	221	72
270		Horz %	100.00	2.73	1.15	0.95	0.24	8.96	4.56	4.10	1.33
271		Vert %	2.32	3.35	2.75	2.37	1.98	2.72	2.42	3.19	1.50
272		Index	100	145	119	102	85	117	104	138	65

RAB / GfK MRI AUTO PROFILE: NISSAN CARS

	A	B	C	D	E	F	G	H	I	J	K
1			U.S. Adults 18+	Own/Lease Nissan Altima	Own/Lease Nissan Maxima	Own/Lease Nissan Sentra	Own/Lease Nissan Versa	Own/Lease Any Nissan	Most Recent Vehicle Bought/ Leased: Any Nissan	Decision- Maker for Any Nissan Vehicle Bought/ Leased New	If Making Purchase Decision Today, Would Buy Nissan Vehicle
2											
273				*	*	*	*				*
274		Unwgted	1437	33	31	12	9	138	65	68	25
275	Household Income: \$200,000-	Weighted (000)	5234	144	114	33	35	554	251	258	95
276	\$249,999	Horz %	100.00	2.75	2.17	0.63	0.67	10.59	4.79	4.93	1.82
277		Vert %	2.25	3.27	5.04	1.52	5.27	3.12	2.47	3.73	1.99
278		Index	100	145	224	68	234	139	110	166	89
279					*	*	*				
280		Unwgted	3411	81	48	30	6	323	151	157	62
281	Household Income: \$150,000-	Weighted (000)	13835	376	220	132	28	1407	648	631	248
282	\$199,999	Horz %	100.00	2.71	1.59	0.95	0.20	10.17	4.68	4.56	1.80
283		Vert %	5.95	8.55	9.76	6.10	4.20	7.93	6.37	9.11	5.19
284		Index	100	144	164	103	71	133	107	153	87
285							*				
286		Unwgted	7284	192	92	78	25	735	389	345	167
287	Household Income: \$100,000-	Weighted (000)	34565	1024	524	434	130	3871	1922	1629	881
288	\$149,999	Horz %	100.00	2.96	1.52	1.25	0.38	11.20	5.56	4.71	2.55
289		Vert %	14.86	23.31	23.25	20.05	19.52	21.81	18.92	23.52	18.41
290		Index	100	157	156	135	131	147	127	158	124
291							*				
292		Unwgted	6644	167	89	72	29	625	360	292	168
293	Household Income: \$75,000-	Weighted (000)	30873	768	429	375	138	3166	1781	1462	904
294	\$99,999	Horz %	100.00	2.49	1.39	1.21	0.45	10.26	5.77	4.74	2.93
295		Vert %	13.27	17.49	19.01	17.33	20.74	17.84	17.53	21.12	18.87
296		Index	100	132	143	131	156	134	132	159	142
297						*	*				
298		Unwgted	5323	112	56	38	22	391	242	170	95
299	Household Income: \$60,000-	Weighted (000)	25061	475	268	120	93	1778	1059	687	456
300	\$74,999	Horz %	100.00	1.89	1.07	0.48	0.37	7.09	4.23	2.74	1.82
301		Vert %	10.77	10.81	11.89	5.56	13.93	10.01	10.42	9.92	9.51
302		Index	100	100	110	52	129	93	97	92	88
303					*	*	*				
304		Unwgted	3952	72	34	37	14	283	178	111	77
305	Household Income: \$50,000-	Weighted (000)	18965	357	160	177	64	1503	885	579	444
306	\$59,999	Horz %	100.00	1.88	0.84	0.93	0.34	7.92	4.66	3.05	2.34
307		Vert %	8.15	8.13	7.10	8.16	9.61	8.47	8.71	8.36	9.28
308		Index	100	100	87	100	118	104	107	103	114
309					*	*	*				
310		Unwgted	4961	89	45	49	21	364	238	139	104
311	Household Income: \$40,000-	Weighted (000)	20385	396	118	232	53	1635	1006	387	481
312	\$49,999	Horz %	100.00	1.94	0.58	1.14	0.26	8.02	4.93	1.90	2.36
313		Vert %	8.76	9.01	5.24	10.71	8.04	9.21	9.90	5.59	10.05
314		Index	100	103	60	122	92	105	113	64	115
315					*	*	*				
316		Unwgted	4730	62	36	37	17	270	182	120	74
317	Household Income: \$30,000-	Weighted (000)	22440	297	154	172	58	1378	957	494	409
318	\$39,999	Horz %	100.00	1.32	0.69	0.77	0.26	6.14	4.27	2.20	1.82
319		Vert %	9.64	6.76	6.82	7.96	8.72	7.76	9.42	7.13	8.54
320		Index	100	70	71	83	90	80	98	74	89
321					*	*	*				
322		Unwgted	4582	57	24	38	4	203	158	68	85
323	Household Income: \$20,000-	Weighted (000)	23131	266	156	173	31	1108	758	300	431
324	\$29,999	Horz %	100.00	1.15	0.68	0.75	0.13	4.79	3.28	1.30	1.86
325		Vert %	9.94	6.05	6.93	8.01	4.64	6.24	7.46	4.33	8.99
326		Index	100	61	70	81	47	63	75	44	90

RAB / GfK MRI AUTO PROFILE: NISSAN CARS

	A	B	C	D	E	F	G	H	I	J	K
1			U.S. Adults 18+	Own/Lease Nissan Altima	Own/Lease Nissan Maxima	Own/Lease Nissan Sentra	Own/Lease Nissan Versa	Own/Lease Any Nissan	Most Recent Vehicle Bought/Leased: Any Nissan	Decision-Maker for Any Nissan Vehicle Bought/Leased New	If Making Purchase Decision Today, Would Buy Nissan Vehicle
2											
327				*	*	*	*				
328		Unwgt'd	5841	19	15	40	8	164	128	55	75
329	Household Income: Under \$20,000	Weighted (000)	32774	143	50	265	22	867	647	277	367
330		Horz %	100.00	0.44	0.15	0.81	0.07	2.64	1.98	0.84	1.12
331		Vert %	14.09	3.26	2.20	12.23	3.34	4.88	6.37	4.00	7.67
332		Index	100	23	16	87	24	35	45	28	54
333											
334	Median Household Income	Unwgt'd									
335		Weighted (000)	59.30	83.50	87.90	67.90	77.10	79.80	71.70	87.60	68.60
336		Horz %									
337		Vert %									
338		Index									
339							*				
340	Marital Status: Single, Never Married	Unwgt'd	11433	221	114	120	40	820	524	273	242
341		Weighted (000)	63468	1314	708	691	191	4946	2985	1415	1421
342		Horz %	100.00	2.07	1.12	1.09	0.30	7.79	4.70	2.23	2.24
343		Vert %	27.28	29.92	31.42	31.96	28.67	27.87	29.39	20.44	29.68
344		Index	100	110	115	117	105	102	108	75	109
345											
346	Marital Status: Currently Married	Unwgt'd	26074	528	291	245	86	2171	1163	1010	480
347		Weighted (000)	124913	2453	1296	1221	368	10456	5671	4532	2454
348		Horz %	100.00	1.96	1.04	0.98	0.29	8.37	4.54	3.63	1.96
349		Vert %	53.69	55.86	57.49	56.45	55.31	58.91	55.82	65.45	51.26
350		Index	100	104	107	105	103	110	104	122	95
351							*				
352	Marital Status: Legally Separated, Divorced, Widowed	Unwgt'd	12263	172	83	81	32	635	466	305	229
353		Weighted (000)	44277	625	250	251	107	2348	1503	977	913
354		Horz %	100.00	1.41	0.56	0.57	0.24	5.30	3.39	2.21	2.06
355		Vert %	19.03	14.23	11.09	11.59	16.02	13.23	14.79	14.11	19.06
356		Index	100	75	58	61	84	70	78	74	100
357				*	*	*	*			*	*
358	Marital Status: Engaged to Be Married	Unwgt'd	2070	34	25	26	1	150	96	43	48
359		Weighted (000)	11487	179	178	140	1	868	567	236	324
360		Horz %	100.00	1.56	1.55	1.22	0.01	7.56	4.94	2.06	2.82
361		Vert %	4.94	4.07	7.89	6.48	0.17	4.89	5.59	3.41	6.77
362		Index	100	82	160	131	3	99	113	69	137
363					*	*	*				
364	Marital Status: Single Parent (Sole Parent)	Unwgt'd	3510	63	38	31	12	250	175	87	85
365		Weighted (000)	12288	262	113	147	50	950	587	271	325
366		Horz %	100.00	2.13	0.92	1.20	0.41	7.73	4.78	2.20	2.65
367		Vert %	5.28	5.97	5.01	6.79	7.53	5.35	5.78	3.91	6.79
368		Index	100	113	95	129	143	101	109	74	129
369											
370	Any Child(ren) Under Age 18 Living in Household	Unwgt'd	18451	379	224	189	62	1552	888	568	366
371		Weighted (000)	93434	1889	1146	933	266	8105	4489	2767	2041
372		Horz %	100.00	2.02	1.23	1.00	0.28	8.68	4.80	2.96	2.18
373		Vert %	40.16	43.03	50.83	43.11	40.00	45.66	44.19	39.96	42.63
374		Index	100	107	127	107	100	114	110	99	106
375							*				
376	1 Child Under Age 18 Living in Household	Unwgt'd	7467	193	97	90	29	691	403	265	168
377		Weighted (000)	38799	1029	534	486	105	3727	1971	1256	981
378		Horz %	100.00	2.65	1.38	1.25	0.27	9.61	5.08	3.24	2.53
379		Vert %	16.68	23.43	23.68	22.47	15.79	20.99	19.40	18.13	20.50
380		Index	100	140	142	135	95	126	116	109	123

RAB / GfK MRI AUTO PROFILE: NISSAN CARS

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2											
381							*				
382		Unwgt'd	6890	135	83	61	23	583	334	217	123
383	2 Children Under Age 18 Living in Household	Weighted (000)	32693	621	364	268	111	2909	1687	1076	649
384		Horz %	100.00	1.90	1.11	0.82	0.34	8.90	5.16	3.29	1.98
385		Vert %	14.05	14.14	16.15	12.40	16.75	16.39	16.60	15.55	13.55
386		Index	100	101	115	88	119	117	118	111	96
387					*	*	*	*			
388		Unwgt'd	2857	36	33	25	8	204	105	71	55
389	3 Children Under Age 18 Living in Household	Weighted (000)	14884	143	172	99	42	1001	539	336	304
390		Horz %	100.00	0.96	1.16	0.67	0.28	6.72	3.62	2.26	2.04
391		Vert %	6.40	3.26	7.63	4.58	6.34	5.64	5.31	4.85	6.36
392		Index	100	51	119	72	99	88	83	76	99
393					*	*	*	*	*	*	*
394		Unwgt'd	363	5	2	2	1	22	16	4	4
395	4 or More Children Under Age 18 Living in Household	Weighted (000)	2226	22	35	15	2	161	106	32	16
396		Horz %	100.00	0.97	1.58	0.69	0.10	7.23	4.78	1.45	0.71
397		Vert %	0.96	0.49	1.56	0.71	0.32	0.91	1.05	0.47	0.33
398		Index	100	51	163	74	33	95	109	49	35
399											
400		Unwgt'd	31319	542	264	257	96	2074	1265	1020	585
401	No Children Under Age 18 Living in Household	Weighted (000)	139224	2502	1108	1231	399	9645	5670	4157	2747
402		Horz %	100.00	1.80	0.80	0.88	0.29	6.93	4.07	2.99	1.97
403		Vert %	59.84	56.97	49.17	56.89	60.00	54.34	55.81	60.04	57.37
404		Index	100	95	82	95	100	91	93	100	96
405											
406		Unwgt'd	35509	697	380	309	121	2773	1571	1307	696
407	Own Residence	Weighted (000)	157974	3249	1758	1342	527	13120	7142	5553	3381
408		Horz %	100.00	2.06	1.11	0.85	0.33	8.31	4.52	3.52	2.14
409		Vert %	67.90	73.98	77.98	62.02	79.28	73.92	70.30	80.20	70.61
410		Index	100	109	115	91	117	109	104	118	104
411								*			
412		Unwgt'd	13763	214	108	135	35	829	565	270	242
413	Rent Residence	Weighted (000)	72395	1075	496	780	130	4462	2946	1289	1336
414		Horz %	100.00	1.49	0.69	1.08	0.18	6.16	4.07	1.78	1.85
415		Vert %	31.12	24.48	22.02	36.05	19.55	25.14	29.00	18.61	27.91
416		Index	100	79	71	116	63	81	93	60	90
417					*	*	*	*	*	*	*
418		Unwgt'd	498	10	0	2	2	24	17	11	13
419	Live Rent-Free in Residence	Weighted (000)	2290	68	0	42	8	168	71	82	71
420		Horz %	100.00	2.95	0.00	1.82	0.34	7.34	3.11	3.58	3.10
421		Vert %	0.98	1.54	0.00	1.92	1.17	0.95	0.70	1.18	1.48
422		Index	100	156	0	195	119	96	71	120	151
423								*			
424		Unwgt'd	11338	270	133	114	43	876	516	426	199
425	Census Region: North East	Weighted (000)	42507	1071	466	354	177	3171	1847	1289	746
426		Horz %	100.00	2.52	1.10	0.83	0.42	7.46	4.34	3.03	1.75
427		Vert %	18.27	24.39	20.66	16.38	26.60	17.86	18.18	18.62	15.57
428		Index	100	134	113	90	146	98	99	102	85
429											
430		Unwgt'd	16171	337	191	149	51	1363	824	567	418
431	Census Region: South	Weighted (000)	86599	1876	1028	844	201	7586	4616	2956	2385
432		Horz %	100.00	2.17	1.19	0.97	0.23	8.76	5.33	3.41	2.75
433		Vert %	37.22	42.71	45.62	39.02	30.24	42.74	45.44	42.69	49.81
434		Index	100	115	123	105	81	115	122	115	134



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2											
435								*			
436	Census Region: Midwest	Unwgt'd	11596	131	72	63	23	513	309	231	138
437		Weighted (000)	50651	492	367	208	70	2169	1137	825	581
438		Horz %	100.00	0.97	0.72	0.41	0.14	4.28	2.25	1.63	1.15
439		Vert %	21.77	11.21	16.26	9.59	10.51	12.22	11.20	11.92	12.13
440		Index	100	51	75	44	48	56	51	55	56
441								*			
442	Census Region: West	Unwgt'd	10665	183	92	120	41	874	504	364	196
443		Weighted (000)	52900	952	394	757	217	4825	2559	1854	1076
444		Horz %	100.00	1.80	0.74	1.43	0.41	9.12	4.84	3.50	2.03
445		Vert %	22.74	21.69	17.46	35.00	32.65	27.18	25.19	26.77	22.48
446		Index	100	95	77	154	144	120	111	118	99
447				*	*	*					*
448	Census Sub-Region: New England	Unwgt'd	2874	69	30	24	20	217	136	88	26
449		Weighted (000)	11121	289	137	119	88	903	583	287	166
450		Horz %	100.00	2.59	1.24	1.07	0.79	8.12	5.25	2.58	1.49
451		Vert %	4.78	6.57	6.10	5.50	13.17	5.09	5.74	4.15	3.47
452		Index	100	137	128	115	276	106	120	87	73
453								*			
454	Census Sub-Region: Mid Atlantic	Unwgt'd	8464	201	103	90	23	659	380	338	173
455		Weighted (000)	31387	783	328	235	89	2267	1263	1002	579
456		Horz %	100.00	2.49	1.05	0.75	0.28	7.22	4.02	3.19	1.85
457		Vert %	13.49	17.82	14.56	10.88	13.43	12.77	12.43	14.48	12.10
458		Index	100	132	108	81	100	95	92	107	90
459								*			
460	Census Sub-Region: South Atlantic	Unwgt'd	9159	182	122	95	31	761	451	308	246
461		Weighted (000)	43806	848	558	486	100	3615	2190	1345	1212
462		Horz %	100.00	1.93	1.27	1.11	0.23	8.25	5.00	3.07	2.77
463		Vert %	18.83	19.30	24.77	22.47	15.01	20.36	21.56	19.43	25.31
464		Index	100	102	132	119	80	108	115	103	134
465				*	*	*	*				
466	Census Sub-Region: East South Central	Unwgt'd	2303	48	33	18	3	196	126	80	69
467		Weighted (000)	16103	346	236	158	19	1446	909	546	520
468		Horz %	100.00	2.15	1.47	0.98	0.12	8.98	5.64	3.39	3.23
469		Vert %	6.92	7.87	10.47	7.32	2.82	8.14	8.95	7.88	10.85
470		Index	100	114	151	106	41	118	129	114	157
471				*	*	*	*				
472	Census Sub-Region: West South Central	Unwgt'd	4709	107	36	36	17	406	247	179	103
473		Weighted (000)	26690	683	234	200	83	2525	1517	1065	654
474		Horz %	100.00	2.56	0.88	0.75	0.31	9.46	5.68	3.99	2.45
475		Vert %	11.47	15.54	10.38	9.23	12.41	14.23	14.93	15.38	13.65
476		Index	100	135	90	80	108	124	130	134	119
477								*			
478	Census Sub-Region: East North Central	Unwgt'd	8911	100	56	53	20	402	249	187	99
479		Weighted (000)	34973	361	255	142	58	1518	821	603	401
480		Horz %	100.00	1.03	0.73	0.41	0.16	4.34	2.35	1.72	1.15
481		Vert %	15.03	8.22	11.32	6.56	8.65	8.55	8.08	8.71	8.37
482		Index	100	55	75	44	58	57	54	58	56
483				*	*	*	*				*
484	Census Sub-Region: West North Central	Unwgt'd	2685	31	16	10	3	111	60	44	39
485		Weighted (000)	15678	131	112	66	12	651	317	222	180
486		Horz %	100.00	0.84	0.71	0.42	0.08	4.15	2.02	1.42	1.15
487		Vert %	6.74	2.99	4.95	3.03	1.86	3.67	3.12	3.21	3.77
488		Index	100	44	73	45	28	54	46	48	56

RAB / GfK MRI AUTO PROFILE: NISSAN CARS

	A	B	C	D	E	F	G	H	I	J	K
1			U.S. Adults 18+	Own/Lease Nissan Altima	Own/Lease Nissan Maxima	Own/Lease Nissan Sentra	Own/Lease Nissan Versa	Own/Lease Any Nissan	Most Recent Vehicle Bought/Leased: Any Nissan	Decision-Maker for Any Nissan Vehicle Bought/Leased New	If Making Purchase Decision Today, Would Buy Nissan Vehicle
2											
489				*	*	*	*				
490	Census Sub-Region: Mountain	Unwgted	2609	43	18	33	5	240	139	85	59
491		Weighted (000)	16434	278	100	243	23	1593	862	475	406
492		Horz %	100.00	1.69	0.61	1.48	0.14	9.69	5.25	2.89	2.47
493		Vert %	7.06	6.33	4.42	11.21	3.42	8.98	8.49	6.86	8.47
494		Index	100	90	63	159	48	127	120	97	120
495							*				
496	Census Sub-Region: Pacific	Unwgted	8056	140	74	87	36	634	365	279	137
497		Weighted (000)	36466	674	294	515	194	3232	1697	1379	671
498		Horz %	100.00	1.85	0.81	1.41	0.53	8.86	4.65	3.78	1.84
499		Vert %	15.67	15.35	13.04	23.79	29.23	18.21	16.70	19.91	14.01
500		Index	100	98	83	152	186	116	107	127	89
501											
502	County Size: A	Unwgted	27973	580	323	279	109	2196	1307	1028	478
503		Weighted (000)	95670	2060	1053	1014	371	7995	4522	3380	1700
504		Horz %	100.00	2.15	1.10	1.06	0.39	8.36	4.73	3.53	1.78
505		Vert %	41.12	46.90	46.72	46.88	55.87	45.04	44.52	48.82	35.49
506		Index	100	114	114	114	136	110	108	119	86
507							*				
508	County Size: B	Unwgted	12162	226	107	118	33	914	546	377	283
509		Weighted (000)	71160	1498	760	831	187	5977	3504	2254	1711
510		Horz %	100.00	2.10	1.07	1.17	0.26	8.40	4.92	3.17	2.40
511		Vert %	30.59	34.11	33.71	38.42	28.08	33.67	34.50	32.55	35.74
512		Index	100	112	110	126	92	110	113	106	117
513				*	*	*					
514	County Size: C	Unwgted	5416	71	25	34	12	305	184	113	115
515		Weighted (000)	33938	462	147	211	84	1995	1157	743	747
516		Horz %	100.00	1.36	0.43	0.62	0.25	5.88	3.41	2.19	2.20
517		Vert %	14.59	10.51	6.54	9.76	12.64	11.24	11.39	10.74	15.60
518		Index	100	72	45	67	87	77	78	74	107
519				*	*	*	*				
520	County Size: D	Unwgted	4219	44	33	15	4	211	116	70	75
521		Weighted (000)	31890	372	294	107	23	1784	975	546	630
522		Horz %	100.00	1.17	0.92	0.34	0.07	5.59	3.06	1.71	1.98
523		Vert %	13.71	8.48	13.03	4.94	3.42	10.05	9.60	7.89	13.16
524		Index	100	62	95	36	25	73	70	58	96
525							*				
526	Radio Formats: Adult Contemporary (Mon-Sun 24-Hour Cume)	Unwgted	8450	173	87	90	25	699	412	288	207
527		Weighted (000)	38741	755	416	383	92	3243	1808	1196	1086
528		Horz %	100.00	1.95	1.07	0.99	0.24	8.37	4.67	3.09	2.80
529		Vert %	16.65	17.20	18.47	17.71	13.84	18.27	17.80	17.28	22.68
530		Index	100	103	111	106	83	110	107	104	136
531				*	*	*	*	*	*	*	*
532	Radio Formats: Adult Standards/Easy Listening (Mon-Sun 24-Hour Cume)	Unwgted	470	11	3	2	0	32	19	11	9
533		Weighted (000)	2250	51	8	4	0	180	134	48	59
534		Horz %	100.00	2.25	0.38	0.17	0.00	8.01	5.95	2.13	2.63
535		Vert %	0.97	1.15	0.38	0.18	0.00	1.02	1.32	0.69	1.23
536		Index	100	119	39	18	0	105	136	71	128
537				*	*	*	*				
538	Radio Formats: All-News (Mon-Sun 24-Hour Cume)	Unwgted	3676	77	49	38	14	285	164	165	66
539		Weighted (000)	9871	235	133	79	27	806	422	408	200
540		Horz %	100.00	2.38	1.35	0.80	0.27	8.16	4.27	4.13	2.03
541		Vert %	4.24	5.35	5.90	3.63	4.07	4.54	4.15	5.89	4.18
542		Index	100	126	139	86	96	107	98	139	99

RAB / GfK MRI AUTO PROFILE: NISSAN CARS

	A	B	C	D	E	F	G	H	I	J	K
1			U.S. Adults 18+	Own/Lease Nissan Altima	Own/Lease Nissan Maxima	Own/Lease Nissan Sentra	Own/Lease Nissan Versa	Own/Lease Any Nissan	Most Recent Vehicle Bought/ Leased: Any Nissan	Decision-Maker for Any Nissan Vehicle Bought/ Leased New	If Making Purchase Decision Today, Would Buy Nissan Vehicle
2											
543					*	*	*				
544		Unwgted	3738	83	49	44	17	333	191	153	84
545	Radio Formats: All-Sports (Mon-Sun 24-Hour Cume)	Weighted (000)	12988	238	145	168	47	1060	613	476	256
546		Horz %	100.00	1.83	1.12	1.30	0.36	8.16	4.72	3.67	1.97
547		Vert %	5.58	5.41	6.44	7.78	7.11	5.97	6.03	6.88	5.34
548		Index	100	97	115	139	127	107	108	123	96
549				*	*	*	*			*	*
550		Unwgted	1270	22	17	10	4	99	58	44	27
551	Radio Formats: All-Talk (Mon-Sun 24-Hour Cume)	Weighted (000)	5020	100	92	40	11	358	190	150	87
552		Horz %	100.00	1.99	1.83	0.81	0.22	7.14	3.79	3.00	1.73
553		Vert %	2.16	2.27	4.08	1.87	1.70	2.02	1.87	2.17	1.82
554		Index	100	105	189	87	79	94	87	101	84
555				*	*	*					
556		Unwgted	3365	78	25	33	18	285	167	108	64
557	Radio Formats: Alternative (Mon-Sun 24-Hour Cume)	Weighted (000)	14751	433	114	144	88	1440	824	505	378
558		Horz %	100.00	2.93	0.77	0.98	0.60	9.76	5.59	3.42	2.57
559		Vert %	6.34	9.85	5.05	6.68	13.21	8.11	8.12	7.30	7.90
560		Index	100	155	80	105	208	128	128	115	125
561				*	*	*	*				
562		Unwgted	8872	215	113	106	30	807	462	318	243
563	Radio Formats: CHR/Top 40 (Mon-Sun 24-Hour Cume)	Weighted (000)	45597	1291	594	642	149	4515	2506	1605	1520
564		Horz %	100.00	2.83	1.30	1.41	0.33	9.90	5.50	3.52	3.33
565		Vert %	19.60	29.41	26.36	29.68	22.44	25.44	24.67	23.18	31.73
566		Index	100	150	134	151	115	130	126	118	162
567			*	*	*	*					
568		Unwgted	2975	49	24	21	15	215	123	96	60
569	Radio Formats: Classic Hits (Mon-Sun 24-Hour Cume)	Weighted (000)	13678	235	104	111	87	1065	631	438	299
570		Horz %	100.00	1.72	0.76	0.81	0.64	7.78	4.61	3.20	2.18
571		Vert %	5.88	5.35	4.60	5.14	13.09	6.00	6.21	6.33	6.24
572		Index	100	91	78	87	223	102	106	108	106
573				*	*	*	*				
574		Unwgted	4319	74	48	51	14	336	192	136	90
575	Radio Formats: Classic Rock (Mon-Sun 24-Hour Cume)	Weighted (000)	20038	354	242	240	82	1678	969	577	491
576		Horz %	100.00	1.77	1.21	1.20	0.41	8.38	4.84	2.88	2.45
577		Vert %	8.61	8.07	10.75	11.11	12.36	9.45	9.54	8.34	10.25
578		Index	100	94	125	129	144	110	111	97	119
579			*	*	*	*					*
580		Unwgted	1619	19	15	10	6	95	65	52	22
581	Radio Formats: Classical (Mon-Sun 24-Hour Cume)	Weighted (000)	5613	73	73	59	25	451	301	206	103
582		Horz %	100.00	1.30	1.30	1.05	0.44	8.03	5.37	3.67	1.83
583		Vert %	2.41	1.66	3.23	2.73	3.71	2.54	2.97	2.97	2.15
584		Index	100	69	134	113	154	105	123	123	89
585				*	*	*	*				
586		Unwgted	8620	124	67	69	25	566	324	218	175
587	Radio Formats: Country (24-Hour Cume)	Weighted (000)	47067	771	388	434	138	3483	1994	1222	1001
588		Horz %	100.00	1.64	0.83	0.92	0.29	7.40	4.24	2.60	2.13
589		Vert %	20.23	17.56	17.23	20.08	20.69	19.62	19.63	17.64	20.90
590		Index	100	87	85	99	102	97	97	87	103
591			*	*	*	*	*	*	*	*	*
592		Unwgted	245	4	5	4	3	24	17	11	1
593	Radio Formats: Ethnic (Mon-Sun 24-Hour Cume)	Weighted (000)	901	14	13	8	5	74	52	39	7
594		Horz %	100.00	1.51	1.49	0.90	0.51	8.23	5.79	4.30	0.78
595		Vert %	0.39	0.31	0.60	0.38	0.69	0.42	0.51	0.56	0.15
596		Index	100	80	154	97	179	108	133	145	38

RAB / GfK MRI AUTO PROFILE: NISSAN CARS

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2											
597				*	*	*	*		*	*	*
598		Unwgted	879	20	17	3	2	71	48	32	22
599	Radio Formats: Gospel (Mon-Sun 24-Hour Cume)	Weighted (000)	4302	85	61	13	3	357	213	150	135
600		Horz %	100.00	1.97	1.43	0.31	0.06	8.31	4.96	3.48	3.13
601		Vert %	1.85	1.93	2.73	0.62	0.40	2.01	2.10	2.16	2.81
602		Index	100	104	147	33	22	109	114	117	152
603					*	*	*				
604	Radio Formats: Hispanic (All Genres) (Mon-Sun 24-Hour Cume)	Unwgted	2263	50	22	39	3	220	129	77	51
605		Weighted (000)	16131	318	139	297	24	1595	976	574	301
606		Horz %	100.00	1.97	0.86	1.84	0.15	9.89	6.05	3.56	1.87
607		Vert %	6.93	7.24	6.17	13.71	3.66	8.99	9.61	8.28	6.29
608	Index	100	104	89	198	53	130	139	119	91	
609					*	*	*				
610	Radio Formats: Hot AC (Mon-Sun 24-Hour Cume)	Unwgted	2728	57	39	37	7	261	141	98	85
611		Weighted (000)	13239	299	174	200	40	1345	692	478	544
612		Horz %	100.00	2.26	1.31	1.51	0.30	10.16	5.23	3.61	4.11
613		Vert %	5.69	6.80	7.70	9.24	6.02	7.58	6.81	6.91	11.37
614	Index	100	120	135	162	106	133	120	121	200	
615				*	*	*	*				
616	Radio Formats: Hot Country (Mon-Sun 24-Hour Cume)	Unwgted	1901	33	18	21	7	155	87	56	55
617		Weighted (000)	11069	239	108	157	31	1057	598	372	338
618		Horz %	100.00	2.16	0.98	1.42	0.28	9.55	5.41	3.36	3.05
619		Vert %	4.76	5.44	4.79	7.26	4.62	5.95	5.89	5.38	7.05
620	Index	100	114	101	153	97	125	124	113	148	
621				*	*	*	*	*	*	*	*
622	Radio Formats: Hurban (Mon-Sun 24-Hour Cume)	Unwgted	334	8	6	4	0	36	22	13	7
623		Weighted (000)	2274	55	44	49	0	297	205	111	34
624		Horz %	100.00	2.41	1.95	2.15	0.00	13.07	9.02	4.90	1.51
625		Vert %	0.98	1.25	1.96	2.26	0.00	1.67	2.02	1.61	0.72
626	Index	100	127	201	231	0	171	207	165	73	
627				*	*	*	*		*	*	*
628	Radio Formats: Jazz (Mon-Sun 24-Hour Cume)	Unwgted	990	14	7	5	1	55	35	26	19
629		Weighted (000)	3503	56	32	32	2	245	152	93	81
630		Horz %	100.00	1.61	0.91	0.90	0.06	7.00	4.34	2.65	2.31
631		Vert %	1.51	1.28	1.41	1.46	0.30	1.38	1.49	1.34	1.69
632	Index	100	85	93	97	20	92	99	89	112	
633				*	*	*	*		*	*	*
634	Radio Formats: Mexican/Tejano/Ranchera (subset of Hispanic) (Mon-Sun 24-Hour Cume)	Unwgted	954	18	11	13	0	84	52	32	19
635		Weighted (000)	7177	100	91	80	0	643	424	250	99
636		Horz %	100.00	1.40	1.27	1.11	0.00	8.96	5.91	3.49	1.38
637		Vert %	3.08	2.29	4.04	3.69	0.00	3.62	4.18	3.61	2.06
638	Index	100	74	131	120	0	117	135	117	67	
639							*				
640	Radio Formats: News/Talk (Mon-Sun 24-Hour Cume)	Unwgted	7246	140	75	65	22	546	335	276	134
641		Weighted (000)	25331	436	276	283	82	2043	1129	931	502
642		Horz %	100.00	1.72	1.09	1.12	0.32	8.06	4.46	3.67	1.98
643		Vert %	10.89	9.92	12.25	13.06	12.33	11.51	11.11	13.44	10.48
644	Index	100	91	113	120	113	106	102	123	96	
645				*	*	*	*				*
646	Radio Formats: Oldies (Mon-Sun 24-Hour Cume)	Unwgted	2366	49	29	26	5	179	101	76	42
647		Weighted (000)	11235	189	113	187	17	922	568	342	203
648		Horz %	100.00	1.68	1.00	1.67	0.15	8.21	5.06	3.05	1.80
649		Vert %	4.83	4.30	5.00	8.66	2.54	5.20	5.59	4.94	4.23
650	Index	100	89	104	179	53	108	116	102	88	

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2											
651				*	*	*	*				*
652		Unwgted	2595	45	27	16	7	196	102	96	44
653	Radio Formats: Public Radio (Mon-Sun 24-Hour Cume)	Weighted (000)	9674	183	102	78	26	843	452	358	184
654		Horz %	100.00	1.89	1.05	0.80	0.26	8.71	4.67	3.70	1.91
655		Vert %	4.16	4.16	4.52	3.59	3.85	4.75	4.44	5.17	3.85
656		Index	100	100	109	86	93	114	107	124	93
657					*	*	*				
658		Unwgted	3954	82	42	42	17	354	209	138	92
659	Radio Formats: Religion/Christian (Mon-Sun 24-Hour Cume)	Weighted (000)	19182	373	232	235	110	1795	975	629	459
660		Horz %	100.00	1.95	1.21	1.22	0.57	9.36	5.08	3.28	2.39
661		Vert %	8.24	8.50	10.31	10.85	16.52	10.11	9.60	9.08	9.59
662		Index	100	103	125	132	200	123	116	110	116
663					*	*	*				
664		Unwgted	2741	71	43	43	8	286	156	109	80
665	Radio Formats: Rhythmic (Mon-Sun 24-Hour Cume)	Weighted (000)	14058	476	269	297	36	1758	998	610	566
666		Horz %	100.00	3.39	1.91	2.11	0.26	12.51	7.10	4.34	4.03
667		Vert %	6.04	10.84	11.91	13.73	5.46	9.90	9.82	8.81	11.83
668		Index	100	179	197	227	90	164	163	146	196
669							*				
670		Unwgted	4819	110	60	50	20	407	228	157	102
671	Radio Formats: Rock (Mon-Sun 24-Hour Cume)	Weighted (000)	21971	547	258	234	81	1901	1006	650	503
672		Horz %	100.00	2.49	1.18	1.06	0.37	8.65	4.58	2.96	2.29
673		Vert %	9.44	12.46	11.46	10.81	12.17	10.71	9.91	9.39	10.51
674		Index	100	132	121	114	129	113	105	99	111
675				*	*	*	*				*
676		Unwgted	1841	46	25	25	10	176	102	79	43
677	Radio Formats: Soft Adult Contemporary/Lite Rock (Mon-Sun 24-Hour Cume)	Weighted (000)	8128	202	91	185	65	833	459	384	228
678		Horz %	100.00	2.49	1.12	2.28	0.80	10.24	5.65	4.73	2.81
679		Vert %	3.49	4.60	4.04	8.56	9.74	4.69	4.52	5.55	4.76
680		Index	100	132	116	245	279	134	129	159	136
681				*	*	*	*		*	*	*
682		Unwgted	677	18	4	14	1	76	38	28	17
683	Radio Formats: Spanish AC (subset of Hispanic) (Mon-Sun 24-Hour Cume)	Weighted (000)	4639	110	21	117	5	578	325	213	122
684		Horz %	100.00	2.37	0.45	2.52	0.11	12.47	7.00	4.59	2.64
685		Vert %	1.99	2.50	0.94	5.41	0.77	3.26	3.20	3.07	2.56
686		Index	100	126	47	271	39	163	160	154	128
687				*	*	*	*	*	*	*	*
688		Unwgted	270	5	2	3	1	25	18	12	7
689	Radio Formats: Tropical (subset of Hispanic) (Mon-Sun 24-Hour Cume)	Weighted (000)	1938	20	16	25	8	179	123	74	44
690		Horz %	100.00	1.02	0.81	1.28	0.42	9.26	6.32	3.83	2.27
691		Vert %	0.83	0.45	0.69	1.14	1.23	1.01	1.21	1.07	0.92
692		Index	100	54	83	137	148	121	145	129	110
693							*				
694		Unwgted	5391	130	88	56	15	441	282	153	98
695	Radio Formats: Urban (All Genres) (Mon-Sun 24-Hour Cume)	Weighted (000)	27496	627	416	261	51	2287	1359	799	553
696		Horz %	100.00	2.28	1.51	0.95	0.19	8.32	4.94	2.91	2.01
697		Vert %	11.82	14.27	18.45	12.06	7.68	12.88	13.38	11.54	11.55
698		Index	100	121	156	102	65	109	113	98	98
699				*	*	*	*	*	*	*	*
700		Unwgted	807	13	9	11	3	74	44	23	23
701	Radio Formats: Urban AC (Mon-Sun 24-Hour Cume)	Weighted (000)	4038	65	53	82	11	417	251	138	177
702		Horz %	100.00	1.62	1.30	2.04	0.26	10.32	6.21	3.42	4.38
703		Vert %	1.74	1.49	2.33	3.81	1.60	2.35	2.47	2.00	3.69
704		Index	100	86	135	220	92	135	142	115	213

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2											
705				*	*	*	*	*	*	*	*
706		Unwgted	231	7	8	4	1	27	14	8	4
707	Radio Formats: Urban Oldies (Mon-Sun 24-Hour Cume)	Weighted (000)	1384	29	39	47	6	194	116	56	18
708		Horz %	100.00	2.06	2.81	3.38	0.41	14.02	8.40	4.04	1.29
709		Vert %	0.59	0.65	1.72	2.16	0.85	1.09	1.14	0.81	0.37
710		Index	100	109	290	363	143	184	192	136	63
711				*	*	*	*			*	*
712		Unwgted	1372	27	7	17	4	102	62	37	31
713	Radio Formats: Variety/Other (Mon-Sun 24-Hour Cume)	Weighted (000)	6443	140	35	79	14	545	324	158	126
714		Horz %	100.00	2.17	0.54	1.23	0.22	8.46	5.03	2.45	1.95
715		Vert %	2.77	3.18	1.53	3.66	2.14	3.07	3.19	2.28	2.63
716		Index	100	115	55	132	77	111	115	82	95
717											
718		Unwgted	27896	548	329	284	101	2214	1305	1006	576
719	Listened to Traffic Reports - Past Year	Weighted (000)	120384	2392	1394	1311	393	10021	5519	4022	2723
720		Horz %	100.00	1.99	1.16	1.09	0.33	8.32	4.58	3.34	2.26
721		Vert %	51.74	54.48	61.84	60.60	59.06	56.45	54.33	58.09	56.86
722		Index	100	105	120	117	114	109	105	112	110
723											
724		Unwgted	41249	810	429	380	133	3152	1858	1362	824
725	Radio Daypart Cumes: Total Week Monday-Sunday 24-Hours	Weighted (000)	190765	3895	1963	1802	565	15411	8821	5975	4180
726		Horz %	100.00	2.04	1.03	0.94	0.30	8.08	4.62	3.13	2.19
727		Vert %	81.99	88.70	87.07	83.30	84.96	86.82	86.84	86.29	87.29
728		Index	100	108	106	102	104	106	106	105	106
729											
730		Unwgted	25642	516	275	236	85	1986	1172	865	531
731	Radio Daypart Cumes: Weekday 6:00 am - 10:00 am	Weighted (000)	113470	2235	1209	1051	337	9176	5215	3588	2653
732		Horz %	100.00	1.97	1.07	0.93	0.30	8.09	4.60	3.16	2.34
733		Vert %	48.77	50.88	53.64	48.57	50.65	51.69	51.34	51.82	55.40
734		Index	100	104	110	100	104	106	105	106	114
735											
736		Unwgted	18484	350	180	179	56	1395	810	605	362
737	Radio Daypart Cumes: Weekday 10:00 am - 3:00 pm	Weighted (000)	86385	1785	792	858	225	6792	3800	2716	1909
738		Horz %	100.00	2.07	0.92	0.99	0.26	7.86	4.40	3.14	2.21
739		Vert %	37.13	40.65	35.15	39.65	33.82	38.27	37.41	39.22	39.87
740		Index	100	109	95	107	91	103	101	106	107
741											
742		Unwgted	22345	449	232	211	78	1792	1033	790	474
743	Radio Daypart Cumes: Weekday 3:00 pm - 7:00 pm	Weighted (000)	101190	2102	982	1008	300	8564	4764	3399	2425
744		Horz %	100.00	2.08	0.97	1.00	0.30	8.46	4.71	3.36	2.40
745		Vert %	43.49	47.86	43.56	46.59	45.06	48.25	46.90	49.09	50.64
746		Index	100	110	100	107	104	111	108	113	116
747							*				
748		Unwgted	7627	158	70	77	27	574	359	224	171
749	Radio Daypart Cumes: Weekday 7:00 pm - Midnight	Weighted (000)	37246	903	358	352	153	3069	1735	1119	931
750		Horz %	100.00	2.42	0.96	0.95	0.41	8.24	4.66	3.00	2.50
751		Vert %	16.01	20.56	15.86	16.29	23.01	17.29	17.08	16.16	19.43
752		Index	100	128	99	102	144	108	107	101	121
753				*	*	*	*				
754		Unwgted	2420	33	20	29	10	172	95	60	50
755	Radio Daypart Cumes: Weekday Midnight - 6:00 am	Weighted (000)	11870	201	134	114	29	928	463	316	254
756		Horz %	100.00	1.69	1.13	0.96	0.25	7.82	3.90	2.66	2.14
757		Vert %	5.10	4.58	5.94	5.29	4.43	5.23	4.56	4.57	5.29
758		Index	100	90	116	104	87	103	89	89	104

RAB / GfK MRI AUTO PROFILE: NISSAN CARS

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1			U.S. Adults 18+	Own/Lease Nissan Altima	Own/Lease Nissan Maxima	Own/Lease Nissan Sentra	Own/Lease Nissan Versa	Own/Lease Any Nissan	Most Recent Vehicle Bought/Leased: Any Nissan	Decision-Maker for Any Nissan Vehicle Bought/Leased New	If Making Purchase Decision Today, Would Buy Nissan Vehicle
2											
759											
760		Unwgted	15631	295	150	160	60	1198	687	504	303
761	Radio Daypart Cumes:	Weighted (000)	70556	1386	646	654	213	5742	3141	2225	1557
762	Weekend 6:00 am - 10:00 am	Horz %	100.00	1.96	0.92	0.93	0.30	8.14	4.45	3.15	2.21
763		Vert %	30.33	31.55	28.65	30.25	32.08	32.35	30.92	32.13	32.52
764		Index	100	104	94	100	106	107	102	106	107
765											
766		Unwgted	21356	400	248	195	71	1641	963	726	446
767	Radio Daypart Cumes:	Weighted (000)	98600	1911	1149	884	288	7871	4359	3056	2203
768	Weekend 10:00 am - 3:00 pm	Horz %	100.00	1.94	1.17	0.90	0.29	7.98	4.42	3.10	2.23
769		Vert %	42.38	43.51	50.96	40.88	43.33	44.35	42.91	44.14	46.02
770		Index	100	103	120	96	102	105	101	104	109
771											
772		Unwgted	15789	277	159	150	55	1183	707	471	325
773	Radio Daypart Cumes:	Weighted (000)	74921	1470	882	725	210	6168	3495	2064	1745
774	Weekend 3:00 pm - 7:00 pm	Horz %	100.00	1.96	1.18	0.97	0.28	8.23	4.67	2.76	2.33
775		Vert %	32.20	33.47	39.14	33.53	31.52	34.75	34.41	29.81	36.45
776		Index	100	104	122	104	98	108	107	93	113
777							*				
778		Unwgted	7924	149	79	74	30	571	351	226	156
779	Radio Daypart Cumes:	Weighted (000)	39650	807	476	317	128	3005	1659	997	885
780	Weekend 7:00 pm - Midnight	Horz %	100.00	2.04	1.20	0.80	0.32	7.58	4.18	2.51	2.23
781		Vert %	17.04	18.38	21.09	14.64	19.20	16.93	16.33	14.40	18.49
782		Index	100	108	124	86	113	99	96	84	108
783				*	*	*	*			*	*
784		Unwgted	1942	29	25	18	6	126	76	34	34
785	Radio Daypart Cumes:	Weighted (000)	9554	181	168	69	29	666	356	153	175
786	Weekend Midnight - 6:00 am	Horz %	100.00	1.89	1.76	0.72	0.30	6.98	3.72	1.60	1.83
787		Vert %	4.11	4.12	7.44	3.18	4.30	3.75	3.50	2.21	3.65
788		Index	100	100	181	77	105	91	85	54	89
789							*				
790		Unwgted	8374	93	60	66	17	421	268	183	122
791	Most Often Listen to Radio at	Weighted (000)	40414	477	336	352	64	2202	1341	783	543
792	Home - Typical Weekday	Horz %	100.00	1.18	0.83	0.87	0.16	5.45	3.32	1.94	1.34
793		Vert %	17.37	10.86	14.89	16.27	9.59	12.41	13.20	11.30	11.34
794		Index	100	63	86	94	55	71	76	65	65
795											
796		Unwgted	30600	642	343	295	115	2514	1483	1125	634
797	Most Often Listen to Radio in	Weighted (000)	139187	3090	1500	1401	505	12094	7030	4873	3226
798	Vehicle - Typical Weekday	Horz %	100.00	2.22	1.08	1.01	0.36	8.69	5.05	3.50	2.32
799		Vert %	59.82	70.37	66.53	64.77	76.00	68.13	69.21	70.38	67.38
800		Index	100	118	111	108	127	114	116	118	113
801					*	*	*				
802		Unwgted	4652	102	46	38	12	368	201	139	105
803	Most Often Listen to Radio at	Weighted (000)	23245	449	260	177	26	1868	914	652	616
804	Work - Typical Weekday	Horz %	100.00	1.93	1.12	0.76	0.11	8.04	3.93	2.80	2.65
805		Vert %	9.99	10.22	11.53	8.20	3.89	10.52	8.99	9.41	12.86
806		Index	100	102	115	82	39	105	90	94	129
807				*	*	*	*	*	*	*	*
808	Most Often Listen to Radio in	Unwgted	321	4	3	4	1	16	9	0	3
809	Other Place (Not Home,	Weighted (000)	1786	25	10	19	1	73	37	0	14
810	Vehicle, Workplace) - Typical	Horz %	100.00	1.41	0.55	1.05	0.06	4.10	2.08	0.00	0.79
811	Weekday	Vert %	0.77	0.57	0.44	0.86	0.15	0.41	0.37	0.00	0.29
812		Index	100	75	57	112	20	54	48	0	38

RAB / GfK MRI AUTO PROFILE: NISSAN CARS

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1			U.S. Adults 18+	Own/Lease Nissan Altima	Own/Lease Nissan Maxima	Own/Lease Nissan Sentra	Own/Lease Nissan Versa	Own/Lease Any Nissan	Most Recent Vehicle Bought/ Leased: Any Nissan	Decision-Maker for Any Nissan Vehicle Bought/ Leased New	If Making Purchase Decision Today, Would Buy Nissan Vehicle
2											
813							*				
814		Unwgted	10926	139	91	86	28	614	365	263	170
815	Most Often Listen to Radio at Home - Typical Weekend	Weighted (000)	52088	629	490	439	96	3041	1709	1108	804
816		Horz %	100.00	1.21	0.94	0.84	0.18	5.84	3.28	2.13	1.54
817		Vert %	22.39	14.32	21.75	20.31	14.43	17.13	16.82	16.00	16.80
818		Index	100	64	97	91	64	77	75	71	75
819											
820		Unwgted	28652	589	318	277	105	2357	1384	1044	614
821	Most Often Listen to Radio in Vehicle - Typical Weekend	Weighted (000)	131413	2815	1380	1367	454	11475	6622	4602	3187
822		Horz %	100.00	2.14	1.05	1.04	0.35	8.73	5.04	3.50	2.43
823		Vert %	56.48	64.10	61.20	63.21	68.25	64.64	65.18	66.46	66.56
824		Index	100	113	108	112	121	114	115	118	118
825				*	*	*	*			*	*
826		Unwgted	1363	31	7	11	2	96	58	30	28
827	Most Often Listen to Radio at Work - Typical Weekend	Weighted (000)	7266	169	38	40	11	501	278	139	181
828		Horz %	100.00	2.33	0.52	0.55	0.16	6.90	3.82	1.92	2.50
829		Vert %	3.12	3.86	1.67	1.84	1.70	2.82	2.73	2.01	3.79
830		Index	100	123	53	59	54	90	87	64	121
831				*	*	*	*	*	*	*	*
832		Unwgted	450	12	6	2	0	32	20	10	8
833	Most Often Listen to Radio in Other Place (Not Home, Vehicle, Workplace) - Typical Weekend	Weighted (000)	2438	102	36	16	0	232	154	81	59
834		Horz %	100.00	4.20	1.47	0.66	0.00	9.52	6.31	3.33	2.42
835		Vert %	1.05	2.33	1.59	0.74	0.00	1.31	1.51	1.17	1.23
836		Index	100	223	152	71	0	125	144	112	118
837							*				
838		Unwgted	11618	211	119	104	37	858	509	419	213
839	Ever Listen to AM Radio (Terrestrial Radio)	Weighted (000)	43754	702	398	420	108	3251	1771	1436	779
840		Horz %	100.00	1.60	0.91	0.96	0.25	7.43	4.05	3.28	1.78
841		Vert %	18.81	15.98	17.66	19.41	16.24	18.31	17.44	20.74	16.27
842		Index	100	85	94	103	86	97	93	110	87
843											
844		Unwgted	38084	744	396	348	124	2902	1705	1234	764
845	Ever Listen to FM Radio (Terrestrial Radio)	Weighted (000)	180950	3658	1877	1732	548	14615	8361	5548	4017
846		Horz %	100.00	2.02	1.04	0.96	0.30	8.08	4.62	3.07	2.22
847		Vert %	77.77	83.30	83.27	80.05	82.42	82.34	82.31	80.13	83.89
848		Index	100	107	107	103	106	106	106	103	108
849											
850		Unwgted	41682	792	430	382	133	3155	1863	1365	823
851	Ever Listen to Any Terrestrial Radio (AM/FM)	Weighted (000)	194237	3830	1982	1849	562	15523	8918	5985	4203
852		Horz %	100.00	1.97	1.02	0.95	0.29	7.99	4.59	3.08	2.16
853		Vert %	83.49	87.22	87.92	85.48	84.49	87.45	87.78	86.44	87.77
854		Index	100	104	105	102	101	105	105	104	105
855						*	*				
856		Unwgted	5791	111	74	47	13	447	243	238	114
857	Ever Listen to Satellite Radio (Sirius XM)	Weighted (000)	23564	488	281	198	39	1960	1022	968	562
858		Horz %	100.00	2.07	1.19	0.84	0.16	8.32	4.34	4.11	2.38
859		Vert %	10.13	11.11	12.47	9.15	5.82	11.04	10.07	13.98	11.73
860		Index	100	110	123	90	58	109	99	138	116
861							*				
862		Unwgted	7953	157	111	66	25	655	361	336	148
863	Household Subscribes to Satellite Radio (Sirius XM)	Weighted (000)	33638	726	456	322	135	3124	1757	1427	759
864		Horz %	100.00	2.16	1.36	0.96	0.40	9.29	5.22	4.24	2.26
865		Vert %	14.46	16.54	20.23	14.86	20.35	17.60	17.29	20.60	15.84
866		Index	100	114	140	103	141	122	120	143	110



RAB / GfK MRI AUTO PROFILE: NISSAN CARS

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1			U.S. Adults 18+	Own/Lease Nissan Altima	Own/Lease Nissan Maxima	Own/Lease Nissan Sentra	Own/Lease Nissan Versa	Own/Lease Any Nissan	Most Recent Vehicle Bought/Leased: Any Nissan	Decision-Maker for Any Nissan Vehicle Bought/Leased New	If Making Purchase Decision Today, Would Buy Nissan Vehicle
2											
867							*				
868	Listened to Radio Online - Past Month (Streamed AM/FM and/or Pure-Play Internet Radio)	Unwgted	11030	234	120	115	41	923	548	350	241
869		Weighted (000)	50212	1061	703	612	211	4653	2643	1598	1355
870		Horz %	100.00	2.11	1.40	1.22	0.42	9.27	5.26	3.18	2.70
871		Vert %	21.58	24.16	31.17	28.27	31.69	26.22	26.02	23.08	28.31
872		Index	100	112	144	131	147	121	121	107	131
873					*	*	*				
874	Visited a Radio Station, Radio Program, or Radio Personality's Web Site - Past Month	Unwgted	3424	63	38	40	10	283	186	112	69
875		Weighted (000)	15176	260	246	189	40	1351	848	425	364
876		Horz %	100.00	1.71	1.62	1.24	0.26	8.90	5.59	2.80	2.40
877		Vert %	6.52	5.91	10.90	8.73	6.02	7.61	8.34	6.14	7.59
878	Index	100	91	167	134	92	117	128	94	116	
879							*				
880		Unwgted	6986	174	98	75	33	634	373	250	170
881	Visited Pandora.com - Past Month	Weighted (000)	33350	841	523	430	194	3286	1811	1149	1017
882		Horz %	100.00	2.52	1.57	1.29	0.58	9.85	5.43	3.45	3.05
883		Vert %	14.33	19.16	23.21	19.87	29.21	18.51	17.83	16.60	21.24
884		Index	100	134	162	139	204	129	124	116	148
885							*				
886	Advertising on radio provides me with useful information about bargains - Agree with statement	Unwgted	17915	328	178	155	49	1262	726	541	369
887		Weighted (000)	86641	1545	853	665	202	6172	3254	2219	2018
888		Horz %	100.00	1.78	0.98	0.77	0.23	7.12	3.76	2.56	2.33
889		Vert %	37.24	35.18	37.83	30.76	30.45	34.77	32.04	32.05	42.14
890		Index	100	94	102	83	82	93	86	86	113
891							*				
892	Advertising on radio provides me with meaningful information about the product use of other consumers - Agree with statement	Unwgted	14299	269	135	119	35	987	595	427	282
893		Weighted (000)	69344	1257	633	525	137	4707	2601	1734	1520
894		Horz %	100.00	1.81	0.91	0.76	0.20	6.79	3.75	2.50	2.19
895		Vert %	29.81	28.62	28.08	24.26	20.59	26.52	25.61	25.04	31.74
896		Index	100	96	94	81	69	89	86	84	106
897											
898	Advertising on radio provides me with useful information about new products and services - Agree with statement	Unwgted	18152	348	165	157	54	1304	786	559	386
899		Weighted (000)	85306	1530	806	682	215	6173	3404	2323	2040
900		Horz %	100.00	1.79	0.95	0.80	0.25	7.24	3.99	2.72	2.39
901		Vert %	36.67	34.83	35.77	31.53	32.35	34.78	33.51	33.54	42.61
902		Index	100	95	98	86	88	95	91	91	116
903							*				
904	For me, advertising on radio is amusing - Agree with statement	Unwgted	14489	283	148	127	40	1064	637	470	301
905		Weighted (000)	69953	1355	645	589	199	5302	2952	2079	1557
906		Horz %	100.00	1.94	0.92	0.84	0.28	7.58	4.22	2.97	2.23
907		Vert %	30.07	30.86	28.60	27.22	29.91	29.87	29.06	30.02	32.52
908		Index	100	103	95	91	99	99	97	100	108
909											
910	Vehicle Currently Owned/Leased Has AM/FM Radio	Unwgted	38194	814	431	393	140	3203	1876	1416	819
911		Weighted (000)	173228	3888	1944	1917	581	15682	8860	6163	4067
912		Horz %	100.00	2.24	1.12	1.11	0.34	9.05	5.11	3.56	2.35
913		Vert %	74.46	88.53	86.23	88.62	87.31	88.35	87.22	89.00	84.94
914		Index	100	119	116	119	117	119	117	120	114
915							*				
916	Vehicle Currently Owned/Leased Has Satellite Radio	Unwgted	9032	161	111	60	17	734	366	428	182
917		Weighted (000)	38210	851	448	381	48	3607	1753	2012	931
918		Horz %	100.00	2.23	1.17	1.00	0.13	9.44	4.59	5.26	2.44
919		Vert %	16.42	19.38	19.86	17.61	7.26	20.32	17.26	29.05	19.45
920		Index	100	118	121	107	44	124	105	177	118

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2											
921							*				
922	Vehicle Currently Owned/Leased Has AM/FM and Satellite Radio	Unwgt'd	9598	184	139	68	24	835	410	446	200
923		Weighted (000)	41600	984	654	399	65	4158	1975	2090	1018
924		Horz %	100.00	2.36	1.57	0.96	0.16	10.00	4.75	5.02	2.45
925		Vert %	17.88	22.40	29.00	18.42	9.83	23.43	19.44	30.18	21.26
926		Index	100	125	162	103	55	131	109	169	119
927											
928	Vehicle Currently Owned/Leased Has CD Player (Single CD or Multi-Disc)	Unwgt'd	37628	858	462	379	153	3299	1929	1487	821
929		Weighted (000)	170549	4081	2158	1844	645	16072	9157	6527	4138
930		Horz %	100.00	2.39	1.27	1.08	0.38	9.42	5.37	3.83	2.43
931		Vert %	73.30	92.93	95.73	85.25	96.97	90.55	90.14	94.26	86.42
932		Index	100	127	131	116	132	124	123	129	118
933											
934	Vehicle Currently Owned/Leased Has MP3 Player Connection	Unwgt'd	9670	277	171	105	60	1065	588	512	244
935		Weighted (000)	44278	1584	795	540	222	5426	2972	2458	1441
936		Horz %	100.00	3.58	1.80	1.22	0.50	12.25	6.71	5.55	3.26
937		Vert %	19.03	36.06	35.26	24.95	33.42	30.57	29.26	35.51	30.10
938		Index	100	189	185	131	176	161	154	187	158
939						*	*				
940	Vehicle Currently Owned/Leased Has DVD Player	Unwgt'd	5731	91	89	35	18	494	240	224	105
941		Weighted (000)	24740	431	382	161	52	2361	1113	935	509
942		Horz %	100.00	1.74	1.54	0.65	0.21	9.54	4.50	3.78	2.06
943		Vert %	10.63	9.81	16.95	7.44	7.81	13.30	10.95	13.50	10.64
944		Index	100	92	159	70	73	125	103	127	100
945				*	*	*	*				*
946		Unwgt'd	1529	28	15	13	4	111	66	50	29
947	TV Dayparts: Total Prime time Mon-Sun	Weighted (000)	103765	1838	1018	897	262	7465	4294	3144	2004
948		Horz %	100.00	1.77	0.98	0.86	0.25	7.19	4.14	3.03	1.93
949		Vert %	44.60	41.86	45.17	41.47	39.45	42.06	42.27	45.41	41.85
950		Index	100	94	101	93	88	94	95	102	94
951						*	*				
952	TV Dayparts: Prime Time Weekdays: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)	Unwgt'd	5533	102	56	46	16	399	237	181	106
953		Weighted (000)	107565	1921	1057	935	258	7726	4448	3230	2070
954		Horz %	100.00	1.79	0.98	0.87	0.24	7.18	4.13	3.00	1.92
955		Vert %	46.23	43.74	46.89	43.22	38.73	43.52	43.78	46.66	43.23
956		Index	100	95	101	93	84	94	95	101	94
957				*	*	*	*				
958	TV Dayparts: Prime Time Saturday: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)	Unwgt'd	4636	79	46	39	15	331	198	151	90
959		Weighted (000)	92075	1523	875	788	250	6486	3683	2808	1728
960		Horz %	100.00	1.65	0.95	0.86	0.27	7.04	4.00	3.05	1.88
961		Vert %	39.58	34.69	38.83	36.43	37.54	36.54	36.25	40.56	36.08
962		Index	100	88	98	92	95	92	92	102	91
963				*	*	*	*				
964	TV Dayparts: Prime Time Sunday: 7:00-11:00 pm (Eastern/Pacific), 6:00-10:00 pm (Central/Mountain)	Unwgt'd	4074	76	42	35	13	299	176	137	78
965		Weighted (000)	98284	1765	980	836	290	7222	4174	3071	1962
966		Horz %	100.00	1.80	1.00	0.85	0.29	7.35	4.25	3.13	2.00
967		Vert %	42.24	40.19	43.46	38.66	43.57	40.69	41.09	44.36	40.98
968		Index	100	95	103	92	103	96	97	105	97
969				*	*	*	*	*	*	*	*
970	TV Dayparts: Weekdays: 9:00 am-4:00 pm (Eastern/Pacific) 9:00 am - 3:00 pm (Central/Mountain)	Unwgt'd	1291	18	11	9	3	75	47	34	20
971		Weighted (000)	32634	420	242	205	68	1721	998	696	458
972		Horz %	100.00	1.29	0.74	0.63	0.21	5.27	3.06	2.13	1.40
973		Vert %	14.03	9.56	10.73	9.49	10.28	9.70	9.83	10.05	9.56
974		Index	100	68	76	68	73	69	70	72	68

RAB / GfK MRI AUTO PROFILE: NISSAN CARS

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2											
975					*	*	*				
976	TV Dayparts: Weekdays: 4:00 pm-7:30 pm (Eastern/Pacific)	Unwgted	3652	62	34	29	9	242	144	106	68
977		Weighted (000)	62194	876	560	495	123	3851	2310	1494	1151
978	3:00 pm-6:30 pm (Central/Mountain)	Horz %	100.00	1.41	0.90	0.80	0.20	6.19	3.71	2.40	1.85
979		Vert %	26.73	19.95	24.82	22.87	18.44	21.69	22.74	21.58	24.05
980		Index	100	75	93	86	69	81	85	81	90
981					*	*	*				
982	TV Dayparts: Weekdays: 11:30 pm-1:00 am (Eastern/Pacific) 10:30 pm-Midnight (Central/Mountain)	Unwgted	2885	56	30	24	6	205	132	90	55
983		Weighted (000)	29072	536	264	288	65	2152	1330	843	553
984		Horz %	100.00	1.84	0.91	0.99	0.23	7.40	4.58	2.90	1.90
985		Vert %	12.50	12.21	11.71	13.30	9.84	12.12	13.09	12.17	11.54
986		Index	100	98	94	106	79	97	105	97	92
987				*	*	*	*			*	*
988	TV Dayparts: Weekend Sports: Saturday-Sunday afternoon	Unwgted	1508	28	15	13	4	107	65	49	29
989		Weighted (000)	52172	904	491	428	136	3544	2078	1440	953
990		Horz %	100.00	1.73	0.94	0.82	0.26	6.79	3.98	2.76	1.83
991		Vert %	22.42	20.58	21.76	19.77	20.40	19.97	20.46	20.80	19.90
992		Index	100	92	97	88	91	89	91	93	89
993				*	*	*	*		*	*	*
994	TV Dayparts: Weekend children's shows: Saturday-Sunday morning	Unwgted	1104	18	10	9	2	76	45	33	21
995		Weighted (000)	30079	479	274	238	56	1998	1130	777	561
996		Horz %	100.00	1.59	0.91	0.79	0.19	6.64	3.76	2.58	1.86
997		Vert %	12.93	10.90	12.17	10.98	8.48	11.25	11.13	11.23	11.71
998		Index	100	84	94	85	66	87	86	87	91
999				*	*	*	*				
1000		Unwgted	2067	41	28	31	10	168	101	67	56
1001	Downloaded a TV Program from Internet - Past Month	Weighted (000)	9280	205	140	110	52	774	420	270	290
1002		Horz %	100.00	2.20	1.50	1.19	0.56	8.34	4.53	2.91	3.12
1003		Vert %	3.99	4.66	6.19	5.11	7.79	4.36	4.13	3.90	6.05
1004		Index	100	117	155	128	195	109	104	98	152
1005							*				
1006	Watched a TV Program Online - Past Month	Unwgted	6535	151	76	78	25	580	340	211	158
1007		Weighted (000)	30108	788	407	444	106	3097	1798	1071	902
1008		Horz %	100.00	2.62	1.35	1.48	0.35	10.29	5.97	3.56	2.99
1009		Vert %	12.94	17.95	18.06	20.53	15.97	17.45	17.70	15.47	18.83
1010		Index	100	139	140	159	123	135	137	120	145
1011							*				
1012	Visited a TV Network or TV Show's Website - Past Month	Unwgted	9923	217	121	117	34	844	504	365	251
1013		Weighted (000)	44513	965	648	588	162	4107	2457	1589	1238
1014		Horz %	100.00	2.17	1.46	1.32	0.36	9.23	5.52	3.57	2.78
1015		Vert %	19.13	21.96	28.75	27.17	24.42	23.14	24.19	22.95	25.85
1016		Index	100	115	150	142	128	121	126	120	135
1017							*				
1018	Looked at TV Listings Online - Past Month	Unwgted	4934	102	65	53	19	418	249	196	123
1019		Weighted (000)	20536	446	366	275	64	1870	1133	753	582
1020		Horz %	100.00	2.17	1.78	1.34	0.31	9.11	5.52	3.67	2.83
1021		Vert %	8.83	10.15	16.22	12.73	9.67	10.54	11.15	10.87	12.14
1022		Index	100	115	184	144	110	119	126	123	138
1023											
1024	Household Subscribes to Cable TV	Unwgted	26310	511	266	227	83	1912	1177	866	477
1025		Weighted (000)	117569	2316	1203	1048	347	9079	5336	3687	2266
1026		Horz %	100.00	1.97	1.02	0.89	0.30	7.72	4.54	3.14	1.93
1027		Vert %	50.53	52.74	53.37	48.43	52.18	51.15	52.52	53.25	47.33
1028		Index	100	104	106	96	103	101	104	105	94

RAB / GfK MRI AUTO PROFILE: NISSAN CARS

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2											
1029											
1030		Unwgted	21229	441	228	196	65	1637	985	738	396
1031	Household Subscribes to	Weighted (000)	92583	1938	1028	912	286	7559	4275	3077	1807
1032	Digital Cable TV	Horz %	100.00	2.09	1.11	0.99	0.31	8.16	4.62	3.32	1.95
1033		Vert %	39.79	44.13	45.62	42.16	43.03	42.58	42.09	44.44	37.74
1034		Index	100	111	115	106	108	107	106	112	95
1035											
1036		Unwgted	41229	803	428	359	136	3121	1837	1411	799
1037	Viewed Any Cable TV	Weighted (000)	189120	3742	1966	1612	579	15006	8489	6066	3907
1038	(including Pay) - Past Week	Horz %	100.00	1.98	1.04	0.85	0.31	7.93	4.49	3.21	2.07
1039		Vert %	81.29	85.22	87.21	74.54	87.02	84.54	83.57	87.61	81.59
1040		Index	100	105	107	92	107	104	103	108	100
1041											
1042		Unwgted	30677	586	327	278	99	2302	1378	1039	600
1043	Heavy Cable TV Viewing	Weighted (000)	142700	2793	1529	1258	440	11218	6388	4548	2951
1044	(including Pay) - Past Week	Horz %	100.00	1.96	1.07	0.88	0.31	7.86	4.48	3.19	2.07
1045		Vert %	61.33	63.60	67.81	58.17	66.20	63.20	62.88	65.68	61.64
1046		Index	100	104	111	95	108	103	103	107	100
1047											
1048		Unwgted	16901	358	206	161	56	1386	791	622	340
1049	Viewed Any Premium Cable	Weighted (000)	77601	1717	951	722	214	6580	3646	2627	1727
1050	Channels - Past Month	Horz %	100.00	2.21	1.22	0.93	0.28	8.48	4.70	3.38	2.23
1051		Vert %	33.35	39.10	42.17	33.39	32.21	37.07	35.89	37.94	36.06
1052		Index	100	117	126	100	97	111	108	114	108
1053							*				
1054		Unwgted	6703	149	77	71	22	582	330	242	127
1055	Watched Any Pay-Per-View -	Weighted (000)	30993	644	441	318	72	2807	1544	957	618
1056	Past Year	Horz %	100.00	2.08	1.42	1.02	0.23	9.06	4.98	3.09	1.99
1057		Vert %	13.32	14.66	19.55	14.68	10.89	15.81	15.20	13.82	12.90
1058		Index	100	110	147	110	82	119	114	104	97
1059							*				
1060		Unwgted	5244	117	60	58	15	449	259	200	101
1061	Watched Any Pay-Per-View	Weighted (000)	23441	460	373	237	36	2069	1189	780	488
1062	Movies - Past Year	Horz %	100.00	1.96	1.59	1.01	0.15	8.82	5.07	3.33	2.08
1063		Vert %	10.08	10.48	16.52	10.96	5.45	11.65	11.70	11.27	10.18
1064		Index	100	104	164	109	54	116	116	112	101
1065					*	*	*				*
1066		Unwgted	2214	60	33	23	12	218	121	78	38
1067	Watched Any Pay-Per-View	Weighted (000)	11547	306	161	113	46	1115	553	301	209
1068	Sports Events - Past Year	Horz %	100.00	2.65	1.39	0.98	0.40	9.66	4.79	2.61	1.81
1069		Vert %	4.96	6.97	7.14	5.23	6.88	6.28	5.44	4.35	4.37
1070		Index	100	140	144	105	139	127	110	88	88
1071							*				*
1072		Unwgted	10757	242	136	127	42	909	533	399	216
1073	Watched Any Video-On-	Weighted (000)	44455	1032	584	570	159	3887	2291	1532	952
1074	Demand Programs - Past	Horz %	100.00	2.32	1.31	1.28	0.36	8.74	5.15	3.45	2.14
1075	Month	Vert %	19.11	23.49	25.92	26.36	23.96	21.90	22.55	22.13	19.89
1076		Index	100	123	136	138	125	115	118	116	104
1077							*				*
1078		Unwgted	6752	160	91	81	29	584	343	259	150
1079	Watched Any Video-On-	Weighted (000)	27575	648	393	376	105	2455	1438	976	693
1080	Demand TV Shows - Past	Horz %	100.00	2.35	1.42	1.36	0.38	8.90	5.21	3.54	2.51
1081	Month	Vert %	11.85	14.74	17.42	17.39	15.86	13.83	14.15	14.09	14.46
1082		Index	100	124	147	147	134	117	119	119	122

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2											
1083							*				
1084		Unwgted	8740	186	111	100	33	713	411	311	167
1085	Watched Any Video-On-Demand Movies - Past Month	Weighted (000)	36381	799	461	424	124	3014	1733	1230	734
1086		Horz %	100.00	2.20	1.27	1.16	0.34	8.29	4.76	3.38	2.02
1087		Vert %	15.64	18.20	20.45	19.58	18.68	16.98	17.06	17.77	15.33
1088		Index	100	116	131	125	119	109	109	114	98
1089							*				
1090		Unwgted	11970	209	122	93	37	885	488	376	233
1091	Household Has a Satellite Dish	Weighted (000)	63862	1140	700	444	164	4925	2625	1861	1357
1092		Horz %	100.00	1.78	1.10	0.70	0.26	7.71	4.11	2.91	2.13
1093		Vert %	27.45	25.95	31.04	20.54	24.60	27.75	25.84	26.87	28.34
1094		Index	100	95	113	75	90	101	94	98	103
1095											
1096		Unwgted	23012	498	269	208	66	1907	1061	870	464
1097	Household Has a Digital Video Recorder (DVR)	Weighted (000)	101668	2258	1245	951	247	8876	4722	3687	2236
1098		Horz %	100.00	2.22	1.22	0.94	0.24	8.73	4.64	3.63	2.20
1099		Vert %	43.70	51.41	55.23	43.95	37.13	50.00	46.48	53.25	46.70
1100		Index	100	118	126	101	85	114	106	122	107
1101				*	*	*	*	*	*	*	*
1102		Unwgted	446	9	9	1	2	36	19	15	10
1103	Household Has a TiVo-Brand DVR (Stand-Alone)	Weighted (000)	1770	43	45	9	2	145	68	72	39
1104		Horz %	100.00	2.42	2.55	0.51	0.14	8.21	3.87	4.04	2.19
1105		Vert %	0.76	0.97	2.00	0.42	0.36	0.82	0.67	1.03	0.81
1106		Index	100	128	263	55	47	108	89	136	107
1107											
1108		Unwgted	41245	840	444	406	144	3264	1921	1434	847
1109	Any Internet/Online Activity - Past Month	Weighted (000)	185701	3930	2036	1920	585	15442	8732	5970	4239
1110		Horz %	100.00	2.12	1.10	1.03	0.31	8.32	4.70	3.21	2.28
1111		Vert %	79.82	89.50	90.30	88.74	87.94	87.00	85.96	86.22	88.54
1112		Index	100	112	113	111	110	109	108	108	111
1113							*				
1114		Unwgted	12362	246	144	135	40	991	606	386	285
1115	Played Video Games Online - Past Month	Weighted (000)	61466	1159	743	731	191	5190	2970	1669	1637
1116		Horz %	100.00	1.89	1.21	1.19	0.31	8.44	4.83	2.72	2.66
1117		Vert %	26.42	26.40	32.95	33.77	28.71	29.24	29.23	24.11	34.20
1118		Index	100	100	125	128	109	111	111	91	129
1119				*	*	*	*				
1120		Unwgted	3685	83	46	44	17	335	197	129	105
1121	Downloaded a Video Game Online - Past Month	Weighted (000)	19370	508	257	298	92	1929	1129	565	624
1122		Horz %	100.00	2.62	1.33	1.54	0.47	9.96	5.83	2.92	3.22
1123		Vert %	8.33	11.58	11.39	13.78	13.83	10.87	11.11	8.16	13.03
1124		Index	100	139	137	166	166	131	133	98	156
1125							*				
1126		Unwgted	10477	228	155	114	37	882	505	347	227
1127	Downloaded Music from Internet - Past Month	Weighted (000)	50449	1188	758	617	136	4476	2475	1584	1256
1128		Horz %	100.00	2.35	1.50	1.22	0.27	8.87	4.91	3.14	2.49
1129		Vert %	21.68	27.05	33.62	28.51	20.39	25.21	24.36	22.88	26.23
1130		Index	100	125	155	131	94	116	112	106	121
1131				*	*	*	*				
1132		Unwgted	1880	30	26	23	6	157	87	60	36
1133	Downloaded Podcasts/Podcasting from Internet - Past Month	Weighted (000)	7942	97	181	135	18	764	404	260	150
1134		Horz %	100.00	1.22	2.28	1.70	0.23	9.62	5.09	3.27	1.88
1135		Vert %	3.41	2.21	8.03	6.24	2.70	4.31	3.98	3.75	3.13
1136		Index	100	65	235	183	79	126	116	110	92

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2											
1137				*	*	*	*				
1138		Unwgted	2067	41	28	31	10	168	101	67	56
1139	Downloaded a TV Program from Internet - Past Month	Weighted (000)	9280	205	140	110	52	774	420	270	290
1140		Horz %	100.00	2.20	1.50	1.19	0.56	8.34	4.53	2.91	3.12
1141		Vert %	3.99	4.66	6.19	5.11	7.79	4.36	4.13	3.90	6.05
1142		Index	100	117	155	128	195	109	104	98	152
1143							*				
1144		Unwgted	6535	151	76	78	25	580	340	211	158
1145	Watched a TV Program Online - Past Month	Weighted (000)	30108	788	407	444	106	3097	1798	1071	902
1146		Horz %	100.00	2.62	1.35	1.48	0.35	10.29	5.97	3.56	2.99
1147		Vert %	12.94	17.95	18.06	20.53	15.97	17.45	17.70	15.47	18.83
1148		Index	100	139	140	159	123	135	137	120	145
1149				*	*	*					
1150		Unwgted	3129	56	49	42	17	263	152	96	71
1151	Downloaded a Movie from Internet - Past Month	Weighted (000)	14622	309	301	193	84	1376	718	423	378
1152		Horz %	100.00	2.12	2.06	1.32	0.58	9.41	4.91	2.90	2.59
1153		Vert %	6.28	7.04	13.35	8.93	12.69	7.75	7.07	6.11	7.90
1154		Index	100	112	213	142	202	123	112	97	126
1155							*				
1156		Unwgted	6273	138	67	78	23	522	308	185	141
1157	Watched a Movie Online - Past Month	Weighted (000)	30063	784	405	438	118	2885	1707	884	834
1158		Horz %	100.00	2.61	1.35	1.46	0.39	9.60	5.68	2.94	2.77
1159		Vert %	12.92	17.85	17.97	20.27	17.69	16.25	16.81	12.76	17.42
1160		Index	100	138	139	157	137	126	130	99	135
1161							*				
1162		Unwgted	6468	121	86	72	25	534	301	200	149
1163	Watched Other Online Video (not TV or Movie) - Past Month	Weighted (000)	30400	597	448	344	109	2679	1450	876	814
1164		Horz %	100.00	1.96	1.47	1.13	0.36	8.81	4.77	2.88	2.68
1165		Vert %	13.07	13.58	19.88	15.88	16.32	15.09	14.28	12.65	17.01
1166		Index	100	104	152	122	125	115	109	97	130
1167				*	*	*					*
1168		Unwgted	2374	53	20	26	9	204	120	78	43
1169	Visited a Chat Room Online - Past Month	Weighted (000)	12251	280	86	105	28	1043	559	391	245
1170		Horz %	100.00	2.29	0.70	0.86	0.23	8.51	4.56	3.19	2.00
1171		Vert %	5.27	6.39	3.80	4.87	4.22	5.88	5.50	5.65	5.11
1172		Index	100	121	72	93	80	112	104	107	97
1173											
1174		Unwgted	37139	777	427	377	133	3037	1787	1350	780
1175	Used e-Mail - Past Month	Weighted (000)	162282	3545	1984	1762	553	14115	8038	5488	3753
1176		Horz %	100.00	2.18	1.22	1.09	0.34	8.70	4.95	3.38	2.31
1177		Vert %	69.75	80.72	88.02	81.47	83.09	79.52	79.13	79.26	78.37
1178		Index	100	116	126	117	119	114	113	114	112
1179											
1180		Unwgted	21679	478	245	250	81	1843	1078	756	480
1181	Used Instant Messenger/IM - Past Month	Weighted (000)	104685	2375	1224	1227	329	9350	5199	3485	2634
1182		Horz %	100.00	2.27	1.17	1.17	0.31	8.93	4.97	3.33	2.52
1183		Vert %	45.00	54.07	54.31	56.72	49.55	52.67	51.18	50.33	55.01
1184		Index	100	120	121	126	110	117	114	112	122
1185											
1186		Unwgted	31568	684	352	337	112	2601	1528	1100	666
1187	Visited Any Social Networking, Photo or Video-Sharing Site - Past Month	Weighted (000)	146580	3228	1685	1675	435	12551	7151	4611	3456
1188		Horz %	100.00	2.20	1.15	1.14	0.30	8.56	4.88	3.15	2.36
1189		Vert %	63.00	73.51	74.76	77.41	65.41	70.71	70.39	66.59	72.18
1190		Index	100	117	119	123	104	112	112	106	115

RAB / GfK MRI AUTO PROFILE: NISSAN CARS

	A	B	C	D	E	F	G	H	I	J	K
1			U.S. Adults 18+	Own/Lease Nissan Altima	Own/Lease Nissan Maxima	Own/Lease Nissan Sentra	Own/Lease Nissan Versa	Own/Lease Any Nissan	Most Recent Vehicle Bought/Leased: Any Nissan	Decision-Maker for Any Nissan Vehicle Bought/Leased New	If Making Purchase Decision Today, Would Buy Nissan Vehicle
2											
1191											
1192		Unwgted	25107	539	280	270	89	2077	1232	860	551
1193	Visited Facebook.com - Past	Weighted (000)	119617	2602	1382	1371	358	10344	5964	3759	2959
1194	Month	Horz %	100.00	2.18	1.16	1.15	0.30	8.65	4.99	3.14	2.47
1195		Vert %	51.41	59.25	61.30	63.39	53.80	58.27	58.71	54.28	61.80
1196		Index	100	115	119	123	105	113	114	106	120
1197				*	*	*	*		*	*	*
1198		Unwgted	1114	27	20	14	3	98	43	45	20
1199	Visited Flickr.com - Past	Weighted (000)	4821	117	102	74	8	472	191	194	69
1200	Month	Horz %	100.00	2.42	2.12	1.54	0.16	9.78	3.95	4.02	1.43
1201		Vert %	2.07	2.65	4.54	3.44	1.14	2.66	1.88	2.80	1.44
1202		Index	100	128	219	166	55	128	91	135	70
1203				*	*	*	*	*	*	*	*
1204		Unwgted	420	8	2	6	1	30	16	9	9
1205	Visited Foursquare Web Site -	Weighted (000)	1850	44	6	15	4	104	51	28	42
1206	Past Month	Horz %	100.00	2.40	0.32	0.82	0.22	5.64	2.76	1.50	2.28
1207		Vert %	0.80	1.01	0.26	0.70	0.60	0.59	0.50	0.40	0.88
1208		Index	100	127	33	88	76	74	63	50	111
1209							*				
1210		Unwgted	5396	131	65	51	21	448	243	217	111
1211	Visited LinkedIn.com - Past	Weighted (000)	18240	421	257	186	63	1630	862	762	404
1212	Month	Horz %	100.00	2.31	1.41	1.02	0.34	8.93	4.73	4.18	2.21
1213		Vert %	7.84	9.58	11.41	8.58	9.42	9.18	8.49	11.01	8.43
1214		Index	100	122	146	109	120	117	108	140	108
1215				*	*	*	*	*	*	*	*
1216		Unwgted	815	13	7	6	1	42	23	16	12
1217	Visited MySpace.com - Past	Weighted (000)	4747	76	69	32	1	284	190	103	90
1218	Month	Horz %	100.00	1.60	1.46	0.68	0.03	5.99	4.00	2.16	1.90
1219		Vert %	2.04	1.73	3.07	1.49	0.20	1.60	1.87	1.48	1.89
1220		Index	100	85	151	73	10	78	92	73	93
1221				*	*	*	*		*	*	*
1222		Unwgted	1051	19	19	19	3	85	47	37	23
1223	Visited Photobucket.com -	Weighted (000)	5429	99	131	122	10	524	295	214	146
1224	Past Month	Horz %	100.00	1.82	2.41	2.25	0.18	9.65	5.43	3.95	2.69
1225		Vert %	2.33	2.25	5.80	5.64	1.48	2.95	2.90	3.09	3.05
1226		Index	100	96	249	242	63	126	124	133	131
1227				*	*	*	*				*
1228		Unwgted	1648	34	25	15	4	137	66	67	33
1229	Visited Picasa Web Site - Past	Weighted (000)	6361	134	136	79	8	589	251	278	130
1230	Month	Horz %	100.00	2.10	2.14	1.24	0.12	9.26	3.94	4.38	2.05
1231		Vert %	2.73	3.05	6.05	3.65	1.19	3.32	2.47	4.02	2.72
1232		Index	100	112	221	133	44	121	90	147	100
1233				*	*	*	*				*
1234		Unwgted	1780	29	25	16	4	136	85	71	35
1235	Visited Shutterfly.com - Past	Weighted (000)	7009	103	126	81	8	579	357	236	177
1236	Month	Horz %	100.00	1.47	1.80	1.16	0.11	8.26	5.09	3.36	2.52
1237		Vert %	3.01	2.35	5.61	3.76	1.14	3.26	3.51	3.40	3.70
1238		Index	100	78	186	125	38	108	116	113	123
1239				*	*	*	*				*
1240		Unwgted	974	34	15	18	5	101	51	36	23
1241	Visited Tumblr Web Site - Past	Weighted (000)	5065	221	143	90	12	621	346	171	143
1242	Month	Horz %	100.00	4.36	2.82	1.78	0.24	12.27	6.83	3.38	2.83
1243		Vert %	2.18	5.02	6.34	4.17	1.85	3.50	3.40	2.47	2.99
1244		Index	100	231	291	192	85	161	156	113	137

RAB / GfK MRI AUTO PROFILE: NISSAN CARS

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2											
1245						*	*				
1246		Unwgted	4129	106	56	43	20	374	223	144	86
1247	Visited Twitter.com - Past	Weighted (000)	19735	547	324	230	80	1956	1116	613	468
1248	Month	Horz %	100.00	2.77	1.64	1.16	0.40	9.91	5.66	3.10	2.37
1249		Vert %	8.48	12.45	14.39	10.62	11.98	11.02	10.99	8.85	9.76
1250		Index	100	147	170	125	141	130	130	104	115
1251				*	*	*	*				*
1252		Unwgted	1760	33	21	23	5	141	85	56	32
1253	Visited Yelp Web Site - Past	Weighted (000)	6612	166	145	99	34	665	398	232	123
1254	Month	Horz %	100.00	2.51	2.20	1.49	0.52	10.06	6.01	3.52	1.85
1255		Vert %	2.84	3.78	6.44	4.57	5.13	3.75	3.91	3.36	2.56
1256		Index	100	133	227	161	181	132	138	118	90
1257											
1258		Unwgted	20127	460	247	214	72	1720	1013	706	459
1259	Visited YouTube.com - Past	Weighted (000)	94239	2217	1247	1141	314	8508	4846	3051	2441
1260	Month	Horz %	100.00	2.35	1.32	1.21	0.33	9.03	5.14	3.24	2.59
1261		Vert %	40.51	50.48	55.30	52.74	47.20	47.93	47.71	44.06	50.98
1262		Index	100	125	137	130	117	118	118	109	126
1263				*	*	*	*				*
1264		Unwgted	1798	40	25	15	8	149	97	71	44
1265	Rated or Reviewed a Product or Service on Any Social Network - Past Month	Weighted (000)	8075	224	143	88	44	782	500	329	292
1266		Horz %	100.00	2.77	1.77	1.10	0.54	9.69	6.19	4.08	3.61
1267		Vert %	3.47	5.09	6.34	4.09	6.57	4.41	4.92	4.76	6.09
1268		Index	100	147	183	118	189	127	142	137	176
1269							*				
1270		Unwgted	12348	284	144	150	45	1053	632	432	301
1271	Posted "Like" on Social Network - Past Month	Weighted (000)	60333	1496	743	823	194	5573	3320	2124	1750
1272		Horz %	100.00	2.48	1.23	1.36	0.32	9.24	5.50	3.52	2.90
1273		Vert %	25.93	34.07	32.97	38.04	29.18	31.40	32.68	30.68	36.55
1274		Index	100	131	127	147	113	121	126	118	141
1275							*				
1276	"Followed" or became a "Fan of" Something or Someone on Social Network - Past Month	Unwgted	4908	110	73	60	24	439	254	174	119
1277		Weighted (000)	24068	623	405	412	77	2541	1388	900	675
1278		Horz %	100.00	2.59	1.68	1.71	0.32	10.56	5.77	3.74	2.81
1279		Vert %	10.34	14.18	17.96	19.05	11.56	14.32	13.66	13.00	14.10
1280		Index	100	137	174	184	112	138	132	126	136
1281				*	*	*	*				
1282	Clicked on an Advertisement on Social Network - Past Month	Unwgted	2997	80	45	25	10	257	150	116	75
1283		Weighted (000)	13475	381	236	142	34	1270	722	470	411
1284		Horz %	100.00	2.83	1.75	1.05	0.25	9.42	5.36	3.48	3.05
1285		Vert %	5.79	8.68	10.46	6.56	5.13	7.15	7.11	6.78	8.59
1286		Index	100	150	181	113	89	124	123	117	148
1287											
1288	Ever Used Text Messaging on Cellular/Mobile Phone/Smartphone to Communicate with Friends or Family	Unwgted	30531	663	359	308	110	2549	1503	1076	661
1289		Weighted (000)	142509	3117	1720	1456	410	12355	7044	4646	3347
1290		Horz %	100.00	2.19	1.21	1.02	0.29	8.67	4.94	3.26	2.35
1291		Vert %	61.25	70.98	76.29	67.31	61.61	69.60	69.34	67.10	69.91
1292		Index	100	116	125	110	101	114	113	110	114
1293						*	*				
1294	Ever Used Text Messaging on Cellular/Mobile Phone/Smartphone to Vote in Contest, Make a Choice, Give an Opinion	Unwgted	4424	90	79	40	13	374	218	155	85
1295		Weighted (000)	21637	436	427	187	40	1886	1044	727	444
1296		Horz %	100.00	2.02	1.97	0.87	0.18	8.72	4.83	3.36	2.05
1297		Vert %	9.30	9.94	18.95	8.66	5.99	10.63	10.28	10.50	9.27
1298		Index	100	107	204	93	64	114	111	113	100



RAB / GfK MRI AUTO PROFILE: NISSAN CARS

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2											
1299						*	*				
1300	Ever Used Text Messaging on Cellular/Mobile Phone/Smartphone to Look at an Advertisement Sent with Text Message	Unwgt'd	4791	115	77	40	21	411	230	157	104
1301		Weighted (000)	23648	589	403	176	65	2164	1187	745	518
1302		Horz %	100.00	2.49	1.71	0.75	0.28	9.15	5.02	3.15	2.19
1303		Vert %	10.16	13.42	17.89	8.15	9.84	12.19	11.69	10.76	10.81
1304		Index	100	132	176	80	97	120	115	106	106
1305					*	*	*				*
1306	Ever Used Text Messaging on Cellular/Mobile Phone/Smartphone to Respond to an Advertisement or Make a Purchase	Unwgt'd	2313	58	41	14	12	216	117	91	42
1307		Weighted (000)	11476	302	251	59	43	1159	615	438	201
1308		Horz %	100.00	2.63	2.19	0.51	0.37	10.10	5.36	3.82	1.75
1309		Vert %	4.93	6.88	11.16	2.72	6.44	6.53	6.05	6.33	4.20
1310		Index	100	140	226	55	131	132	123	128	85
1311						*	*				
1312	Ever Singed Up for a Text Message "Alert" Service on Cellular/Mobile Phone/Smartphone	Unwgt'd	4975	126	85	44	13	435	256	186	97
1313		Weighted (000)	24258	672	543	208	36	2270	1275	804	475
1314		Horz %	100.00	2.77	2.24	0.86	0.15	9.36	5.26	3.31	1.96
1315		Vert %	10.43	15.31	24.08	9.61	5.35	12.79	12.55	11.61	9.92
1316		Index	100	147	231	92	51	123	120	111	95
1317							*				
1318	Ever Received a Text Message "Alert" on Cellular/Mobile Phone/Smartphone	Unwgt'd	10177	230	128	100	31	834	484	342	206
1319		Weighted (000)	48432	1195	707	510	98	4281	2428	1600	1039
1320		Horz %	100.00	2.47	1.46	1.05	0.20	8.84	5.01	3.30	2.15
1321		Vert %	20.82	27.21	31.37	23.59	14.73	24.12	23.90	23.10	21.70
1322		Index	100	131	151	113	71	116	115	111	104
1323						*	*				
1324	Ever Received a Mobile Coupon on Cellular/Mobile Phone/Smartphone	Unwgt'd	3260	81	58	33	13	325	187	128	63
1325		Weighted (000)	15984	449	351	205	29	1759	1001	572	329
1326		Horz %	100.00	2.81	2.19	1.28	0.18	11.01	6.26	3.58	2.06
1327		Vert %	6.87	10.22	15.55	9.48	4.36	9.91	9.85	8.26	6.87
1328		Index	100	149	226	138	63	144	143	120	100
1329					*	*	*				
1330	Ever Took a Picture of a QR Code or Other "Tag" with Cellular/Mobile Phone/Smartphone	Unwgt'd	3115	79	46	29	9	287	155	124	83
1331		Weighted (000)	14586	394	274	155	30	1462	769	618	403
1332		Horz %	100.00	2.70	1.88	1.06	0.20	10.02	5.27	4.24	2.76
1333		Vert %	6.27	8.98	12.17	7.15	4.49	8.24	7.57	8.93	8.41
1334		Index	100	143	194	114	72	131	121	142	134
1335				*	*	*	*				*
1336	Ever Listened to a Podcast on Cellular/Mobile Phone/Smartphone	Unwgt'd	2126	44	34	19	6	195	95	72	37
1337		Weighted (000)	10139	194	220	160	18	1045	472	336	192
1338		Horz %	100.00	1.91	2.17	1.58	0.18	10.30	4.65	3.32	1.89
1339		Vert %	4.36	4.41	9.77	7.40	2.75	5.89	4.64	4.85	4.01
1340		Index	100	101	224	170	63	135	107	111	92
1341							*				
1342	Ever Listened to Music on Cellular/Mobile Phone/Smartphone	Unwgt'd	11178	241	144	110	46	991	559	378	264
1343		Weighted (000)	54140	1162	702	683	175	4902	2618	1666	1466
1344		Horz %	100.00	2.15	1.30	1.26	0.32	9.05	4.84	3.08	2.71
1345		Vert %	23.27	26.45	31.15	31.56	26.39	27.62	25.77	24.05	30.62
1346		Index	100	114	134	136	113	119	111	103	132
1347							*				
1348	Ever Visited a Website for News on Cellular/Mobile Phone/Smartphone	Unwgt'd	13848	313	180	157	46	1254	686	520	299
1349		Weighted (000)	61339	1459	894	763	189	5894	3101	2078	1461
1350		Horz %	100.00	2.38	1.46	1.24	0.31	9.61	5.06	3.39	2.38
1351		Vert %	26.36	33.23	39.65	35.26	28.48	33.20	30.53	30.02	30.52
1352		Index	100	126	150	134	108	126	116	114	116

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2											
1353							*				
1354	Ever Visited a Website for Sports on Cellular/Mobile Phone/Smartphone	Unwgt'd	9177	230	135	101	26	869	475	360	200
1355		Weighted (000)	40108	963	710	445	96	3964	2071	1466	915
1356		Horz %	100.00	2.40	1.77	1.11	0.24	9.88	5.16	3.66	2.28
1357		Vert %	17.24	21.94	31.48	20.56	14.48	22.33	20.39	21.18	19.11
1358		Index	100	127	183	119	84	130	118	123	111
1359											
1360	Ever Visited a Website for Weather on Cellular/Mobile Phone/Smartphone	Unwgt'd	15160	345	195	157	53	1358	759	565	343
1361		Weighted (000)	68043	1570	944	810	225	6414	3419	2455	1716
1362		Horz %	100.00	2.31	1.39	1.19	0.33	9.43	5.02	3.61	2.52
1363		Vert %	29.25	35.76	41.87	37.45	33.86	36.14	33.66	35.46	35.84
1364		Index	100	122	143	128	116	124	115	121	123
1365							*				
1366	Ever Searched for Information About a Product on Cellular/Mobile Phone/Smartphone	Unwgt'd	8907	205	129	88	32	820	456	339	195
1367		Weighted (000)	40399	1049	657	430	154	4099	2247	1550	1022
1368		Horz %	100.00	2.60	1.63	1.06	0.38	10.15	5.56	3.84	2.53
1369		Vert %	17.36	23.88	29.15	19.88	23.21	23.09	22.12	22.38	21.34
1370		Index	100	138	168	114	134	133	127	129	123
1371							*				
1372	Cellular/Mobile Phone/Smartphone Has FM Radio Feature	Unwgt'd	7151	144	94	75	20	569	334	211	144
1373		Weighted (000)	35090	775	404	415	69	2929	1695	945	818
1374		Horz %	100.00	2.21	1.15	1.18	0.20	8.35	4.83	2.69	2.33
1375		Vert %	15.08	17.64	17.91	19.16	10.36	16.50	16.68	13.65	17.08
1376		Index	100	117	119	127	69	109	111	90	113
1377							*				
1378	Read Any Daily Newspaper	Unwgt'd	15909	264	168	115	46	1055	630	527	286
1379		Weighted (000)	66536	998	599	480	192	4525	2604	2052	1359
1380		Horz %	100.00	1.50	0.90	0.72	0.29	6.80	3.91	3.08	2.04
1381		Vert %	28.60	22.72	26.56	22.19	28.94	25.50	25.63	29.64	28.39
1382		Index	100	79	93	78	101	89	90	104	99
1383											
1384	Read Any Sunday Newspaper	Unwgt'd	20427	358	221	155	62	1412	847	690	391
1385		Weighted (000)	88342	1531	904	670	258	6315	3731	2792	1890
1386		Horz %	100.00	1.73	1.02	0.76	0.29	7.15	4.22	3.16	2.14
1387		Vert %	37.97	34.87	40.09	30.97	38.85	35.58	36.73	40.32	39.48
1388		Index	100	92	106	82	102	94	97	106	104
1389											
1390	Read or Looked Into Any Electronic Version of a Newspaper, including Web Site - Past Month	Unwgt'd	16848	356	210	186	60	1439	869	651	394
1391		Weighted (000)	72437	1554	961	876	257	6687	3911	2636	1877
1392		Horz %	100.00	2.15	1.33	1.21	0.36	9.23	5.40	3.64	2.59
1393		Vert %	31.13	35.39	42.63	40.50	38.68	37.67	38.50	38.06	39.20
1394		Index	100	114	137	130	124	121	124	122	126
1395							*	*			
1396	Newspaper Reading: Classified Advertising Read in Weekday Newspaper	Unwgt'd	5507	85	50	43	14	355	218	147	121
1397		Weighted (000)	28423	425	217	171	67	1758	1023	635	638
1398		Horz %	100.00	1.50	0.76	0.60	0.24	6.18	3.60	2.23	2.25
1399		Vert %	12.22	9.68	9.61	7.91	10.06	9.90	10.07	9.17	13.33
1400		Index	100	79	79	65	82	81	82	75	109
1401				*	*	*	*				
1402	Newspaper Reading: Advertisements Read in Weekday Newspaper	Unwgt'd	5598	102	48	37	18	366	229	180	112
1403		Weighted (000)	25867	474	191	163	104	1710	1002	745	635
1404		Horz %	100.00	1.83	0.74	0.63	0.40	6.61	3.87	2.88	2.46
1405		Vert %	11.12	10.79	8.46	7.53	15.68	9.63	9.86	10.76	13.27
1406		Index	100	97	76	68	141	87	89	97	119

RAB / GfK MRI AUTO PROFILE: NISSAN CARS

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1			U.S. Adults 18+	Own/Lease Nissan Altima	Own/Lease Nissan Maxima	Own/Lease Nissan Sentra	Own/Lease Nissan Versa	Own/Lease Any Nissan	Most Recent Vehicle Bought/Leased: Any Nissan	Decision-Maker for Any Nissan Vehicle Bought/Leased New	If Making Purchase Decision Today, Would Buy Nissan Vehicle
2											
1407						*	*				
1408	Newspaper Reading: Circulars/Inserts/Fliers Read in Weekday Newspaper	Unwgted	7389	136	71	47	22	496	315	251	169
1409		Weighted (000)	32860	613	258	220	105	2146	1277	950	830
1410		Horz %	100.00	1.86	0.78	0.67	0.32	6.53	3.89	2.89	2.52
1411		Vert %	14.12	13.95	11.44	10.19	15.77	12.09	12.57	13.72	17.32
1412		Index	100	99	81	72	112	86	89	97	123
1413							*				
1414	Newspaper Reading: Classified Advertising Read in Sunday/Weekend Newspaper	Unwgted	6170	108	63	51	15	442	277	207	160
1415		Weighted (000)	31027	553	224	236	68	2230	1349	959	826
1416		Horz %	100.00	1.78	0.72	0.76	0.22	7.19	4.35	3.09	2.66
1417		Vert %	13.34	12.60	9.95	10.91	10.16	12.57	13.28	13.85	17.26
1418		Index	100	94	75	82	76	94	100	104	129
1419							*				
1420	Newspaper Reading: Advertisements Read in Sunday/Weekend Newspaper	Unwgted	7256	150	67	60	25	534	316	256	162
1421		Weighted (000)	32774	785	290	265	143	2652	1491	1058	810
1422		Horz %	100.00	2.40	0.88	0.81	0.44	8.09	4.55	3.23	2.47
1423		Vert %	14.09	17.89	12.84	12.23	21.50	14.94	14.67	15.28	16.92
1424		Index	100	127	91	87	153	106	104	108	120
1425							*				
1426	Newspaper Reading: Circulars/Inserts/Fliers Read in Sunday/Weekend Newspaper	Unwgted	11152	237	117	91	33	841	511	420	270
1427		Weighted (000)	48338	1130	455	378	157	3766	2209	1677	1298
1428		Horz %	100.00	2.34	0.94	0.78	0.33	7.79	4.57	3.47	2.69
1429		Vert %	20.78	25.73	20.19	17.48	23.64	21.22	21.75	24.22	27.11
1430		Index	100	124	97	84	114	102	105	117	130
1431				*	*	*					
1432											
1433	Personally Referred to Paper Yellow Pages - Past Week	Unwgted	5353	68	41	36	15	288	188	152	119
1434		Weighted (000)	25866	296	170	154	66	1375	871	624	525
1435		Horz %	100.00	1.14	0.66	0.60	0.26	5.32	3.37	2.41	2.03
1436		Vert %	11.12	6.74	7.54	7.12	9.98	7.75	8.57	9.01	10.97
1437		Index	100	61	68	64	90	70	77	81	99
1438				*	*	*					
1439	Personally Referred to Internet Yellow Pages - Past Wee	Unwgted	3353	56	36	31	13	248	157	107	80
1440		Weighted (000)	15586	269	194	118	37	1179	733	415	433
1441		Horz %	100.00	1.72	1.24	0.76	0.23	7.56	4.70	2.66	2.78
1442		Vert %	6.70	6.12	8.60	5.46	5.49	6.64	7.22	5.99	9.05
1443		Index	100	91	128	81	82	99	108	89	135
1444							*				
1445	Personally Referred to Yellow Pages (Paper or Internet) - Past Week	Unwgted	7971	114	69	59	25	491	311	232	179
1446		Weighted (000)	37986	523	317	246	95	2368	1454	932	869
1447		Horz %	100.00	1.38	0.83	0.65	0.25	6.24	3.83	2.45	2.29
1448		Vert %	16.33	11.90	14.06	11.36	14.32	13.34	14.32	13.46	18.14
1449		Index	100	73	86	70	88	82	88	82	111
1450							*				
1451	Have Personally Seen Video Ads in Grocery Stores - Past Month	Unwgted	9675	195	103	91	32	771	443	301	222
1452		Weighted (000)	45772	996	442	476	134	3750	2028	1236	1192
1453		Horz %	100.00	2.18	0.96	1.04	0.29	8.19	4.43	2.70	2.60
1454		Vert %	19.67	22.67	19.59	22.00	20.17	21.13	19.96	17.85	24.90
1455		Index	100	115	100	112	103	107	101	91	127
1456							*				
1457	Have Personally Seen Video Ads in Drug Stores - Past Month	Unwgted	5964	122	64	50	13	469	256	188	138
1458		Weighted (000)	28848	611	306	269	39	2363	1194	794	754
1459		Horz %	100.00	2.12	1.06	0.93	0.13	8.19	4.14	2.75	2.61
1460		Vert %	12.40	13.92	13.58	12.42	5.82	13.31	11.75	11.47	15.74
1460		Index	100	112	109	100	47	107	95	93	127

RAB / GfK MRI AUTO PROFILE: NISSAN CARS

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1			U.S. Adults 18+	Own/Lease Nissan Altima	Own/Lease Nissan Maxima	Own/Lease Nissan Sentra	Own/Lease Nissan Versa	Own/Lease Any Nissan	Most Recent Vehicle Bought/Leased: Any Nissan	Decision-Maker for Any Nissan Vehicle Bought/Leased New	If Making Purchase Decision Today, Would Buy Nissan Vehicle
2											
1461						*	*				
1462	Have Personally Seen Video Ads in Convenience Stores - Past Month	Unwgted	5713	119	68	49	14	466	261	165	135
1463		Weighted (000)	28316	642	318	215	49	2438	1279	692	761
1464		Horz %	100.00	2.27	1.12	0.76	0.17	8.61	4.52	2.44	2.69
1465		Vert %	12.17	14.62	14.12	9.96	7.32	13.74	12.59	9.99	15.89
1466		Index	100	120	116	82	60	113	103	82	131
1467							*				
1468	Have Personally Seen Video Ads in Large	Unwgted	6766	133	72	73	15	514	295	207	146
1469		Weighted (000)	33563	749	320	360	77	2650	1384	877	803
1470	Discount/Department Stores - Past Month	Horz %	100.00	2.23	0.95	1.07	0.23	7.89	4.12	2.61	2.39
1471		Vert %	14.43	17.06	14.18	16.63	11.57	14.93	13.62	12.66	16.78
1472		Index	100	118	98	115	80	103	94	88	116
1473						*	*				
1474	Have Personally Seen Video Ads in Warehouse/Club Stores - Past Month	Unwgted	5094	120	62	47	15	437	251	188	116
1475		Weighted (000)	24492	641	289	268	65	2268	1209	784	657
1476		Horz %	100.00	2.62	1.18	1.10	0.27	9.26	4.94	3.20	2.68
1477		Vert %	10.53	14.59	12.82	12.41	9.81	12.77	11.90	11.32	13.72
1478		Index	100	139	122	118	93	121	113	108	130
1479						*	*				
1480	Have Personally Seen Video Ads in Other Stores - Past Month	Unwgted	4975	104	53	42	10	385	220	145	125
1481		Weighted (000)	24981	548	257	219	46	1963	1066	588	748
1482		Horz %	100.00	2.19	1.03	0.88	0.18	7.86	4.27	2.35	3.00
1483		Vert %	10.74	12.48	11.40	10.10	6.93	11.06	10.49	8.49	15.62
1484		Index	100	116	106	94	65	103	98	79	146
1485						*	*				
1486	Have Personally Seen Video Ads in Shopping Malls - Past Month	Unwgted	7146	147	84	69	24	584	338	239	139
1487		Weighted (000)	34045	745	421	324	101	2835	1482	957	721
1488		Horz %	100.00	2.19	1.24	0.95	0.30	8.33	4.35	2.81	2.12
1489		Vert %	14.63	16.95	18.67	14.96	15.20	15.97	14.59	13.82	15.06
1490		Index	100	116	128	102	104	109	100	94	103
1491					*	*	*				
1492	Have Personally Seen Video Ads in Bars/Pubs - Past Month	Unwgted	4270	85	46	36	12	327	179	128	84
1493		Weighted (000)	20501	397	237	174	33	1662	788	471	443
1494		Horz %	100.00	1.93	1.15	0.85	0.16	8.11	3.84	2.30	2.16
1495		Vert %	8.81	9.03	10.50	8.02	5.00	9.36	7.76	6.80	9.25
1496		Index	100	102	119	91	57	106	88	77	105
1497						*	*				
1498	Have Personally Seen Video Ads in Fast-Food or Family Restaurants - Past Month	Unwgted	5914	110	60	57	16	455	259	170	143
1499		Weighted (000)	29591	549	278	236	88	2342	1227	747	754
1500		Horz %	100.00	1.85	0.94	0.80	0.30	7.91	4.15	2.52	2.55
1501		Vert %	12.72	12.50	12.31	10.92	13.21	13.19	12.08	10.79	15.75
1502		Index	100	98	97	86	104	104	95	85	124
1503					*	*	*				
1504	Have Personally Seen Video Ads in Coffee Shops, Cafes or Delis - Past Month	Unwgted	4221	86	42	37	12	324	185	126	94
1505		Weighted (000)	20334	414	236	169	77	1664	937	501	576
1506		Horz %	100.00	2.04	1.16	0.83	0.38	8.18	4.61	2.46	2.83
1507		Vert %	8.74	9.43	10.45	7.80	11.53	9.37	9.22	7.23	12.03
1508		Index	100	108	120	89	132	107	105	83	138
1509					*	*	*				
1510	Have Personally Seen Video Ads in Gym/Health Clubs - Past Month	Unwgted	3804	83	44	48	3	322	179	122	67
1511		Weighted (000)	17889	405	227	226	20	1581	838	506	357
1512		Horz %	100.00	2.27	1.27	1.26	0.11	8.84	4.68	2.83	2.00
1513		Vert %	7.69	9.23	10.06	10.45	2.99	8.91	8.25	7.31	7.46
1514		Index	100	120	131	136	39	116	107	95	97

RAB / GfK MRI AUTO PROFILE: NISSAN CARS

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2											
1515							*				
1516	Have Personally Seen Video Ads in Medical Offices - Past Month	Unwgt'd	5622	121	58	53	16	435	261	197	119
1517		Weighted (000)	27774	579	264	230	86	2161	1204	804	669
1518		Horz %	100.00	2.09	0.95	0.83	0.31	7.78	4.33	2.89	2.41
1519		Vert %	11.94	13.19	11.72	10.64	12.92	12.18	11.85	11.61	13.98
1520		Index	100	111	98	89	108	102	99	97	117
1521						*	*				
1522	Have Personally Seen Video Ads in Airports - Past Month	Unwgt'd	4304	86	55	42	15	362	202	148	71
1523		Weighted (000)	18970	391	303	200	33	1683	843	538	373
1524		Horz %	100.00	2.06	1.60	1.06	0.18	8.87	4.44	2.84	1.96
1525		Vert %	8.15	8.91	13.45	9.26	5.02	9.48	8.30	7.77	7.78
1526		Index	100	109	165	114	62	116	102	95	95
1527						*	*				
1528	Have Personally Seen Video Ads at Gas Stations - Past Month	Unwgt'd	7896	171	111	87	32	675	366	276	180
1529		Weighted (000)	35885	792	505	362	128	3222	1565	1135	870
1530		Horz %	100.00	2.21	1.41	1.01	0.36	8.98	4.36	3.16	2.43
1531		Vert %	15.42	18.03	22.42	16.72	19.30	18.15	15.40	16.40	18.17
1532		Index	100	117	145	108	125	118	100	106	118
1533				*	*	*					
1534	Have Personally Seen Video Ads in Office Building Lobbies Past Month	Unwgt'd	3487	69	44	43	5	293	165	116	82
1535		Weighted (000)	16853	329	255	153	16	1419	710	440	490
1536		Horz %	100.00	1.95	1.51	0.91	0.09	8.42	4.21	2.61	2.91
1537		Vert %	7.24	7.49	11.30	7.07	2.38	7.99	6.99	6.35	10.23
1538		Index	100	103	156	98	33	110	96	88	141
1539				*	*	*					
1540	Have Personally Seen Video Ads in Office Building Elevators - Past Month	Unwgt'd	3287	69	38	32	6	260	141	104	66
1541		Weighted (000)	15521	299	261	148	27	1349	622	398	367
1542		Horz %	100.00	1.93	1.68	0.95	0.17	8.69	4.01	2.57	2.36
1543		Vert %	6.67	6.81	11.57	6.85	4.03	7.60	6.12	5.75	7.66
1544		Index	100	102	173	103	60	114	92	86	115
1545						*					
1546	Have Personally Seen Video Ads in Movie Theater Lobbies Past Month	Unwgt'd	5335	103	52	52	17	415	242	176	135
1547		Weighted (000)	25485	552	305	321	48	2140	1146	691	666
1548		Horz %	100.00	2.17	1.20	1.26	0.19	8.40	4.50	2.71	2.61
1549		Vert %	10.95	12.58	13.53	14.84	7.25	12.06	11.28	9.99	13.91
1550		Index	100	115	124	135	66	110	103	91	127
1551											
1552	Have Seen Any Billboards - Past Month	Unwgt'd	26099	514	287	243	94	2019	1164	881	561
1553		Weighted (000)	118648	2531	1257	1098	390	9848	5486	3829	2793
1554		Horz %	100.00	2.13	1.06	0.93	0.33	8.30	4.62	3.23	2.35
1555		Vert %	51.00	57.64	55.74	50.77	58.65	55.48	54.00	55.30	58.33
1556		Index	100	113	109	100	115	109	106	108	114
1557						*					
1558	Have Seen Any Ads on Buses/Trains - Past Month	Unwgt'd	11791	278	138	133	37	989	577	434	258
1559		Weighted (000)	51726	1323	551	593	137	4566	2459	1690	1263
1560		Horz %	100.00	2.56	1.07	1.15	0.26	8.83	4.75	3.27	2.44
1561		Vert %	22.23	30.13	24.46	27.39	20.55	25.72	24.21	24.41	26.38
1562		Index	100	136	110	123	92	116	109	110	119
1563						*					
1564	Have Seen Any Ads at Bus Stops or Train Stations - Past Month	Unwgt'd	7817	172	87	90	26	662	393	284	170
1565		Weighted (000)	34319	833	368	444	83	3203	1791	1082	836
1566		Horz %	100.00	2.43	1.07	1.29	0.24	9.33	5.22	3.15	2.44
1567		Vert %	14.75	18.96	16.34	20.50	12.48	18.04	17.63	15.63	17.46
1568		Index	100	129	111	139	85	122	120	106	118

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2											
1569					*	*	*				
1570		Unwgted	3501	84	37	34	9	292	166	130	55
1571	Have Seen Any Ads Inside Taxis - Past Month	Weighted (000)	15704	390	175	127	28	1332	672	474	270
1572		Horz %	100.00	2.48	1.12	0.81	0.18	8.48	4.28	3.02	1.72
1573		Vert %	6.75	8.88	7.78	5.86	4.20	7.50	6.62	6.85	5.65
1574		Index	100	132	115	87	62	111	98	102	84
1575							*				
1576		Unwgted	6629	145	71	74	24	551	327	242	155
1577	Have Seen Any Ads on Top of Taxis - Past Month	Weighted (000)	29031	657	325	318	97	2546	1416	905	793
1578		Horz %	100.00	2.26	1.12	1.10	0.33	8.77	4.88	3.12	2.73
1579		Vert %	12.48	14.96	14.43	14.70	14.62	14.34	13.94	13.07	16.56
1580		Index	100	120	116	118	117	115	112	105	133
1581					*	*	*				
1582		Unwgted	3025	71	33	30	7	265	166	121	68
1583	Have Seen Any Ads on Phone Booths - Past Month	Weighted (000)	14729	333	152	141	24	1281	706	471	375
1584		Horz %	100.00	2.26	1.03	0.96	0.16	8.70	4.79	3.20	2.55
1585		Vert %	6.33	7.57	6.75	6.53	3.58	7.22	6.95	6.80	7.83
1586		Index	100	120	107	103	57	114	110	107	124
1587							*				
1588		Unwgted	8668	192	94	78	21	707	397	301	173
1589	Have Seen Any Ads at Sports or Entertainment Events - Past Month	Weighted (000)	39772	959	459	363	71	3371	1753	1166	889
1590		Horz %	100.00	2.41	1.15	0.91	0.18	8.47	4.41	2.93	2.24
1591		Vert %	17.09	21.83	20.37	16.79	10.72	18.99	17.25	16.83	18.58
1592		Index	100	128	119	98	63	111	101	98	109
1593							*				
1594		Unwgted	6268	142	64	56	14	501	293	216	120
1595	Have Seen Any Ads on Postcards - Past Month	Weighted (000)	27837	649	312	268	41	2383	1316	839	602
1596		Horz %	100.00	2.33	1.12	0.96	0.15	8.56	4.73	3.01	2.16
1597		Vert %	11.96	14.78	13.82	12.40	6.23	13.42	12.96	12.11	12.57
1598		Index	100	124	116	104	52	112	108	101	105
1599							*				
1600		Unwgted	9611	214	100	82	27	777	438	320	205
1601	Have Seen Any Ads Sent to a Cellphone or Other Mobile Device - Past Month	Weighted (000)	45591	1072	485	350	93	3849	2040	1326	1053
1602		Horz %	100.00	2.35	1.06	0.77	0.20	8.44	4.48	2.91	2.31
1603		Vert %	19.60	24.42	21.50	16.17	13.97	21.68	20.08	19.14	22.00
1604		Index	100	125	110	83	71	111	102	98	112
1605							*				
1606		Unwgted	9449	196	98	103	28	765	437	314	213
1607	Have Seen Any Ads on Posters at Movie Theater - Past Month	Weighted (000)	44152	991	470	513	113	3831	2024	1362	1070
1608		Horz %	100.00	2.25	1.06	1.16	0.26	8.68	4.58	3.08	2.42
1609		Vert %	18.98	22.57	20.85	23.69	17.03	21.58	19.92	19.66	22.35
1610		Index	100	119	110	125	90	114	105	104	118
1611							*				
1612		Unwgted	12305	280	125	125	34	979	566	428	261
1613	Have Seen Any Ads Shown On-Screen Before Start of Movie - Past Month	Weighted (000)	57491	1421	597	668	149	5060	2670	1907	1436
1614		Horz %	100.00	2.47	1.04	1.16	0.26	8.80	4.64	3.32	2.50
1615		Vert %	24.71	32.35	26.49	30.89	22.42	28.51	26.28	27.55	29.98
1616		Index	100	131	107	125	91	115	106	111	121
1617							*				
1618		Unwgted	17949	362	181	159	61	1416	825	619	398
1619	Have Seen Any Ads in Stores (Not Video Ads) - Past Month	Weighted (000)	83367	1777	896	790	250	6966	3852	2509	2056
1620		Horz %	100.00	2.13	1.07	0.95	0.30	8.36	4.62	3.01	2.47
1621		Vert %	35.83	40.46	39.73	36.53	37.53	39.24	37.92	36.24	42.94
1622		Index	100	113	111	102	105	110	106	101	120

RAB / GfK MRI AUTO PROFILE: NISSAN CARS

	A	B	C	D	E	F	G	H	I	J	K
1			U.S. Adults 18+	Own/Lease Nissan Altima	Own/Lease Nissan Maxima	Own/Lease Nissan Sentra	Own/Lease Nissan Versa	Own/Lease Any Nissan	Most Recent Vehicle Bought/Leased: Any Nissan	Decision-Maker for Any Nissan Vehicle Bought/Leased New	If Making Purchase Decision Today, Would Buy Nissan Vehicle
2											
1623							*				
1624		Unwgted	11294	228	130	102	31	886	518	373	257
1625	Have Seen Any Infomercials - Past Month	Weighted (000)	53386	1200	588	451	121	4355	2426	1501	1303
1626		Horz %	100.00	2.25	1.10	0.85	0.23	8.16	4.54	2.81	2.44
1627		Vert %	22.95	27.33	26.07	20.87	18.23	24.53	23.88	21.68	27.22
1628		Index	100	119	114	91	79	107	104	94	119
1629											
1630	Have Seen Any Offers or Ads Sent to Home By Mail - Past Month	Unwgted	21425	419	214	205	72	1627	943	724	499
1631		Weighted (000)	97473	2008	943	946	287	7928	4334	3091	2548
1632		Horz %	100.00	2.06	0.97	0.97	0.29	8.13	4.45	3.17	2.61
1633		Vert %	41.90	45.72	41.81	43.73	43.23	44.67	42.67	44.63	53.21
1634		Index	100	109	100	104	103	107	102	107	127
1635					*	*	*				
1636	Have Seen Any Product Placement in Video Games - Past Month	Unwgted	4091	82	37	37	13	314	180	124	83
1637		Weighted (000)	21298	414	213	190	45	1581	824	490	470
1638		Horz %	100.00	1.94	1.00	0.89	0.21	7.42	3.87	2.30	2.21
1639		Vert %	9.15	9.43	9.46	8.77	6.73	8.90	8.11	7.08	9.81
1640		Index	100	103	103	96	74	97	89	77	107
1641											
1642	Have Seen Any Product Placement in TV Shows - Past Month	Unwgted	20006	372	222	190	63	1521	894	668	457
1643		Weighted (000)	91471	1776	1021	862	251	7460	4238	2887	2220
1644		Horz %	100.00	1.94	1.12	0.94	0.27	8.16	4.63	3.16	2.43
1645		Vert %	39.32	40.44	45.30	39.86	37.76	42.03	41.72	41.70	46.36
1646		Index	100	103	115	101	96	107	106	106	118
1647							*				
1648	Have Seen Any Product Placement in Movies - Past Month	Unwgted	12007	258	119	114	34	938	538	389	273
1649		Weighted (000)	57224	1260	624	515	123	4638	2521	1645	1401
1650		Horz %	100.00	2.20	1.09	0.90	0.21	8.11	4.41	2.87	2.45
1651		Vert %	24.60	28.69	27.68	23.79	18.49	26.13	24.82	23.76	29.26
1652		Index	100	117	113	97	75	106	101	97	119
1653											
1654	Automotive Attitudes: I want a vehicle that has both the comforts of a car and the capabilities of a truck.	Unwgted	30058	511	284	269	94	2217	1321	945	561
1655		Weighted (000)	143934	2483	1324	1290	445	11069	6324	4262	2919
1656		Horz %	100.00	1.72	0.92	0.90	0.31	7.69	4.39	2.96	2.03
1657		Vert %	61.87	56.53	58.74	59.64	66.89	62.36	62.25	61.55	60.96
1658		Index	100	91	95	96	108	101	101	99	99
1659											
1660	Automotive Attitudes: I plan to buy the vehicle that best meets my needs no matter who makes it or in what country it is produced.	Unwgted	29871	632	329	279	104	2428	1444	1071	612
1661		Weighted (000)	139627	3023	1505	1320	412	11816	6782	4596	2964
1662		Horz %	100.00	2.16	1.08	0.95	0.30	8.46	4.86	3.29	2.12
1663		Vert %	60.01	68.83	66.75	61.02	62.03	66.57	66.76	66.37	61.90
1664		Index	100	115	111	102	103	111	111	111	103
1665											
1666	Automotive Attitudes: The vehicle a person owns says a lot about him or her.	Unwgted	26259	492	255	242	79	1915	1136	832	498
1667		Weighted (000)	122035	2394	1160	1231	329	9360	5368	3701	2423
1668		Horz %	100.00	1.96	0.95	1.01	0.27	7.67	4.40	3.03	1.99
1669		Vert %	52.45	54.50	51.45	56.91	49.43	52.73	52.84	53.45	50.61
1670		Index	100	104	98	108	94	101	101	102	96
1671							*				
1672	Automotive Attitudes: I often take the opportunity to discuss my knowledge of automobiles with others.	Unwgted	15463	265	161	131	47	1115	646	462	259
1673		Weighted (000)	74913	1286	755	686	253	5574	3173	1983	1369
1674		Horz %	100.00	1.72	1.01	0.92	0.34	7.44	4.24	2.65	1.83
1675		Vert %	32.20	29.29	33.49	31.71	37.99	31.40	31.23	28.65	28.60
1676		Index	100	91	104	98	118	98	97	89	89

RAB / GfK MRI AUTO PROFILE: NISSAN CARS

	A	B	C	D	E	F	G	H	I	J	K
1			U.S. Adults 18+	Own/Lease Nissan Altima	Own/Lease Nissan Maxima	Own/Lease Nissan Sentra	Own/Lease Nissan Versa	Own/Lease Any Nissan	Most Recent Vehicle Bought/Leased: Any Nissan	Decision-Maker for Any Nissan Vehicle Bought/Leased New	If Making Purchase Decision Today, Would Buy Nissan Vehicle
2											
1677											
1678	Automotive Attitudes: I'm loyal to my vehicle brands and stick with them.	Unwgted	23769	384	218	195	65	1547	922	693	389
1679		Weighted (000)	111002	1819	1001	1020	335	7577	4307	3048	2002
1680		Horz %	100.00	1.64	0.90	0.92	0.30	6.83	3.88	2.75	1.80
1681		Vert %	47.71	41.41	44.42	47.15	50.42	42.69	42.40	44.02	41.80
1682		Index	100	87	93	99	106	89	89	92	88
1683							*				
1684	Automotive Attitudes: I consider myself to be an automotive enthusiast.	Unwgted	13766	229	152	112	43	981	549	426	220
1685		Weighted (000)	66230	1126	716	707	205	4901	2743	1905	1290
1686		Horz %	100.00	1.70	1.08	1.07	0.31	7.40	4.14	2.88	1.95
1687		Vert %	28.47	25.64	31.74	32.66	30.88	27.61	27.00	27.52	26.94
1688		Index	100	90	112	115	108	97	95	97	95
1689											
1690	Automotive Attitudes: I buy vehicles that reflect my commitment to support the environment.	Unwgted	16588	305	150	155	50	1164	673	499	269
1691		Weighted (000)	76783	1467	743	780	186	5659	3155	2102	1228
1692		Horz %	100.00	1.91	0.97	1.02	0.24	7.37	4.11	2.74	1.60
1693		Vert %	33.00	33.41	32.95	36.07	27.98	31.88	31.06	30.36	25.64
1694		Index	100	101	100	109	85	97	94	92	78
1695											
1696	Automotive Attitudes: I seek out vehicles with bold, innovative designs that stand apart from others on the road.	Unwgted	14576	294	165	125	50	1110	653	487	257
1697		Weighted (000)	70750	1410	797	683	227	5477	3247	2097	1308
1698		Horz %	100.00	1.99	1.13	0.97	0.32	7.74	4.59	2.96	1.85
1699		Vert %	30.41	32.11	35.36	31.59	34.08	30.86	31.96	30.29	27.33
1700		Index	100	106	116	104	112	101	105	100	90
1701											
1702	Automotive Attitudes: I think of vehicles as basic transportation.	Unwgted	38102	699	356	341	126	2739	1641	1192	738
1703		Weighted (000)	179016	3356	1601	1636	510	13459	7720	5298	3687
1704		Horz %	100.00	1.87	0.89	0.91	0.29	7.52	4.31	2.96	2.06
1705		Vert %	76.94	76.43	71.02	75.62	76.73	75.82	76.00	76.52	77.00
1706		Index	100	99	92	98	100	99	99	99	100
1707											
1708	Automotive Attitudes: I look forward to technology advances in new vehicles.	Unwgted	31998	614	339	284	87	2382	1417	1050	591
1709		Weighted (000)	145826	2846	1610	1487	340	11510	6662	4470	2957
1710		Horz %	100.00	1.95	1.10	1.02	0.23	7.89	4.57	3.07	2.03
1711		Vert %	62.68	64.80	71.42	68.75	51.16	64.84	65.58	64.56	61.76
1712		Index	100	103	114	110	82	103	105	103	99
1713											
1714	Automotive Attitudes: The quality of workmanship/construction of a vehicle is more important than anything else.	Unwgted	37605	688	389	339	128	2755	1631	1232	697
1715		Weighted (000)	171664	3149	1792	1654	560	13213	7523	5302	3484
1716		Horz %	100.00	1.83	1.04	0.96	0.33	7.70	4.38	3.09	2.03
1717		Vert %	73.78	71.71	79.51	76.48	84.22	74.44	74.06	76.57	72.77
1718		Index	100	97	108	104	114	101	100	104	99
1719											
1720	Automotive Attitudes: I enjoy learning about automobiles from others.	Unwgted	23645	414	253	210	72	1723	987	747	445
1721		Weighted (000)	110251	1935	1129	1085	312	8286	4573	3155	2286
1722		Horz %	100.00	1.76	1.02	0.98	0.28	7.52	4.15	2.86	2.07
1723		Vert %	47.39	44.07	50.07	50.17	46.89	46.68	45.02	45.56	47.74
1724		Index	100	93	106	106	99	99	95	96	101
1725											
1726	Automotive Attitudes: I research and compare as many vehicles as possible before making my final purchase decision.	Unwgted	31539	613	354	294	103	2449	1431	1099	610
1727		Weighted (000)	145691	2944	1613	1501	440	11755	6731	4600	3037
1728		Horz %	100.00	2.02	1.11	1.03	0.30	8.07	4.62	3.16	2.08
1729		Vert %	62.62	67.05	71.55	69.37	66.19	66.22	66.26	66.44	63.42
1730		Index	100	107	114	111	106	106	106	106	101



RAB / GfK MRI AUTO PROFILE: NISSAN CARS

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2											
1731											
1732	Automotive Attitudes: When I find a vehicle that I like, I typically recommend it to people I know.	Unwgted	31878	603	337	300	106	2406	1425	1059	647
1733		Weighted (000)	149572	2799	1577	1509	493	11782	6811	4579	3328
1734		Horz %	100.00	1.87	1.05	1.01	0.33	7.88	4.55	3.06	2.23
1735		Vert %	64.29	63.75	69.96	69.77	74.15	66.38	67.04	66.13	69.51
1736		Index	100	99	109	109	115	103	104	103	108
1737											
1738	Automotive Attitudes: My first consideration in choosing a vehicle is its exterior styling.	Unwgted	22438	453	248	203	59	1697	1002	751	401
1739		Weighted (000)	105794	2074	1147	1003	260	8261	4706	3313	1998
1740		Horz %	100.00	1.96	1.08	0.95	0.25	7.81	4.45	3.13	1.89
1741		Vert %	45.47	47.22	50.89	46.35	39.17	46.54	46.32	47.85	41.72
1742		Index	100	104	112	102	86	102	102	105	92
1743											
1744	Automotive Attitudes: I look for vehicles that offer spirited performance and powerful acceleration.	Unwgted	22128	417	265	226	63	1743	1040	777	414
1745		Weighted (000)	106385	1982	1286	1133	271	8738	5179	3436	2254
1746		Horz %	100.00	1.86	1.21	1.07	0.26	8.21	4.87	3.23	2.12
1747		Vert %	45.73	45.13	57.04	52.39	40.81	49.23	50.98	49.62	47.08
1748		Index	100	99	125	115	89	108	111	109	103
1749											
1750	Automotive Attitudes: I typically look at several vehicle brands when shopping for a new vehicle.	Unwgted	33885	657	377	330	114	2647	1567	1179	702
1751		Weighted (000)	157653	3130	1782	1604	475	12933	7421	5098	3544
1752		Horz %	100.00	1.99	1.13	1.02	0.30	8.20	4.71	3.23	2.25
1753		Vert %	67.76	71.28	79.07	74.14	71.43	72.86	73.05	73.63	74.00
1754		Index	100	105	117	109	105	108	108	109	109
1755											
1756	Automotive Attitudes: Having a vehicle that is fun to drive is a top consideration in my purchasing decision.	Unwgted	24563	449	267	243	67	1877	1110	851	457
1757		Weighted (000)	115664	2190	1254	1315	310	9412	5438	3721	2385
1758		Horz %	100.00	1.89	1.08	1.14	0.27	8.14	4.70	3.22	2.06
1759		Vert %	49.71	49.86	55.62	60.77	46.55	53.03	53.53	53.74	49.81
1760		Index	100	100	112	122	94	107	108	108	100
1761											
1762	Automotive Attitudes: I enjoy personalizing my vehicle to reflect my individual tastes.	Unwgted	21142	386	243	206	66	1595	924	655	395
1763		Weighted (000)	104313	1954	1170	1131	290	8183	4562	2894	2113
1764		Horz %	100.00	1.87	1.12	1.08	0.28	7.84	4.37	2.77	2.03
1765		Vert %	44.84	44.51	51.92	52.29	43.66	46.10	44.91	41.79	44.13
1766		Index	100	99	116	117	97	103	100	93	98
1767											
1768	Automotive Attitudes: I often ask the advice of others when it comes to automobiles.	Unwgted	28810	536	302	264	89	2132	1272	905	564
1769		Weighted (000)	136503	2615	1412	1304	397	10476	6028	3864	2875
1770		Horz %	100.00	1.92	1.03	0.96	0.29	7.67	4.42	2.83	2.11
1771		Vert %	58.67	59.54	62.63	60.28	59.70	59.02	59.34	55.80	60.04
1772		Index	100	101	107	103	102	101	101	95	102
1773											
1774	Automotive Attitudes: I prefer buying models of vehicles that I or people I know have owned and like.	Unwgted	30641	596	305	281	88	2209	1318	962	566
1775		Weighted (000)	143988	2872	1431	1437	375	10941	6272	4231	2893
1776		Horz %	100.00	1.99	0.99	1.00	0.26	7.60	4.36	2.94	2.01
1777		Vert %	61.89	65.40	63.48	66.41	56.32	61.64	61.74	61.10	60.42
1778		Index	100	106	103	107	91	100	100	99	98
1779											
1780	Automotive Attitudes: I want the cheapest and easiest to maintain vehicle I can find.	Unwgted	22837	407	214	222	72	1615	962	645	419
1781		Weighted (000)	111664	1971	944	1096	297	8084	4694	2809	2150
1782		Horz %	100.00	1.76	0.85	0.98	0.27	7.24	4.20	2.52	1.93
1783		Vert %	47.99	44.88	41.89	50.68	44.60	45.54	46.21	40.57	44.91
1784		Index	100	94	87	106	93	95	96	85	94

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1											
2											
1785							*				
1786	Automotive Attitudes: I generally purchase the most expensive model with all the luxury appointments and options.	Unwgt'd	10026	199	118	88	16	711	402	303	147
1787		Weighted (000)	49267	928	603	484	88	3632	2038	1393	731
1788		Horz %	100.00	1.88	1.22	0.98	0.18	7.37	4.14	2.83	1.48
1789		Vert %	21.18	21.13	26.76	22.36	13.29	20.46	20.06	20.12	15.26
1790		Index	100	100	126	106	63	97	95	95	72
1791							*				
1792	Automotive Attitudes: People often ask my advice when it comes to automobiles.	Unwgt'd	13888	223	163	131	39	1021	584	425	228
1793		Weighted (000)	67372	1101	809	697	206	5190	2926	1838	1323
1794		Horz %	100.00	1.63	1.20	1.03	0.31	7.70	4.34	2.73	1.96
1795		Vert %	28.96	25.07	35.89	32.22	30.93	29.24	28.81	26.55	27.62
1796		Index	100	87	124	111	107	101	99	92	95
1797											
1798	Automotive Attitudes: Having a versatile vehicle to accommodate my busy lifestyle is important to me.	Unwgt'd	33134	623	354	315	109	2547	1499	1106	635
1799		Weighted (000)	154255	2909	1687	1598	503	12531	7206	4853	3260
1800		Horz %	100.00	1.89	1.09	1.04	0.33	8.12	4.67	3.15	2.11
1801		Vert %	66.30	66.24	74.84	73.86	75.58	70.60	70.94	70.09	68.09
1802		Index	100	100	113	111	114	106	107	106	103
1803											
1804	Automotive Attitudes: Rebates and incentives strongly influence my new vehicle purchase decisions.	Unwgt'd	26795	532	304	252	94	2068	1223	929	503
1805		Weighted (000)	124458	2552	1393	1260	449	10103	5826	4152	2545
1806		Horz %	100.00	2.05	1.12	1.01	0.36	8.12	4.68	3.34	2.04
1807		Vert %	53.49	58.11	61.78	58.25	67.48	56.92	57.35	59.96	53.15
1808		Index	100	109	115	109	126	106	107	112	99
1809											
1810	Automotive Attitudes: I consider safety first when shopping for a new vehicle.	Unwgt'd	36801	673	358	324	120	2642	1579	1202	691
1811		Weighted (000)	171639	3239	1684	1605	503	12909	7353	5204	3340
1812		Horz %	100.00	1.89	0.98	0.94	0.29	7.52	4.28	3.03	1.95
1813		Vert %	73.77	73.75	74.70	74.20	75.65	72.72	72.38	75.16	69.75
1814		Index	100	100	101	101	103	99	98	102	95
1815											
1816	Automotive Attitudes: I always follow the advice of my mechanic.	Unwgt'd	30840	558	325	289	96	2181	1309	942	588
1817		Weighted (000)	146119	2774	1514	1443	424	10848	6317	4156	3053
1818		Horz %	100.00	1.90	1.04	0.99	0.29	7.42	4.32	2.84	2.09
1819		Vert %	62.80	63.17	67.17	66.68	63.72	61.11	62.18	60.03	63.76
1820		Index	100	101	107	106	101	97	99	96	102
1821											
1822	Automotive Attitudes: I always maintain my vehicle as recommended by the manufacturer's manual.	Unwgt'd	38290	694	395	345	123	2772	1637	1267	733
1823		Weighted (000)	176712	3294	1837	1702	523	13533	7641	5483	3620
1824		Horz %	100.00	1.86	1.04	0.96	0.30	7.66	4.32	3.10	2.05
1825		Vert %	75.95	75.01	81.49	78.67	78.59	76.24	75.21	79.19	75.61
1826		Index	100	99	107	104	103	100	99	104	100
1827											
1828											