

		Adults 18+	Own/Lease Any Porsche	Recently Bought/Leased Any Porsche
			*	*
Adults 18+	Unwgttd	48273	27	12
	Weighted (000)	240780	91	52
	Horz %	100.00	0.04	0.02
	Vert %	100.00	100.00	100.00
	Index	100	100	100
			*	*
Male	Unwgttd	24392	16	7
	Weighted (000)	116178	41	13
	Horz %	100.00	0.04	0.01
	Vert %	48.25	45.32	25.20
	Index	100	94	52
			*	*
Female	Unwgttd	23881	11	5
	Weighted (000)	124602	50	39
	Horz %	100.00	0.04	0.03
	Vert %	51.75	54.68	74.80
	Index	100	106	145
			*	*
Age 18-24	Unwgttd	3822	0	0
	Weighted (000)	30214	0	0
	Horz %	100.00	0.00	0.00
	Vert %	12.55	0.00	0.00
	Index	100	0	0
			*	*
Age 25-34	Unwgttd	8153	1	0
	Weighted (000)	42657	2	0
	Horz %	100.00	0.00	0.00
	Vert %	17.72	1.65	0.00
	Index	100	9	0
			*	*
Age 35-44	Unwgttd	8482	6	3
	Weighted (000)	40077	26	6
	Horz %	100.00	0.06	0.01
	Vert %	16.64	28.01	10.74
	Index	100	168	64
			*	*
Age 45-54	Unwgttd	8893	5	3
	Weighted (000)	43246	38	35
	Horz %	100.00	0.09	0.08
	Vert %	17.96	41.37	67.62
	Index	100	230	376
			*	*
Age 55-64	Unwgttd	8384	5	4
	Weighted (000)	39759	8	7
	Horz %	100.00	0.02	0.02
	Vert %	16.51	8.90	13.62
	Index	100	54	82
			*	*
Age 65+	Unwgttd	10539	10	2
	Weighted (000)	44827	18	4
	Horz %	100.00	0.04	0.01
	Vert %	18.62	20.07	8.03
	Index	100	108	43

		Adults 18+	Own/Lease Any Porsche	Recently Bought/Leased Any Porsche
			*	*
Age 21+	Unwgttd	46843	27	12
	Weighted (000)	228583	91	52
	Horz %	100.00	0.04	0.02
	Vert %	94.93	100.00	100.00
	Index	100	105	105
			*	*
Age 18-34	Unwgttd	11975	1	0
	Weighted (000)	72871	2	0
	Horz %	100.00	0.00	0.00
	Vert %	30.26	1.65	0.00
	Index	100	5	0
			*	*
Age 18-49	Unwgttd	24725	9	4
	Weighted (000)	133805	30	7
	Horz %	100.00	0.02	0.01
	Vert %	55.57	33.05	13.14
	Index	100	59	24
			*	*
Age 25-54	Unwgttd	25528	12	6
	Weighted (000)	125979	65	41
	Horz %	100.00	0.05	0.03
	Vert %	52.32	71.04	78.36
	Index	100	136	150
			*	*
Age 35-64	Unwgttd	25759	16	10
	Weighted (000)	123081	71	48
	Horz %	100.00	0.06	0.04
	Vert %	51.12	78.28	91.97
	Index	100	153	180
			*	*
Age 50+	Unwgttd	23548	18	8
	Weighted (000)	106974	61	45
	Horz %	100.00	0.06	0.04
	Vert %	44.43	66.95	86.86
	Index	100	151	196
Median Age	Unwgttd			
	Weighted (000)	46.80	52.20	52.80
	Horz %			
	Vert %			
	Index	100	112	113
			*	*
Race: White Only	Unwgttd	34938	25	12
	Weighted (000)	177950	89	52
	Horz %	100.00	0.05	0.03
	Vert %	73.91	97.60	100.00
	Index	100	132	135
			*	*
Race: Black/African-American Only	Unwgttd	5766	0	0
	Weighted (000)	29089	0	0
	Horz %	100.00	0.00	0.00
	Vert %	12.08	0.00	0.00
	Index	100	0	0
			*	*
Race: Asian	Unwgttd	2336	1	0
	Weighted (000)	8427	1	0
	Horz %	100.00	0.01	0.00
	Vert %	3.50	1.19	0.00
	Index	100	34	0

		Adults 18+	Own/Lease Any Porsche	Recently Bought/Leased Any Porsche
				*
Race: Other Race/Multi-Racial				*
	Unwgttd	7569	2	0
	Weighted (000)	33741	2	0
	Horz %	100.00	0.01	0.00
	Vert %	14.01	2.40	0.00
	Index	100	17	0
Hispanic, Latino, Spanish Origin or Descent				*
	Unwgttd	6274	3	1
	Weighted (000)	36640	8	4
	Horz %	100.00	0.02	0.01
	Vert %	15.22	8.35	7.01
	Index	100	55	46
Hispanic, Personally Speak Only English at Home				*
	Unwgttd	1651	1	0
	Weighted (000)	5719	1	0
	Horz %	100.00	0.02	0.00
	Vert %	2.38	1.21	0.00
	Index	100	51	0
Hispanic, Personally Speak Mostly English, But Some Spanish at Home				*
	Unwgttd	1862	2	1
	Weighted (000)	9417	7	4
	Horz %	100.00	0.07	0.04
	Vert %	3.91	7.15	7.01
	Index	100	183	179
Hispanic, Personally Speak Only Spanish at Home				*
	Unwgttd	1118	0	0
	Weighted (000)	10393	0	0
	Horz %	100.00	0.00	0.00
	Vert %	4.32	0.00	0.00
	Index	100	0	0
Hispanic, Personally Speak Mostly Spanish, But Some English at Home				*
	Unwgttd	1522	0	0
	Weighted (000)	8987	0	0
	Horz %	100.00	0.00	0.00
	Vert %	3.73	0.00	0.00
	Index	100	0	0
Hispanic, Personally Speak Spanish and English Equally at Home				*
	Unwgttd	95	0	0
	Weighted (000)	1661	0	0
	Horz %	100.00	0.00	0.00
	Vert %	0.69	0.00	0.00
	Index	100	0	0
Highest Level Education Completed/Highest Degree Received: Master's, Professional School or Doctorate Degree				*
	Unwgttd	6767	11	5
	Weighted (000)	25246	24	10
	Horz %	100.00	0.10	0.04
	Vert %	10.49	26.44	19.67
	Index	100	252	188
Highest Level Education Completed/Highest Degree Received: Bachelor's Degree				*
	Unwgttd	11007	6	2
	Weighted (000)	45336	9	3
	Horz %	100.00	0.02	0.01
	Vert %	18.83	9.78	4.92
	Index	100	52	26
Highest Level Education Completed/Highest Degree Received: Associate Degree, Academic				*
	Unwgttd	2525	1	1
	Weighted (000)	10486	2	2
	Horz %	100.00	0.02	0.02
	Vert %	4.36	2.39	4.19
	Index	100	55	96

		Adults 18+	Own/Lease Any Porsche	Recently Bought/Leased Any Porsche
				*
Highest Level Education Completed/Highest Degree Received: Associate Degree, Occupational/Vocational	Unwgttd	3281	2	1
	Weighted (000)	13387	3	2
	Horz %	100.00	0.02	0.01
	Vert %	5.56	3.20	3.50
	Index	100	58	63
				*
Highest Level Education Completed/Highest Degree Received: Some College, but No Degree	Unwgttd	10114	4	1
	Weighted (000)	45271	6	2
	Horz %	100.00	0.01	0.01
	Vert %	18.80	6.04	4.36
	Index	100	32	23
				*
Respondent - Highest Level Education Completed/Highest Degree Received: High school graduate (High School Diploma or Equivalent, such as GED)	Unwgttd	10354	3	2
	Weighted (000)	71224	48	33
	Horz %	100.00	0.07	0.05
	Vert %	29.58	52.15	63.38
	Index	100	176	214
				*
Respondent - Highest Level Education Completed/Highest Degree Received: 11th Grade or Less or 12th Grade, No Diploma	Unwgttd	4225	0	0
	Weighted (000)	29828	0	0
	Horz %	100.00	0.00	0.00
	Vert %	12.39	0.00	0.00
	Index	100	0	0
				*
Currently Attending College or University	Unwgttd	3453	0	0
	Weighted (000)	19367	0	0
	Horz %	100.00	0.00	0.00
	Vert %	8.04	0.00	0.00
	Index	100	0	0
				*
Employed Full Time	Unwgttd	24928	16	8
	Weighted (000)	116486	44	16
	Horz %	100.00	0.04	0.01
	Vert %	48.38	47.87	30.27
	Index	100	99	63
				*
Employed Part Time	Unwgttd	5673	3	2
	Weighted (000)	29663	34	32
	Horz %	100.00	0.12	0.11
	Vert %	12.32	37.46	61.71
	Index	100	304	501
				*
Not Employed	Unwgttd	17672	8	2
	Weighted (000)	94631	13	4
	Horz %	100.00	0.01	0.00
	Vert %	39.30	14.67	8.03
	Index	100	37	20
				*
Temporarily Unemployed	Unwgttd	1992	0	0
	Weighted (000)	13071	0	0
	Horz %	100.00	0.00	0.00
	Vert %	5.43	0.00	0.00
	Index	100	0	0
				*
Retired from Employment	Unwgttd	10157	7	2
	Weighted (000)	45370	12	4
	Horz %	100.00	0.03	0.01
	Vert %	18.84	13.16	8.03
	Index	100	70	43

		Adults 18+	Own/Lease Any Porsche	Recently Bought/Leased Any Porsche
			*	*
Not Employed, Principal Shopper for Household	Unwgt'd	2514	1	0
	Weighted (000)	16486	1	0
	Horz %	100.00	0.01	0.00
	Vert %	6.85	1.51	0.00
	Index	100	22	0
			*	*
Occupation: Professional and Related Occupations	Unwgt'd	7447	1	1
	Weighted (000)	33261	1	1
	Horz %	100.00	0.00	0.00
	Vert %	13.81	1.56	2.73
	Index	100	11	20
			*	*
Occupation: Management, Business and Financial Operations	Unwgt'd	6565	10	6
	Weighted (000)	24062	20	11
	Horz %	100.00	0.08	0.04
	Vert %	9.99	22.33	20.53
	Index	100	223	205
			*	*
Occupation: Sales and Office Occupations	Unwgt'd	5945	3	1
	Weighted (000)	32600	7	4
	Horz %	100.00	0.02	0.01
	Vert %	13.54	7.90	7.01
	Index	100	58	52
			*	*
Occupation: Natural Resources, Construction and Maintenance Occupations	Unwgt'd	2586	1	0
	Weighted (000)	13486	1	0
	Horz %	100.00	0.01	0.00
	Vert %	5.60	1.21	0.00
	Index	100	22	0
			*	*
Occupation: Other Employed	Unwgt'd	8058	4	2
	Weighted (000)	42740	48	32
	Horz %	100.00	0.11	0.08
	Vert %	17.75	52.33	61.71
	Index	100	295	348
			*	*
Household Income: \$250,000+	Unwgt'd	1862	6	3
	Weighted (000)	7072	13	8
	Horz %	100.00	0.18	0.11
	Vert %	2.94	14.28	14.40
	Index	100	486	490
			*	*
Household Income: \$200,000-\$249,999	Unwgt'd	1511	0	0
	Weighted (000)	6244	0	0
	Horz %	100.00	0.00	0.00
	Vert %	2.59	0.00	0.00
	Index	100	0	0
			*	*
Household Income: \$150,000-\$199,999	Unwgt'd	3595	2	0
	Weighted (000)	16937	5	0
	Horz %	100.00	0.03	0.00
	Vert %	7.03	5.46	0.00
	Index	100	78	0
			*	*
Household Income: \$100,000-\$149,999	Unwgt'd	7160	9	5
	Weighted (000)	37688	57	38
	Horz %	100.00	0.15	0.10
	Vert %	15.65	62.92	72.65
	Index	100	402	464

		Adults 18+	Own/Lease Any Porsche	Recently Bought/Leased Any Porsche
				*
Household Income: \$75,000-\$99,999	Unwgttd	6228	4	1
	Weighted (000)	32225	6	1
	Horz %	100.00	0.02	0.00
	Vert %	13.38	6.84	2.19
	Index	100	51	16
				*
Household Income: \$60,000-\$74,999	Unwgttd	4977	1	0
	Weighted (000)	25163	1	0
	Horz %	100.00	0.01	0.00
	Vert %	10.45	1.51	0.00
	Index	100	14	0
				*
Household Income: \$50,000-\$59,999	Unwgttd	3803	2	1
	Weighted (000)	18770	3	1
	Horz %	100.00	0.01	0.01
	Vert %	7.80	2.76	2.73
	Index	100	35	35
				*
Household Income: \$40,000-\$49,999	Unwgttd	4778	2	1
	Weighted (000)	20586	4	3
	Horz %	100.00	0.02	0.01
	Vert %	8.55	4.60	5.17
	Index	100	54	60
				*
Household Income: \$30,000-\$39,999	Unwgttd	4643	1	1
	Weighted (000)	22039	1	1
	Horz %	100.00	0.01	0.01
	Vert %	9.15	1.63	2.86
	Index	100	18	31
				*
Household Income: \$20,000-\$29,999	Unwgttd	4346	0	0
	Weighted (000)	21849	0	0
	Horz %	100.00	0.00	0.00
	Vert %	9.07	0.00	0.00
	Index	100	0	0
				*
Household Income: Under \$20,000	Unwgttd	5370	0	0
	Weighted (000)	32207	0	0
	Horz %	100.00	0.00	0.00
	Vert %	13.38	0.00	0.00
	Index	100	0	0
Median Household Income	Unwgttd			
	Weighted (000)	62.90	126.00	125.50
	Horz %			
	Vert %			
	Index	100	200	199
				*
Marital Status: Single, Never Married	Unwgttd	11890	0	0
	Weighted (000)	67363	0	0
	Horz %	100.00	0.00	0.00
	Vert %	27.98	0.00	0.00
	Index	100	0	0
				*
Marital Status: Currently Married	Unwgttd	24640	21	10
	Weighted (000)	127911	82	48
	Horz %	100.00	0.06	0.04
	Vert %	53.12	89.70	91.97
	Index	100	169	173

		Adults 18+	Own/Lease Any Porsche	Recently Bought/Leased Any Porsche
				*
Marital Status: Divorced or Legally Separated				*
	Unwgt'd	7948	2	0
	Weighted (000)	30646	3	0
	Horz %	100.00	0.01	0.00
	Vert %	12.73	3.01	0.00
	Index	100	24	0
Marital Status: Widowed				*
	Unwgt'd	3795	4	2
	Weighted (000)	14859	7	4
	Horz %	100.00	0.04	0.03
	Vert %	6.17	7.29	8.03
	Index	100	118	130
Marital Status: Engaged to Be Married				*
	Unwgt'd	1949	0	0
	Weighted (000)	10768	0	0
	Horz %	100.00	0.00	0.00
	Vert %	4.47	0.00	0.00
	Index	100	0	0
Marital Status: Living with Partner/Fiancé/Boyfriend or Girlfriend (Same or Opposite Sex)				*
	Unwgt'd	3390	0	0
	Weighted (000)	20609	0	0
	Horz %	100.00	0.00	0.00
	Vert %	8.56	0.00	0.00
	Index	100	0	0
Any Child(ren) Under Age 18 Living at Home				*
	Unwgt'd	18110	12	6
	Weighted (000)	95244	65	41
	Horz %	100.00	0.07	0.04
	Vert %	39.56	71.04	78.36
	Index	100	180	198
1 Child Under Age 18 Currently Living at Home				*
	Unwgt'd	7249	4	1
	Weighted (000)	38782	34	30
	Horz %	100.00	0.09	0.08
	Vert %	16.11	37.21	58.21
	Index	100	231	361
2 Children Under Age 18 Currently Living at Home				*
	Unwgt'd	6875	4	1
	Weighted (000)	34084	24	4
	Horz %	100.00	0.07	0.01
	Vert %	14.16	26.33	7.01
	Index	100	186	50
3 Children Under Age 18 Currently Living at Home				*
	Unwgt'd	2656	2	2
	Weighted (000)	14443	3	3
	Horz %	100.00	0.02	0.02
	Vert %	6.00	3.64	6.38
	Index	100	61	106
4 Children Under Age 18 Currently Living at Home				*
	Unwgt'd	917	2	2
	Weighted (000)	5134	4	4
	Horz %	100.00	0.07	0.07
	Vert %	2.13	3.86	6.76
	Index	100	181	317
5 or More Children Under Age 18 Currently Living at Home				*
	Unwgt'd	413	0	0
	Weighted (000)	2801	0	0
	Horz %	100.00	0.00	0.00
	Vert %	1.16	0.00	0.00
	Index	100	0	0

		Adults 18+	Own/Lease Any Porsche	Recently Bought/Leased Any Porsche
			*	*
Own Home/Residence	Unwgt'd	33144	23	10
	Weighted (000)	160200	85	49
	Horz %	100.00	0.05	0.03
	Vert %	66.53	93.27	94.26
	Index	100	140	142
			*	*
Rent Home/Residence	Unwgt'd	14554	4	2
	Weighted (000)	77579	6	3
	Horz %	100.00	0.01	0.00
	Vert %	32.22	6.73	5.74
	Index	100	21	18
			*	*
Live Rent-Free in Home/Residence	Unwgt'd	575	0	0
	Weighted (000)	3001	0	0
	Horz %	100.00	0.00	0.00
	Vert %	1.25	0.00	0.00
	Index	100	0	0
			*	*
Census Region: North East	Unwgt'd	11292	5	4
	Weighted (000)	43596	8	7
	Horz %	100.00	0.02	0.02
	Vert %	18.11	8.76	13.62
	Index	100	48	75
			*	*
Census Region: South	Unwgt'd	16777	6	2
	Weighted (000)	90561	39	34
	Horz %	100.00	0.04	0.04
	Vert %	37.61	43.21	65.22
	Index	100	115	173
			*	*
Census Region: Midwest	Unwgt'd	10348	6	4
	Weighted (000)	51575	26	7
	Horz %	100.00	0.05	0.01
	Vert %	21.42	28.18	13.14
	Index	100	132	61
			*	*
Census Region: West	Unwgt'd	9856	10	2
	Weighted (000)	55047	18	4
	Horz %	100.00	0.03	0.01
	Vert %	22.86	19.86	8.03
	Index	100	87	35
			*	*
Census Sub-Region: New England	Unwgt'd	2902	3	2
	Weighted (000)	11431	5	4
	Horz %	100.00	0.04	0.04
	Vert %	4.75	5.48	7.87
	Index	100	115	166
			*	*
Census Sub-Region: Mid Atlantic	Unwgt'd	8390	2	2
	Weighted (000)	32165	3	3
	Horz %	100.00	0.01	0.01
	Vert %	13.36	3.28	5.74
	Index	100	25	43
			*	*
Census Sub-Region: South Atlantic	Unwgt'd	9468	1	1
	Weighted (000)	46537	4	4
	Horz %	100.00	0.01	0.01
	Vert %	19.33	4.00	7.01
	Index	100	21	36

		Adults 18+	Own/Lease Any Porsche	Recently Bought/Leased Any Porsche
			*	*
Census Sub-Region: East South Central	Unwgted	1936	2	1
	Weighted (000)	14894	31	30
	Horz %	100.00	0.21	0.20
	Vert %	6.19	34.41	58.21
	Index	100	556	941
			*	*
Census Sub-Region: West South Central	Unwgted	5373	3	0
	Weighted (000)	29130	4	0
	Horz %	100.00	0.02	0.00
	Vert %	12.10	4.80	0.00
	Index	100	40	0
			*	*
Census Sub-Region: East North Central	Unwgted	7954	6	4
	Weighted (000)	35969	26	7
	Horz %	100.00	0.07	0.02
	Vert %	14.94	28.18	13.14
	Index	100	189	88
			*	*
Census Sub-Region: West North Central	Unwgted	2394	0	0
	Weighted (000)	15607	0	0
	Horz %	100.00	0.00	0.00
	Vert %	6.48	0.00	0.00
	Index	100	0	0
			*	*
Census Sub-Region: Mountain	Unwgted	2516	1	0
	Weighted (000)	17393	1	0
	Horz %	100.00	0.01	0.00
	Vert %	7.22	1.51	0.00
	Index	100	21	0
			*	*
Census Sub-Region: Pacific	Unwgted	7340	9	2
	Weighted (000)	37654	17	4
	Horz %	100.00	0.04	0.01
	Vert %	15.64	18.35	8.03
	Index	100	117	51
			*	*
County Size: A	Unwgted	26336	18	10
	Weighted (000)	101038	35	20
	Horz %	100.00	0.03	0.02
	Vert %	41.96	38.24	38.29
	Index	100	91	91
			*	*
County Size: B	Unwgted	11787	4	1
	Weighted (000)	70879	22	2
	Horz %	100.00	0.03	0.00
	Vert %	29.44	23.87	3.50
	Index	100	81	12
			*	*
County Size: C/D	Unwgted	10150	5	1
	Weighted (000)	68862	35	30
	Horz %	100.00	0.05	0.04
	Vert %	28.60	37.90	58.21
	Index	100	133	204
			*	*
Radio Formats: AAA (subset of Alternative) (Monday-Sunday 24-Hour Cume)	Unwgted	1208	3	2
	Weighted (000)	4881	3	2
	Horz %	100.00	0.06	0.05
	Vert %	2.03	3.39	4.59
	Index	100	167	226

		Adults 18+	Own/Lease Any Porsche	Recently Bought/Leased Any Porsche
				*
Radio Formats: Adult Contemporary (Monday-Sunday 24-Hour Cume)				*
	Unwgttd	8156	10	2
	Weighted (000)	39455	13	2
	Horz %	100.00	0.03	0.01
	Vert %	16.39	14.41	4.59
	Index	100	88	28
Radio Formats: Adult Hits (Monday-Sunday 24-Hour Cume)				*
	Unwgttd	1202	1	0
	Weighted (000)	6602	1	0
	Horz %	100.00	0.02	0.00
	Vert %	2.74	1.19	0.00
	Index	100	44	0
Radio Formats: Adult Standards/Easy Listening (Monday-Sunday 24-Hour Cume)				*
	Unwgttd	287	0	0
	Weighted (000)	1442	0	0
	Horz %	100.00	0.00	0.00
	Vert %	0.60	0.00	0.00
	Index	100	0	0
Radio Formats: All News (Monday-Sunday 24-Hour Cume)				*
	Unwgttd	2864	4	2
	Weighted (000)	8071	7	3
	Horz %	100.00	0.08	0.03
	Vert %	3.35	7.38	4.92
	Index	100	220	147
Radio Formats: All Sports (Monday-Sunday 24-Hour Cume)				*
	Unwgttd	3437	7	3
	Weighted (000)	12832	14	6
	Horz %	100.00	0.11	0.05
	Vert %	5.33	15.36	12.25
	Index	100	288	230
Radio Formats: All Talk (Monday-Sunday 24-Hour Cume)				*
	Unwgttd	884	0	0
	Weighted (000)	4021	0	0
	Horz %	100.00	0.00	0.00
	Vert %	1.67	0.00	0.00
	Index	100	0	0
Radio Formats: Alternative (Monday-Sunday 24-Hour Cume)				*
	Unwgttd	3316	4	3
	Weighted (000)	15752	5	5
	Horz %	100.00	0.03	0.03
	Vert %	6.54	5.78	8.78
	Index	100	88	134
Radio Formats: CHR/Top 40 (Monday-Sunday 24-Hour Cume)				*
	Unwgttd	8653	10	4
	Weighted (000)	45814	29	7
	Horz %	100.00	0.06	0.02
	Vert %	19.03	31.41	13.33
	Index	100	165	70
Radio Formats: Classic Hits (Monday-Sunday 24-Hour Cume)				*
	Unwgttd	2973	3	1
	Weighted (000)	14188	17	1
	Horz %	100.00	0.12	0.01
	Vert %	5.89	18.56	2.40
	Index	100	315	41
Radio Formats: Classic Rock (Monday-Sunday 24-Hour Cume)				*
	Unwgttd	3601	3	2
	Weighted (000)	18087	18	3
	Horz %	100.00	0.10	0.02
	Vert %	7.51	19.73	6.55
	Index	100	263	87

		Adults 18+	Own/Lease Any Porsche	Recently Bought/Leased Any Porsche
				*
Radio Formats: Classical (Monday-Sunday 24-Hour Cume)				*
	Unwgted	1383	2	0
	Weighted (000)	5415	3	0
	Horz %	100.00	0.05	0.00
	Vert %	2.25	3.13	0.00
	Index	100	139	0
Radio Formats: Country (Monday-Sunday 24-Hour Cume)				*
	Unwgted	8065	5	1
	Weighted (000)	46392	22	2
	Horz %	100.00	0.05	0.00
	Vert %	19.27	23.66	4.36
	Index	100	123	23
Radio Formats: Ethnic (Monday-Sunday 24-Hour Cume)				*
	Unwgted	289	1	1
	Weighted (000)	1180	3	3
	Horz %	100.00	0.23	0.23
	Vert %	0.49	2.95	5.17
	Index	100	601	1054
Radio Formats: Gospel (Monday-Sunday 24-Hour Cume)				*
	Unwgted	730	0	0
	Weighted (000)	4011	0	0
	Horz %	100.00	0.00	0.00
	Vert %	1.67	0.00	0.00
	Index	100	0	0
Radio Formats: Hispanic (All Genres) (Monday-Sunday 24-Hour Cume)				*
	Unwgted	2429	4	2
	Weighted (000)	15349	9	5
	Horz %	100.00	0.06	0.03
	Vert %	6.37	9.34	9.53
	Index	100	146	149
Radio Formats: Hot AC (Subset of "Adult Contemporary") (Monday-Sunday 24-Hour Cume)				*
	Unwgted	3507	5	2
	Weighted (000)	16479	7	2
	Horz %	100.00	0.04	0.01
	Vert %	6.84	7.15	4.59
	Index	100	104	67
Radio Formats: Jazz (Monday-Sunday 24-Hour Cume)				*
	Unwgted	702	1	1
	Weighted (000)	2542	1	1
	Horz %	100.00	0.06	0.06
	Vert %	1.06	1.56	2.73
	Index	100	147	258
Radio Formats: Mexican/Tejano/Ranchera (Subset of "Hispanic") (Monday-Sunday 24-Hour Cume)				*
	Unwgted	991	1	1
	Weighted (000)	6494	2	2
	Horz %	100.00	0.03	0.03
	Vert %	2.70	2.49	4.36
	Index	100	92	162
Radio Formats: News/Talk (Monday-Sunday 24-Hour Cume)				*
	Unwgted	5900	3	1
	Weighted (000)	23011	6	3
	Horz %	100.00	0.03	0.01
	Vert %	9.56	6.32	5.17
	Index	100	66	54
Radio Formats: Oldies (Monday-Sunday 24-Hour Cume)				*
	Unwgted	1671	1	1
	Weighted (000)	8714	3	3
	Horz %	100.00	0.03	0.03
	Vert %	3.62	2.95	5.17
	Index	100	81	143

		Adults 18+	Own/Lease Any Porsche	Recently Bought/Leased Any Porsche
				*
				*
Radio Formats: Public Radio/Non-Commercial (Monday-Sunday 24-Hour Cume)	Unwgttd	2634	1	0
	Weighted (000)	10681	1	0
	Horz %	100.00	0.01	0.00
	Vert %	4.44	0.99	0.00
	Index	100	22	0
				*
Radio Formats: Religion/Christian (Monday-Sunday 24-Hour Cume)	Unwgttd	3953	5	1
	Weighted (000)	20069	11	2
	Horz %	100.00	0.06	0.01
	Vert %	8.34	12.10	3.50
	Index	100	145	42
				*
Radio Formats: Rhythmic (Monday-Sunday 24-Hour Cume)	Unwgttd	2820	1	0
	Weighted (000)	14985	2	0
	Horz %	100.00	0.01	0.00
	Vert %	6.22	2.02	0.00
	Index	100	32	0
				*
Radio Formats: Rock (Monday-Sunday 24-Hour Cume)	Unwgttd	3771	1	0
	Weighted (000)	18525	1	0
	Horz %	100.00	0.01	0.00
	Vert %	7.69	1.21	0.00
	Index	100	16	0
				*
Radio Formats: Soft Adult Contemporary/Lite Rock (Monday-Sunday 24-Hour Cume)	Unwgttd	1166	0	0
	Weighted (000)	6001	0	0
	Horz %	100.00	0.00	0.00
	Vert %	2.49	0.00	0.00
	Index	100	0	0
				*
Radio Formats: Spanish AC (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	Unwgttd	791	0	0
	Weighted (000)	4990	0	0
	Horz %	100.00	0.00	0.00
	Vert %	2.07	0.00	0.00
	Index	100	0	0
				*
Radio Formats: Tropical (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	Unwgttd	315	0	0
	Weighted (000)	1793	0	0
	Horz %	100.00	0.00	0.00
	Vert %	0.74	0.00	0.00
	Index	100	0	0
				*
Radio Formats: Urban (All Genres) (Monday-Sunday 24-Hour Cume)	Unwgttd	5190	0	0
	Weighted (000)	26664	0	0
	Horz %	100.00	0.00	0.00
	Vert %	11.07	0.00	0.00
	Index	100	0	0
				*
Radio Formats: Urban AC (Subset of Urban) (Monday-Sunday 24-Hour Cume)	Unwgttd	2379	0	0
	Weighted (000)	11083	0	0
	Horz %	100.00	0.00	0.00
	Vert %	4.60	0.00	0.00
	Index	100	0	0
				*
Radio Formats: Urban Contemporary (Subset of Urban) (Monday-Sunday 24-Hour Cume)	Unwgttd	1939	0	0
	Weighted (000)	11362	0	0
	Horz %	100.00	0.00	0.00
	Vert %	4.72	0.00	0.00
	Index	100	0	0

		Adults 18+	Own/Lease Any Porsche	Recently Bought/Leased Any Porsche
				*
Radio Formats: Variety/Other (Monday-Sunday 24-Hour Cume)				*
	Unwgt'd	1269	2	0
	Weighted (000)	7051	3	0
	Horz %	100.00	0.05	0.00
	Vert %	2.93	3.67	0.00
	Index	100	125	0
Radio Daypart Cumes: Total Week Monday-Sunday 24 Hours				*
	Unwgt'd	40314	24	9
	Weighted (000)	198598	58	19
	Horz %	100.00	0.03	0.01
	Vert %	82.48	63.43	35.91
	Index	100	77	44
Radio Daypart Cumes: Weekday 6:00 am - 10:00 am				*
	Unwgt'd	24949	16	6
	Weighted (000)	119900	32	13
	Horz %	100.00	0.03	0.01
	Vert %	49.80	34.64	25.85
	Index	100	70	52
Radio Daypart Cumes: Weekday 10:00 am - 3:00 pm				*
	Unwgt'd	18085	8	2
	Weighted (000)	89896	25	5
	Horz %	100.00	0.03	0.01
	Vert %	37.34	27.23	9.53
	Index	100	73	26
Radio Daypart Cumes: Weekday 3:00 pm - 7:00 pm				*
	Unwgt'd	21647	13	7
	Weighted (000)	104254	42	16
	Horz %	100.00	0.04	0.02
	Vert %	43.30	45.79	30.23
	Index	100	106	70
Radio Daypart Cumes: Weekday 7:00 pm - Midnight				*
	Unwgt'd	7445	4	2
	Weighted (000)	38037	11	5
	Horz %	100.00	0.03	0.01
	Vert %	15.80	11.59	9.20
	Index	100	73	58
Radio Daypart Cumes: Weekday Midnight - 6:00 am				*
	Unwgt'd	2311	1	0
	Weighted (000)	11829	2	0
	Horz %	100.00	0.01	0.00
	Vert %	4.91	1.65	0.00
	Index	100	34	0
Radio Daypart Cumes: Weekend 6:00 am - 10:00 am				*
	Unwgt'd	15558	8	4
	Weighted (000)	75340	28	10
	Horz %	100.00	0.04	0.01
	Vert %	31.29	30.49	18.55
	Index	100	97	59
Radio Daypart Cumes: Weekend 10:00 am - 3:00 pm				*
	Unwgt'd	21529	14	7
	Weighted (000)	103236	35	13
	Horz %	100.00	0.03	0.01
	Vert %	42.88	38.40	24.52
	Index	100	90	57
Radio Daypart Cumes: Weekend 3:00 pm - 7:00 pm				*
	Unwgt'd	16365	11	5
	Weighted (000)	81300	38	12
	Horz %	100.00	0.05	0.02
	Vert %	33.77	42.06	23.47
	Index	100	125	70

		Adults 18+	Own/Lease Any Porsche	Recently Bought/Leased Any Porsche
				*
Radio Daypart Cumes: Weekend 7:00 pm - Midnight				*
	Unwgttd	7820	6	2
	Weighted (000)	39381	12	5
	Horz %	100.00	0.03	0.01
	Vert %	16.36	13.56	9.20
	Index	100	83	56
Radio Daypart Cumes: Weekend Midnight - 6:00 am				*
	Unwgttd	1948	0	0
	Weighted (000)	9954	0	0
	Horz %	100.00	0.00	0.00
	Vert %	4.13	0.00	0.00
	Index	100	0	0
Where Listen to Radio on Typical Weekday: Home				*
	Unwgttd	12806	10	5
	Weighted (000)	62580	16	10
	Horz %	100.00	0.03	0.02
	Vert %	25.99	17.84	19.63
	Index	100	69	76
Where Listen to Radio on Typical Weekday: Car				*
	Unwgttd	37001	20	7
	Weighted (000)	181109	51	14
	Horz %	100.00	0.03	0.01
	Vert %	75.22	56.34	26.56
	Index	100	75	35
Where Listen to Radio on Typical Weekday: Work				*
	Unwgttd	5690	2	0
	Weighted (000)	29668	3	0
	Horz %	100.00	0.01	0.00
	Vert %	12.32	2.86	0.00
	Index	100	23	0
Where Listen to Radio on Typical Weekday: Place Other Than Home, Car, Work				*
	Unwgttd	1158	0	0
	Weighted (000)	6331	0	0
	Horz %	100.00	0.00	0.00
	Vert %	2.63	0.00	0.00
	Index	100	0	0
Where Listen to Radio on Typical Weekend: Home				*
	Unwgttd	14791	10	5
	Weighted (000)	72174	17	10
	Horz %	100.00	0.02	0.01
	Vert %	29.97	18.37	19.63
	Index	100	61	65
Where Listen to Radio on Typical Weekend: Car				*
	Unwgttd	33975	17	8
	Weighted (000)	166202	32	16
	Horz %	100.00	0.02	0.01
	Vert %	69.03	35.18	30.75
	Index	100	51	45
Where Listen to Radio on Typical Weekend: Work				*
	Unwgttd	2031	0	0
	Weighted (000)	11015	0	0
	Horz %	100.00	0.00	0.00
	Vert %	4.57	0.00	0.00
	Index	100	0	0
Where Listen to Radio on Typical Weekend: Place Other Than Home, Car, Work				*
	Unwgttd	1137	1	0
	Weighted (000)	6306	15	0
	Horz %	100.00	0.23	0.00
	Vert %	2.62	15.99	0.00
	Index	100	610	0

		Adults 18+	Own/Lease Any Porsche	Recently Bought/Leased Any Porsche
				*
Ever Listen to AM Radio (Terrestrial Radio)	Unwgttd	9226	7	3
	Weighted (000)	37690	14	6
	Horz %	100.00	0.04	0.02
	Vert %	15.65	14.84	12.25
	Index	100	95	78
				*
Ever Listen to FM Radio (Terrestrial Radio)	Unwgttd	36061	22	7
	Weighted (000)	181675	52	12
	Horz %	100.00	0.03	0.01
	Vert %	75.45	56.48	23.74
	Index	100	75	31
				*
Ever Listen to Any Terrestrial Radio (AM/FM)	Unwgttd	39115	23	8
	Weighted (000)	193871	54	15
	Horz %	100.00	0.03	0.01
	Vert %	80.52	59.43	28.90
	Index	100	74	36
				*
Ever Listen to Satellite Radio (SiriusXM)	Unwgttd	6485	8	3
	Weighted (000)	28450	18	8
	Horz %	100.00	0.06	0.03
	Vert %	11.82	19.39	14.88
	Index	100	164	126
				*
Household Subscribes to Satellite (SiriusXM) Radio	Unwgttd	8939	5	2
	Weighted (000)	41160	13	5
	Horz %	100.00	0.03	0.01
	Vert %	17.09	14.03	10.51
	Index	100	82	61
				*
Any Vehicle Currently Owned/Leased Has Satellite Radio	Unwgttd	14712	11	6
	Weighted (000)	71398	34	11
	Horz %	100.00	0.05	0.02
	Vert %	29.65	37.45	21.64
	Index	100	126	73
				*
Any Vehicle Currently Owned/Leased Has MP3 Player Connection	Unwgttd	12557	6	0
	Weighted (000)	62882	24	0
	Horz %	100.00	0.04	0.00
	Vert %	26.12	26.68	0.00
	Index	100	102	0
				*
Listened online to streaming AM/FM broadcast radio stations - Past Month	Unwgttd	7450	4	2
	Weighted (000)	36486	10	4
	Horz %	100.00	0.03	0.01
	Vert %	15.15	10.70	6.76
	Index	100	71	45
				*
Listened to Internet-only radio or other online music or audio services (eg. Pandora, Spotify, etc.) - Past Month	Unwgttd	14104	7	3
	Weighted (000)	70596	13	5
	Horz %	100.00	0.02	0.01
	Vert %	29.32	14.73	8.95
	Index	100	50	31
				*
Visited a radio station, radio program or radio personality's website - Past Month	Unwgttd	3495	2	1
	Weighted (000)	16642	2	1
	Horz %	100.00	0.01	0.01
	Vert %	6.91	2.38	2.19
	Index	100	34	32

		Adults 18+	Own/Lease Any Porsche	Recently Bought/Leased Any Porsche
				*
Downloaded music - past month				*
	Unwgttd	10131	6	3
	Weighted (000)	53361	10	6
	Horz %	100.00	0.02	0.01
	Vert %	22.16	10.59	11.47
	Index	100	48	52
Downloaded or listened to podcasts/podcasting - past month				*
	Unwgttd	2692	1	0
	Weighted (000)	11952	2	0
	Horz %	100.00	0.02	0.00
	Vert %	4.96	2.25	0.00
	Index	100	45	0
Listened to iHeartRadio/visited website - past month				*
	Unwgttd	3490	0	0
	Weighted (000)	17709	0	0
	Horz %	100.00	0.00	0.00
	Vert %	7.36	0.00	0.00
	Index	100	0	0
Listened to iTunes/visited website - past month				*
	Unwgttd	7650	5	2
	Weighted (000)	36645	10	3
	Horz %	100.00	0.03	0.01
	Vert %	15.22	10.96	6.55
	Index	100	72	43
Listened to Pandora/visited website - past month				*
	Unwgttd	13348	4	2
	Weighted (000)	68670	8	3
	Horz %	100.00	0.01	0.00
	Vert %	28.52	9.19	6.55
	Index	100	32	23
Listened to Spotify/visited website - past month				*
	Unwgttd	4026	2	1
	Weighted (000)	21138	6	1
	Horz %	100.00	0.03	0.01
	Vert %	8.78	6.25	2.73
	Index	100	71	31
Advertising on radio provides me with useful information about bargains. Agree strongly or Agree somewhat				*
	Unwgttd	16441	3	1
	Weighted (000)	83247	8	1
	Horz %	100.00	0.01	0.00
	Vert %	34.57	8.47	2.86
	Index	100	25	8
Advertising on radio provides me with meaningful information about the product use of other consumers. Agree strongly or Agree somewhat				*
	Unwgttd	13568	4	2
	Weighted (000)	68583	8	3
	Horz %	100.00	0.01	0.00
	Vert %	28.48	8.82	5.26
	Index	100	31	18
Advertising on radio provides me with useful information about new products and services. Agree strongly or Agree somewhat				*
	Unwgttd	16787	5	3
	Weighted (000)	84735	38	33
	Horz %	100.00	0.05	0.04
	Vert %	35.19	42.04	63.47
	Index	100	119	180
For me, advertising on radio is amusing. Agree strongly or Agree somewhat				*
	Unwgttd	12871	5	3
	Weighted (000)	66195	10	5
	Horz %	100.00	0.01	0.01
	Vert %	27.49	10.78	9.62
	Index	100	39	35

		Adults 18+	Own/Lease Any Porsche	Recently Bought/Leased Any Porsche
				*
TV Dayparts: Total Week Prime Time Cume Audience	Unwgttd	38660	23	12
	Weighted (000)	189912	85	52
	Horz %	100.00	0.04	0.03
	Vert %	78.87	93.04	100.00
	Index	100	118	127
				*
TV Dayparts: Prime Time Weekdays Cume Audience: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)	Unwgttd	30696	18	10
	Weighted (000)	149196	59	46
	Horz %	100.00	0.04	0.03
	Vert %	61.96	64.66	88.61
	Index	100	104	143
				*
TV Dayparts: Prime Time Saturday Cume Audience: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)	Unwgttd	26491	13	8
	Weighted (000)	129997	51	45
	Horz %	100.00	0.04	0.03
	Vert %	53.99	55.53	85.58
	Index	100	103	159
				*
TV Dayparts: Prime Time Sunday Cume Audience: 7:00-11:00 pm (Eastern/Pacific), 6:00-10:00 pm (Central/Mountain)	Unwgttd	30904	17	10
	Weighted (000)	150311	73	46
	Horz %	100.00	0.05	0.03
	Vert %	62.43	79.89	88.63
	Index	100	128	142
				*
TV Dayparts: Weekdays Cume Audience: 9:00 am-4:00 pm (Eastern/Pacific) 9:00 am - 3:00 pm (Central/Mountain)	Unwgttd	13385	6	3
	Weighted (000)	71448	41	35
	Horz %	100.00	0.06	0.05
	Vert %	29.67	44.56	66.87
	Index	100	150	225
				*
TV Dayparts: Weekdays Cume Audience: 4:00 pm-7:30 pm (Eastern/Pacific) 3:00 pm-6:30 pm (Central/Mountain)	Unwgttd	23966	13	7
	Weighted (000)	120410	51	43
	Horz %	100.00	0.04	0.04
	Vert %	50.01	56.36	82.49
	Index	100	113	165
				*
TV Dayparts: Weekdays Cume Audience: 11:30 pm-1:00 am (Eastern/Pacific) 10:30 pm-Midnight (Central/Mountain)	Unwgttd	7819	4	1
	Weighted (000)	39930	9	1
	Horz %	100.00	0.02	0.00
	Vert %	16.58	10.33	2.19
	Index	100	62	13
				*
TV Dayparts: Weekend Children's Shows Cume Audience: Saturday-Sunday Morning	Unwgttd	19776	6	1
	Weighted (000)	98663	40	30
	Horz %	100.00	0.04	0.03
	Vert %	40.98	44.11	58.21
	Index	100	108	142
				*
TV Dayparts: Weekend Sports Cume Audience: Saturday-Sunday Afternoon	Unwgttd	23713	15	9
	Weighted (000)	118404	58	44
	Horz %	100.00	0.05	0.04
	Vert %	49.18	63.63	84.44
	Index	100	129	172
				*
Downloaded a TV Program - Past Month	Unwgttd	2546	2	1
	Weighted (000)	12316	3	1
	Horz %	100.00	0.03	0.01
	Vert %	5.11	3.40	2.19
	Index	100	66	43

		Adults 18+	Own/Lease Any Porsche	Recently Bought/Leased Any Porsche
				*
Watched a TV Program Online - Past Month				*
	Unwgttd	8662	5	3
	Weighted (000)	42288	8	5
	Horz %	100.00	0.02	0.01
	Vert %	17.56	8.71	9.39
	Index	100	50	53
Visited a TV Network or TV Show's Web Site - Past Month				*
	Unwgttd	10361	4	2
	Weighted (000)	49642	9	3
	Horz %	100.00	0.02	0.01
	Vert %	20.62	10.21	5.74
	Index	100	50	28
Looked at TV Listings Online - Past Month				*
	Unwgttd	5556	3	1
	Weighted (000)	25739	6	2
	Horz %	100.00	0.02	0.01
	Vert %	10.69	6.12	3.02
	Index	100	57	28
Household Subscribes to Cable TV				*
	Unwgttd	22719	10	4
	Weighted (000)	108255	31	8
	Horz %	100.00	0.03	0.01
	Vert %	44.96	33.62	15.27
	Index	100	75	34
Household Subscribes to Cable, Satellite or Fiber Optic TV				*
	Unwgttd	39029	25	11
	Weighted (000)	191150	87	50
	Horz %	100.00	0.05	0.03
	Vert %	79.39	95.36	95.81
	Index	100	120	121
Viewed Any Cable TV (Including Pay) - Past Week				*
	Unwgttd	37639	25	11
	Weighted (000)	184440	87	50
	Horz %	100.00	0.05	0.03
	Vert %	76.60	95.36	95.81
	Index	100	124	125
Heavy Cable TV Viewer (Including Pay) - Past Week				*
	Unwgttd	27789	17	11
	Weighted (000)	137528	65	50
	Horz %	100.00	0.05	0.04
	Vert %	57.12	70.94	95.81
	Index	100	124	168
Viewed Any Premium Cable Channels - Past Month				*
	Unwgttd	16374	11	5
	Weighted (000)	77280	24	12
	Horz %	100.00	0.03	0.01
	Vert %	32.10	25.96	22.26
	Index	100	81	69
Viewed Any Pay-Per-View Programs or Events - Past Year				*
	Unwgttd	6244	5	4
	Weighted (000)	29338	10	9
	Horz %	100.00	0.03	0.03
	Vert %	12.18	10.78	16.79
	Index	100	89	138
Viewed Any Video-On-Demand Programs or Events - Past Year				*
	Unwgttd	13643	9	4
	Weighted (000)	59903	20	9
	Horz %	100.00	0.03	0.02
	Vert %	24.88	21.95	17.27
	Index	100	88	69

		Adults 18+	Own/Lease Any Porsche	Recently Bought/Leased Any Porsche
				*
Household Has a Satellite Dish	Unwgttd	10901	11	4
	Weighted (000)	62972	49	35
	Horz %	100.00	0.08	0.06
	Vert %	26.15	53.30	67.85
	Index	100	204	259
				*
Household Has a Digital Video Recorder (DVR)	Unwgttd	24213	20	9
	Weighted (000)	117400	65	47
	Horz %	100.00	0.06	0.04
	Vert %	48.76	71.17	89.59
	Index	100	146	184
				*
Any Internet/Online Activity - Past Month	Unwgttd	41735	26	11
	Weighted (000)	203627	90	51
	Horz %	100.00	0.04	0.02
	Vert %	84.57	98.37	97.14
	Index	100	116	115
				*
Played Games Online - Past Month	Unwgttd	13858	5	2
	Weighted (000)	73582	24	3
	Horz %	100.00	0.03	0.00
	Vert %	30.56	26.08	6.57
	Index	100	85	21
				*
Downloaded a Video Game - Past Month	Unwgttd	5181	0	0
	Weighted (000)	29277	0	0
	Horz %	100.00	0.00	0.00
	Vert %	12.16	0.00	0.00
	Index	100	0	0
				*
Downloaded a Movie - Past Month	Unwgttd	4298	3	1
	Weighted (000)	21411	7	1
	Horz %	100.00	0.03	0.01
	Vert %	8.89	8.19	2.19
	Index	100	92	25
				*
Watched a Movie Online - Past Month	Unwgttd	10210	4	2
	Weighted (000)	51231	7	3
	Horz %	100.00	0.01	0.00
	Vert %	21.28	8.11	4.92
	Index	100	38	23
				*
Watched Online Video (Not Movie, TV) - Past Month	Unwgttd	8994	1	1
	Weighted (000)	44949	1	1
	Horz %	100.00	0.00	0.00
	Vert %	18.67	1.56	2.73
	Index	100	8	15
				*
Visited a Chat Room - Past Month	Unwgttd	2241	0	0
	Weighted (000)	11411	0	0
	Horz %	100.00	0.00	0.00
	Vert %	4.74	0.00	0.00
	Index	100	0	0
				*
Used e-Mail - Past Month	Unwgttd	36995	19	8
	Weighted (000)	174261	35	16
	Horz %	100.00	0.02	0.01
	Vert %	72.37	38.88	30.27
	Index	100	54	42

		Adults 18+	Own/Lease Any Porsche	Recently Bought/Leased Any Porsche
				*
Used Instant Messenger/IM Online - Past Month	Unwgttd	26705	14	5
	Weighted (000)	135807	25	10
	Horz %	100.00	0.02	0.01
	Vert %	56.40	27.44	19.11
	Index	100	49	34
				*
Visited Online Blogs - Past Month	Unwgttd	6524	2	1
	Weighted (000)	31710	4	2
	Horz %	100.00	0.01	0.00
	Vert %	13.17	3.87	3.02
	Index	100	29	23
				*
Wrote an Online Blog - Past Month	Unwgttd	1311	1	1
	Weighted (000)	6536	2	2
	Horz %	100.00	0.02	0.02
	Vert %	2.71	1.72	3.02
	Index	100	63	111
				*
Uploaded or Added Video to a Web Site - Past Month	Unwgttd	3852	3	2
	Weighted (000)	19478	6	4
	Horz %	100.00	0.03	0.02
	Vert %	8.09	6.29	7.09
	Index	100	78	88
				*
Accessed Any Social/Networking/Photo/Video Web Site - Past Month	Unwgttd	35665	19	8
	Weighted (000)	177442	48	15
	Horz %	100.00	0.03	0.01
	Vert %	73.69	52.31	28.42
	Index	100	71	39
				*
Accessed Facebook.com - Past Month	Unwgttd	28781	15	5
	Weighted (000)	145748	29	11
	Horz %	100.00	0.02	0.01
	Vert %	60.53	31.67	20.28
	Index	100	52	34
				*
Accessed Foursquare - Past Month	Unwgttd	326	1	1
	Weighted (000)	1536	2	2
	Horz %	100.00	0.15	0.15
	Vert %	0.64	2.49	4.36
	Index	100	390	683
				*
Accessed Google+ (Google Plus) - Past Month	Unwgttd	8327	5	3
	Weighted (000)	41531	10	7
	Horz %	100.00	0.02	0.02
	Vert %	17.25	10.53	12.54
	Index	100	61	73
				*
Accessed LinkedIn.com - Past Month	Unwgttd	7880	6	4
	Weighted (000)	30933	10	7
	Horz %	100.00	0.03	0.02
	Vert %	12.85	11.42	13.98
	Index	100	89	109
				*
Accessed Pinterest - Past Month	Unwgttd	8547	6	2
	Weighted (000)	45015	12	3
	Horz %	100.00	0.03	0.01
	Vert %	18.70	13.00	6.55
	Index	100	70	35

		Adults 18+	Own/Lease Any Porsche	Recently Bought/Leased Any Porsche
				*
Accessed Tumblr - Past Month	Unwgttd	1746	1	1
	Weighted (000)	9399	1	1
	Horz %	100.00	0.01	0.01
	Vert %	3.90	1.37	2.40
	Index	100	35	62
				*
Accessed Twitter.com - Past Month	Unwgttd	6090	4	1
	Weighted (000)	30973	9	2
	Horz %	100.00	0.03	0.01
	Vert %	12.86	10.19	4.36
	Index	100	79	34
				*
Accessed Yelp - Past Month	Unwgttd	3922	3	2
	Weighted (000)	15511	6	4
	Horz %	100.00	0.04	0.02
	Vert %	6.44	6.10	6.76
	Index	100	95	105
				*
Accessed YouTube.com - Past Month	Unwgttd	24628	15	6
	Weighted (000)	123561	40	11
	Horz %	100.00	0.03	0.01
	Vert %	51.32	44.30	20.24
	Index	100	86	39
				*
Posted "Like" on Social Network - Past Month	Unwgttd	18263	8	2
	Weighted (000)	93304	17	4
	Horz %	100.00	0.02	0.00
	Vert %	38.75	18.31	8.57
	Index	100	47	22
				*
"Followed" or Became a "Fan" or Something or Someone on Social Network - Past Month	Unwgttd	9077	2	1
	Weighted (000)	47933	7	2
	Horz %	100.00	0.01	0.00
	Vert %	19.91	7.18	4.36
	Index	100	36	22
				*
Clicked on an Advertisement on Social Network - Past Month	Unwgttd	6212	2	1
	Weighted (000)	29666	4	2
	Horz %	100.00	0.01	0.01
	Vert %	12.32	4.75	4.38
	Index	100	39	36
				*
Watched a Video on Social Network - Past Month	Unwgttd	22534	11	3
	Weighted (000)	114114	33	5
	Horz %	100.00	0.03	0.00
	Vert %	47.39	35.69	9.10
	Index	100	75	19
				*
Sent or Received Text Messages on Cellular Phone/Mobile/Smartphone - Past Month	Unwgttd	38445	19	7
	Weighted (000)	190804	49	13
	Horz %	100.00	0.03	0.01
	Vert %	79.24	54.03	25.91
	Index	100	68	33
				*
Sent or Received Instant Messages on Cellular Phone/Mobile/Smartphone - Past Month	Unwgttd	18075	9	3
	Weighted (000)	90847	12	4
	Horz %	100.00	0.01	0.00
	Vert %	37.73	13.69	7.61
	Index	100	36	20

		Adults 18+	Own/Lease Any Porsche	Recently Bought/Leased Any Porsche
				*
Recorded a Video on Cellular Phone/Mobile/Smartphone - Past Month				*
	Unwgt'd	17311	6	1
	Weighted (000)	87270	25	1
	Horz %	100.00	0.03	0.00
	Vert %	36.24	27.77	2.19
	Index	100	77	6
Played Music on Cellular Phone/Mobile/Smartphone - Past Month				*
	Unwgt'd	22282	8	2
	Weighted (000)	113761	13	3
	Horz %	100.00	0.01	0.00
	Vert %	47.25	14.56	5.20
	Index	100	31	11
Played a Game on Cellular Phone/Mobile/Smartphone - Past Month				*
	Unwgt'd	15000	7	2
	Weighted (000)	79489	29	4
	Horz %	100.00	0.04	0.00
	Vert %	33.01	31.76	7.39
	Index	100	96	22
Watched a Movie, TV Program or Other Video on Cellular Phone/Mobile/Smartphone - Past Month				*
	Unwgt'd	9852	3	2
	Weighted (000)	51013	17	3
	Horz %	100.00	0.03	0.01
	Vert %	21.19	18.96	5.20
	Index	100	89	25
Used a Mobile "App" - Past Month				*
	Unwgt'd	23794	15	5
	Weighted (000)	116054	41	8
	Horz %	100.00	0.04	0.01
	Vert %	48.20	45.08	16.17
	Index	100	94	34
Read Any Daily Newspaper (Print/Paper/Hard Copy)				*
	Unwgt'd	11920	11	5
	Weighted (000)	53679	18	8
	Horz %	100.00	0.03	0.02
	Vert %	22.29	19.23	16.11
	Index	100	86	72
Read Any Sunday Newspaper (Print/Paper/Hard Copy)				*
	Unwgt'd	15332	13	7
	Weighted (000)	70866	36	14
	Horz %	100.00	0.05	0.02
	Vert %	29.43	39.91	27.50
	Index	100	136	93
Read or Looked Into Any Electronic Version of a Newspaper, Including Web Site - Past Month				*
	Unwgt'd	18436	10	4
	Weighted (000)	84280	20	6
	Horz %	100.00	0.02	0.01
	Vert %	35.00	22.37	12.29
	Index	100	64	35
Read Classified Advertising in Weekday Newspaper				*
	Unwgt'd	3903	3	2
	Weighted (000)	21071	34	32
	Horz %	100.00	0.16	0.15
	Vert %	8.75	36.87	61.71
	Index	100	421	705
Read Classified Advertising in Sunda/Weekend Newspaper				*
	Unwgt'd	4115	1	0
	Weighted (000)	21628	2	0
	Horz %	100.00	0.01	0.00
	Vert %	8.98	1.65	0.00
	Index	100	18	0

		Adults 18+	Own/Lease Any Porsche	Recently Bought/Leased Any Porsche
				*
Read Advertisements in Weekday Newspaper	Unwgttd	4150	4	3
	Weighted (000)	19673	6	5
	Horz %	100.00	0.03	0.02
	Vert %	8.17	6.17	9.08
	Index	100	76	111
				*
Read Advertisements in Sunday/Weekend Newspaper	Unwgttd	5230	5	4
	Weighted (000)	24675	8	7
	Horz %	100.00	0.03	0.03
	Vert %	10.25	8.67	13.46
	Index	100	85	131
				*
Read Circulars/Inserts/Fliers in Weekday Newspaper	Unwgttd	5482	7	2
	Weighted (000)	25536	10	3
	Horz %	100.00	0.04	0.01
	Vert %	10.61	11.08	6.22
	Index	100	104	59
				*
Read Circulars/Inserts/Fliers in Sunday/Weekend Newspaper	Unwgttd	8125	8	3
	Weighted (000)	36955	12	6
	Horz %	100.00	0.03	0.01
	Vert %	15.35	13.48	10.60
	Index	100	88	69
				*
Received and/or Clipped Coupons from Weekday Newspaper - Past Year	Unwgttd	4605	0	0
	Weighted (000)	22586	0	0
	Horz %	100.00	0.00	0.00
	Vert %	9.38	0.00	0.00
	Index	100	0	0
				*
Received and/or Clipped Coupons from Sunday/Weekend Newspaper - Past Year	Unwgttd	10890	5	4
	Weighted (000)	52963	40	38
	Horz %	100.00	0.07	0.07
	Vert %	22.00	43.45	73.25
	Index	100	198	333
				*
Personally Referred to Paper Yellow Pages - Past Week	Unwgttd	3183	1	1
	Weighted (000)	15401	30	30
	Horz %	100.00	0.20	0.20
	Vert %	6.40	33.22	58.21
	Index	100	519	910
				*
Personally Referred to Internet Yellow Pages - Past Week	Unwgttd	2624	2	1
	Weighted (000)	13074	3	1
	Horz %	100.00	0.03	0.01
	Vert %	5.43	3.62	2.40
	Index	100	67	44
				*
Personally Referred to Paper or Internet Yellow Pages - Past Week	Unwgttd	5381	3	2
	Weighted (000)	26513	34	32
	Horz %	100.00	0.13	0.12
	Vert %	11.01	36.83	60.61
	Index	100	335	550
				*
Accessed Yellowpages.com (YP.com) - Past Month	Unwgttd	2490	1	0
	Weighted (000)	12079	3	0
	Horz %	100.00	0.02	0.00
	Vert %	5.02	3.06	0.00
	Index	100	61	0

		Adults 18+	Own/Lease Any Porsche	Recently Bought/Leased Any Porsche
				*
Have Seen Video Ads in Grocery Stores - Past Month	Unwgted	8982	3	1
	Weighted (000)	46737	4	1
	Horz %	100.00	0.01	0.00
	Vert %	19.41	4.42	2.73
	Index	100	23	14
				*
Have Seen Video Ads in Drug Stores - Past Month	Unwgted	5976	3	2
	Weighted (000)	31131	4	3
	Horz %	100.00	0.01	0.01
	Vert %	12.93	4.13	5.13
	Index	100	32	40
				*
Have Seen Video Ads in Convenience Stores - Past Month	Unwgted	5902	5	3
	Weighted (000)	31417	35	33
	Horz %	100.00	0.11	0.10
	Vert %	13.05	38.88	63.13
	Index	100	298	484
				*
Have Seen Video Ads in Large Discount/Department Stores - Past Month	Unwgted	6287	4	2
	Weighted (000)	33490	5	3
	Horz %	100.00	0.02	0.01
	Vert %	13.91	5.67	4.92
	Index	100	41	35
				*
Have Seen Video Ads in Warehouse/Club Stores - Past Month	Unwgted	5223	2	0
	Weighted (000)	26008	5	0
	Horz %	100.00	0.02	0.00
	Vert %	10.80	5.90	0.00
	Index	100	55	0
				*
Have Seen Video Ads in Other Stores - Past Month	Unwgted	4855	2	1
	Weighted (000)	25254	3	2
	Horz %	100.00	0.01	0.01
	Vert %	10.49	3.70	4.38
	Index	100	35	42
				*
Have Seen Video Ads in Shopping Malls - Past Month	Unwgted	6785	6	4
	Weighted (000)	34124	41	35
	Horz %	100.00	0.12	0.10
	Vert %	14.17	44.54	67.72
	Index	100	314	478
				*
Have Seen Video Ads in Bars/Pubs - Past Month	Unwgted	4286	2	0
	Weighted (000)	21507	3	0
	Horz %	100.00	0.01	0.00
	Vert %	8.93	3.22	0.00
	Index	100	36	0
				*
Have Seen Video Ads in Fast-Food or Family Restaurants - Past Month	Unwgted	6264	3	1
	Weighted (000)	33395	4	1
	Horz %	100.00	0.01	0.00
	Vert %	13.87	4.42	2.73
	Index	100	32	20
				*
Have Seen Video Ads in Coffee Shops, Cafes or Delis - Past Month	Unwgted	4657	3	2
	Weighted (000)	23645	4	3
	Horz %	100.00	0.02	0.01
	Vert %	9.82	4.13	5.13
	Index	100	42	52

		Adults 18+	Own/Lease Any Porsche	Recently Bought/Leased Any Porsche
				*
Have Seen Video Ads in Gym/Health Clubs - Past Month				*
	Unwgttd	3958	3	1
	Weighted (000)	19616	3	1
	Horz %	100.00	0.02	0.01
	Vert %	8.15	3.77	2.40
	Index	100	46	29
Have Seen Video Ads in Medical Offices - Past Month				*
	Unwgttd	5541	2	1
	Weighted (000)	27802	3	1
	Horz %	100.00	0.01	0.01
	Vert %	11.55	2.76	2.73
	Index	100	24	24
Have Seen Video Ads in Airports - Past Month				*
	Unwgttd	4033	2	0
	Weighted (000)	18664	3	0
	Horz %	100.00	0.02	0.00
	Vert %	7.75	3.22	0.00
	Index	100	42	0
Have Seen Video Ads at Gas Stations - Past Month				*
	Unwgttd	8262	6	3
	Weighted (000)	40582	39	34
	Horz %	100.00	0.10	0.08
	Vert %	16.85	42.97	64.78
	Index	100	255	384
Have Seen Video Ads in Office Building Lobbies - Past Month				*
	Unwgttd	3589	3	2
	Weighted (000)	18074	33	32
	Horz %	100.00	0.18	0.18
	Vert %	7.51	35.98	60.94
	Index	100	479	812
Have Seen Video Ads in Office Building Elevators - Past Month				*
	Unwgttd	3463	2	1
	Weighted (000)	16741	3	1
	Horz %	100.00	0.02	0.01
	Vert %	6.95	2.76	2.73
	Index	100	40	39
Have Seen Video Ads in Movie Theater Lobbies - Past Month				*
	Unwgttd	5006	4	1
	Weighted (000)	25416	20	1
	Horz %	100.00	0.08	0.00
	Vert %	10.56	21.59	2.19
	Index	100	205	21
Have Seen Ads on Billboards - Past Month				*
	Unwgttd	24747	15	6
	Weighted (000)	122681	71	40
	Horz %	100.00	0.06	0.03
	Vert %	50.95	77.45	76.92
	Index	100	152	151
Have Seen Ads on Buses/Trains - Past Month				*
	Unwgttd	11300	2	2
	Weighted (000)	52460	5	5
	Horz %	100.00	0.01	0.01
	Vert %	21.79	5.25	9.20
	Index	100	24	42
Have Seen Ads at Bus Stops or Train Stations - Past Month				*
	Unwgttd	7513	5	4
	Weighted (000)	33802	9	8
	Horz %	100.00	0.03	0.02
	Vert %	14.04	9.55	14.61
	Index	100	68	104

		Adults 18+	Own/Lease Any Porsche	Recently Bought/Leased Any Porsche
				*
Have Seen Ads Inside Taxis - Past Month	Unwgttd	3860	1	1
	Weighted (000)	17253	4	4
	Horz %	100.00	0.02	0.02
	Vert %	7.17	4.00	7.01
	Index	100	56	98
				*
Have Seen Ads on Top of Taxis - Past Month	Unwgttd	6144	3	3
	Weighted (000)	27714	6	6
	Horz %	100.00	0.02	0.02
	Vert %	11.51	6.81	11.93
	Index	100	59	104
				*
Have Seen Ads on Phone Booths - Past Month	Unwgttd	2895	1	0
	Weighted (000)	14322	1	0
	Horz %	100.00	0.01	0.00
	Vert %	5.95	1.21	0.00
	Index	100	20	0
				*
Have Seen Ads at Sports or Entertainment Events - Past Month	Unwgttd	7781	2	0
	Weighted (000)	38266	6	0
	Horz %	100.00	0.02	0.00
	Vert %	15.89	6.71	0.00
	Index	100	42	0
				*
Have Seen Ads on Postcards - Past Month	Unwgttd	5833	5	1
	Weighted (000)	27321	13	4
	Horz %	100.00	0.05	0.01
	Vert %	11.35	14.70	7.01
	Index	100	130	62
				*
Have Seen Ads Sent to a Cellphone or Other Mobile Device - Past Month	Unwgttd	12452	9	2
	Weighted (000)	62134	20	5
	Horz %	100.00	0.03	0.01
	Vert %	25.81	22.35	9.20
	Index	100	87	36
				*
Have Seen Ads on Posters at Movie Theaters - Past Month	Unwgttd	8769	5	1
	Weighted (000)	43591	20	1
	Horz %	100.00	0.05	0.00
	Vert %	18.10	22.19	2.19
	Index	100	123	12
				*
Have Seen Ads Shown On-Screen Before Start of a Movie - Past Month	Unwgttd	11245	7	1
	Weighted (000)	55588	27	1
	Horz %	100.00	0.05	0.00
	Vert %	23.09	29.18	2.19
	Index	100	126	9
				*
Have Seen Ads in Stores (Not Video Ads) - Past Month	Unwgttd	15945	9	4
	Weighted (000)	79810	47	37
	Horz %	100.00	0.06	0.05
	Vert %	33.15	51.53	71.79
	Index	100	155	217
				*
Have Seen Ads in Shopping Malls (Not Video Ads) - Past Month	Unwgttd	11680	5	3
	Weighted (000)	57496	40	36
	Horz %	100.00	0.07	0.06
	Vert %	23.88	43.97	69.60
	Index	100	184	291

		Adults 18+	Own/Lease Any Porsche	Recently Bought/Leased Any Porsche
			*	*
Have Seen Infomercials - Past Month	Unwgttd	9980	3	2
	Weighted (000)	49971	9	6
	Horz %	100.00	0.02	0.01
	Vert %	20.75	9.63	11.37
	Index	100	46	55
			*	*
Have Seen Offers or Ads Sent to Home by Mail - Past Month	Unwgttd	20473	14	4
	Weighted (000)	99869	43	8
	Horz %	100.00	0.04	0.01
	Vert %	41.48	46.77	15.98
	Index	100	113	39
			*	*
Have Seen Product Placement in Video Games - Past Month	Unwgttd	4438	3	3
	Weighted (000)	24118	34	34
	Horz %	100.00	0.14	0.14
	Vert %	10.02	37.08	64.99
	Index	100	370	649
			*	*
Have Seen Product Placement in TV Shows - Past Month	Unwgttd	18649	11	5
	Weighted (000)	91632	23	9
	Horz %	100.00	0.02	0.01
	Vert %	38.06	24.66	17.34
	Index	100	65	46
			*	*
Have Seen Product Placement in Movies - Past Month	Unwgttd	11567	3	3
	Weighted (000)	58165	4	4
	Horz %	100.00	0.01	0.01
	Vert %	24.16	4.18	7.32
	Index	100	17	30