

RAB / GfK MRI AUTO PROFILE: PORSCHE

		Adults 18+	Own/Lease Porsche Cayenne	Own Lease any Porsche	Most recent vehicle bought/leased any Porsche	Decision maker for any Porsche bought/leased new
			*	*	*	*
Adults 18+	Unwgt'd	48646	18	17	3	1
	Weighted (000)	244084	64	65	12	2
	Horz %	100.00	0.03	0.03	0.00	0.00
	Vert %	100.00	100.00	100.00	100.00	100.00
	Index	100	100	100	100	100
			*	*	*	*
Male	Unwgt'd	24620	11	11	2	0
	Weighted (000)	117785	48	44	11	0
	Horz %	100.00	0.04	0.04	0.01	0.00
	Vert %	48.26	74.50	68.42	88.89	0.00
	Index	100	154	142	184	0
			*	*	*	*
Female	Unwgt'd	24026	7	6	1	1
	Weighted (000)	126299	16	20	1	2
	Horz %	100.00	0.01	0.02	0.00	0.00
	Vert %	51.74	25.50	31.58	11.11	100.00
	Index	100	49	61	21	193
			*	*	*	*
Age 18-24	Unwgt'd	3885	2	0	0	0
	Weighted (000)	30253	15	0	0	0
	Horz %	100.00	0.05	0.00	0.00	0.00
	Vert %	12.39	22.85	0.00	0.00	0.00
	Index	100	184	0	0	0
			*	*	*	*
Age 25-34	Unwgt'd	8183	3	1	0	1
	Weighted (000)	43389	7	2	0	2
	Horz %	100.00	0.02	0.00	0.00	0.00
	Vert %	17.78	10.59	2.39	0.00	100.00
	Index	100	60	13	0	563
			*	*	*	*
Age 35-44	Unwgt'd	8605	2	2	0	0
	Weighted (000)	40230	5	19	0	0
	Horz %	100.00	0.01	0.05	0.00	0.00
	Vert %	16.48	7.78	30.20	0.00	0.00
	Index	100	47	183	0	0
			*	*	*	*
Age 45-54	Unwgt'd	8861	6	2	1	0
	Weighted (000)	43105	27	3	1	0
	Horz %	100.00	0.06	0.01	0.00	0.00
	Vert %	17.66	42.40	5.41	11.11	0.00
	Index	100	240	31	63	0
			*	*	*	*
Age 55-64	Unwgt'd	8498	2	3	1	0
	Weighted (000)	40725	6	8	2	0
	Horz %	100.00	0.02	0.02	0.00	0.00
	Vert %	16.68	9.78	12.96	15.96	0.00
	Index	100	59	78	96	0

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			*	*	*	*
Age 65+	Unwgt'd	10614	3	9	1	0
	Weighted (000)	46383	4	32	9	0
	Horz %	100.00	0.01	0.07	0.02	0.00
	Vert %	19.00	6.60	49.05	72.93	0.00
	Index	100	35	258	384	0
			*	*	*	*
Age 21+	Unwgt'd	47284	17	17	3	1
	Weighted (000)	232046	51	65	12	2
	Horz %	100.00	0.02	0.03	0.01	0.00
	Vert %	95.07	79.41	100.00	100.00	100.00
	Index	100	84	105	105	105
			*	*	*	*
Age 18-34	Unwgt'd	12068	5	1	0	1
	Weighted (000)	73642	21	2	0	2
	Horz %	100.00	0.03	0.00	0.00	0.00
	Vert %	30.17	33.44	2.39	0.00	100.00
	Index	100	111	8	0	331
			*	*	*	*
Age 18-49	Unwgt'd	24996	10	5	1	1
	Weighted (000)	134658	34	25	1	2
	Horz %	100.00	0.03	0.02	0.00	0.00
	Vert %	55.17	52.71	38.00	11.11	100.00
	Index	100	96	69	20	181
			*	*	*	*
Age 25-54	Unwgt'd	25649	11	5	1	1
	Weighted (000)	126724	39	25	1	2
	Horz %	100.00	0.03	0.02	0.00	0.00
	Vert %	51.92	60.78	38.00	11.11	100.00
	Index	100	117	73	21	193
			*	*	*	*
Age 35-64	Unwgt'd	25964	10	7	2	0
	Weighted (000)	124059	38	31	3	0
	Horz %	100.00	0.03	0.03	0.00	0.00
	Vert %	50.83	59.97	48.57	27.07	0.00
	Index	100	118	96	53	0
			*	*	*	*
Age 50+	Unwgt'd	23650	8	12	2	0
	Weighted (000)	109426	30	40	11	0
	Horz %	100.00	0.03	0.04	0.01	0.00
	Vert %	44.83	47.29	62.00	88.89	0.00
	Index	100	105	138	198	0
Median Age	Unwgt'd					
	Weighted (000)	47.00	48.80	63.90	66.60	32.50
	Horz %					
	Vert %					
	Index	100	104	136	142	69
			*	*	*	*
Race: White Only	Unwgt'd	34564	13	14	1	1
	Weighted (000)	179823	42	60	9	2
	Horz %	100.00	0.02	0.03	0.00	0.00
	Vert %	73.67	64.83	93.23	72.93	100.00
	Index	100	88	127	99	136

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			*	*	*	*
Race: Black/African-American Only	Unwgttd	5909	2	0	0	0
	Weighted (000)	29535	17	0	0	0
	Horz %	100.00	0.06	0.00	0.00	0.00
	Vert %	12.10	26.14	0.00	0.00	0.00
	Index	100	216	0	0	0
			*	*	*	*
Race: Asian	Unwgttd	2388	0	2	1	0
	Weighted (000)	8358	0	3	2	0
	Horz %	100.00	0.00	0.04	0.02	0.00
	Vert %	3.42	0.00	4.71	15.96	0.00
	Index	100	0	138	466	0
			*	*	*	*
Race: Other Race/Multi-Racial	Unwgttd	8173	3	3	2	0
	Weighted (000)	34726	6	4	3	0
	Horz %	100.00	0.02	0.01	0.01	0.00
	Vert %	14.23	9.03	6.77	27.07	0.00
	Index	100	63	48	190	0
			*	*	*	*
Hispanic, Latino, Spanish Origin or Descent	Unwgttd	6851	2	2	1	0
	Weighted (000)	37743	5	5	1	0
	Horz %	100.00	0.01	0.01	0.00	0.00
	Vert %	15.46	7.30	8.17	11.11	0.00
	Index	100	47	53	72	0
			*	*	*	*
Hispanic, Personally Speak Only English at Home	Unwgttd	1739	1	1	1	0
	Weighted (000)	6214	1	1	1	0
	Horz %	100.00	0.02	0.02	0.02	0.00
	Vert %	2.55	2.26	2.06	11.11	0.00
	Index	100	89	81	436	0
			*	*	*	*
Hispanic, Personally Speak Mostly English, But Some Spanish at Home	Unwgttd	2047	0	1	0	0
	Weighted (000)	9439	0	4	0	0
	Horz %	100.00	0.00	0.04	0.00	0.00
	Vert %	3.87	0.00	6.11	0.00	0.00
	Index	100	0	158	0	0
			*	*	*	*
Hispanic, Personally Speak Only Spanish at Home	Unwgttd	1280	0	0	0	0
	Weighted (000)	10474	0	0	0	0
	Horz %	100.00	0.00	0.00	0.00	0.00
	Vert %	4.29	0.00	0.00	0.00	0.00
	Index	100	0	0	0	0
			*	*	*	*
Hispanic, Personally Speak Mostly Spanish, But Some English at Home	Unwgttd	1668	1	0	0	0
	Weighted (000)	9512	3	0	0	0
	Horz %	100.00	0.03	0.00	0.00	0.00
	Vert %	3.90	5.04	0.00	0.00	0.00
	Index	100	129	0	0	0
			*	*	*	*
Hispanic, Personally Speak Spanish and English Equally at Home	Unwgttd	99	0	0	0	0
	Weighted (000)	1751	0	0	0	0
	Horz %	100.00	0.00	0.00	0.00	0.00
	Vert %	0.72	0.00	0.00	0.00	0.00
	Index	100	0	0	0	0

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			*	*	*	*
Highest Level Education Completed/Highest Degree Received: Master's, Professional School or Doctorate Degree	Unwgttd	6825	5	6	0	0
	Weighted (000)	26213	8	14	0	0
	Horz %	100.00	0.03	0.05	0.00	0.00
	Vert %	10.74	12.65	22.02	0.00	0.00
	Index	100	118	205	0	0
			*	*	*	*
Highest Level Education Completed/Highest Degree Received: Bachelor's Degree	Unwgttd	10965	6	3	0	0
	Weighted (000)	46746	27	5	0	0
	Horz %	100.00	0.06	0.01	0.00	0.00
	Vert %	19.15	41.53	7.36	0.00	0.00
	Index	100	217	38	0	0
			*	*	*	*
Highest Level Education Completed/Highest Degree Received: Associate Degree, Academic	Unwgttd	2649	0	1	1	0
	Weighted (000)	11210	0	9	9	0
	Horz %	100.00	0.00	0.08	0.08	0.00
	Vert %	4.59	0.00	13.53	72.93	0.00
	Index	100	0	295	1588	0
			*	*	*	*
Highest Level Education Completed/Highest Degree Received: Associate Degree, Occupational/Vocational	Unwgttd	3407	0	1	1	0
	Weighted (000)	13775	0	1	1	0
	Horz %	100.00	0.00	0.01	0.01	0.00
	Vert %	5.64	0.00	2.06	11.11	0.00
	Index	100	0	37	197	0
			*	*	*	*
Highest Level Education Completed/Highest Degree Received: Some College, but No Degree	Unwgttd	10089	5	3	1	1
	Weighted (000)	44682	13	4	2	2
	Horz %	100.00	0.03	0.01	0.00	0.00
	Vert %	18.31	20.20	6.56	15.96	100.00
	Index	100	110	36	87	546
			*	*	*	*
Respondent - Highest Level Education Completed/Highest Degree Received: High school graduate (High School Diploma or Equivalent, such as GED)	Unwgttd	10356	1	3	0	0
	Weighted (000)	71816	13	31	0	0
	Horz %	100.00	0.02	0.04	0.00	0.00
	Vert %	29.42	20.59	48.47	0.00	0.00
	Index	100	70	165	0	0
			*	*	*	*
Respondent - Highest Level Education Completed/Highest Degree Received: 11th Grade or Less or 12th Grade, No Diploma	Unwgttd	4355	1	0	0	0
	Weighted (000)	29641	3	0	0	0
	Horz %	100.00	0.01	0.00	0.00	0.00
	Vert %	12.14	5.04	0.00	0.00	0.00
	Index	100	41	0	0	0
			*	*	*	*
Currently Attending College or University	Unwgttd	3403	0	0	0	0
	Weighted (000)	19372	0	0	0	0
	Horz %	100.00	0.00	0.00	0.00	0.00
	Vert %	7.94	0.00	0.00	0.00	0.00
	Index	100	0	0	0	0
			*	*	*	*
Employed Full Time	Unwgttd	25438	10	7	0	1
	Weighted (000)	119890	34	34	0	2
	Horz %	100.00	0.03	0.03	0.00	0.00
	Vert %	49.12	52.37	52.04	0.00	100.00
	Index	100	107	106	0	204

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Employed Part Time			*	*	*	*
	Unwgt'd	5730	3	1	0	0
	Weighted (000)	28854	7	2	0	0
	Horz %	100.00	0.02	0.01	0.00	0.00
	Vert %	11.82	10.82	2.65	0.00	0.00
Index	100	92	22	0	0	
Not Employed			*	*	*	*
	Unwgt'd	17478	5	9	3	0
	Weighted (000)	95339	24	29	12	0
	Horz %	100.00	0.02	0.03	0.01	0.00
	Vert %	39.06	36.81	45.31	100.00	0.00
Index	100	94	116	256	0	
Temporarily Unemployed			*	*	*	*
	Unwgt'd	1886	0	0	0	0
	Weighted (000)	12314	0	0	0	0
	Horz %	100.00	0.00	0.00	0.00	0.00
	Vert %	5.05	0.00	0.00	0.00	0.00
Index	100	0	0	0	0	
Retired from Employment			*	*	*	*
	Unwgt'd	10143	2	8	2	0
	Weighted (000)	46820	3	28	11	0
	Horz %	100.00	0.01	0.06	0.02	0.00
	Vert %	19.18	4.59	43.25	88.89	0.00
Index	100	24	225	463	0	
Not Employed, Principal Shopper for Household			*	*	*	*
	Unwgt'd	2543	2	0	0	0
	Weighted (000)	16573	7	0	0	0
	Horz %	100.00	0.05	0.00	0.00	0.00
	Vert %	6.79	11.63	0.00	0.00	0.00
Index	100	171	0	0	0	
Occupation: Professional and Related Occupations			*	*	*	*
	Unwgt'd	7405	4	0	0	0
	Weighted (000)	34142	8	0	0	0
	Horz %	100.00	0.02	0.00	0.00	0.00
	Vert %	13.99	12.01	0.00	0.00	0.00
Index	100	86	0	0	0	
Occupation: Management, Business and Financial Operations			*	*	*	*
	Unwgt'd	6595	3	3	0	0
	Weighted (000)	24720	5	11	0	0
	Horz %	100.00	0.02	0.04	0.00	0.00
	Vert %	10.13	8.22	16.35	0.00	0.00
Index	100	81	161	0	0	
Occupation: Sales and Office Occupations			*	*	*	*
	Unwgt'd	5959	4	2	0	1
	Weighted (000)	32636	21	3	0	2
	Horz %	100.00	0.07	0.01	0.00	0.00
	Vert %	13.37	33.50	5.04	0.00	100.00
Index	100	251	38	0	748	
Occupation: Natural Resources, Construction and Maintenance Occupations			*	*	*	*
	Unwgt'd	2756	1	1	0	0
	Weighted (000)	13728	3	6	0	0
	Horz %	100.00	0.02	0.04	0.00	0.00
	Vert %	5.62	5.04	8.79	0.00	0.00
Index	100	90	156	0	0	

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			*	*	*	*
Occupation: Other Employed	Unwgttd	8453	1	2	0	0
	Weighted (000)	43519	3	16	0	0
	Horz %	100.00	0.01	0.04	0.00	0.00
	Vert %	17.83	4.43	24.52	0.00	0.00
	Index	100	25	137	0	0
			*	*	*	*
Household Income: \$250,000+	Unwgttd	1966	5	2	0	0
	Weighted (000)	7800	12	4	0	0
	Horz %	100.00	0.15	0.06	0.00	0.00
	Vert %	3.20	18.06	6.79	0.00	0.00
	Index	100	565	212	0	0
			*	*	*	*
Household Income: \$200,000- \$249,999	Unwgttd	1583	2	0	0	0
	Weighted (000)	7178	3	0	0	0
	Horz %	100.00	0.04	0.00	0.00	0.00
	Vert %	2.94	4.96	0.00	0.00	0.00
	Index	100	169	0	0	0
			*	*	*	*
Household Income: \$150,000- \$199,999	Unwgttd	3725	3	2	1	0
	Weighted (000)	18847	19	13	9	0
	Horz %	100.00	0.10	0.07	0.05	0.00
	Vert %	7.72	29.26	20.42	72.93	0.00
	Index	100	379	265	945	0
			*	*	*	*
Household Income: \$100,000- \$149,999	Unwgttd	7038	5	4	0	0
	Weighted (000)	39997	10	21	0	0
	Horz %	100.00	0.03	0.05	0.00	0.00
	Vert %	16.39	16.27	32.37	0.00	0.00
	Index	100	99	198	0	0
			*	*	*	*
Household Income: \$75,000- \$99,999	Unwgttd	6168	1	3	0	0
	Weighted (000)	32585	15	4	0	0
	Horz %	100.00	0.05	0.01	0.00	0.00
	Vert %	13.35	24.16	6.52	0.00	0.00
	Index	100	181	49	0	0
			*	*	*	*
Household Income: \$60,000- \$74,999	Unwgttd	4945	0	1	0	0
	Weighted (000)	24958	0	6	0	0
	Horz %	100.00	0.00	0.02	0.00	0.00
	Vert %	10.23	0.00	8.79	0.00	0.00
	Index	100	0	86	0	0
			*	*	*	*
Household Income: \$50,000- \$59,999	Unwgttd	3824	0	0	0	0
	Weighted (000)	18483	0	0	0	0
	Horz %	100.00	0.00	0.00	0.00	0.00
	Vert %	7.57	0.00	0.00	0.00	0.00
	Index	100	0	0	0	0
			*	*	*	*
Household Income: \$40,000- \$49,999	Unwgttd	4928	2	2	0	1
	Weighted (000)	20001	5	12	0	2
	Horz %	100.00	0.02	0.06	0.00	0.01
	Vert %	8.19	7.30	18.77	0.00	100.00
	Index	100	89	229	0	1220

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Household Income: \$30,000- \$39,999	Unwgttd	4676	0	1	0	0
	Weighted (000)	21673	0	1	0	0
	Horz %	100.00	0.00	0.00	0.00	0.00
	Vert %	8.88	0.00	1.32	0.00	0.00
	Index	100	0	15	0	0
			*	*	*	*
Household Income: \$20,000- \$29,999	Unwgttd	4378	0	1	1	0
	Weighted (000)	21286	0	1	1	0
	Horz %	100.00	0.00	0.01	0.01	0.00
	Vert %	8.72	0.00	2.06	11.11	0.00
	Index	100	0	24	127	0
			*	*	*	*
Household Income: Under \$20,000	Unwgttd	5415	0	1	1	0
	Weighted (000)	31275	0	2	2	0
	Horz %	100.00	0.00	0.01	0.01	0.00
	Vert %	12.81	0.00	2.96	15.96	0.00
	Index	100	0	23	125	0
Median Household Income	Unwgttd					
	Weighted (000)	65.60	153.90	114.80	165.80	47.50
	Horz %					
	Vert %					
	Index	100	235	175	253	72
			*	*	*	*
Marital Status: Single, Never Married	Unwgttd	12107	4	0	0	0
	Weighted (000)	69105	19	0	0	0
	Horz %	100.00	0.03	0.00	0.00	0.00
	Vert %	28.31	29.01	0.00	0.00	0.00
	Index	100	102	0	0	0
			*	*	*	*
Marital Status: Currently Married	Unwgttd	24506	10	12	3	1
	Weighted (000)	129071	37	45	12	2
	Horz %	100.00	0.03	0.03	0.01	0.00
	Vert %	52.88	57.31	69.50	100.00	100.00
	Index	100	108	131	189	189
			*	*	*	*
Marital Status: Divorced or Legally Separated	Unwgttd	8229	2	2	0	0
	Weighted (000)	31030	4	7	0	0
	Horz %	100.00	0.01	0.02	0.00	0.00
	Vert %	12.71	6.14	11.44	0.00	0.00
	Index	100	48	90	0	0
			*	*	*	*
Marital Status: Widowed	Unwgttd	3804	2	3	0	0
	Weighted (000)	14879	5	12	0	0
	Horz %	100.00	0.03	0.08	0.00	0.00
	Vert %	6.10	7.53	19.06	0.00	0.00
	Index	100	124	313	0	0
			*	*	*	*
Marital Status: Engaged to Be Married	Unwgttd	2120	1	1	0	0
	Weighted (000)	11812	3	6	0	0
	Horz %	100.00	0.02	0.05	0.00	0.00
	Vert %	4.84	4.18	8.79	0.00	0.00
	Index	100	86	182	0	0

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			*	*	*	*
Marital Status: Living with Partner/Fiancé/Boyfriend or Girlfriend (Same or Opposite Sex)	Unwgt'd	3596	1	0	0	0
	Weighted (000)	21557	3	0	0	0
	Horz %	100.00	0.01	0.00	0.00	0.00
	Vert %	8.83	4.18	0.00	0.00	0.00
	Index	100	47	0	0	0
Any Child(ren) Under Age 18 Living at Home			*	*	*	*
	Unwgt'd	18201	10	5	1	1
	Weighted (000)	94932	36	25	2	2
	Horz %	100.00	0.04	0.03	0.00	0.00
	Vert %	38.89	56.88	38.90	15.96	100.00
Index	100	146	100	41	257	
1 Child Under Age 18 Currently Living at Home			*	*	*	*
	Unwgt'd	7127	6	2	1	0
	Weighted (000)	38013	15	4	2	0
	Horz %	100.00	0.04	0.01	0.01	0.00
	Vert %	15.57	22.68	6.31	15.96	0.00
Index	100	146	40	102	0	
2 Children Under Age 18 Currently Living at Home			*	*	*	*
	Unwgt'd	6935	3	3	0	1
	Weighted (000)	34366	6	21	0	2
	Horz %	100.00	0.02	0.06	0.00	0.00
	Vert %	14.08	10.04	32.59	0.00	100.00
Index	100	71	231	0	710	
3 Children Under Age 18 Currently Living at Home			*	*	*	*
	Unwgt'd	2804	1	0	0	0
	Weighted (000)	14813	15	0	0	0
	Horz %	100.00	0.10	0.00	0.00	0.00
	Vert %	6.07	24.16	0.00	0.00	0.00
Index	100	398	0	0	0	
4 Children Under Age 18 Currently Living at Home			*	*	*	*
	Unwgt'd	872	0	0	0	0
	Weighted (000)	4873	0	0	0	0
	Horz %	100.00	0.00	0.00	0.00	0.00
	Vert %	2.00	0.00	0.00	0.00	0.00
Index	100	0	0	0	0	
5 or More Children Under Age 18 Currently Living at Home			*	*	*	*
	Unwgt'd	463	0	0	0	0
	Weighted (000)	2867	0	0	0	0
	Horz %	100.00	0.00	0.00	0.00	0.00
	Vert %	1.17	0.00	0.00	0.00	0.00
Index	100	0	0	0	0	
Own Home/Residence			*	*	*	*
	Unwgt'd	32775	16	15	3	1
	Weighted (000)	160976	45	62	12	2
	Horz %	100.00	0.03	0.04	0.01	0.00
	Vert %	65.95	70.80	96.03	100.00	100.00
Index	100	107	146	152	152	
Rent Home/Residence			*	*	*	*
	Unwgt'd	15306	2	2	0	0
	Weighted (000)	80205	19	3	0	0
	Horz %	100.00	0.02	0.00	0.00	0.00
	Vert %	32.86	29.20	3.97	0.00	0.00
Index	100	89	12	0	0	



RAB / GfK MRI AUTO PROFILE: PORSCHE

		Adults 18+	Own/Lease Porsche Cayenne	Own Lease any Porsche	Most recent vehicle bought/leased any Porsche	Decision maker for any Porsche bought/leased new
			*	*	*	*
Live Rent-Free in Home/Residence	Unwgt'd	565	0	0	0	0
	Weighted (000)	2903	0	0	0	0
	Horz %	100.00	0.00	0.00	0.00	0.00
	Vert %	1.19	0.00	0.00	0.00	0.00
	Index	100	0	0	0	0
			*	*	*	*
Census Region: North East	Unwgt'd	11000	9	0	0	0
	Weighted (000)	44018	19	0	0	0
	Horz %	100.00	0.04	0.00	0.00	0.00
	Vert %	18.03	29.59	0.00	0.00	0.00
	Index	100	164	0	0	0
			*	*	*	*
Census Region: South	Unwgt'd	17645	5	4	0	1
	Weighted (000)	92016	22	6	0	2
	Horz %	100.00	0.02	0.01	0.00	0.00
	Vert %	37.70	34.78	8.69	0.00	100.00
	Index	100	92	23	0	265
			*	*	*	*
Census Region: Midwest	Unwgt'd	9880	0	2	0	0
	Weighted (000)	52062	0	19	0	0
	Horz %	100.00	0.00	0.04	0.00	0.00
	Vert %	21.33	0.00	30.20	0.00	0.00
	Index	100	0	142	0	0
			*	*	*	*
Census Region: West	Unwgt'd	10121	4	11	3	0
	Weighted (000)	55988	23	39	12	0
	Horz %	100.00	0.04	0.07	0.02	0.00
	Vert %	22.94	35.64	61.10	100.00	0.00
	Index	100	155	266	436	0
			*	*	*	*
Census Sub-Region: New England	Unwgt'd	2748	4	0	0	0
	Weighted (000)	11567	7	0	0	0
	Horz %	100.00	0.06	0.00	0.00	0.00
	Vert %	4.74	11.26	0.00	0.00	0.00
	Index	100	238	0	0	0
			*	*	*	*
Census Sub-Region: Mid Atlantic	Unwgt'd	8252	5	0	0	0
	Weighted (000)	32451	12	0	0	0
	Horz %	100.00	0.04	0.00	0.00	0.00
	Vert %	13.30	18.33	0.00	0.00	0.00
	Index	100	138	0	0	0
			*	*	*	*
Census Sub-Region: South Atlantic	Unwgt'd	9812	3	0	0	0
	Weighted (000)	48740	8	0	0	0
	Horz %	100.00	0.02	0.00	0.00	0.00
	Vert %	19.97	12.21	0.00	0.00	0.00
	Index	100	61	0	0	0
			*	*	*	*
Census Sub-Region: East South Central	Unwgt'd	1890	0	1	0	0
	Weighted (000)	14067	0	1	0	0
	Horz %	100.00	0.00	0.01	0.00	0.00
	Vert %	5.76	0.00	1.75	0.00	0.00
	Index	100	0	30	0	0

RAB / GfK MRI AUTO PROFILE: PORSCHE

		Adults 18+	Own/Lease Porsche Cayenne	Own Lease any Porsche	Most recent vehicle bought/leased any Porsche	Decision maker for any Porsche bought/leased new
			*	*	*	*
Census Sub-Region: West South Central	Unwgt'd	5943	2	3	0	1
	Weighted (000)	29209	14	4	0	2
	Horz %	100.00	0.05	0.02	0.00	0.01
	Vert %	11.97	22.57	6.94	0.00	100.00
	Index	100	189	58	0	836
			*	*	*	*
Census Sub-Region: East North Central	Unwgt'd	7303	0	2	0	0
	Weighted (000)	36089	0	19	0	0
	Horz %	100.00	0.00	0.05	0.00	0.00
	Vert %	14.79	0.00	30.20	0.00	0.00
	Index	100	0	204	0	0
			*	*	*	*
Census Sub-Region: West North Central	Unwgt'd	2577	0	0	0	0
	Weighted (000)	15973	0	0	0	0
	Horz %	100.00	0.00	0.00	0.00	0.00
	Vert %	6.54	0.00	0.00	0.00	0.00
	Index	100	0	0	0	0
			*	*	*	*
Census Sub-Region: Mountain	Unwgt'd	2752	0	1	0	0
	Weighted (000)	18482	0	11	0	0
	Horz %	100.00	0.00	0.06	0.00	0.00
	Vert %	7.57	0.00	16.38	0.00	0.00
	Index	100	0	216	0	0
			*	*	*	*
Census Sub-Region: Pacific	Unwgt'd	7369	4	10	3	0
	Weighted (000)	37506	23	29	12	0
	Horz %	100.00	0.06	0.08	0.03	0.00
	Vert %	15.37	35.64	44.72	100.00	0.00
	Index	100	232	291	651	0
			*	*	*	*
County Size: A	Unwgt'd	26326	15	10	3	1
	Weighted (000)	102649	55	26	12	2
	Horz %	100.00	0.05	0.03	0.01	0.00
	Vert %	42.05	85.09	40.20	100.00	100.00
	Index	100	202	96	238	238
			*	*	*	*
County Size: B	Unwgt'd	11709	2	4	0	0
	Weighted (000)	72000	8	31	0	0
	Horz %	100.00	0.01	0.04	0.00	0.00
	Vert %	29.50	12.41	48.33	0.00	0.00
	Index	100	42	164	0	0
			*	*	*	*
County Size: C/D	Unwgt'd	10611	1	3	0	0
	Weighted (000)	69435	2	7	0	0
	Horz %	100.00	0.00	0.01	0.00	0.00
	Vert %	28.45	2.50	11.47	0.00	0.00
	Index	100	9	40	0	0
			*	*	*	*
Radio Formats: AAA (subset of Alternative) (Monday- Sunday 24-Hour Cume)	Unwgt'd	1128	0	0	0	0
	Weighted (000)	4719	0	0	0	0
	Horz %	100.00	0.00	0.00	0.00	0.00
	Vert %	1.93	0.00	0.00	0.00	0.00
	Index	100	0	0	0	0

RAB / GfK MRI AUTO PROFILE: PORSCHE

		Adults 18+	Own/Lease Porsche Cayenne	Own Lease any Porsche	Most recent vehicle bought/leased any Porsche	Decision maker for any Porsche bought/leased new
			*	*	*	*
Radio Formats: Adult Contemporary (Monday-Sunday 24-Hour Cume)	Unwgttd	7893	4	6	1	1
	Weighted (000)	38375	9	9	2	2
	Horz %	100.00	0.02	0.02	0.00	0.00
	Vert %	15.72	13.27	14.46	15.96	100.00
	Index	100	84	92	101	636
			*	*	*	*
Radio Formats: Adult Hits (Monday-Sunday 24-Hour Cume)	Unwgttd	1220	0	1	0	0
	Weighted (000)	6399	0	1	0	0
	Horz %	100.00	0.00	0.01	0.00	0.00
	Vert %	2.62	0.00	1.36	0.00	0.00
	Index	100	0	52	0	0
			*	*	*	*
UNTRENDED: Radio Formats: Adult Standards/Easy Listening (Monday-Sunday 24-Hour Cume)	Unwgttd	0	0	0	0	0
	Weighted (000)	0	0	0	0	0
	Horz %	0.00	0.00	0.00	0.00	0.00
	Vert %	0.00	0.00	0.00	0.00	0.00
	Index	0	0	0	0	0
			*	*	*	*
Radio Formats: All News (Monday-Sunday 24-Hour Cume)	Unwgttd	2726	2	1	0	0
	Weighted (000)	7983	2	2	0	0
	Horz %	100.00	0.03	0.03	0.00	0.00
	Vert %	3.27	3.88	3.44	0.00	0.00
	Index	100	119	105	0	0
			*	*	*	*
Radio Formats: All Sports (Monday-Sunday 24-Hour Cume)	Unwgttd	3232	2	3	0	1
	Weighted (000)	12837	3	5	0	2
	Horz %	100.00	0.02	0.04	0.00	0.01
	Vert %	5.26	4.10	8.34	0.00	100.00
	Index	100	78	159	0	1901
			*	*	*	*
Radio Formats: All Talk (Monday-Sunday 24-Hour Cume)	Unwgttd	850	0	0	0	0
	Weighted (000)	3908	0	0	0	0
	Horz %	100.00	0.00	0.00	0.00	0.00
	Vert %	1.60	0.00	0.00	0.00	0.00
	Index	100	0	0	0	0
			*	*	*	*
Radio Formats: Alternative (Monday-Sunday 24-Hour Cume)	Unwgttd	3051	0	0	0	0
	Weighted (000)	14357	0	0	0	0
	Horz %	100.00	0.00	0.00	0.00	0.00
	Vert %	5.88	0.00	0.00	0.00	0.00
	Index	100	0	0	0	0
			*	*	*	*
Radio Formats: CHR/Top 40 (Monday-Sunday 24-Hour Cume)	Unwgttd	8136	7	5	0	1
	Weighted (000)	42891	25	21	0	2
	Horz %	100.00	0.06	0.05	0.00	0.00
	Vert %	17.57	38.77	32.90	0.00	100.00
	Index	100	221	187	0	569
			*	*	*	*
Radio Formats: Classic Hits (Monday-Sunday 24-Hour Cume)	Unwgttd	2864	1	1	0	0
	Weighted (000)	14285	5	15	0	0
	Horz %	100.00	0.03	0.11	0.00	0.00
	Vert %	5.85	7.69	23.31	0.00	0.00
	Index	100	131	398	0	0

RAB / GfK MRI AUTO PROFILE: PORSCHE

		Adults 18+	Own/Lease Porsche Cayenne	Own Lease any Porsche	Most recent vehicle bought/leased any Porsche	Decision maker for any Porsche bought/leased new
			*	*	*	*
Radio Formats: Classic Rock (Monday-Sunday 24-Hour Cume)	Unwgt'd	3360	2	1	0	0
	Weighted (000)	16987	4	15	0	0
	Horz %	100.00	0.03	0.09	0.00	0.00
	Vert %	6.96	6.75	23.31	0.00	0.00
	Index	100	97	335	0	0
			*	*	*	*
Radio Formats: Classical (Monday-Sunday 24-Hour Cume)	Unwgt'd	1353	2	2	0	0
	Weighted (000)	5307	3	2	0	0
	Horz %	100.00	0.06	0.05	0.00	0.00
	Vert %	2.17	4.59	3.83	0.00	0.00
	Index	100	211	176	0	0
			*	*	*	*
Radio Formats: Country (Monday-Sunday 24-Hour Cume)	Unwgt'd	7757	4	6	2	1
	Weighted (000)	44958	12	34	10	2
	Horz %	100.00	0.03	0.08	0.02	0.00
	Vert %	18.42	18.79	53.42	84.04	100.00
	Index	100	102	290	456	543
			*	*	*	*
Radio Formats: Ethnic (Monday-Sunday 24-Hour Cume)	Unwgt'd	310	0	0	0	0
	Weighted (000)	1196	0	0	0	0
	Horz %	100.00	0.00	0.00	0.00	0.00
	Vert %	0.49	0.00	0.00	0.00	0.00
	Index	100	0	0	0	0
			*	*	*	*
Radio Formats: Gospel (Monday-Sunday 24-Hour Cume)	Unwgt'd	642	0	0	0	0
	Weighted (000)	3662	0	0	0	0
	Horz %	100.00	0.00	0.00	0.00	0.00
	Vert %	1.50	0.00	0.00	0.00	0.00
	Index	100	0	0	0	0
			*	*	*	*
Radio Formats: Hispanic (All Genres) (Monday-Sunday 24- Hour Cume)	Unwgt'd	2577	0	2	0	1
	Weighted (000)	15181	0	3	0	2
	Horz %	100.00	0.00	0.02	0.00	0.01
	Vert %	6.22	0.00	5.04	0.00	100.00
	Index	100	0	81	0	1608
			*	*	*	*
Radio Formats: Hot AC (Subset of "Adult Contemporary") (Monday- Sunday 24-Hour Cume)	Unwgt'd	3551	2	1	0	0
	Weighted (000)	17450	4	2	0	0
	Horz %	100.00	0.02	0.01	0.00	0.00
	Vert %	7.15	5.49	2.65	0.00	0.00
	Index	100	77	37	0	0
			*	*	*	*
Radio Formats: Jazz (Monday- Sunday 24-Hour Cume)	Unwgt'd	631	2	1	0	0
	Weighted (000)	2496	17	1	0	0
	Horz %	100.00	0.67	0.03	0.00	0.00
	Vert %	1.02	26.25	1.32	0.00	0.00
	Index	100	2567	129	0	0
			*	*	*	*
Radio Formats: Mexican/Tejano/Ranchera (Subset of "Hispanic") (Monday-Sunday 24-Hour Cume)	Unwgt'd	1108	0	0	0	0
	Weighted (000)	6328	0	0	0	0
	Horz %	100.00	0.00	0.00	0.00	0.00
	Vert %	2.59	0.00	0.00	0.00	0.00
	Index	100	0	0	0	0

RAB / GfK MRI AUTO PROFILE: PORSCHE

		Adults 18+	Own/Lease Porsche Cayenne	Own Lease any Porsche	Most recent vehicle bought/leased any Porsche	Decision maker for any Porsche bought/leased new
			*	*	*	*
Radio Formats: News/Talk (Monday-Sunday 24-Hour Cume)	Unwgt'd	5806	2	3	0	0
	Weighted (000)	23554	17	3	0	0
	Horz %	100.00	0.07	0.01	0.00	0.00
	Vert %	9.65	25.89	5.18	0.00	0.00
	Index	100	268	54	0	0
			*	*	*	*
Radio Formats: Oldies (Monday-Sunday 24-Hour Cume)	Unwgt'd	1456	1	0	0	0
	Weighted (000)	7376	2	0	0	0
	Horz %	100.00	0.03	0.00	0.00	0.00
	Vert %	3.02	3.23	0.00	0.00	0.00
	Index	100	107	0	0	0
			*	*	*	*
Radio Formats: Public Radio/Non-Commercial (Monday-Sunday 24-Hour Cume)	Unwgt'd	2625	1	0	0	0
	Weighted (000)	10677	1	0	0	0
	Horz %	100.00	0.01	0.00	0.00	0.00
	Vert %	4.37	1.73	0.00	0.00	0.00
	Index	100	40	0	0	0
			*	*	*	*
Radio Formats: Religion/Christian (Monday- Sunday 24-Hour Cume)	Unwgt'd	3944	0	4	0	1
	Weighted (000)	20120	0	9	0	2
	Horz %	100.00	0.00	0.05	0.00	0.01
	Vert %	8.24	0.00	14.58	0.00	100.00
	Index	100	0	177	0	1213
			*	*	*	*
Radio Formats: Rhythmic (Monday-Sunday 24-Hour Cume)	Unwgt'd	2569	4	1	0	0
	Weighted (000)	13480	19	2	0	0
	Horz %	100.00	0.14	0.02	0.00	0.00
	Vert %	5.52	29.87	3.35	0.00	0.00
	Index	100	541	61	0	0
			*	*	*	*
Radio Formats: Rock (Monday- Sunday 24-Hour Cume)	Unwgt'd	3181	2	0	0	0
	Weighted (000)	16260	5	0	0	0
	Horz %	100.00	0.03	0.00	0.00	0.00
	Vert %	6.66	8.25	0.00	0.00	0.00
	Index	100	124	0	0	0
			*	*	*	*
Radio Formats: Soft Adult Contemporary/Lite Rock (Monday-Sunday 24-Hour Cume)	Unwgt'd	1106	2	0	0	0
	Weighted (000)	5735	3	0	0	0
	Horz %	100.00	0.06	0.00	0.00	0.00
	Vert %	2.35	5.26	0.00	0.00	0.00
	Index	100	224	0	0	0
			*	*	*	*
Radio Formats: Spanish AC (Subset of Hispanic) (Monday- Sunday 24-Hour Cume)	Unwgt'd	906	0	0	0	0
	Weighted (000)	5268	0	0	0	0
	Horz %	100.00	0.00	0.00	0.00	0.00
	Vert %	2.16	0.00	0.00	0.00	0.00
	Index	100	0	0	0	0
			*	*	*	*
Radio Formats: Tropical (Subset of Hispanic) (Monday- Sunday 24-Hour Cume)	Unwgt'd	302	0	0	0	0
	Weighted (000)	1893	0	0	0	0
	Horz %	100.00	0.00	0.00	0.00	0.00
	Vert %	0.78	0.00	0.00	0.00	0.00
	Index	100	0	0	0	0

RAB / GfK MRI AUTO PROFILE: PORSCHE

		Adults 18+	Own/Lease Porsche Cayenne	Own Lease any Porsche	Most recent vehicle bought/leased any Porsche	Decision maker for any Porsche bought/leased new
			*	*	*	*
Radio Formats: Urban (All Genres) (Monday-Sunday 24-Hour Cume)	Unwgttd	5121	0	1	0	0
	Weighted (000)	26008	0	1	0	0
	Horz %	100.00	0.00	0.00	0.00	0.00
	Vert %	10.66	0.00	1.32	0.00	0.00
	Index	100	0	12	0	0
			*	*	*	*
Radio Formats: Urban AC (Subset of Urban) (Monday-Sunday 24-Hour Cume)	Unwgttd	2133	0	0	0	0
	Weighted (000)	10077	0	0	0	0
	Horz %	100.00	0.00	0.00	0.00	0.00
	Vert %	4.13	0.00	0.00	0.00	0.00
	Index	100	0	0	0	0
			*	*	*	*
Radio Formats: Urban Contemporary (Subset of Urban) (Monday-Sunday 24-Hour Cume)	Unwgttd	1989	0	0	0	0
	Weighted (000)	11746	0	0	0	0
	Horz %	100.00	0.00	0.00	0.00	0.00
	Vert %	4.81	0.00	0.00	0.00	0.00
	Index	100	0	0	0	0
			*	*	*	*
Radio Formats: Variety/Other (Monday-Sunday 24-Hour Cume)	Unwgttd	1303	0	2	0	1
	Weighted (000)	6945	0	4	0	2
	Horz %	100.00	0.00	0.05	0.00	0.02
	Vert %	2.85	0.00	5.73	0.00	100.00
	Index	100	0	202	0	3514
			*	*	*	*
Radio Daypart Cumes: Total Week Monday-Sunday 24 Hours	Unwgttd	41037	17	16	3	1
	Weighted (000)	204462	63	54	12	2
	Horz %	100.00	0.03	0.03	0.01	0.00
	Vert %	83.77	97.69	83.62	100.00	100.00
	Index	100	117	100	119	119
			*	*	*	*
Radio Daypart Cumes: Weekday 6:00 am - 10:00 am	Unwgttd	25278	9	11	1	1
	Weighted (000)	122460	34	25	2	2
	Horz %	100.00	0.03	0.02	0.00	0.00
	Vert %	50.17	52.56	38.63	15.96	100.00
	Index	100	105	77	32	199
			*	*	*	*
Radio Daypart Cumes: Weekday 10:00 am - 3:00 pm	Unwgttd	18835	9	8	3	1
	Weighted (000)	94930	31	36	12	2
	Horz %	100.00	0.03	0.04	0.01	0.00
	Vert %	38.89	48.72	55.71	100.00	100.00
	Index	100	125	143	257	257
			*	*	*	*
Radio Daypart Cumes: Weekday 3:00 pm - 7:00 pm	Unwgttd	22339	13	8	0	1
	Weighted (000)	109527	44	33	0	2
	Horz %	100.00	0.04	0.03	0.00	0.00
	Vert %	44.87	67.90	50.69	0.00	100.00
	Index	100	151	113	0	223
			*	*	*	*
Radio Daypart Cumes: Weekday 7:00 pm - Midnight	Unwgttd	8087	3	3	1	1
	Weighted (000)	41055	6	8	2	2
	Horz %	100.00	0.01	0.02	0.00	0.00
	Vert %	16.82	9.26	12.24	15.96	100.00
	Index	100	55	73	95	595

RAB / GfK MRI AUTO PROFILE: PORSCHE

		Adults 18+	Own/Lease Porsche Cayenne	Own Lease any Porsche	Most recent vehicle bought/leased any Porsche	Decision maker for any Porsche bought/leased new
				*	*	*
Radio Daypart Cumes: Weekday Midnight - 6:00 am	Unwgttd	2418	0	1	0	1
	Weighted (000)	12268	0	2	0	2
	Horz %	100.00	0.00	0.01	0.00	0.01
	Vert %	5.03	0.00	2.39	0.00	100.00
	Index	100	0	47	0	1990
				*	*	*
Radio Daypart Cumes: Weekend 6:00 am - 10:00 am	Unwgttd	16140	5	4	1	0
	Weighted (000)	79167	13	19	2	0
	Horz %	100.00	0.02	0.02	0.00	0.00
	Vert %	32.43	19.54	28.95	15.96	0.00
	Index	100	60	89	49	0
				*	*	*
Radio Daypart Cumes: Weekend 10:00 am - 3:00 pm	Unwgttd	21592	10	7	1	1
	Weighted (000)	106532	34	30	9	2
	Horz %	100.00	0.03	0.03	0.01	0.00
	Vert %	43.65	53.65	45.76	72.93	100.00
	Index	100	123	105	167	229
				*	*	*
Radio Daypart Cumes: Weekend 3:00 pm - 7:00 pm	Unwgttd	16960	10	9	2	1
	Weighted (000)	85146	45	37	11	2
	Horz %	100.00	0.05	0.04	0.01	0.00
	Vert %	34.88	70.65	57.55	88.89	100.00
	Index	100	203	165	255	287
				*	*	*
Radio Daypart Cumes: Weekend 7:00 pm - Midnight	Unwgttd	8346	2	3	0	1
	Weighted (000)	42195	3	7	0	2
	Horz %	100.00	0.01	0.02	0.00	0.00
	Vert %	17.29	5.21	11.03	0.00	100.00
	Index	100	30	64	0	578
				*	*	*
Radio Daypart Cumes: Weekend Midnight - 6:00 am	Unwgttd	2161	0	0	0	0
	Weighted (000)	10847	0	0	0	0
	Horz %	100.00	0.00	0.00	0.00	0.00
	Vert %	4.44	0.00	0.00	0.00	0.00
	Index	100	0	0	0	0
				*	*	*
Where Listen to Radio on Typical Weekday: Home	Unwgttd	13605	3	5	2	0
	Weighted (000)	66444	5	14	11	0
	Horz %	100.00	0.01	0.02	0.02	0.00
	Vert %	27.22	7.58	21.66	88.89	0.00
	Index	100	28	80	327	0
				*	*	*
Where Listen to Radio on Typical Weekday: Car	Unwgttd	37582	18	14	2	1
	Weighted (000)	186198	64	46	10	2
	Horz %	100.00	0.03	0.02	0.01	0.00
	Vert %	76.28	100.00	71.87	84.04	100.00
	Index	100	131	94	110	131
				*	*	*
Where Listen to Radio on Typical Weekday: Work	Unwgttd	6358	1	2	0	1
	Weighted (000)	32708	3	7	0	2
	Horz %	100.00	0.01	0.02	0.00	0.00
	Vert %	13.40	4.73	11.17	0.00	100.00
	Index	100	35	83	0	746

RAB / GfK MRI AUTO PROFILE: PORSCHE

		Adults 18+	Own/Lease Porsche Cayenne	Own Lease any Porsche	Most recent vehicle bought/leased any Porsche	Decision maker for any Porsche bought/leased new
Where Listen to Radio on Typical Weekday: Place Other Than Home, Car, Work			*	*	*	*
	Unwgt'd	1490	0	0	0	0
	Weighted (000)	7844	0	0	0	0
	Horz %	100.00	0.00	0.00	0.00	0.00
	Vert %	3.21	0.00	0.00	0.00	0.00
Index	100	0	0	0	0	
Where Listen to Radio on Typical Weekend: Home			*	*	*	*
	Unwgt'd	16122	5	5	2	1
	Weighted (000)	79216	11	15	11	2
	Horz %	100.00	0.01	0.02	0.01	0.00
	Vert %	32.45	17.34	22.84	88.89	100.00
Index	100	53	70	274	308	
Where Listen to Radio on Typical Weekend: Car			*	*	*	*
	Unwgt'd	34584	16	11	2	0
	Weighted (000)	172300	59	29	10	0
	Horz %	100.00	0.03	0.02	0.01	0.00
	Vert %	70.59	92.65	45.51	84.04	0.00
Index	100	131	64	119	0	
Where Listen to Radio on Typical Weekend: Work			*	*	*	*
	Unwgt'd	2377	0	1	0	0
	Weighted (000)	13032	0	6	0	0
	Horz %	100.00	0.00	0.04	0.00	0.00
	Vert %	5.34	0.00	8.79	0.00	0.00
Index	100	0	165	0	0	
Where Listen to Radio on Typical Weekend: Place Other Than Home, Car, Work			*	*	*	*
	Unwgt'd	1550	0	1	0	0
	Weighted (000)	8439	0	15	0	0
	Horz %	100.00	0.00	0.18	0.00	0.00
	Vert %	3.46	0.00	23.31	0.00	0.00
Index	100	0	674	0	0	
Ever Listen to AM Radio (Terrestrial Radio)			*	*	*	*
	Unwgt'd	8872	4	3	0	0
	Weighted (000)	37216	19	5	0	0
	Horz %	100.00	0.05	0.01	0.00	0.00
	Vert %	15.25	29.77	7.16	0.00	0.00
Index	100	195	47	0	0	
Ever Listen to FM Radio (Terrestrial Radio)			*	*	*	*
	Unwgt'd	35648	18	16	3	1
	Weighted (000)	180517	64	54	12	2
	Horz %	100.00	0.04	0.03	0.01	0.00
	Vert %	73.96	100.00	83.62	100.00	100.00
Index	100	135	113	135	135	
Ever Listen to Any Terrestrial Radio (AM/FM)			*	*	*	*
	Unwgt'd	38624	18	16	3	1
	Weighted (000)	192537	64	54	12	2
	Horz %	100.00	0.03	0.03	0.01	0.00
	Vert %	78.88	100.00	83.62	100.00	100.00
Index	100	127	106	127	127	
Ever Listen to Satellite Radio (SiriusXM)			*	*	*	*
	Unwgt'd	6808	5	4	0	1
	Weighted (000)	31804	10	9	0	2
	Horz %	100.00	0.03	0.03	0.00	0.00
	Vert %	13.03	15.13	13.54	0.00	100.00
Index	100	116	104	0	767	



RAB / GfK MRI AUTO PROFILE: PORSCHE

		Adults 18+	Own/Lease Porsche Cayenne	Own Lease any Porsche	Most recent vehicle bought/leased any Porsche	Decision maker for any Porsche bought/leased new
			*	*	*	*
Household Subscribes to Satellite (SiriusXM) Radio	Unwgttd	9333	5	3	0	0
	Weighted (000)	45323	21	7	0	0
	Horz %	100.00	0.05	0.02	0.00	0.00
	Vert %	18.57	32.49	11.16	0.00	0.00
	Index	100	175	60	0	0
			*	*	*	*
Any Vehicle Currently Owned/Leased Has Satellite Radio	Unwgttd	15153	8	7	3	0
	Weighted (000)	76621	19	35	12	0
	Horz %	100.00	0.02	0.05	0.02	0.00
	Vert %	31.39	29.69	53.85	100.00	0.00
	Index	100	95	172	319	0
			*	*	*	*
Any Vehicle Currently Owned/Leased Has MP3 Player Connection	Unwgttd	12633	8	8	3	1
	Weighted (000)	64670	19	36	12	2
	Horz %	100.00	0.03	0.06	0.02	0.00
	Vert %	26.49	29.69	55.70	100.00	100.00
	Index	100	112	210	377	377
			*	*	*	*
Listened to Online Streaming AM/FM Broadcast Radio Stations - Past Month	Unwgttd	7343	1	2	0	0
	Weighted (000)	36346	3	6	0	0
	Horz %	100.00	0.01	0.02	0.00	0.00
	Vert %	14.89	4.18	9.41	0.00	0.00
	Index	100	28	63	0	0
			*	*	*	*
Listened to Internet-only radio or other online music or audio services (eg. Pandora, Spotify, etc.) - past month	Unwgttd	19242	6	5	1	0
	Weighted (000)	97996	23	18	9	0
	Horz %	100.00	0.02	0.02	0.01	0.00
	Vert %	40.15	35.17	27.60	72.93	0.00
	Index	100	88	69	182	0
			*	*	*	*
Listening to Any Radio on the Internet/Online - Past Month	Unwgttd	21921	7	5	1	0
	Weighted (000)	110983	25	18	9	0
	Horz %	100.00	0.02	0.02	0.01	0.00
	Vert %	45.47	39.35	27.60	72.93	0.00
	Index	100	87	61	160	0
			*	*	*	*
Visited a Radio Station, Radio Program or Radio Personality's website - Past Month	Unwgttd	3452	1	1	0	0
	Weighted (000)	17001	3	1	0	0
	Horz %	100.00	0.01	0.00	0.00	0.00
	Vert %	6.97	3.95	1.21	0.00	0.00
	Index	100	57	17	0	0
			*	*	*	*
Downloaded Music - Past Month	Unwgttd	9054	4	4	1	0
	Weighted (000)	47933	20	5	1	0
	Horz %	100.00	0.04	0.01	0.00	0.00
	Vert %	19.64	30.80	7.10	11.11	0.00
	Index	100	157	36	57	0
			*	*	*	*
Downloaded Podcasts/Engaged in Podcasting - Past Month	Unwgttd	3700	1	1	0	0
	Weighted (000)	17081	1	2	0	0
	Horz %	100.00	0.01	0.01	0.00	0.00
	Vert %	7.00	2.26	2.65	0.00	0.00
	Index	100	32	38	0	0

RAB / GfK MRI AUTO PROFILE: PORSCHE

		Adults 18+	Own/Lease Porsche Cayenne	Own Lease any Porsche	Most recent vehicle bought/leased any Porsche	Decision maker for any Porsche bought/leased new
Visited iHeartRadio site - Past Month			*	*	*	*
	Unwgt'd	4412	2	0	0	0
	Weighted (000)	21989	5	0	0	0
	Horz %	100.00	0.02	0.00	0.00	0.00
	Vert %	9.01	7.17	0.00	0.00	0.00
Index	100	80	0	0	0	
Visited iTunes.com site - Past Month			*	*	*	*
	Unwgt'd	8331	5	4	0	0
	Weighted (000)	40212	34	7	0	0
	Horz %	100.00	0.08	0.02	0.00	0.00
	Vert %	16.47	52.51	10.62	0.00	0.00
Index	100	319	64	0	0	
Visited Pandora.com site - Past Month			*	*	*	*
	Unwgt'd	16996	7	4	2	0
	Weighted (000)	87700	15	15	10	0
	Horz %	100.00	0.02	0.02	0.01	0.00
	Vert %	35.93	22.66	23.80	84.04	0.00
Index	100	63	66	234	0	
Visited Spotify site - Past Month			*	*	*	*
	Unwgt'd	6074	2	1	0	0
	Weighted (000)	32588	4	4	0	0
	Horz %	100.00	0.01	0.01	0.00	0.00
	Vert %	13.35	5.79	6.90	0.00	0.00
Index	100	43	52	0	0	
Advertising on radio provides me with useful information about bargains. Agree strongly or Agree somewhat			*	*	*	*
	Unwgt'd	16507	3	3	0	0
	Weighted (000)	83844	22	12	0	0
	Horz %	100.00	0.03	0.01	0.00	0.00
	Vert %	34.35	33.92	18.19	0.00	0.00
Index	100	99	53	0	0	
Advertising on radio provides me with meaningful information about the product use of other consumers. Agree strongly or Agree somewhat			*	*	*	*
	Unwgt'd	13908	2	2	0	0
	Weighted (000)	70343	19	5	0	0
	Horz %	100.00	0.03	0.01	0.00	0.00
	Vert %	28.82	28.88	8.10	0.00	0.00
Index	100	100	28	0	0	
Advertising on radio provides me with useful information about new products and services. Agree strongly or Agree somewhat			*	*	*	*
	Unwgt'd	17125	4	3	0	0
	Weighted (000)	86850	22	16	0	0
	Horz %	100.00	0.03	0.02	0.00	0.00
	Vert %	35.58	34.92	24.48	0.00	0.00
Index	100	98	69	0	0	
For me, advertising on radio is amusing. Agree strongly or Agree somewhat			*	*	*	*
	Unwgt'd	12845	4	3	0	0
	Weighted (000)	65189	21	11	0	0
	Horz %	100.00	0.03	0.02	0.00	0.00
	Vert %	26.71	33.36	17.40	0.00	0.00
Index	100	125	65	0	0	
Most trusted media: Radio			*	*	*	*
	Unwgt'd	4143	1	0	0	0
	Weighted (000)	21056	13	0	0	0
	Horz %	100.00	0.06	0.00	0.00	0.00
	Vert %	8.63	20.59	0.00	0.00	0.00
Index	100	239	0	0	0	

RAB / GfK MRI AUTO PROFILE: PORSCHE

		Adults 18+	Own/Lease Porsche Cayenne	Own Lease any Porsche	Most recent vehicle bought/leased any Porsche	Decision maker for any Porsche bought/leased new
			*	*	*	*
TV Dayparts: Total Week Prime Time Cume Audience	Unwgt'd	38598	15	15	3	1
	Weighted (000)	190885	45	61	12	2
	Horz %	100.00	0.02	0.03	0.01	0.00
	Vert %	78.20	70.06	94.05	100.00	100.00
	Index	100	90	120	128	128
			*	*	*	*
TV Dayparts: Prime Time Weekdays Cume Audience: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)	Unwgt'd	30674	13	10	2	1
	Weighted (000)	150599	41	24	11	2
	Horz %	100.00	0.03	0.02	0.01	0.00
	Vert %	61.70	63.79	36.62	88.89	100.00
	Index	100	103	59	144	162
			*	*	*	*
TV Dayparts: Prime Time Saturday Cume Audience: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)	Unwgt'd	26407	10	6	2	1
	Weighted (000)	129573	35	19	10	2
	Horz %	100.00	0.03	0.01	0.01	0.00
	Vert %	53.09	54.12	29.34	84.04	100.00
	Index	100	102	55	158	188
			*	*	*	*
TV Dayparts: Prime Time Sunday Cume Audience: 7:00- 11:00 pm (Eastern/Pacific), 6:00-10:00 pm (Central/Mountain)	Unwgt'd	30767	12	7	1	1
	Weighted (000)	150356	28	44	9	2
	Horz %	100.00	0.02	0.03	0.01	0.00
	Vert %	61.60	43.90	68.50	72.93	100.00
	Index	100	71	111	118	162
			*	*	*	*
TV Dayparts: Weekdays Cume Audience: 9:00 am-4:00 pm (Eastern/Pacific) 9:00 am - 3:00 pm (Central/Mountain)	Unwgt'd	13588	3	5	2	0
	Weighted (000)	72467	5	16	11	0
	Horz %	100.00	0.01	0.02	0.01	0.00
	Vert %	29.69	8.42	24.19	88.89	0.00
	Index	100	28	81	299	0
			*	*	*	*
TV Dayparts: Weekdays Cume Audience: 4:00 pm-7:30 pm (Eastern/Pacific) 3:00 pm- 6:30 pm (Central/Mountain)	Unwgt'd	24214	11	7	1	0
	Weighted (000)	122899	34	30	9	0
	Horz %	100.00	0.03	0.02	0.01	0.00
	Vert %	50.35	52.54	46.92	72.93	0.00
	Index	100	104	93	145	0
			*	*	*	*
TV Dayparts: Weekdays Cume Audience: 11:30 pm-1:00 am (Eastern/Pacific) 10:30 pm- Midnight (Central/Mountain)	Unwgt'd	8203	3	4	1	0
	Weighted (000)	41009	8	9	1	0
	Horz %	100.00	0.02	0.02	0.00	0.00
	Vert %	16.80	13.16	14.12	11.11	0.00
	Index	100	78	84	66	0
			*	*	*	*
TV Dayparts: Weekend Children's Shows Cume Audience: Saturday-Sunday Morning	Unwgt'd	20426	9	7	2	1
	Weighted (000)	102185	19	25	11	2
	Horz %	100.00	0.02	0.02	0.01	0.00
	Vert %	41.86	29.96	38.82	88.89	100.00
	Index	100	72	93	212	239
			*	*	*	*
TV Dayparts: Weekend Sports Cume Audience: Saturday- Sunday Afternoon	Unwgt'd	23818	9	8	1	0
	Weighted (000)	120635	43	27	2	0
	Horz %	100.00	0.04	0.02	0.00	0.00
	Vert %	49.42	66.92	41.36	15.96	0.00
	Index	100	135	84	32	0

RAB / GfK MRI AUTO PROFILE: PORSCHE

		Adults 18+	Own/Lease Porsche Cayenne	Own Lease any Porsche	Most recent vehicle bought/leased any Porsche	Decision maker for any Porsche bought/leased new
			*	*	*	*
Downloaded a TV Program - Past Month	Unwgt'd	2514	1	1	0	0
	Weighted (000)	11768	2	2	0	0
	Horz %	100.00	0.02	0.01	0.00	0.00
	Vert %	4.82	3.52	2.51	0.00	0.00
	Index	100	73	52	0	0
			*	*	*	*
Watched a TV Program Online - Past Month	Unwgt'd	8915	4	1	0	0
	Weighted (000)	43431	9	2	0	0
	Horz %	100.00	0.02	0.00	0.00	0.00
	Vert %	17.79	14.39	2.51	0.00	0.00
	Index	100	81	14	0	0
			*	*	*	*
Visited a TV Network or TV Show's Web Site - Past Month	Unwgt'd	9786	3	2	0	0
	Weighted (000)	47213	6	6	0	0
	Horz %	100.00	0.01	0.01	0.00	0.00
	Vert %	19.34	9.73	9.55	0.00	0.00
	Index	100	50	49	0	0
			*	*	*	*
Looked at TV Listings Online - Past Month	Unwgt'd	5331	2	2	0	0
	Weighted (000)	24808	4	3	0	0
	Horz %	100.00	0.01	0.01	0.00	0.00
	Vert %	10.16	5.74	5.16	0.00	0.00
	Index	100	56	51	0	0
			*	*	*	*
Household Subscribes to Cable TV	Unwgt'd	22534	9	8	1	0
	Weighted (000)	109088	21	40	1	0
	Horz %	100.00	0.02	0.04	0.00	0.00
	Vert %	44.69	33.25	61.68	11.11	0.00
	Index	100	74	138	25	0
			*	*	*	*
Household Subscribes to Cable, Satellite or Fiber Optic TV	Unwgt'd	37894	17	16	3	1
	Weighted (000)	188357	61	63	12	2
	Horz %	100.00	0.03	0.03	0.01	0.00
	Vert %	77.17	94.96	97.35	100.00	100.00
	Index	100	123	126	130	130
			*	*	*	*
Viewed Any Cable TV (Including Pay) - Past Week	Unwgt'd	36344	17	16	3	1
	Weighted (000)	180739	61	63	12	2
	Horz %	100.00	0.03	0.03	0.01	0.00
	Vert %	74.05	94.96	97.35	100.00	100.00
	Index	100	128	131	135	135
			*	*	*	*
Heavy Cable TV Viewer (Including Pay) - Past Week	Unwgt'd	26301	10	10	3	0
	Weighted (000)	131456	34	33	12	0
	Horz %	100.00	0.03	0.03	0.01	0.00
	Vert %	53.86	53.52	50.95	100.00	0.00
	Index	100	99	95	186	0
			*	*	*	*
Viewed Any Premium Cable Channels - Past Month	Unwgt'd	15801	14	8	2	1
	Weighted (000)	75868	54	32	3	2
	Horz %	100.00	0.07	0.04	0.00	0.00
	Vert %	31.08	83.56	48.92	27.07	100.00
	Index	100	269	157	87	322

RAB / GfK MRI AUTO PROFILE: PORSCHE

		Adults 18+	Own/Lease Porsche Cayenne	Own Lease any Porsche	Most recent vehicle bought/leased any Porsche	Decision maker for any Porsche bought/leased new
			*	*	*	*
Viewed Any Pay-Per-View Programs or Events - Past Year	Unwgt'd	5693	4	3	3	0
	Weighted (000)	27121	21	12	12	0
	Horz %	100.00	0.08	0.04	0.04	0.00
	Vert %	11.11	32.33	18.55	100.00	0.00
	Index	100	291	167	900	0
			*	*	*	*
Viewed Any Video-On- Demand Programs or Events - Past Year	Unwgt'd	13030	14	7	2	0
	Weighted (000)	59121	30	25	10	0
	Horz %	100.00	0.05	0.04	0.02	0.00
	Vert %	24.22	46.38	39.27	84.04	0.00
	Index	100	191	162	347	0
			*	*	*	*
Household Has a Satellite Dish	Unwgt'd	10843	3	6	1	1
	Weighted (000)	61939	20	13	2	2
	Horz %	100.00	0.03	0.02	0.00	0.00
	Vert %	25.38	30.85	20.78	15.96	100.00
	Index	100	122	82	63	394
			*	*	*	*
Household Has a Digital Video Recorder (DVR)	Unwgt'd	23728	15	12	3	1
	Weighted (000)	116768	57	32	12	2
	Horz %	100.00	0.05	0.03	0.01	0.00
	Vert %	47.84	88.80	50.24	100.00	100.00
	Index	100	186	105	209	209
			*	*	*	*
Any Internet/Online Activity - Past Month	Unwgt'd	42373	18	15	2	1
	Weighted (000)	208554	64	52	10	2
	Horz %	100.00	0.03	0.02	0.00	0.00
	Vert %	85.44	100.00	80.66	84.04	100.00
	Index	100	117	94	98	117
			*	*	*	*
Played Games Online - Past Month	Unwgt'd	13852	7	5	1	1
	Weighted (000)	73850	27	31	9	2
	Horz %	100.00	0.04	0.04	0.01	0.00
	Vert %	30.26	41.34	47.44	72.93	100.00
	Index	100	137	157	241	331
			*	*	*	*
Downloaded a Video Game - Past Month	Unwgt'd	5083	1	0	0	0
	Weighted (000)	28601	13	0	0	0
	Horz %	100.00	0.05	0.00	0.00	0.00
	Vert %	11.72	20.59	0.00	0.00	0.00
	Index	100	176	0	0	0
			*	*	*	*
Downloaded a Movie - Past Month	Unwgt'd	4447	2	2	0	0
	Weighted (000)	21989	4	6	0	0
	Horz %	100.00	0.02	0.03	0.00	0.00
	Vert %	9.01	6.16	9.55	0.00	0.00
	Index	100	68	106	0	0
			*	*	*	*
Watched a Movie Online - Past Month	Unwgt'd	11540	4	4	1	0
	Weighted (000)	58047	8	14	9	0
	Horz %	100.00	0.01	0.02	0.02	0.00
	Vert %	23.78	12.20	20.94	72.93	0.00
	Index	100	51	88	307	0

RAB / GfK MRI AUTO PROFILE: PORSCHE

		Adults 18+	Own/Lease Porsche Cayenne	Own Lease any Porsche	Most recent vehicle bought/leased any Porsche	Decision maker for any Porsche bought/leased new
			*	*	*	*
Watched Online Video (Not Movie, TV) - Past Month	Unwgt'd	10029	1	1	1	0
	Weighted (000)	50248	1	1	1	0
	Horz %	100.00	0.00	0.00	0.00	0.00
	Vert %	20.59	2.26	2.06	11.11	0.00
	Index	100	11	10	54	0
			*	*	*	*
Visited a Chat Room - Past Month	Unwgt'd	2194	2	0	0	0
	Weighted (000)	10601	19	0	0	0
	Horz %	100.00	0.18	0.00	0.00	0.00
	Vert %	4.34	29.20	0.00	0.00	0.00
	Index	100	672	0	0	0
			*	*	*	*
Used e-Mail - Past Month	Unwgt'd	37148	17	13	2	1
	Weighted (000)	177506	61	33	10	2
	Horz %	100.00	0.03	0.02	0.01	0.00
	Vert %	72.72	94.96	51.25	84.04	100.00
	Index	100	131	70	116	138
			*	*	*	*
Used Instant Messenger/IM Online - Past Month	Unwgt'd	29084	9	9	1	1
	Weighted (000)	148723	42	19	1	2
	Horz %	100.00	0.03	0.01	0.00	0.00
	Vert %	60.93	65.25	29.61	11.11	100.00
	Index	100	107	49	18	164
			*	*	*	*
Visited Online Blogs - Past Month	Unwgt'd	6650	3	2	1	0
	Weighted (000)	32542	4	3	1	0
	Horz %	100.00	0.01	0.01	0.00	0.00
	Vert %	13.33	5.97	4.57	11.11	0.00
	Index	100	45	34	83	0
			*	*	*	*
Wrote an Online Blog - Past Month	Unwgt'd	1215	1	1	1	0
	Weighted (000)	5810	15	1	1	0
	Horz %	100.00	0.27	0.02	0.02	0.00
	Vert %	2.38	24.16	2.06	11.11	0.00
	Index	100	1015	87	467	0
			*	*	*	*
Uploaded or Added Video to a Web Site - Past Month	Unwgt'd	4085	0	1	0	0
	Weighted (000)	20569	0	2	0	0
	Horz %	100.00	0.00	0.01	0.00	0.00
	Vert %	8.43	0.00	2.65	0.00	0.00
	Index	100	0	31	0	0
			*	*	*	*
Social networking, photo or video-sharing services visited or used in the last 30 days: Any Social Networking/Photo/Video- sharing services	Unwgt'd	36787	16	14	2	1
	Weighted (000)	184180	58	48	10	2
	Horz %	100.00	0.03	0.03	0.01	0.00
	Vert %	75.46	89.82	74.55	84.04	100.00
	Index	100	119	99	111	133
			*	*	*	*
Social networking, photo or video-sharing services visited or used in the last 30 days: Facebook	Unwgt'd	29944	9	12	1	1
	Weighted (000)	152016	42	24	1	2
	Horz %	100.00	0.03	0.02	0.00	0.00
	Vert %	62.28	65.81	37.72	11.11	100.00
	Index	100	106	61	18	161

RAB / GfK MRI AUTO PROFILE: PORSCHE

		Adults 18+	Own/Lease Porsche Cayenne	Own Lease any Porsche	Most recent vehicle bought/leased any Porsche	Decision maker for any Porsche bought/leased new
			*	*	*	*
Foursquare	Unwgt'd	259	0	0	0	0
	Weighted (000)	1096	0	0	0	0
	Horz %	100.00	0.00	0.00	0.00	0.00
	Vert %	0.45	0.00	0.00	0.00	0.00
	Index	100	0	0	0	0
			*	*	*	*
Google + (Google Plus)	Unwgt'd	7523	1	3	0	0
	Weighted (000)	37002	15	8	0	0
	Horz %	100.00	0.04	0.02	0.00	0.00
	Vert %	15.16	24.16	12.65	0.00	0.00
	Index	100	159	83	0	0
			*	*	*	*
Instagram	Unwgt'd	11180	5	3	0	0
	Weighted (000)	59923	21	7	0	0
	Horz %	100.00	0.03	0.01	0.00	0.00
	Vert %	24.55	32.24	10.77	0.00	0.00
	Index	100	131	44	0	0
			*	*	*	*
LinkedIn	Unwgt'd	7899	7	2	0	0
	Weighted (000)	31599	27	3	0	0
	Horz %	100.00	0.09	0.01	0.00	0.00
	Vert %	12.95	42.75	4.01	0.00	0.00
	Index	100	330	31	0	0
			*	*	*	*
Pinterest	Unwgt'd	9299	4	5	1	0
	Weighted (000)	49108	8	9	1	0
	Horz %	100.00	0.02	0.02	0.00	0.00
	Vert %	20.12	12.20	14.18	11.11	0.00
	Index	100	61	70	55	0
			*	*	*	*
Tumblr	Unwgt'd	1737	2	0	0	0
	Weighted (000)	9309	4	0	0	0
	Horz %	100.00	0.04	0.00	0.00	0.00
	Vert %	3.81	6.10	0.00	0.00	0.00
	Index	100	160	0	0	0
			*	*	*	*
Twitter	Unwgt'd	6507	2	2	0	0
	Weighted (000)	32509	4	6	0	0
	Horz %	100.00	0.01	0.02	0.00	0.00
	Vert %	13.32	6.44	9.55	0.00	0.00
	Index	100	48	72	0	0
			*	*	*	*
Yelp	Unwgt'd	4238	3	1	0	0
	Weighted (000)	17049	5	2	0	0
	Horz %	100.00	0.03	0.01	0.00	0.00
	Vert %	6.98	7.94	2.65	0.00	0.00
	Index	100	114	38	0	0
			*	*	*	*
YouTube	Unwgt'd	24878	12	11	2	1
	Weighted (000)	125197	49	40	10	2
	Horz %	100.00	0.04	0.03	0.01	0.00
	Vert %	51.29	76.58	61.51	84.04	100.00
	Index	100	149	120	164	195

RAB / GfK MRI AUTO PROFILE: PORSCHE

		Adults 18+	Own/Lease Porsche Cayenne	Own Lease any Porsche	Most recent vehicle bought/leased any Porsche	Decision maker for any Porsche bought/leased new
			*	*	*	*
Activities done using a social networking, photo or video-sharing service in the last 30 days: Posted that you "Like" something	Unwgt'd	19391	10	8	1	0
	Weighted (000)	98998	44	19	1	0
	Horz %	100.00	0.04	0.02	0.00	0.00
	Vert %	40.56	69.04	28.82	11.11	0.00
	Index	100	170	71	27	0
			*	*	*	*
"Follow" or become a "fan of" something or someone	Unwgt'd	9880	3	1	0	0
	Weighted (000)	51999	16	4	0	0
	Horz %	100.00	0.03	0.01	0.00	0.00
	Vert %	21.30	24.83	6.90	0.00	0.00
	Index	100	117	32	0	0
			*	*	*	*
Clicked on an advertisement	Unwgt'd	7250	4	1	0	0
	Weighted (000)	34609	7	2	0	0
	Horz %	100.00	0.02	0.00	0.00	0.00
	Vert %	14.18	10.51	2.65	0.00	0.00
	Index	100	74	19	0	0
			*	*	*	*
Watched a video	Unwgt'd	23931	15	11	2	1
	Weighted (000)	121821	56	44	10	2
	Horz %	100.00	0.05	0.04	0.01	0.00
	Vert %	49.91	86.59	67.64	84.04	100.00
	Index	100	173	136	168	200
			*	*	*	*
Websites or apps visited or used in the last 30 days: Coupons	Unwgt'd	1642	2	1	0	1
	Weighted (000)	7736	3	2	0	2
	Horz %	100.00	0.04	0.02	0.00	0.02
	Vert %	3.17	5.26	2.39	0.00	100.00
	Index	100	166	75	0	3155
			*	*	*	*
Sent or Received Text Messages on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	40180	17	14	3	1
	Weighted (000)	200974	63	52	12	2
	Horz %	100.00	0.03	0.03	0.01	0.00
	Vert %	82.34	97.50	80.55	100.00	100.00
	Index	100	118	98	121	121
			*	*	*	*
Sent or Received Instant Messages on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	20952	10	7	1	1
	Weighted (000)	106707	45	14	1	2
	Horz %	100.00	0.04	0.01	0.00	0.00
	Vert %	43.72	70.32	22.05	11.11	100.00
	Index	100	161	50	25	229
			*	*	*	*
Recorded a Video on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	19339	10	7	2	0
	Weighted (000)	97935	45	40	10	0
	Horz %	100.00	0.05	0.04	0.01	0.00
	Vert %	40.12	70.63	61.37	84.04	0.00
	Index	100	176	153	209	0
			*	*	*	*
Played Music on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	24725	10	7	3	1
	Weighted (000)	126500	32	20	12	2
	Horz %	100.00	0.02	0.02	0.01	0.00
	Vert %	51.83	49.16	31.55	100.00	100.00
	Index	100	95	61	193	193



RAB / GfK MRI AUTO PROFILE: PORSCHE

		Adults 18+	Own/Lease Porsche Cayenne	Own Lease any Porsche	Most recent vehicle bought/leased any Porsche	Decision maker for any Porsche bought/leased new
			*	*	*	*
Played a Game on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	15697	7	5	0	1
	Weighted (000)	84080	25	25	0	2
	Horz %	100.00	0.03	0.03	0.00	0.00
	Vert %	34.45	38.46	38.54	0.00	100.00
	Index	100	112	112	0	290
			*	*	*	*
Watched a Movie, TV Program or Other Video on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	11626	7	1	0	0
	Weighted (000)	61092	14	15	0	0
	Horz %	100.00	0.02	0.02	0.00	0.00
	Vert %	25.03	22.24	23.31	0.00	0.00
	Index	100	89	93	0	0
			*	*	*	*
Used a Mobile "App" - Past Month	Unwgt'd	25794	12	12	3	1
	Weighted (000)	128777	50	45	12	2
	Horz %	100.00	0.04	0.03	0.01	0.00
	Vert %	52.76	78.59	69.66	100.00	100.00
	Index	100	149	132	190	190
			*	*	*	*
Read Any Daily Newspaper (Print/Paper/Hard Copy)	Unwgt'd	10912	3	6	1	0
	Weighted (000)	50128	9	8	1	0
	Horz %	100.00	0.02	0.02	0.00	0.00
	Vert %	20.54	13.79	13.09	11.11	0.00
	Index	100	67	64	54	0
			*	*	*	*
Read Any Sunday Newspaper (Print/Paper/Hard Copy)	Unwgt'd	14245	6	7	0	1
	Weighted (000)	67106	15	37	0	2
	Horz %	100.00	0.02	0.06	0.00	0.00
	Vert %	27.49	22.94	57.38	0.00	100.00
	Index	100	83	209	0	364
			*	*	*	*
Read or Looked Into Any Electronic Version of a Newspaper, Including Web Site - Past Month	Unwgt'd	19488	11	9	2	0
	Weighted (000)	91290	37	29	10	0
	Horz %	100.00	0.04	0.03	0.01	0.00
	Vert %	37.40	58.30	44.58	84.04	0.00
	Index	100	156	119	225	0
			*	*	*	*
Read Classified Advertising in Weekday Newspaper	Unwgt'd	3772	2	1	0	1
	Weighted (000)	20084	4	2	0	2
	Horz %	100.00	0.02	0.01	0.00	0.01
	Vert %	8.23	5.97	2.39	0.00	100.00
	Index	100	73	29	0	1215
			*	*	*	*
Read Classified Advertising in Sunda/Weekend Newspaper	Unwgt'd	3758	2	1	0	1
	Weighted (000)	19510	4	2	0	2
	Horz %	100.00	0.02	0.01	0.00	0.01
	Vert %	7.99	5.97	2.39	0.00	100.00
	Index	100	75	30	0	1251
			*	*	*	*
Read Advertisements in Weekday Newspaper	Unwgt'd	3812	2	1	0	0
	Weighted (000)	17916	5	1	0	0
	Horz %	100.00	0.03	0.00	0.00	0.00
	Vert %	7.34	7.41	1.32	0.00	0.00
	Index	100	101	18	0	0

RAB / GfK MRI AUTO PROFILE: PORSCHE

		Adults 18+	Own/Lease Porsche Cayenne	Own Lease any Porsche	Most recent vehicle bought/leased any Porsche	Decision maker for any Porsche bought/leased new
			*	*	*	*
Read Advertisements in Sunday/Weekend Newspaper	Unwgt'd	4633	2	0	0	0
	Weighted (000)	22092	5	0	0	0
	Horz %	100.00	0.02	0.00	0.00	0.00
	Vert %	9.05	7.41	0.00	0.00	0.00
	Index	100	82	0	0	0
			*	*	*	*
Read Circulars/Inserts/Fliers in Weekday Newspaper	Unwgt'd	5068	3	4	1	1
	Weighted (000)	23852	9	13	9	2
	Horz %	100.00	0.04	0.05	0.04	0.01
	Vert %	9.77	13.66	19.77	72.93	100.00
	Index	100	140	202	746	1023
			*	*	*	*
Read Circulars/Inserts/Fliers in Sunday/Weekend Newspaper	Unwgt'd	7203	3	3	0	1
	Weighted (000)	34013	9	4	0	2
	Horz %	100.00	0.03	0.01	0.00	0.00
	Vert %	13.93	13.66	6.11	0.00	100.00
	Index	100	98	44	0	718
			*	*	*	*
Received and/or Clipped Coupons from Weekday Newspaper - Past Year	Unwgt'd	4191	4	0	0	0
	Weighted (000)	20652	9	0	0	0
	Horz %	100.00	0.04	0.00	0.00	0.00
	Vert %	8.46	13.94	0.00	0.00	0.00
	Index	100	165	0	0	0
			*	*	*	*
Received and/or Clipped Coupons from Sunday/Weekend Newspaper - Past Year	Unwgt'd	9539	1	1	0	1
	Weighted (000)	47372	1	2	0	2
	Horz %	100.00	0.00	0.00	0.00	0.00
	Vert %	19.41	1.98	2.39	0.00	100.00
	Index	100	10	12	0	515
			*	*	*	*
UNTRENDED: Personally Referred to Paper Yellow Pages - Past Week	Unwgt'd	0	0	0	0	0
	Weighted (000)	0	0	0	0	0
	Horz %	0.00	0.00	0.00	0.00	0.00
	Vert %	0.00	0.00	0.00	0.00	0.00
	Index	0	0	0	0	0
			*	*	*	*
UNTRENDED: Personally Referred to Internet Yellow Pages - Past Week	Unwgt'd	0	0	0	0	0
	Weighted (000)	0	0	0	0	0
	Horz %	0.00	0.00	0.00	0.00	0.00
	Vert %	0.00	0.00	0.00	0.00	0.00
	Index	0	0	0	0	0
			*	*	*	*
UNTRENDED: Personally Referred to Paper or Internet Yellow Pages - Past Week	Unwgt'd	0	0	0	0	0
	Weighted (000)	0	0	0	0	0
	Horz %	0.00	0.00	0.00	0.00	0.00
	Vert %	0.00	0.00	0.00	0.00	0.00
	Index	0	0	0	0	0
			*	*	*	*
UNTRENDED: Accessed Yellowpages.com (YP.com) - Past Month	Unwgt'd	0	0	0	0	0
	Weighted (000)	0	0	0	0	0
	Horz %	0.00	0.00	0.00	0.00	0.00
	Vert %	0.00	0.00	0.00	0.00	0.00
	Index	0	0	0	0	0

RAB / GfK MRI AUTO PROFILE: PORSCHE

		Adults 18+	Own/Lease Porsche Cayenne	Own Lease any Porsche	Most recent vehicle bought/leased any Porsche	Decision maker for any Porsche bought/leased new
			*	*	*	*
Have Seen Video Ads in Grocery Stores - Past Month	Unwgt'd	8175	5	1	0	1
	Weighted (000)	42062	24	2	0	2
	Horz %	100.00	0.06	0.00	0.00	0.00
	Vert %	17.23	37.20	2.39	0.00	100.00
	Index	100	216	14	0	580
			*	*	*	*
Have Seen Video Ads in Drug Stores - Past Month	Unwgt'd	5434	4	0	0	0
	Weighted (000)	27750	8	0	0	0
	Horz %	100.00	0.03	0.00	0.00	0.00
	Vert %	11.37	13.04	0.00	0.00	0.00
	Index	100	115	0	0	0
			*	*	*	*
Have Seen Video Ads in Convenience Stores - Past Month	Unwgt'd	5425	2	1	0	1
	Weighted (000)	27941	3	2	0	2
	Horz %	100.00	0.01	0.01	0.00	0.01
	Vert %	11.45	4.05	2.39	0.00	100.00
	Index	100	35	21	0	874
			*	*	*	*
Have Seen Video Ads in Large Discount/Department Stores - Past Month	Unwgt'd	5807	4	1	0	1
	Weighted (000)	30170	21	2	0	2
	Horz %	100.00	0.07	0.01	0.00	0.01
	Vert %	12.36	33.25	2.39	0.00	100.00
	Index	100	269	19	0	809
			*	*	*	*
Have Seen Video Ads in Warehouse/Club Stores - Past Month	Unwgt'd	5047	3	1	0	0
	Weighted (000)	24469	7	4	0	0
	Horz %	100.00	0.03	0.02	0.00	0.00
	Vert %	10.02	11.24	6.90	0.00	0.00
	Index	100	112	69	0	0
			*	*	*	*
Have Seen Video Ads in Other Stores - Past Month	Unwgt'd	4572	2	0	0	0
	Weighted (000)	23484	5	0	0	0
	Horz %	100.00	0.02	0.00	0.00	0.00
	Vert %	9.62	7.30	0.00	0.00	0.00
	Index	100	76	0	0	0
			*	*	*	*
Have Seen Video Ads in Shopping Malls - Past Month	Unwgt'd	6133	4	1	0	0
	Weighted (000)	30556	21	4	0	0
	Horz %	100.00	0.07	0.01	0.00	0.00
	Vert %	12.52	33.44	6.90	0.00	0.00
	Index	100	267	55	0	0
			*	*	*	*
Have Seen Video Ads in Bars/Pubs - Past Month	Unwgt'd	4212	4	1	0	0
	Weighted (000)	21008	21	2	0	0
	Horz %	100.00	0.10	0.01	0.00	0.00
	Vert %	8.61	33.44	3.35	0.00	0.00
	Index	100	388	39	0	0
			*	*	*	*
Have Seen Video Ads in Fast- Food or Family Restaurants - Past Month	Unwgt'd	6034	4	1	0	1
	Weighted (000)	31175	21	2	0	2
	Horz %	100.00	0.07	0.00	0.00	0.00
	Vert %	12.77	33.44	2.39	0.00	100.00
	Index	100	262	19	0	783

RAB / GfK MRI AUTO PROFILE: PORSCHE

		Adults 18+	Own/Lease Porsche Cayenne	Own Lease any Porsche	Most recent vehicle bought/leased any Porsche	Decision maker for any Porsche bought/leased new
			*	*	*	*
Have Seen Video Ads in Coffee Shops, Cafes or Delis - Past Month	Unwgttd	4611	3	0	0	0
	Weighted (000)	23019	6	0	0	0
	Horz %	100.00	0.03	0.00	0.00	0.00
	Vert %	9.43	9.28	0.00	0.00	0.00
	Index	100	98	0	0	0
			*	*	*	*
Have Seen Video Ads in Gym/Health Clubs - Past Month	Unwgttd	4016	4	1	0	0
	Weighted (000)	19382	8	1	0	0
	Horz %	100.00	0.04	0.01	0.00	0.00
	Vert %	7.94	11.77	1.75	0.00	0.00
	Index	100	148	22	0	0
			*	*	*	*
Have Seen Video Ads in Medical Offices - Past Month	Unwgttd	5499	4	0	0	0
	Weighted (000)	27407	7	0	0	0
	Horz %	100.00	0.03	0.00	0.00	0.00
	Vert %	11.23	11.07	0.00	0.00	0.00
	Index	100	99	0	0	0
			*	*	*	*
Have Seen Video Ads in Airports - Past Month	Unwgttd	3929	2	1	0	0
	Weighted (000)	17909	3	2	0	0
	Horz %	100.00	0.02	0.01	0.00	0.00
	Vert %	7.34	4.24	3.35	0.00	0.00
	Index	100	58	46	0	0
			*	*	*	*
Have Seen Video Ads at Gas Stations - Past Month	Unwgttd	8390	7	2	0	1
	Weighted (000)	41042	29	5	0	2
	Horz %	100.00	0.07	0.01	0.00	0.00
	Vert %	16.81	45.23	8.49	0.00	100.00
	Index	100	269	51	0	595
			*	*	*	*
Have Seen Video Ads in Office Building Lobbies - Past Month	Unwgttd	3669	5	0	0	0
	Weighted (000)	18065	24	0	0	0
	Horz %	100.00	0.13	0.00	0.00	0.00
	Vert %	7.40	37.27	0.00	0.00	0.00
	Index	100	504	0	0	0
			*	*	*	*
Have Seen Video Ads in Office Building Elevators - Past Month	Unwgttd	3552	4	0	0	0
	Weighted (000)	16785	8	0	0	0
	Horz %	100.00	0.05	0.00	0.00	0.00
	Vert %	6.88	13.12	0.00	0.00	0.00
	Index	100	191	0	0	0
			*	*	*	*
Have Seen Video Ads in Movie Theater Lobbies - Past Month	Unwgttd	5092	3	2	0	0
	Weighted (000)	25878	6	19	0	0
	Horz %	100.00	0.02	0.07	0.00	0.00
	Vert %	10.60	9.28	29.41	0.00	0.00
	Index	100	88	277	0	0
			*	*	*	*
Have Seen Ads on Billboards - Past Month	Unwgttd	23703	9	9	1	1
	Weighted (000)	117973	28	33	2	2
	Horz %	100.00	0.02	0.03	0.00	0.00
	Vert %	48.33	43.93	50.58	15.96	100.00
	Index	100	91	105	33	207

RAB / GfK MRI AUTO PROFILE: PORSCHE

		Adults 18+	Own/Lease Porsche Cayenne	Own Lease any Porsche	Most recent vehicle bought/leased any Porsche	Decision maker for any Porsche bought/leased new
			*	*	*	*
Have Seen Ads on Buses/Trains - Past Month	Unwgttd	10886	6	0	0	0
	Weighted (000)	50330	14	0	0	0
	Horz %	100.00	0.03	0.00	0.00	0.00
	Vert %	20.62	22.32	0.00	0.00	0.00
	Index	100	108	0	0	0
			*	*	*	*
Have Seen Ads at Bus Stops or Train Stations - Past Month	Unwgttd	7328	4	1	0	0
	Weighted (000)	32843	9	1	0	0
	Horz %	100.00	0.03	0.00	0.00	0.00
	Vert %	13.46	14.66	1.32	0.00	0.00
	Index	100	109	10	0	0
			*	*	*	*
Have Seen Ads Inside Taxis - Past Month	Unwgttd	3849	3	0	0	0
	Weighted (000)	17102	5	0	0	0
	Horz %	100.00	0.03	0.00	0.00	0.00
	Vert %	7.01	7.58	0.00	0.00	0.00
	Index	100	108	0	0	0
			*	*	*	*
Have Seen Ads on Top of Taxis - Past Month	Unwgttd	5892	5	0	0	0
	Weighted (000)	26219	12	0	0	0
	Horz %	100.00	0.05	0.00	0.00	0.00
	Vert %	10.74	18.48	0.00	0.00	0.00
	Index	100	172	0	0	0
			*	*	*	*
Have Seen Ads on Phone Booths - Past Month	Unwgttd	3008	4	0	0	0
	Weighted (000)	14451	9	0	0	0
	Horz %	100.00	0.06	0.00	0.00	0.00
	Vert %	5.92	14.05	0.00	0.00	0.00
	Index	100	237	0	0	0
			*	*	*	*
Have Seen Ads at Sports or Entertainment Events - Past Month	Unwgttd	7405	6	3	0	0
	Weighted (000)	36191	12	7	0	0
	Horz %	100.00	0.03	0.02	0.00	0.00
	Vert %	14.83	18.76	11.56	0.00	0.00
	Index	100	127	78	0	0
			*	*	*	*
Have Seen Ads on Postcards - Past Month	Unwgttd	5576	6	3	0	1
	Weighted (000)	26312	11	10	0	2
	Horz %	100.00	0.04	0.04	0.00	0.01
	Vert %	10.78	17.40	15.39	0.00	100.00
	Index	100	161	143	0	928
			*	*	*	*
Have Seen Ads Sent to a Cellphone or Other Mobile Device - Past Month	Unwgttd	13421	9	8	2	1
	Weighted (000)	66442	32	25	11	2
	Horz %	100.00	0.05	0.04	0.02	0.00
	Vert %	27.22	49.53	39.19	88.89	100.00
	Index	100	182	144	327	367
			*	*	*	*
Have Seen Ads on Posters at Movie Theaters - Past Month	Unwgttd	8606	4	3	0	0
	Weighted (000)	42087	8	18	0	0
	Horz %	100.00	0.02	0.04	0.00	0.00
	Vert %	17.24	12.80	27.71	0.00	0.00
	Index	100	74	161	0	0

RAB / GfK MRI AUTO PROFILE: PORSCHE

		Adults 18+	Own/Lease Porsche Cayenne	Own Lease any Porsche	Most recent vehicle bought/leased any Porsche	Decision maker for any Porsche bought/leased new
Have Seen Ads Shown On-Screen Before Start of a Movie - Past Month			*	*	*	*
	Unwgt'd	10943	5	6	0	1
	Weighted (000)	53139	24	25	0	2
	Horz %	100.00	0.04	0.05	0.00	0.00
	Vert %	21.77	36.96	39.07	0.00	100.00
Index	100	170	179	0	459	
Have Seen Ads in Stores (Not Video Ads) - Past Month			*	*	*	*
	Unwgt'd	15171	8	6	1	1
	Weighted (000)	76102	17	11	2	2
	Horz %	100.00	0.02	0.01	0.00	0.00
	Vert %	31.18	25.78	17.57	15.96	100.00
Index	100	83	56	51	321	
Have Seen Ads in Shopping Malls (Not Video Ads) - Past Month			*	*	*	*
	Unwgt'd	10587	8	4	1	0
	Weighted (000)	52205	28	6	2	0
	Horz %	100.00	0.05	0.01	0.00	0.00
	Vert %	21.39	43.45	9.08	15.96	0.00
Index	100	203	42	75	0	
Have Seen Infomercials - Past Month			*	*	*	*
	Unwgt'd	9871	5	2	1	0
	Weighted (000)	49119	24	13	9	0
	Horz %	100.00	0.05	0.03	0.02	0.00
	Vert %	20.12	37.27	19.63	72.93	0.00
Index	100	185	98	362	0	
Have Seen Offers or Ads Sent to Home by Mail - Past Month			*	*	*	*
	Unwgt'd	19632	8	11	1	1
	Weighted (000)	96299	15	43	9	2
	Horz %	100.00	0.02	0.04	0.01	0.00
	Vert %	39.45	24.14	66.85	72.93	100.00
Index	100	61	169	185	253	
Have Seen Product Placement in Video Games - Past Month			*	*	*	*
	Unwgt'd	4596	2	0	0	0
	Weighted (000)	24167	3	0	0	0
	Horz %	100.00	0.01	0.00	0.00	0.00
	Vert %	9.90	4.24	0.00	0.00	0.00
Index	100	43	0	0	0	
Have Seen Product Placement in TV Shows - Past Month			*	*	*	*
	Unwgt'd	17823	9	7	1	1
	Weighted (000)	88092	18	22	9	2
	Horz %	100.00	0.02	0.02	0.01	0.00
	Vert %	36.09	28.65	33.47	72.93	100.00
Index	100	79	93	202	277	
Have Seen Product Placement in Movies - Past Month			*	*	*	*
	Unwgt'd	11248	4	0	0	0
	Weighted (000)	56256	8	0	0	0
	Horz %	100.00	0.01	0.00	0.00	0.00
	Vert %	23.05	12.80	0.00	0.00	0.00
Index	100	56	0	0	0	

		Adults 18+	Would buy/lease new Porsche if making decision today
Adults 18+	Unwgted	48646	98
	Weighted (000)	244084	406
	Horz %	100.00	0.17
	Vert %	100.00	100.00
	Index	100	100
Male	Unwgted	24620	52
	Weighted (000)	117785	208
	Horz %	100.00	0.18
	Vert %	48.26	51.14
	Index	100	106
Female			*
	Unwgted	24026	46
	Weighted (000)	126299	198
	Horz %	100.00	0.16
	Vert %	51.74	48.86
Age 18-24	Unwgted	3885	6
	Weighted (000)	30253	39
	Horz %	100.00	0.13
	Vert %	12.39	9.55
	Index	100	77
Age 25-34			*
	Unwgted	8183	20
	Weighted (000)	43389	84
	Horz %	100.00	0.19
	Vert %	17.78	20.61
Age 35-44	Unwgted	8605	20
	Weighted (000)	40230	79
	Horz %	100.00	0.20
	Vert %	16.48	19.47
	Index	100	118
Age 45-54			*
	Unwgted	8861	19
	Weighted (000)	43105	62
	Horz %	100.00	0.14
	Vert %	17.66	15.32
Age 55-64			*
	Unwgted	8498	14
	Weighted (000)	40725	79
	Horz %	100.00	0.19
	Vert %	16.68	19.37
	Index	100	116

RAB / GfK MRI AUTO PROFILE: PORSCHE

		Adults 18+	Would buy/lease new Porsche if making decision today
			*
Age 65+	Unwgted	10614	19
	Weighted (000)	46383	64
	Horz %	100.00	0.14
	Vert %	19.00	15.69
	Index	100	83
Age 21+	Unwgted	47284	97
	Weighted (000)	232046	396
	Horz %	100.00	0.17
	Vert %	95.07	97.64
	Index	100	103
Age 18-34	Unwgted	12068	26
	Weighted (000)	73642	122
	Horz %	100.00	0.17
	Vert %	30.17	30.15
	Index	100	100
Age 18-49	Unwgted	24996	56
	Weighted (000)	134658	224
	Horz %	100.00	0.17
	Vert %	55.17	55.21
	Index	100	100
Age 25-54	Unwgted	25649	59
	Weighted (000)	126724	225
	Horz %	100.00	0.18
	Vert %	51.92	55.39
	Index	100	107
Age 35-64	Unwgted	25964	53
	Weighted (000)	124059	220
	Horz %	100.00	0.18
	Vert %	50.83	54.16
	Index	100	107
Age 50+	Unwgted	23650	42
	Weighted (000)	109426	182
	Horz %	100.00	0.17
	Vert %	44.83	44.79
	Index	100	100
Median Age	Unwgted		
	Weighted (000)	47.00	45.30
	Horz %		
	Vert %		
	Index	100	97
Race: White Only	Unwgted	34564	63
	Weighted (000)	179823	280
	Horz %	100.00	0.16
	Vert %	73.67	68.87
	Index	100	93



		Adults 18+	Would buy/lease new Porsche if making decision today
			*
Race: Black/African-American Only	Unwgted	5909	10
	Weighted (000)	29535	42
	Horz %	100.00	0.14
	Vert %	12.10	10.26
	Index	100	85
			*
Race: Asian	Unwgted	2388	16
	Weighted (000)	8358	49
	Horz %	100.00	0.59
	Vert %	3.42	12.06
	Index	100	352
			*
Race: Other Race/Multi-Racial	Unwgted	8173	25
	Weighted (000)	34726	85
	Horz %	100.00	0.24
	Vert %	14.23	20.87
	Index	100	147
			*
Hispanic, Latino, Spanish Origin or Descent	Unwgted	6851	8
	Weighted (000)	37743	35
	Horz %	100.00	0.09
	Vert %	15.46	8.67
	Index	100	56
			*
Hispanic, Personally Speak Only English at Home	Unwgted	1739	3
	Weighted (000)	6214	13
	Horz %	100.00	0.21
	Vert %	2.55	3.23
	Index	100	127
			*
Hispanic, Personally Speak Mostly English, But Some Spanish at Home	Unwgted	2047	2
	Weighted (000)	9439	4
	Horz %	100.00	0.05
	Vert %	3.87	1.10
	Index	100	28
			*
Hispanic, Personally Speak Only Spanish at Home	Unwgted	1280	1
	Weighted (000)	10474	11
	Horz %	100.00	0.11
	Vert %	4.29	2.76
	Index	100	64
			*
Hispanic, Personally Speak Mostly Spanish, But Some English at Home	Unwgted	1668	2
	Weighted (000)	9512	6
	Horz %	100.00	0.07
	Vert %	3.90	1.58
	Index	100	40
			*
Hispanic, Personally Speak Spanish and English Equally at Home	Unwgted	99	0
	Weighted (000)	1751	0
	Horz %	100.00	0.00
	Vert %	0.72	0.00
	Index	100	0

		Adults 18+	Would buy/lease new Porsche if making decision today
			*
Highest Level Education Completed/Highest Degree Received: Master's, Professional School or Doctorate Degree	Unwgted	6825	20
	Weighted (000)	26213	45
	Horz %	100.00	0.17
	Vert %	10.74	11.02
	Index	100	103
			*
Highest Level Education Completed/Highest Degree Received: Bachelor's Degree	Unwgted	10965	40
	Weighted (000)	46746	188
	Horz %	100.00	0.40
	Vert %	19.15	46.31
	Index	100	242
			*
Highest Level Education Completed/Highest Degree Received: Associate Degree, Academic	Unwgted	2649	4
	Weighted (000)	11210	10
	Horz %	100.00	0.09
	Vert %	4.59	2.44
	Index	100	53
			*
Highest Level Education Completed/Highest Degree Received: Associate Degree, Occupational/Vocational	Unwgted	3407	5
	Weighted (000)	13775	19
	Horz %	100.00	0.14
	Vert %	5.64	4.79
	Index	100	85
			*
Highest Level Education Completed/Highest Degree Received: Some College, but No Degree	Unwgted	10089	14
	Weighted (000)	44682	60
	Horz %	100.00	0.13
	Vert %	18.31	14.77
	Index	100	81
			*
Respondent - Highest Level Education Completed/Highest Degree Received: High school graduate (High School Diploma or Equivalent, such as GED)	Unwgted	10356	11
	Weighted (000)	71816	62
	Horz %	100.00	0.09
	Vert %	29.42	15.23
	Index	100	52
			*
Respondent - Highest Level Education Completed/Highest Degree Received: 11th Grade or Less or 12th Grade, No Diploma	Unwgted	4355	4
	Weighted (000)	29641	22
	Horz %	100.00	0.07
	Vert %	12.14	5.44
	Index	100	45
			*
Currently Attending College or University	Unwgted	3403	6
	Weighted (000)	19372	30
	Horz %	100.00	0.16
	Vert %	7.94	7.44
	Index	100	94
			*
Employed Full Time	Unwgted	25438	58
	Weighted (000)	119890	224
	Horz %	100.00	0.19
	Vert %	49.12	55.29
	Index	100	113

		Adults 18+	Would buy/lease new Porsche if making decision today
			*
Employed Part Time	Unwgted	5730	13
	Weighted (000)	28854	58
	Horz %	100.00	0.20
	Vert %	11.82	14.26
	Index	100	121
			*
Not Employed	Unwgted	17478	27
	Weighted (000)	95339	124
	Horz %	100.00	0.13
	Vert %	39.06	30.45
	Index	100	78
			*
Temporarily Unemployed	Unwgted	1886	2
	Weighted (000)	12314	5
	Horz %	100.00	0.04
	Vert %	5.05	1.14
	Index	100	23
			*
Retired from Employment	Unwgted	10143	14
	Weighted (000)	46820	50
	Horz %	100.00	0.11
	Vert %	19.18	12.34
	Index	100	64
			*
Not Employed, Principal Shopper for Household	Unwgted	2543	6
	Weighted (000)	16573	41
	Horz %	100.00	0.25
	Vert %	6.79	10.14
	Index	100	149
			*
Occupation: Professional and Related Occupations	Unwgted	7405	21
	Weighted (000)	34142	83
	Horz %	100.00	0.24
	Vert %	13.99	20.46
	Index	100	146
			*
Occupation: Management, Business and Financial Operations	Unwgted	6595	23
	Weighted (000)	24720	62
	Horz %	100.00	0.25
	Vert %	10.13	15.25
	Index	100	151
			*
Occupation: Sales and Office Occupations	Unwgted	5959	14
	Weighted (000)	32636	89
	Horz %	100.00	0.27
	Vert %	13.37	21.98
	Index	100	164
			*
Occupation: Natural Resources, Construction and Maintenance Occupations	Unwgted	2756	4
	Weighted (000)	13728	17
	Horz %	100.00	0.12
	Vert %	5.62	4.20
	Index	100	75

		Adults 18+	Would buy/lease new Porsche if making decision today
			*
Occupation: Other Employed	Unwgted	8453	9
	Weighted (000)	43519	31
	Horz %	100.00	0.07
	Vert %	17.83	7.66
	Index	100	43
			*
Household Income: \$250,000+	Unwgted	1966	10
	Weighted (000)	7800	45
	Horz %	100.00	0.58
	Vert %	3.20	11.16
	Index	100	349
			*
Household Income: \$200,000-\$249,999	Unwgted	1583	7
	Weighted (000)	7178	35
	Horz %	100.00	0.49
	Vert %	2.94	8.61
	Index	100	293
			*
Household Income: \$150,000-\$199,999	Unwgted	3725	12
	Weighted (000)	18847	56
	Horz %	100.00	0.30
	Vert %	7.72	13.77
	Index	100	178
			*
Household Income: \$100,000-\$149,999	Unwgted	7038	29
	Weighted (000)	39997	112
	Horz %	100.00	0.28
	Vert %	16.39	27.61
	Index	100	168
			*
Household Income: \$75,000-\$99,999	Unwgted	6168	17
	Weighted (000)	32585	57
	Horz %	100.00	0.17
	Vert %	13.35	13.96
	Index	100	105
			*
Household Income: \$60,000-\$74,999	Unwgted	4945	7
	Weighted (000)	24958	22
	Horz %	100.00	0.09
	Vert %	10.23	5.34
	Index	100	52
			*
Household Income: \$50,000-\$59,999	Unwgted	3824	2
	Weighted (000)	18483	8
	Horz %	100.00	0.05
	Vert %	7.57	2.07
	Index	100	27
			*
Household Income: \$40,000-\$49,999	Unwgted	4928	5
	Weighted (000)	20001	28
	Horz %	100.00	0.14
	Vert %	8.19	6.79
	Index	100	83

		Adults 18+	Would buy/lease new Porsche if making decision today
			*
Household Income: \$30,000-\$39,999	Unwgted	4676	5
	Weighted (000)	21673	22
	Horz %	100.00	0.10
	Vert %	8.88	5.43
	Index	100	61
Household Income: \$20,000-\$29,999			*
	Unwgted	4378	1
	Weighted (000)	21286	12
	Horz %	100.00	0.05
	Vert %	8.72	2.87
Household Income: Under \$20,000			*
	Unwgted	5415	3
	Weighted (000)	31275	10
	Horz %	100.00	0.03
	Vert %	12.81	2.39
Median Household Income			
	Unwgted		
	Weighted (000)	65.60	120.20
	Horz %		
	Vert %		
Marital Status: Single, Never Married			*
	Unwgted	12107	25
	Weighted (000)	69105	110
	Horz %	100.00	0.16
	Vert %	28.31	27.05
Marital Status: Currently Married			
	Unwgted	24506	56
	Weighted (000)	129071	247
	Horz %	100.00	0.19
	Vert %	52.88	60.74
Marital Status: Divorced or Legally Separated			*
	Unwgted	8229	10
	Weighted (000)	31030	18
	Horz %	100.00	0.06
	Vert %	12.71	4.44
Marital Status: Widowed			*
	Unwgted	3804	7
	Weighted (000)	14879	32
	Horz %	100.00	0.21
	Vert %	6.10	7.77
Marital Status: Engaged to Be Married			*
	Unwgted	2120	4
	Weighted (000)	11812	12
	Horz %	100.00	0.10
	Vert %	4.84	2.92
	Index	100	60

		Adults 18+	Would buy/lease new Porsche if making decision today
			*
Marital Status: Living with Partner/Fiancé/Boyfriend or Girlfriend (Same or Opposite Sex)	Unwgted	3596	1
	Weighted (000)	21557	2
	Horz %	100.00	0.01
	Vert %	8.83	0.55
	Index	100	6
			*
Any Child(ren) Under Age 18 Living at Home	Unwgted	18201	40
	Weighted (000)	94932	135
	Horz %	100.00	0.14
	Vert %	38.89	33.22
	Index	100	85
			*
1 Child Under Age 18 Currently Living at Home	Unwgted	7127	23
	Weighted (000)	38013	87
	Horz %	100.00	0.23
	Vert %	15.57	21.55
	Index	100	138
			*
2 Children Under Age 18 Currently Living at Home	Unwgted	6935	13
	Weighted (000)	34366	38
	Horz %	100.00	0.11
	Vert %	14.08	9.46
	Index	100	67
			*
3 Children Under Age 18 Currently Living at Home	Unwgted	2804	4
	Weighted (000)	14813	9
	Horz %	100.00	0.06
	Vert %	6.07	2.21
	Index	100	36
			*
4 Children Under Age 18 Currently Living at Home	Unwgted	872	0
	Weighted (000)	4873	0
	Horz %	100.00	0.00
	Vert %	2.00	0.00
	Index	100	0
			*
5 or More Children Under Age 18 Currently Living at Home	Unwgted	463	0
	Weighted (000)	2867	0
	Horz %	100.00	0.00
	Vert %	1.17	0.00
	Index	100	0
			*
Own Home/Residence	Unwgted	32775	76
	Weighted (000)	160976	308
	Horz %	100.00	0.19
	Vert %	65.95	75.82
	Index	100	115
			*
Rent Home/Residence	Unwgted	15306	22
	Weighted (000)	80205	98
	Horz %	100.00	0.12
	Vert %	32.86	24.18
	Index	100	74

		Adults 18+	Would buy/lease new Porsche if making decision today
			*
Live Rent-Free in Home/Residence	Unwgt'd	565	0
	Weighted (000)	2903	0
	Horz %	100.00	0.00
	Vert %	1.19	0.00
	Index	100	0
			*
Census Region: North East	Unwgt'd	11000	35
	Weighted (000)	44018	124
	Horz %	100.00	0.28
	Vert %	18.03	30.58
	Index	100	170
			*
Census Region: South	Unwgt'd	17645	26
	Weighted (000)	92016	131
	Horz %	100.00	0.14
	Vert %	37.70	32.21
	Index	100	85
			*
Census Region: Midwest	Unwgt'd	9880	7
	Weighted (000)	52062	19
	Horz %	100.00	0.04
	Vert %	21.33	4.67
	Index	100	22
			*
Census Region: West	Unwgt'd	10121	30
	Weighted (000)	55988	132
	Horz %	100.00	0.24
	Vert %	22.94	32.54
	Index	100	142
			*
Census Sub-Region: New England	Unwgt'd	2748	15
	Weighted (000)	11567	53
	Horz %	100.00	0.46
	Vert %	4.74	13.05
	Index	100	275
			*
Census Sub-Region: Mid Atlantic	Unwgt'd	8252	20
	Weighted (000)	32451	71
	Horz %	100.00	0.22
	Vert %	13.30	17.52
	Index	100	132
			*
Census Sub-Region: South Atlantic	Unwgt'd	9812	11
	Weighted (000)	48740	57
	Horz %	100.00	0.12
	Vert %	19.97	14.10
	Index	100	71
			*
Census Sub-Region: East South Central	Unwgt'd	1890	5
	Weighted (000)	14067	22
	Horz %	100.00	0.15
	Vert %	5.76	5.30
	Index	100	92

		Adults 18+	Would buy/lease new Porsche if making decision today
			*
Census Sub-Region: West South Central	Unwgted	5943	10
	Weighted (000)	29209	52
	Horz %	100.00	0.18
	Vert %	11.97	12.81
	Index	100	107
			*
Census Sub-Region: East North Central	Unwgted	7303	6
	Weighted (000)	36089	14
	Horz %	100.00	0.04
	Vert %	14.79	3.54
	Index	100	24
			*
Census Sub-Region: West North Central	Unwgted	2577	1
	Weighted (000)	15973	5
	Horz %	100.00	0.03
	Vert %	6.54	1.13
	Index	100	17
			*
Census Sub-Region: Mountain	Unwgted	2752	5
	Weighted (000)	18482	20
	Horz %	100.00	0.11
	Vert %	7.57	4.92
	Index	100	65
			*
Census Sub-Region: Pacific	Unwgted	7369	25
	Weighted (000)	37506	112
	Horz %	100.00	0.30
	Vert %	15.37	27.62
	Index	100	180
			*
County Size: A	Unwgted	26326	50
	Weighted (000)	102649	146
	Horz %	100.00	0.14
	Vert %	42.05	36.05
	Index	100	86
			*
County Size: B	Unwgted	11709	35
	Weighted (000)	72000	195
	Horz %	100.00	0.27
	Vert %	29.50	48.08
	Index	100	163
			*
County Size: C/D	Unwgted	10611	13
	Weighted (000)	69435	64
	Horz %	100.00	0.09
	Vert %	28.45	15.87
	Index	100	56
			*
Radio Formats: AAA (subset of Alternative) (Monday-Sunday 24-Hour Cume)	Unwgted	1128	0
	Weighted (000)	4719	0
	Horz %	100.00	0.00
	Vert %	1.93	0.00
	Index	100	0



		Adults 18+	Would buy/lease new Porsche if making decision today
			*
Radio Formats: Adult Contemporary (Monday-Sunday 24-Hour Cume)	Unwgted	7893	21
	Weighted (000)	38375	66
	Horz %	100.00	0.17
	Vert %	15.72	16.38
	Index	100	104
			*
Radio Formats: Adult Hits (Monday-Sunday 24-Hour Cume)	Unwgted	1220	2
	Weighted (000)	6399	3
	Horz %	100.00	0.05
	Vert %	2.62	0.73
	Index	100	28
		*	*
UNTRENDED: Radio Formats: Adult Standards/Easy Listening (Monday-Sunday 24-Hour Cume)	Unwgted	0	0
	Weighted (000)	0	0
	Horz %	0.00	0.00
	Vert %	0.00	0.00
	Index	0	0
			*
Radio Formats: All News (Monday-Sunday 24-Hour Cume)	Unwgted	2726	6
	Weighted (000)	7983	17
	Horz %	100.00	0.21
	Vert %	3.27	4.09
	Index	100	125
			*
Radio Formats: All Sports (Monday-Sunday 24-Hour Cume)	Unwgted	3232	8
	Weighted (000)	12837	15
	Horz %	100.00	0.12
	Vert %	5.26	3.71
	Index	100	70
			*
Radio Formats: All Talk (Monday-Sunday 24-Hour Cume)	Unwgted	850	4
	Weighted (000)	3908	31
	Horz %	100.00	0.79
	Vert %	1.60	7.64
	Index	100	477
			*
Radio Formats: Alternative (Monday-Sunday 24-Hour Cume)	Unwgted	3051	5
	Weighted (000)	14357	39
	Horz %	100.00	0.27
	Vert %	5.88	9.64
	Index	100	164
			*
Radio Formats: CHR/Top 40 (Monday-Sunday 24-Hour Cume)	Unwgted	8136	24
	Weighted (000)	42891	99
	Horz %	100.00	0.23
	Vert %	17.57	24.37
	Index	100	139
			*
Radio Formats: Classic Hits (Monday-Sunday 24-Hour Cume)	Unwgted	2864	5
	Weighted (000)	14285	13
	Horz %	100.00	0.09
	Vert %	5.85	3.09
	Index	100	53

		Adults 18+	Would buy/lease new Porsche if making decision today
			*
Radio Formats: Classic Rock (Monday-Sunday 24-Hour Cume)	Unwgted	3360	6
	Weighted (000)	16987	28
	Horz %	100.00	0.17
	Vert %	6.96	6.96
	Index	100	100
			*
Radio Formats: Classical (Monday-Sunday 24-Hour Cume)	Unwgted	1353	4
	Weighted (000)	5307	18
	Horz %	100.00	0.33
	Vert %	2.17	4.34
	Index	100	199
			*
Radio Formats: Country (Monday-Sunday 24-Hour Cume)	Unwgted	7757	8
	Weighted (000)	44958	40
	Horz %	100.00	0.09
	Vert %	18.42	9.73
	Index	100	53
			*
Radio Formats: Ethnic (Monday-Sunday 24-Hour Cume)	Unwgted	310	0
	Weighted (000)	1196	0
	Horz %	100.00	0.00
	Vert %	0.49	0.00
	Index	100	0
			*
Radio Formats: Gospel (Monday-Sunday 24-Hour Cume)	Unwgted	642	1
	Weighted (000)	3662	5
	Horz %	100.00	0.13
	Vert %	1.50	1.20
	Index	100	80
			*
Radio Formats: Hispanic (All Genres) (Monday-Sunday 24-Hour Cume)	Unwgted	2577	2
	Weighted (000)	15181	13
	Horz %	100.00	0.08
	Vert %	6.22	3.17
	Index	100	51
			*
Radio Formats: Hot AC (Subset of "Adult Contemporary") (Monday-Sunday 24-Hour Cume)	Unwgted	3551	12
	Weighted (000)	17450	36
	Horz %	100.00	0.21
	Vert %	7.15	8.84
	Index	100	124
			*
Radio Formats: Jazz (Monday-Sunday 24-Hour Cume)	Unwgted	631	1
	Weighted (000)	2496	3
	Horz %	100.00	0.12
	Vert %	1.02	0.74
	Index	100	73
			*
Radio Formats: Mexican/Tejano/Ranchera (Subset of "Hispanic") (Monday-Sunday 24-Hour Cume)	Unwgted	1108	2
	Weighted (000)	6328	13
	Horz %	100.00	0.20
	Vert %	2.59	3.17
	Index	100	122

RAB / GfK MRI AUTO PROFILE: PORSCHE

		Adults 18+	Would buy/lease new Porsche if making decision today
			*
Radio Formats: News/Talk (Monday-Sunday 24-Hour Cume)	Unwgted	5806	15
	Weighted (000)	23554	52
	Horz %	100.00	0.22
	Vert %	9.65	12.74
	Index	100	132
			*
Radio Formats: Oldies (Monday-Sunday 24-Hour Cume)	Unwgted	1456	2
	Weighted (000)	7376	4
	Horz %	100.00	0.05
	Vert %	3.02	0.86
	Index	100	29
			*
Radio Formats: Public Radio/Non-Commercial (Monday-Sunday 24-Hour Cume)	Unwgted	2625	5
	Weighted (000)	10677	10
	Horz %	100.00	0.09
	Vert %	4.37	2.43
	Index	100	56
			*
Radio Formats: Religion/Christian (Monday-Sunday 24-Hour Cume)	Unwgted	3944	2
	Weighted (000)	20120	13
	Horz %	100.00	0.07
	Vert %	8.24	3.24
	Index	100	39
			*
Radio Formats: Rhythmic (Monday-Sunday 24-Hour Cume)	Unwgted	2569	8
	Weighted (000)	13480	39
	Horz %	100.00	0.29
	Vert %	5.52	9.67
	Index	100	175
			*
Radio Formats: Rock (Monday-Sunday 24-Hour Cume)	Unwgted	3181	6
	Weighted (000)	16260	44
	Horz %	100.00	0.27
	Vert %	6.66	10.82
	Index	100	162
			*
Radio Formats: Soft Adult Contemporary/Lite Rock (Monday-Sunday 24-Hour Cume)	Unwgted	1106	5
	Weighted (000)	5735	15
	Horz %	100.00	0.27
	Vert %	2.35	3.77
	Index	100	160
			*
Radio Formats: Spanish AC (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	Unwgted	906	0
	Weighted (000)	5268	0
	Horz %	100.00	0.00
	Vert %	2.16	0.00
	Index	100	0
			*
Radio Formats: Tropical (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	Unwgted	302	0
	Weighted (000)	1893	0
	Horz %	100.00	0.00
	Vert %	0.78	0.00
	Index	100	0

		Adults 18+	Would buy/lease new Porsche if making decision today
			*
Radio Formats: Urban (All Genres) (Monday-Sunday 24-Hour Cume)	Unwgted	5121	10
	Weighted (000)	26008	37
	Horz %	100.00	0.14
	Vert %	10.66	9.03
	Index	100	85
			*
Radio Formats: Urban AC (Subset of Urban) (Monday-Sunday 24-Hour Cume)	Unwgted	2133	4
	Weighted (000)	10077	13
	Horz %	100.00	0.13
	Vert %	4.13	3.30
	Index	100	80
			*
Radio Formats: Urban Contemporary (Subset of Urban) (Monday-Sunday 24-Hour Cume)	Unwgted	1989	5
	Weighted (000)	11746	25
	Horz %	100.00	0.22
	Vert %	4.81	6.27
	Index	100	130
			*
Radio Formats: Variety/Other (Monday-Sunday 24-Hour Cume)	Unwgted	1303	2
	Weighted (000)	6945	6
	Horz %	100.00	0.09
	Vert %	2.85	1.59
	Index	100	56
			*
Radio Daypart Cumes: Total Week Monday-Sunday 24 Hours	Unwgted	41037	82
	Weighted (000)	204462	343
	Horz %	100.00	0.17
	Vert %	83.77	84.59
	Index	100	101
			*
Radio Daypart Cumes: Weekday 6:00 am - 10:00 am	Unwgted	25278	49
	Weighted (000)	122460	210
	Horz %	100.00	0.17
	Vert %	50.17	51.70
	Index	100	103
			*
Radio Daypart Cumes: Weekday 10:00 am - 3:00 pm	Unwgted	18835	42
	Weighted (000)	94930	194
	Horz %	100.00	0.20
	Vert %	38.89	47.67
	Index	100	123
			*
Radio Daypart Cumes: Weekday 3:00 pm - 7:00 pm	Unwgted	22339	44
	Weighted (000)	109527	229
	Horz %	100.00	0.21
	Vert %	44.87	56.47
	Index	100	126
			*
Radio Daypart Cumes: Weekday 7:00 pm - Midnight	Unwgted	8087	11
	Weighted (000)	41055	40
	Horz %	100.00	0.10
	Vert %	16.82	9.78
	Index	100	58

		Adults 18+	Would buy/lease new Porsche if making decision today
			*
Radio Daypart Cumes: Weekday Midnight - 6:00 am	Unwgted	2418	2
	Weighted (000)	12268	3
	Horz %	100.00	0.02
	Vert %	5.03	0.64
	Index	100	13
			*
Radio Daypart Cumes: Weekend 6:00 am - 10:00 am	Unwgted	16140	30
	Weighted (000)	79167	122
	Horz %	100.00	0.15
	Vert %	32.43	30.18
	Index	100	93
			*
Radio Daypart Cumes: Weekend 10:00 am - 3:00 pm	Unwgted	21592	42
	Weighted (000)	106532	194
	Horz %	100.00	0.18
	Vert %	43.65	47.81
	Index	100	110
			*
Radio Daypart Cumes: Weekend 3:00 pm - 7:00 pm	Unwgted	16960	32
	Weighted (000)	85146	138
	Horz %	100.00	0.16
	Vert %	34.88	33.96
	Index	100	97
			*
Radio Daypart Cumes: Weekend 7:00 pm - Midnight	Unwgted	8346	16
	Weighted (000)	42195	68
	Horz %	100.00	0.16
	Vert %	17.29	16.81
	Index	100	97
			*
Radio Daypart Cumes: Weekend Midnight - 6:00 am	Unwgted	2161	2
	Weighted (000)	10847	2
	Horz %	100.00	0.01
	Vert %	4.44	0.40
	Index	100	9
			*
Where Listen to Radio on Typical Weekday: Home	Unwgted	13605	28
	Weighted (000)	66444	83
	Horz %	100.00	0.13
	Vert %	27.22	20.56
	Index	100	76
			*
Where Listen to Radio on Typical Weekday: Car	Unwgted	37582	73
	Weighted (000)	186198	323
	Horz %	100.00	0.17
	Vert %	76.28	79.50
	Index	100	104
			*
Where Listen to Radio on Typical Weekday: Work	Unwgted	6358	13
	Weighted (000)	32708	70
	Horz %	100.00	0.21
	Vert %	13.40	17.28
	Index	100	129

		Adults 18+	Would buy/lease new Porsche if making decision today
			*
Where Listen to Radio on Typical Weekday: Place Other Than Home, Car, Work	Unwgt'd	1490	3
	Weighted (000)	7844	20
	Horz %	100.00	0.25
	Vert %	3.21	4.85
	Index	100	151
			*
Where Listen to Radio on Typical Weekend: Home	Unwgt'd	16122	39
	Weighted (000)	79216	143
	Horz %	100.00	0.18
	Vert %	32.45	35.22
	Index	100	109
			*
Where Listen to Radio on Typical Weekend: Car	Unwgt'd	34584	62
	Weighted (000)	172300	250
	Horz %	100.00	0.15
	Vert %	70.59	61.60
	Index	100	87
			*
Where Listen to Radio on Typical Weekend: Work	Unwgt'd	2377	4
	Weighted (000)	13032	35
	Horz %	100.00	0.27
	Vert %	5.34	8.70
	Index	100	163
			*
Where Listen to Radio on Typical Weekend: Place Other Than Home, Car, Work	Unwgt'd	1550	3
	Weighted (000)	8439	10
	Horz %	100.00	0.12
	Vert %	3.46	2.50
	Index	100	72
			*
Ever Listen to AM Radio (Terrestrial Radio)	Unwgt'd	8872	17
	Weighted (000)	37216	70
	Horz %	100.00	0.19
	Vert %	15.25	17.19
	Index	100	113
			*
Ever Listen to FM Radio (Terrestrial Radio)	Unwgt'd	35648	70
	Weighted (000)	180517	307
	Horz %	100.00	0.17
	Vert %	73.96	75.56
	Index	100	102
			*
Ever Listen to Any Terrestrial Radio (AM/FM)	Unwgt'd	38624	75
	Weighted (000)	192537	323
	Horz %	100.00	0.17
	Vert %	78.88	79.46
	Index	100	101
			*
Ever Listen to Satellite Radio (SiriusXM)	Unwgt'd	6808	20
	Weighted (000)	31804	97
	Horz %	100.00	0.30
	Vert %	13.03	23.79
	Index	100	183

		Adults 18+	Would buy/lease new Porsche if making decision today
			*
Household Subscribes to Satellite (SiriusXM) Radio	Unwgted	9333	22
	Weighted (000)	45323	102
	Horz %	100.00	0.22
	Vert %	18.57	25.08
	Index	100	135
Any Vehicle Currently Owned/Leased Has Satellite Radio	Unwgted	15153	52
	Weighted (000)	76621	228
	Horz %	100.00	0.30
	Vert %	31.39	56.08
	Index	100	179
Any Vehicle Currently Owned/Leased Has MP3 Player Connection	Unwgted	12633	42
	Weighted (000)	64670	185
	Horz %	100.00	0.29
	Vert %	26.49	45.53
	Index	100	172
Listened to Online Streaming AM/FM Broadcast Radio Stations - Past Month	Unwgted	7343	19
	Weighted (000)	36346	106
	Horz %	100.00	0.29
	Vert %	14.89	26.04
	Index	100	175
Listened to Internet-only radio or other online music or audio services (eg. Pandora, Spotify, etc.) - past month	Unwgted	19242	42
	Weighted (000)	97996	166
	Horz %	100.00	0.17
	Vert %	40.15	40.77
	Index	100	102
Listening to Any Radio on the Internet/Online - Past Month	Unwgted	21921	50
	Weighted (000)	110983	213
	Horz %	100.00	0.19
	Vert %	45.47	52.58
	Index	100	116
Visited a Radio Station, Radio Program or Radio Personality's website - Past Month	Unwgted	3452	7
	Weighted (000)	17001	35
	Horz %	100.00	0.21
	Vert %	6.97	8.65
	Index	100	124
Downloaded Music - Past Month	Unwgted	9054	21
	Weighted (000)	47933	78
	Horz %	100.00	0.16
	Vert %	19.64	19.13
	Index	100	97
Downloaded Podcasts/Engaged in Podcasting - Past Month	Unwgted	3700	12
	Weighted (000)	17081	49
	Horz %	100.00	0.29
	Vert %	7.00	12.14
	Index	100	173

		Adults 18+	Would buy/lease new Porsche if making decision today
			*
Visited iHeartRadio site - Past Month	Unwgted	4412	10
	Weighted (000)	21989	35
	Horz %	100.00	0.16
	Vert %	9.01	8.52
	Index	100	95
			*
Visited iTunes.com site - Past Month	Unwgted	8331	30
	Weighted (000)	40212	130
	Horz %	100.00	0.32
	Vert %	16.47	31.90
	Index	100	194
			*
Visited Pandora.com site - Past Month	Unwgted	16996	40
	Weighted (000)	87700	140
	Horz %	100.00	0.16
	Vert %	35.93	34.57
	Index	100	96
			*
Visited Spotify site - Past Month	Unwgted	6074	16
	Weighted (000)	32588	77
	Horz %	100.00	0.24
	Vert %	13.35	18.90
	Index	100	142
			*
Advertising on radio provides me with useful information about bargains. Agree strongly or Agree somewhat	Unwgted	16507	31
	Weighted (000)	83844	151
	Horz %	100.00	0.18
	Vert %	34.35	37.31
	Index	100	109
			*
Advertising on radio provides me with meaningful information about the product use of other consumers. Agree strongly or Agree somewhat	Unwgted	13908	26
	Weighted (000)	70343	114
	Horz %	100.00	0.16
	Vert %	28.82	28.17
	Index	100	98
			*
Advertising on radio provides me with useful information about new products and services. Agree strongly or Agree somewhat	Unwgted	17125	30
	Weighted (000)	86850	155
	Horz %	100.00	0.18
	Vert %	35.58	38.15
	Index	100	107
			*
For me, advertising on radio is amusing. Agree strongly or Agree somewhat	Unwgted	12845	31
	Weighted (000)	65189	145
	Horz %	100.00	0.22
	Vert %	26.71	35.79
	Index	100	134
			*
Most trusted media: Radio	Unwgted	4143	7
	Weighted (000)	21056	20
	Horz %	100.00	0.10
	Vert %	8.63	5.05
	Index	100	59



		Adults 18+	Would buy/lease new Porsche if making decision today
TV Dayparts: Total Week Prime Time Cume Audience	Unwgted	38598	83
	Weighted (000)	190885	356
	Horz %	100.00	0.19
	Vert %	78.20	87.61
	Index	100	112
TV Dayparts: Prime Time Weekdays Cume Audience: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)	Unwgted	30674	57
	Weighted (000)	150599	229
	Horz %	100.00	0.15
	Vert %	61.70	56.49
	Index	100	92
TV Dayparts: Prime Time Saturday Cume Audience: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)	Unwgted	26407	55
	Weighted (000)	129573	254
	Horz %	100.00	0.20
	Vert %	53.09	62.50
	Index	100	118
TV Dayparts: Prime Time Sunday Cume Audience: 7:00-11:00 pm (Eastern/Pacific), 6:00-10:00 pm (Central/Mountain)	Unwgted	30767	66
	Weighted (000)	150356	304
	Horz %	100.00	0.20
	Vert %	61.60	75.01
	Index	100	122
			*
TV Dayparts: Weekdays Cume Audience: 9:00 am-4:00 pm (Eastern/Pacific) 9:00 am - 3:00 pm (Central/Mountain)	Unwgted	13588	19
	Weighted (000)	72467	71
	Horz %	100.00	0.10
	Vert %	29.69	17.41
	Index	100	59
			*
TV Dayparts: Weekdays Cume Audience: 4:00 pm-7:30 pm (Eastern/Pacific) 3:00 pm-6:30 pm (Central/Mountain)	Unwgted	24214	44
	Weighted (000)	122899	170
	Horz %	100.00	0.14
	Vert %	50.35	41.88
	Index	100	83
			*
TV Dayparts: Weekdays Cume Audience: 11:30 pm-1:00 am (Eastern/Pacific) 10:30 pm-Midnight (Central/Mountain)	Unwgted	8203	8
	Weighted (000)	41009	34
	Horz %	100.00	0.08
	Vert %	16.80	8.34
	Index	100	50
			*
TV Dayparts: Weekend Children's Shows Cume Audience: Saturday-Sunday Morning	Unwgted	20426	32
	Weighted (000)	102185	156
	Horz %	100.00	0.15
	Vert %	41.86	38.53
	Index	100	92
			*
TV Dayparts: Weekend Sports Cume Audience: Saturday-Sunday Afternoon	Unwgted	23818	38
	Weighted (000)	120635	163
	Horz %	100.00	0.13
	Vert %	49.42	40.10
	Index	100	81

		Adults 18+	Would buy/lease new Porsche if making decision today
			*
Downloaded a TV Program - Past Month	Unwgted	2514	5
	Weighted (000)	11768	12
	Horz %	100.00	0.10
	Vert %	4.82	2.97
	Index	100	62
			*
Watched a TV Program Online - Past Month	Unwgted	8915	20
	Weighted (000)	43431	95
	Horz %	100.00	0.22
	Vert %	17.79	23.49
	Index	100	132
			*
Visited a TV Network or TV Show's Web Site - Past Month	Unwgted	9786	19
	Weighted (000)	47213	62
	Horz %	100.00	0.13
	Vert %	19.34	15.25
	Index	100	79
			*
Looked at TV Listings Online - Past Month	Unwgted	5331	8
	Weighted (000)	24808	48
	Horz %	100.00	0.19
	Vert %	10.16	11.79
	Index	100	116
			*
Household Subscribes to Cable TV	Unwgted	22534	42
	Weighted (000)	109088	198
	Horz %	100.00	0.18
	Vert %	44.69	48.70
	Index	100	109
Household Subscribes to Cable, Satellite or Fiber Optic TV	Unwgted	37894	80
	Weighted (000)	188357	330
	Horz %	100.00	0.18
	Vert %	77.17	81.32
	Index	100	105
Viewed Any Cable TV (Including Pay) - Past Week	Unwgted	36344	80
	Weighted (000)	180739	328
	Horz %	100.00	0.18
	Vert %	74.05	80.77
	Index	100	109
Heavy Cable TV Viewer (Including Pay) - Past Week	Unwgted	26301	55
	Weighted (000)	131456	241
	Horz %	100.00	0.18
	Vert %	53.86	59.42
	Index	100	110
			*
Viewed Any Premium Cable Channels - Past Month	Unwgted	15801	44
	Weighted (000)	75868	174
	Horz %	100.00	0.23
	Vert %	31.08	42.86
	Index	100	138

		Adults 18+	Would buy/lease new Porsche if making decision today
			*
Viewed Any Pay-Per-View Programs or Events - Past Year	Unwgted	5693	17
	Weighted (000)	27121	57
	Horz %	100.00	0.21
	Vert %	11.11	14.11
	Index	100	127
			*
Viewed Any Video-On-Demand Programs or Events - Past Year	Unwgted	13030	39
	Weighted (000)	59121	142
	Horz %	100.00	0.24
	Vert %	24.22	35.02
	Index	100	145
			*
Household Has a Satellite Dish	Unwgted	10843	26
	Weighted (000)	61939	100
	Horz %	100.00	0.16
	Vert %	25.38	24.53
	Index	100	97
			*
Household Has a Digital Video Recorder (DVR)	Unwgted	23728	62
	Weighted (000)	116768	250
	Horz %	100.00	0.21
	Vert %	47.84	61.71
	Index	100	129
			*
Any Internet/Online Activity - Past Month	Unwgted	42373	94
	Weighted (000)	208554	384
	Horz %	100.00	0.18
	Vert %	85.44	94.66
	Index	100	111
			*
Played Games Online - Past Month	Unwgted	13852	24
	Weighted (000)	73850	107
	Horz %	100.00	0.15
	Vert %	30.26	26.42
	Index	100	87
			*
Downloaded a Video Game - Past Month	Unwgted	5083	8
	Weighted (000)	28601	51
	Horz %	100.00	0.18
	Vert %	11.72	12.45
	Index	100	106
			*
Downloaded a Movie - Past Month	Unwgted	4447	10
	Weighted (000)	21989	33
	Horz %	100.00	0.15
	Vert %	9.01	8.06
	Index	100	90
			*
Watched a Movie Online - Past Month	Unwgted	11540	28
	Weighted (000)	58047	89
	Horz %	100.00	0.15
	Vert %	23.78	21.95
	Index	100	92

		Adults 18+	Would buy/lease new Porsche if making decision today
			*
Watched Online Video (Not Movie, TV) - Past Month	Unwgt'd	10029	18
	Weighted (000)	50248	54
	Horz %	100.00	0.11
	Vert %	20.59	13.21
	Index	100	64
			*
Visited a Chat Room - Past Month	Unwgt'd	2194	4
	Weighted (000)	10601	14
	Horz %	100.00	0.14
	Vert %	4.34	3.57
	Index	100	82
Used e-Mail - Past Month	Unwgt'd	37148	83
	Weighted (000)	177506	333
	Horz %	100.00	0.19
	Vert %	72.72	82.04
	Index	100	113
Used Instant Messenger/IM Online - Past Month	Unwgt'd	29084	67
	Weighted (000)	148723	268
	Horz %	100.00	0.18
	Vert %	60.93	65.99
	Index	100	108
			*
Visited Online Blogs - Past Month	Unwgt'd	6650	16
	Weighted (000)	32542	70
	Horz %	100.00	0.21
	Vert %	13.33	17.20
	Index	100	129
			*
Wrote an Online Blog - Past Month	Unwgt'd	1215	3
	Weighted (000)	5810	14
	Horz %	100.00	0.24
	Vert %	2.38	3.40
	Index	100	143
			*
Uploaded or Added Video to a Web Site - Past Month	Unwgt'd	4085	6
	Weighted (000)	20569	29
	Horz %	100.00	0.14
	Vert %	8.43	7.09
	Index	100	84
Social networking, photo or video-sharing services visited or used in the last 30 days: Any Social Networking/Photo/Video-sharing services	Unwgt'd	36787	86
	Weighted (000)	184180	356
	Horz %	100.00	0.19
	Vert %	75.46	87.78
	Index	100	116
Social networking, photo or video-sharing services visited or used in the last 30 days: Facebook	Unwgt'd	29944	70
	Weighted (000)	152016	309
	Horz %	100.00	0.20
	Vert %	62.28	76.06
	Index	100	122

		Adults 18+	Would buy/lease new Porsche if making decision today
			*
Foursquare	Unwgt'd	259	1
	Weighted (000)	1096	2
	Horz %	100.00	0.14
	Vert %	0.45	0.38
	Index	100	84
			*
Google + (Google Plus)	Unwgt'd	7523	17
	Weighted (000)	37002	60
	Horz %	100.00	0.16
	Vert %	15.16	14.81
	Index	100	98
			*
Instagram	Unwgt'd	11180	28
	Weighted (000)	59923	118
	Horz %	100.00	0.20
	Vert %	24.55	29.04
	Index	100	118
			*
LinkedIn	Unwgt'd	7899	26
	Weighted (000)	31599	85
	Horz %	100.00	0.27
	Vert %	12.95	20.98
	Index	100	162
			*
Pinterest	Unwgt'd	9299	25
	Weighted (000)	49108	99
	Horz %	100.00	0.20
	Vert %	20.12	24.30
	Index	100	121
			*
Tumblr	Unwgt'd	1737	5
	Weighted (000)	9309	10
	Horz %	100.00	0.11
	Vert %	3.81	2.41
	Index	100	63
			*
Twitter	Unwgt'd	6507	18
	Weighted (000)	32509	76
	Horz %	100.00	0.23
	Vert %	13.32	18.66
	Index	100	140
			*
Yelp	Unwgt'd	4238	16
	Weighted (000)	17049	48
	Horz %	100.00	0.28
	Vert %	6.98	11.86
	Index	100	170
			*
YouTube	Unwgt'd	24878	56
	Weighted (000)	125197	224
	Horz %	100.00	0.18
	Vert %	51.29	55.12
	Index	100	107

		Adults 18+	Would buy/lease new Porsche if making decision today
			*
Activities done using a social networking, photo or video-sharing service in the last 30 days: Posted that you "Like" something	Unwgted	19391	41
	Weighted (000)	98998	169
	Horz %	100.00	0.17
	Vert %	40.56	41.70
	Index	100	103
			*
"Follow" or become a "fan of" something or someone	Unwgted	9880	21
	Weighted (000)	51999	100
	Horz %	100.00	0.19
	Vert %	21.30	24.69
	Index	100	116
			*
Clicked on an advertisement	Unwgted	7250	20
	Weighted (000)	34609	83
	Horz %	100.00	0.24
	Vert %	14.18	20.34
	Index	100	143
			*
Watched a video	Unwgted	23931	55
	Weighted (000)	121821	246
	Horz %	100.00	0.20
	Vert %	49.91	60.66
	Index	100	122
			*
Websites or apps visited or used in the last 30 days: Coupons	Unwgted	1642	6
	Weighted (000)	7736	24
	Horz %	100.00	0.31
	Vert %	3.17	5.97
	Index	100	188
			*
Sent or Received Text Messages on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	40180	90
	Weighted (000)	200974	375
	Horz %	100.00	0.19
	Vert %	82.34	92.47
	Index	100	112
			*
Sent or Received Instant Messages on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	20952	56
	Weighted (000)	106707	217
	Horz %	100.00	0.20
	Vert %	43.72	53.35
	Index	100	122
			*
Recorded a Video on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	19339	43
	Weighted (000)	97935	184
	Horz %	100.00	0.19
	Vert %	40.12	45.21
	Index	100	113
			*
Played Music on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	24725	59
	Weighted (000)	126500	245
	Horz %	100.00	0.19
	Vert %	51.83	60.44
	Index	100	117

		Adults 18+	Would buy/lease new Porsche if making decision today
			*
Played a Game on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	15697	30
	Weighted (000)	84080	120
	Horz %	100.00	0.14
	Vert %	34.45	29.63
	Index	100	86
			*
Watched a Movie, TV Program or Other Video on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	11626	24
	Weighted (000)	61092	78
	Horz %	100.00	0.13
	Vert %	25.03	19.24
	Index	100	77
			*
Used a Mobile "App" - Past Month	Unwgted	25794	71
	Weighted (000)	128777	290
	Horz %	100.00	0.22
	Vert %	52.76	71.36
	Index	100	135
			*
Read Any Daily Newspaper (Print/Paper/Hard Copy)	Unwgted	10912	20
	Weighted (000)	50128	79
	Horz %	100.00	0.16
	Vert %	20.54	19.54
	Index	100	95
			*
Read Any Sunday Newspaper (Print/Paper/Hard Copy)	Unwgted	14245	24
	Weighted (000)	67106	125
	Horz %	100.00	0.19
	Vert %	27.49	30.70
	Index	100	112
			*
Read or Looked Into Any Electronic Version of a Newspaper, Including Web Site - Past Month	Unwgted	19488	42
	Weighted (000)	91290	173
	Horz %	100.00	0.19
	Vert %	37.40	42.58
	Index	100	114
			*
Read Classified Advertising in Weekday Newspaper	Unwgted	3772	5
	Weighted (000)	20084	21
	Horz %	100.00	0.11
	Vert %	8.23	5.20
	Index	100	63
			*
Read Classified Advertising in Sunda/Weekend Newspaper	Unwgted	3758	6
	Weighted (000)	19510	20
	Horz %	100.00	0.10
	Vert %	7.99	5.00
	Index	100	63
			*
Read Advertisements in Weekday Newspaper	Unwgted	3812	4
	Weighted (000)	17916	10
	Horz %	100.00	0.06
	Vert %	7.34	2.50
	Index	100	34

		Adults 18+	Would buy/lease new Porsche if making decision today
			*
Read Advertisements in Sunday/Weekend Newspaper	Unwgt'd	4633	6
	Weighted (000)	22092	13
	Horz %	100.00	0.06
	Vert %	9.05	3.15
	Index	100	35
			*
Read Circulars/Inserts/Fliers in Weekday Newspaper	Unwgt'd	5068	10
	Weighted (000)	23852	75
	Horz %	100.00	0.31
	Vert %	9.77	18.41
	Index	100	188
			*
Read Circulars/Inserts/Fliers in Sunday/Weekend Newspaper	Unwgt'd	7203	9
	Weighted (000)	34013	70
	Horz %	100.00	0.21
	Vert %	13.93	17.24
	Index	100	124
			*
Received and/or Clipped Coupons from Weekday Newspaper - Past Year	Unwgt'd	4191	3
	Weighted (000)	20652	9
	Horz %	100.00	0.04
	Vert %	8.46	2.13
	Index	100	25
			*
Received and/or Clipped Coupons from Sunday/Weekend Newspaper - Past Year	Unwgt'd	9539	10
	Weighted (000)	47372	47
	Horz %	100.00	0.10
	Vert %	19.41	11.69
	Index	100	60
		*	*
UNTRENDED: Personally Referred to Paper Yellow Pages - Past Week	Unwgt'd	0	0
	Weighted (000)	0	0
	Horz %	0.00	0.00
	Vert %	0.00	0.00
	Index	0	0
		*	*
UNTRENDED: Personally Referred to Internet Yellow Pages - Past Week	Unwgt'd	0	0
	Weighted (000)	0	0
	Horz %	0.00	0.00
	Vert %	0.00	0.00
	Index	0	0
		*	*
UNTRENDED: Personally Referred to Paper or Internet Yellow Pages - Past Week	Unwgt'd	0	0
	Weighted (000)	0	0
	Horz %	0.00	0.00
	Vert %	0.00	0.00
	Index	0	0
		*	*
UNTRENDED: Accessed Yellowpages.com (YP.com) - Past Month	Unwgt'd	0	0
	Weighted (000)	0	0
	Horz %	0.00	0.00
	Vert %	0.00	0.00
	Index	0	0



		Adults 18+	Would buy/lease new Porsche if making decision today
			*
Have Seen Video Ads in Grocery Stores - Past Month	Unwgted	8175	12
	Weighted (000)	42062	67
	Horz %	100.00	0.16
	Vert %	17.23	16.51
	Index	100	96
			*
Have Seen Video Ads in Drug Stores - Past Month	Unwgted	5434	10
	Weighted (000)	27750	50
	Horz %	100.00	0.18
	Vert %	11.37	12.29
	Index	100	108
			*
Have Seen Video Ads in Convenience Stores - Past Month	Unwgted	5425	10
	Weighted (000)	27941	48
	Horz %	100.00	0.17
	Vert %	11.45	11.87
	Index	100	104
			*
Have Seen Video Ads in Large Discount/Department Stores - Past Month	Unwgted	5807	13
	Weighted (000)	30170	77
	Horz %	100.00	0.25
	Vert %	12.36	18.93
	Index	100	153
			*
Have Seen Video Ads in Warehouse/Club Stores - Past Month	Unwgted	5047	10
	Weighted (000)	24469	55
	Horz %	100.00	0.22
	Vert %	10.02	13.49
	Index	100	135
			*
Have Seen Video Ads in Other Stores - Past Month	Unwgted	4572	10
	Weighted (000)	23484	57
	Horz %	100.00	0.24
	Vert %	9.62	14.08
	Index	100	146
			*
Have Seen Video Ads in Shopping Malls - Past Month	Unwgted	6133	20
	Weighted (000)	30556	114
	Horz %	100.00	0.37
	Vert %	12.52	28.20
	Index	100	225
			*
Have Seen Video Ads in Bars/Pubs - Past Month	Unwgted	4212	9
	Weighted (000)	21008	31
	Horz %	100.00	0.15
	Vert %	8.61	7.64
	Index	100	89
			*
Have Seen Video Ads in Fast-Food or Family Restaurants - Past Month	Unwgted	6034	12
	Weighted (000)	31175	47
	Horz %	100.00	0.15
	Vert %	12.77	11.62
	Index	100	91

		Adults 18+	Would buy/lease new Porsche if making decision today
			*
Have Seen Video Ads in Coffee Shops, Cafes or Delis - Past Month	Unwgted	4611	11
	Weighted (000)	23019	57
	Horz %	100.00	0.25
	Vert %	9.43	13.94
	Index	100	148
			*
Have Seen Video Ads in Gym/Health Clubs - Past Month	Unwgted	4016	19
	Weighted (000)	19382	85
	Horz %	100.00	0.44
	Vert %	7.94	21.02
	Index	100	265
			*
Have Seen Video Ads in Medical Offices - Past Month	Unwgted	5499	13
	Weighted (000)	27407	56
	Horz %	100.00	0.20
	Vert %	11.23	13.74
	Index	100	122
			*
Have Seen Video Ads in Airports - Past Month	Unwgted	3929	8
	Weighted (000)	17909	16
	Horz %	100.00	0.09
	Vert %	7.34	3.87
	Index	100	53
			*
Have Seen Video Ads at Gas Stations - Past Month	Unwgted	8390	22
	Weighted (000)	41042	96
	Horz %	100.00	0.23
	Vert %	16.81	23.63
	Index	100	141
			*
Have Seen Video Ads in Office Building Lobbies - Past Month	Unwgted	3669	7
	Weighted (000)	18065	53
	Horz %	100.00	0.29
	Vert %	7.40	13.01
	Index	100	176
			*
Have Seen Video Ads in Office Building Elevators - Past Month	Unwgted	3552	7
	Weighted (000)	16785	46
	Horz %	100.00	0.27
	Vert %	6.88	11.25
	Index	100	164
			*
Have Seen Video Ads in Movie Theater Lobbies - Past Month	Unwgted	5092	13
	Weighted (000)	25878	72
	Horz %	100.00	0.28
	Vert %	10.60	17.75
	Index	100	167
			*
Have Seen Ads on Billboards - Past Month	Unwgted	23703	62
	Weighted (000)	117973	260
	Horz %	100.00	0.22
	Vert %	48.33	64.00
	Index	100	132

		Adults 18+	Would buy/lease new Porsche if making decision today
			*
Have Seen Ads on Buses/Trains - Past Month	Unwgted	10886	28
	Weighted (000)	50330	99
	Horz %	100.00	0.20
	Vert %	20.62	24.36
	Index	100	118
			*
Have Seen Ads at Bus Stops or Train Stations - Past Month	Unwgted	7328	27
	Weighted (000)	32843	89
	Horz %	100.00	0.27
	Vert %	13.46	22.01
	Index	100	164
			*
Have Seen Ads Inside Taxis - Past Month	Unwgted	3849	16
	Weighted (000)	17102	67
	Horz %	100.00	0.39
	Vert %	7.01	16.46
	Index	100	235
			*
Have Seen Ads on Top of Taxis - Past Month	Unwgted	5892	22
	Weighted (000)	26219	77
	Horz %	100.00	0.30
	Vert %	10.74	19.07
	Index	100	178
			*
Have Seen Ads on Phone Booths - Past Month	Unwgted	3008	10
	Weighted (000)	14451	42
	Horz %	100.00	0.29
	Vert %	5.92	10.43
	Index	100	176
			*
Have Seen Ads at Sports or Entertainment Events - Past Month	Unwgted	7405	18
	Weighted (000)	36191	87
	Horz %	100.00	0.24
	Vert %	14.83	21.55
	Index	100	145
			*
Have Seen Ads on Postcards - Past Month	Unwgted	5576	15
	Weighted (000)	26312	86
	Horz %	100.00	0.32
	Vert %	10.78	21.06
	Index	100	195
			*
Have Seen Ads Sent to a Cellphone or Other Mobile Device - Past Month	Unwgted	13421	29
	Weighted (000)	66442	124
	Horz %	100.00	0.19
	Vert %	27.22	30.63
	Index	100	113
			*
Have Seen Ads on Posters at Movie Theaters - Past Month	Unwgted	8606	18
	Weighted (000)	42087	80
	Horz %	100.00	0.19
	Vert %	17.24	19.63
	Index	100	114

		Adults 18+	Would buy/lease new Porsche if making decision today
			*
Have Seen Ads Shown On-Screen Before Start of a Movie - Past Month	Unwgted	10943	27
	Weighted (000)	53139	127
	Horz %	100.00	0.24
	Vert %	21.77	31.20
	Index	100	143
			*
Have Seen Ads in Stores (Not Video Ads) - Past Month	Unwgted	15171	33
	Weighted (000)	76102	159
	Horz %	100.00	0.21
	Vert %	31.18	39.19
	Index	100	126
			*
Have Seen Ads in Shopping Malls (Not Video Ads) - Past Month	Unwgted	10587	29
	Weighted (000)	52205	126
	Horz %	100.00	0.24
	Vert %	21.39	31.06
	Index	100	145
			*
Have Seen Infomercials - Past Month	Unwgted	9871	21
	Weighted (000)	49119	101
	Horz %	100.00	0.21
	Vert %	20.12	24.85
	Index	100	123
			*
Have Seen Offers or Ads Sent to Home by Mail - Past Month	Unwgted	19632	42
	Weighted (000)	96299	200
	Horz %	100.00	0.21
	Vert %	39.45	49.25
	Index	100	125
			*
Have Seen Product Placement in Video Games - Past Month	Unwgted	4596	10
	Weighted (000)	24167	41
	Horz %	100.00	0.17
	Vert %	9.90	10.11
	Index	100	102
			*
Have Seen Product Placement in TV Shows - Past Month	Unwgted	17823	41
	Weighted (000)	88092	165
	Horz %	100.00	0.19
	Vert %	36.09	40.56
	Index	100	112
			*
Have Seen Product Placement in Movies - Past Month	Unwgted	11248	29
	Weighted (000)	56256	131
	Horz %	100.00	0.23
	Vert %	23.05	32.15
	Index	100	140