

RAB / GfK MRI AUTO PROFILE: SAAB

	A	B	C	D	E
			U.S. Adults 18+	Most Recent Vehicle Bought/Leased: Any SAAB	Own/Lease Any SAAB Vehicle
1					
2					
3	U.S. Adults 18+				
4		Unwgt'd	50764	94	205
5		(000)	230375	395	875
6		Horz %	100.00	0.17	0.38
7		Vert %	100.00	100.00	100.00
8		Index	100	100	100
9	Male				
10		Unwgt'd	26280	53	124
11		(000)	111471	191	412
12		Horz %	100.00	0.17	0.37
13		Vert %	48.39	48.46	47.02
14		Index	100	100	97
15	Female			*	
16		Unwgt'd	24484	41	81
17		(000)	118904	203	464
18		Horz %	100.00	0.17	0.39
19		Vert %	51.61	51.54	52.98
20		Index	100	100	103
21	Age 18-24			*	*
22		Unwgt'd	4063	8	13
23		(000)	29377	51	112
24		Horz %	100.00	0.17	0.38
25		Vert %	12.75	12.86	12.83
26		Index	100	101	101
27	Age 25-34			*	*
28		Unwgt'd	8080	10	25
29		(000)	41280	36	78
30		Horz %	100.00	0.09	0.19
31		Vert %	17.92	9.09	8.94
32		Index	100	51	50
33	Age 35-44			*	*
34		Unwgt'd	9539	21	49
35		(000)	40737	86	229
36		Horz %	100.00	0.21	0.56
37		Vert %	17.68	21.92	26.10
38		Index	100	124	148
39	Age 45-54			*	
40		Unwgt'd	10179	25	50
41		(000)	44531	96	176
42		Horz %	100.00	0.21	0.40
43		Vert %	19.33	24.26	20.16
44		Index	100	125	104
45	Age 55-64			*	*
46		Unwgt'd	8584	19	42
47		(000)	35695	86	201
48		Horz %	100.00	0.24	0.56
49		Vert %	15.49	21.86	22.95
50		Index	100	141	148
51	Age 65+			*	*
52		Unwgt'd	10319	11	26
53		(000)	38754	39	79
54		Horz %	100.00	0.10	0.20
55		Vert %	16.82	10.01	9.02
56		Index	100	59	54

RAB / GfK MRI AUTO PROFILE: SAAB

	A	B	C	D	E
			U.S. Adults 18+	Most Recent Vehicle Bought/ Leased: Any SAAB	Own/Lease Any SAAB Vehicle
1					
2					
57	Age 21+				
58		Unwgt'd	49151	92	200
59		(000)	217192	363	823
60		Horz %	100.00	0.17	0.38
61		Vert %	94.28	91.93	93.97
62		Index	100	98	100
63	Age 21-34			*	*
64		Unwgt'd	10530	16	33
65		(000)	57475	55	138
66		Horz %	100.00	0.10	0.24
67		Vert %	24.95	13.88	15.74
68		Index	100	56	63
69	Age 18-34			*	*
70		Unwgt'd	12143	18	38
71		(000)	70657	87	191
72		Horz %	100.00	0.12	0.27
73		Vert %	30.67	21.95	21.77
74		Index	100	72	71
75	Age 18-49				
76		Unwgt'd	26777	51	114
77		(000)	133969	204	497
78		Horz %	100.00	0.15	0.37
79		Vert %	58.15	51.67	56.79
80		Index	100	89	98
81	Age 25-54				
82		Unwgt'd	27798	56	124
83		(000)	126548	218	483
84		Horz %	100.00	0.17	0.38
85		Vert %	54.93	55.27	55.20
86		Index	100	101	100
87	Age 35-64				
88		Unwgt'd	28302	65	141
89		(000)	120963	269	606
90		Horz %	100.00	0.22	0.50
91		Vert %	52.51	68.04	69.21
92		Index	100	130	132
93	Age 50+			*	
94		Unwgt'd	23987	43	91
95		(000)	96406	191	378
96		Horz %	100.00	0.20	0.39
97		Vert %	41.85	48.33	43.21
98		Index	100	115	103
99	Median Age				
100		Unwgt'd			
101		(000)	45.80	48.90	46.20
102		Horz %			
103		Vert %			
104		Index			
105	Race: White Only				
106		Unwgt'd	38545	78	173
107		(000)	172664	347	780
108		Horz %	100.00	0.20	0.45
109		Vert %	74.95	88.05	89.05
110		Index	100	117	119

RAB / GfK MRI AUTO PROFILE: SAAB

	A	B	C	D	E
1			U.S. Adults 18+	Most Recent Vehicle Bought/Leased: Any SAAB	Own/Lease Any SAAB Vehicle
2					
111	Race: Black/African-American Only				*
112		Unwgted	5358	9	16
113		(000)	26062	36	63
114		Horz %	100.00	0.14	0.24
115		Vert %	11.31	9.06	7.22
116		Index	100	80	64
117	Race: Other Race/Multiple Classifications				*
118		Unwgted	6861	7	16
119		(000)	31649	11	33
120		Horz %	100.00	0.04	0.10
121		Vert %	13.74	2.89	3.72
122		Index	100	21	27
123	Spanish, Hispanic, Latino Origin or Descent				*
124		Unwgted	5242	4	8
125		(000)	32152	11	30
126		Horz %	100.00	0.03	0.09
127		Vert %	13.96	2.68	3.42
128		Index	100	19	25
129	Personally Speak Only Spanish at Home				*
130		Unwgted	806	0	0
131		(000)	8547	0	0
132		Horz %	100.00	0.00	0.00
133		Vert %	3.71	0.00	0.00
134		Index	100	0	0
135	Personally Speak Mostly Spanish, but Some English, at Home				*
136		Unwgted	1218	2	3
137		(000)	8824	6	21
138		Horz %	100.00	0.07	0.23
139		Vert %	3.83	1.50	2.37
140		Index	100	39	62
141	Personally Speak Spanish and English Equally at Home				*
142		Unwgted	125	0	0
143		(000)	1077	0	0
144		Horz %	100.00	0.00	0.00
145		Vert %	0.47	0.00	0.00
146		Index	100	0	0
147	Highest Level Education Completed/Highest Degree: Master's Degree or Professional School Degree or Doctorate Degree				*
148		Unwgted	6776	24	59
149		(000)	22020	86	180
150		Horz %	100.00	0.39	0.82
151		Vert %	9.56	21.82	20.57
152		Index	100	228	215
153	Highest Level Education Completed/Highest Degree: Bachelor's Degree				*
154		Unwgted	11531	39	71
155		(000)	40983	140	226
156		Horz %	100.00	0.34	0.55
157		Vert %	17.79	35.37	25.85
158		Index	100	199	145
159	Highest Level Education Completed/Highest Degree: Associate Degree, Academic				*
160		Unwgted	2455	4	8
161		(000)	8920	26	45
162		Horz %	100.00	0.29	0.51
163		Vert %	3.87	6.47	5.17
164		Index	100	167	133

RAB / GfK MRI AUTO PROFILE: SAAB

	A	B	C	D	E
			U.S. Adults 18+	Most Recent Vehicle Bought/Leased: Any SAAB	Own/Lease Any SAAB Vehicle
1					
2					
165	Highest Level Education Completed/Highest Degree:			*	*
166	Associate Degree, Occupational/Vocational	Unwgted	3022	1	8
167		(000)	11493	6	51
168		Horz %	100.00	0.05	0.45
169		Vert %	4.99	1.55	5.87
170		Index	100	31	118
171	Highest Level Education Completed/Highest Degree:			*	*
172	Some College, But No Degree	Unwgted	10967	16	36
173		(000)	44277	75	189
174		Horz %	100.00	0.17	0.43
175		Vert %	19.22	19.04	21.58
176		Index	100	99	112
177	Highest Level Education Completed/Highest Degree:			*	*
178	High School Graduate - High School Diploma or Equivalent, such as GED	Unwgted	11623	6	18
179		(000)	71029	23	130
180		Horz %	100.00	0.03	0.18
181		Vert %	30.83	5.85	14.81
182		Index	100	19	48
183	Highest Level Education Completed/Highest Degree:			*	*
184	Did Not Graduate High School	Unwgted	4390	4	5
185		(000)	31652	39	54
186		Horz %	100.00	0.12	0.17
187		Vert %	13.74	9.91	6.15
188		Index	100	72	45
189	Currently Attending College or University			*	*
190		Unwgted	3923	11	19
191		(000)	19381	29	85
192		Horz %	100.00	0.15	0.44
193		Vert %	8.41	7.32	9.68
194		Index	100	87	115
195	Employed Full-Time				
196		Unwgted	26249	65	133
197		(000)	110329	244	542
198		Horz %	100.00	0.22	0.49
199		Vert %	47.89	61.82	61.91
200		Index	100	129	129
201	Employed Part-Time			*	*
202		Unwgted	5913	10	19
203		(000)	27672	58	96
204		Horz %	100.00	0.21	0.35
205		Vert %	12.01	14.81	10.95
206		Index	100	123	91
207	Not Employed			*	*
208		Unwgted	18602	19	53
209		(000)	92373	92	238
210		Horz %	100.00	0.10	0.26
211		Vert %	40.10	23.37	27.14
212		Index	100	58	68
213	Temporarily Employed			*	*
214		Unwgted	2975	2	8
215		(000)	18093	3	34
216		Horz %	100.00	0.02	0.19
217		Vert %	7.85	0.78	3.87
218		Index	100	10	49

RAB / GfK MRI AUTO PROFILE: SAAB

	A	B	C	D	E
			U.S. Adults 18+	Most Recent Vehicle Bought/Leased: Any SAAB	Own/Lease Any SAAB Vehicle
1					
2					
219	Retired (Not Employed)			*	*
220		Unwgt'd	10044	11	27
221		(000)	39775	45	93
222		Horz %	100.00	0.11	0.23
223		Vert %	17.27	11.33	10.58
224		Index	100	66	61
225	Not Employed; Principal Shopper for HH			*	*
226		Unwgt'd	2555	2	9
227		(000)	15405	8	33
228		Horz %	100.00	0.05	0.21
229		Vert %	6.69	2.00	3.74
230		Index	100	30	56
231	Occupation: Professional and Related Occupations			*	*
232		Unwgt'd	7709	23	49
233		(000)	30625	86	200
234		Horz %	100.00	0.28	0.65
235		Vert %	13.29	21.84	22.83
236		Index	100	164	172
237	Occupation: Management, Business and Financial Operations			*	*
238		Unwgt'd	6629	26	49
239		(000)	21389	84	191
240		Horz %	100.00	0.39	0.89
241		Vert %	9.28	21.37	21.82
242		Index	100	230	235
243	Occupation: Sales and Office Occupations			*	*
244		Unwgt'd	6696	13	24
245		(000)	32500	61	102
246		Horz %	100.00	0.19	0.31
247		Vert %	14.11	15.56	11.66
248		Index	100	110	83
249	Occupation: Natural Resources, Construction and Maintenance Occupations			*	*
250		Unwgt'd	2865	4	10
251		(000)	12920	28	61
252		Horz %	100.00	0.21	0.47
253		Vert %	5.61	6.98	6.93
254		Index	100	125	124
255	Occupation: Other Employed			*	*
256		Unwgt'd	8263	9	20
257		(000)	40568	43	84
258		Horz %	100.00	0.11	0.21
259		Vert %	17.61	10.88	9.63
260		Index	100	62	55
261	Household Income: \$250,000+			*	*
262		Unwgt'd	1541	5	13
263		(000)	5192	12	34
264		Horz %	100.00	0.24	0.65
265		Vert %	2.25	3.15	3.85
266		Index	100	140	171
267	Household Income: \$200,000-\$249,999			*	*
268		Unwgt'd	1413	8	15
269		(000)	5128	36	67
270		Horz %	100.00	0.70	1.32
271		Vert %	2.23	9.15	7.70
272		Index	100	411	346

RAB / GfK MRI AUTO PROFILE: SAAB

	A	B	C	D	E
			U.S. Adults 18+	Most Recent Vehicle Bought/Leased: Any SAAB	Own/Lease Any SAAB Vehicle
1					
2					
273	Household Income: \$150,000-\$199,999			*	*
274		Unwgted	3390	13	34
275		(000)	13415	47	148
276		Horz %	100.00	0.35	1.10
277		Vert %	5.82	11.79	16.86
278		Index	100	202	289
279	Household Income: \$100,000-\$149,999			*	*
280		Unwgted	7381	24	48
281		(000)	34172	87	204
282		Horz %	100.00	0.25	0.60
283		Vert %	14.83	21.99	23.25
284		Index	100	148	157
285	Household Income: \$75,000-\$99,999			*	*
286		Unwgted	6745	29	56
287		(000)	31027	159	277
288		Horz %	100.00	0.51	0.89
289		Vert %	13.47	40.37	31.68
290		Index	100	300	235
291	Household Income: \$60,000-\$74,999			*	*
292		Unwgted	5572	6	13
293		(000)	25077	32	62
294		Horz %	100.00	0.13	0.25
295		Vert %	10.89	8.03	7.03
296		Index	100	74	65
297	Household Income: \$50,000-\$59,999			*	*
298		Unwgted	4048	2	6
299		(000)	18911	4	17
300		Horz %	100.00	0.02	0.09
301		Vert %	8.21	1.07	1.98
302		Index	100	13	24
303	Household Income: \$40,000-\$49,999			*	*
304		Unwgted	5142	1	5
305		(000)	20203	4	27
306		Horz %	100.00	0.02	0.14
307		Vert %	8.77	1.09	3.13
308		Index	100	12	36
309	Household Income: \$30,000-\$39,999			*	*
310		Unwgted	4923	4	10
311		(000)	22348	8	32
312		Horz %	100.00	0.04	0.14
313		Vert %	9.70	2.08	3.60
314		Index	100	21	37
315	Household Income: Under \$20,000			*	*
316		Unwgted	4715	0	2
317		(000)	22989	0	2
318		Horz %	100.00	0.00	0.01
319		Vert %	9.98	0.00	0.26
320		Index	100	0	3
321	Median Household Income (\$00)				
322		Unwgted			
323		(000)	59.40	97.60	103.60
324		Horz %			
325		Vert %			
326		Index			

RAB / GfK MRI AUTO PROFILE: SAAB

	A	B	C	D	E
			U.S. Adults 18+	Most Recent Vehicle Bought/Leased: Any SAAB	Own/Lease Any SAAB Vehicle
1					
2					
327	Marital Status: Single, Never Married			*	*
328		Unwgted	11552	18	30
329		(000)	61704	80	156
330		Horz %	100.00	0.13	0.25
331		Vert %	26.78	20.17	17.80
332		Index	100	75	66
333	Marital Status: Currently Married				
334		Unwgted	26908	67	153
335		(000)	124920	261	634
336		Horz %	100.00	0.21	0.51
337		Vert %	54.22	66.12	72.41
338		Index	100	122	134
339	Marital Status: Legally Separated, Divorced, or Widowed			*	*
340		Unwgted	12304	9	22
341		(000)	43750	54	86
342		Horz %	100.00	0.12	0.20
343		Vert %	18.99	13.71	9.78
344		Index	100	72	52
345	Marital Status: Engaged to be Married			*	*
346		Unwgted	2017	2	4
347		(000)	10916	3	8
348		Horz %	100.00	0.03	0.07
349		Vert %	4.74	0.74	0.86
350		Index	100	16	18
351	Marital Status: Sole Parent (Single Parent)			*	*
352		Unwgted	3472	1	5
353		(000)	12162	17	40
354		Horz %	100.00	0.14	0.33
355		Vert %	5.28	4.41	4.53
356		Index	100	84	86
357	Any Child(ren) Under Age 18 Livig in Household			*	*
358		Unwgted	18919	28	77
359		(000)	92793	145	348
360		Horz %	100.00	0.16	0.38
361		Vert %	40.28	36.86	39.75
362		Index	100	92	99
363	1 Child Under Age 18 Living in Household			*	*
364		Unwgted	7680	11	35
365		(000)	38924	50	163
366		Horz %	100.00	0.13	0.42
367		Vert %	16.90	12.59	18.58
368		Index	100	75	110
369	2 Children Under Age 18 Living in Household			*	*
370		Unwgted	7061	16	36
371		(000)	32339	90	166
372		Horz %	100.00	0.28	0.51
373		Vert %	14.04	22.73	18.99
374		Index	100	162	135
375	3 Children Under Age 18 Living in Household			*	*
376		Unwgted	2928	0	3
377		(000)	14381	0	9
378		Horz %	100.00	0.00	0.06
379		Vert %	6.24	0.00	0.97
380		Index	100	0	16

RAB / GfK MRI AUTO PROFILE: SAAB

	A	B	C	D	E
			U.S. Adults 18+	Most Recent Vehicle Bought/ Leased: Any SAAB	Own/Lease Any SAAB Vehicle
1					
2					
381	4 or More Children Under Age 18 Living in Household			*	*
382		Unwgted	1250	1	3
383		(000)	7150	6	11
384		Horz %	100.00	0.08	0.15
385		Vert %	3.10	1.54	1.20
386		Index	100	50	39
387	No Children Under Age 18 Living in Household				
388		Unwgted	31845	66	128
389		(000)	137581	249	527
390		Horz %	100.00	0.18	0.38
391		Vert %	59.72	63.14	60.25
392		Index	100	106	101
393	Own Residence				
394		Unwgted	36594	75	178
395		(000)	158745	305	755
396		Horz %	100.00	0.19	0.48
397		Vert %	68.91	77.28	86.20
398		Index	100	112	125
399	Rent Residence			*	*
400		Unwgted	13685	18	26
401		(000)	69564	88	119
402		Horz %	100.00	0.13	0.17
403		Vert %	30.20	22.18	13.56
404		Index	100	73	45
405	Live Rent-Free in Residence			*	*
406		Unwgted	485	1	1
407		(000)	2066	2	2
408		Horz %	100.00	0.10	0.10
409		Vert %	0.90	0.53	0.24
410		Index	100	59	27
411	Census Region: North East			*	*
412		Unwgted	11668	45	76
413		(000)	42098	147	341
414		Horz %	100.00	0.35	0.81
415		Vert %	18.27	37.32	39.00
416		Index	100	204	213
417	Census Region: South			*	*
418		Unwgted	16233	19	49
419		(000)	85385	112	204
420		Horz %	100.00	0.13	0.24
421		Vert %	37.06	28.31	23.29
422		Index	100	76	63
423	Census Region: Midwest			*	*
424		Unwgted	11708	13	40
425		(000)	50288	55	178
426		Horz %	100.00	0.11	0.35
427		Vert %	21.83	13.88	20.28
428		Index	100	64	93
429	Census Region: West			*	*
430		Unwgted	11155	17	40
431		(000)	52603	81	153
432		Horz %	100.00	0.15	0.29
433		Vert %	22.83	20.49	17.43
434		Index	100	90	76

RAB / GfK MRI AUTO PROFILE: SAAB

	A	B	C	D	E
1			U.S. Adults 18+	Most Recent Vehicle Bought/Leased: Any SAAB	Own/Lease Any SAAB Vehicle
2					
435	Census Sub-Region: New England				*
436		Unwgted	2968	15	28
437		(000)	11005	61	144
438		Horz %	100.00	0.55	1.31
439		Vert %	4.78	15.45	16.46
440		Index	100	323	345
441	Census Sub-Region: Mid Atlantic				*
442		Unwgted	8700	30	48
443		(000)	31094	86	197
444		Horz %	100.00	0.28	0.63
445		Vert %	13.50	21.87	22.54
446		Index	100	162	167
447	Census Sub-Region: South Atlantic				*
448		Unwgted	9447	11	35
449		(000)	43998	54	104
450		Horz %	100.00	0.12	0.24
451		Vert %	19.10	13.81	11.93
452		Index	100	72	62
453	Census Sub-Region: East South Central				*
454		Unwgted	2111	2	4
455		(000)	15182	32	49
456		Horz %	100.00	0.21	0.32
457		Vert %	6.59	8.07	5.61
458		Index	100	122	85
459	Census Sub-Region: West South Central				*
460		Unwgted	4675	6	10
461		(000)	26206	25	50
462		Horz %	100.00	0.10	0.19
463		Vert %	11.38	6.43	5.76
464		Index	100	56	51
465	Census Sub-Region: East North Central				*
466		Unwgted	9127	12	29
467		(000)	35069	50	116
468		Horz %	100.00	0.14	0.33
469		Vert %	15.22	12.71	13.22
470		Index	100	84	87
471	Census Sub-Region: West North Central				*
472		Unwgted	2581	1	11
473		(000)	15219	5	62
474		Horz %	100.00	0.03	0.41
475		Vert %	6.61	1.17	7.06
476		Index	100	18	107
477	Census Sub-Region: Mountain				*
478		Unwgted	2724	2	7
479		(000)	15864	23	38
480		Horz %	100.00	0.14	0.24
481		Vert %	6.89	5.73	4.37
482		Index	100	83	63
483	Census Sub-Region: Pacific				*
484		Unwgted	8431	15	33
485		(000)	36739	58	114
486		Horz %	100.00	0.16	0.31
487		Vert %	15.95	14.77	13.07
488		Index	100	93	82

RAB / GfK MRI AUTO PROFILE: SAAB

	A	B	C	D	E
1			U.S. Adults 18+	Most Recent Vehicle Bought/Leased: Any SAAB	Own/Lease Any SAAB Vehicle
2					
489	County Size: A				
490		Unwgted	29018	60	135
491		(000)	94997	192	409
492		Horz %	100.00	0.20	0.43
493		Vert %	41.24	48.70	46.73
494		Index	100	118	113
495	County Size: B			*	*
496		Unwgted	12013	23	46
497		(000)	70160	132	298
498		Horz %	100.00	0.19	0.42
499		Vert %	30.45	33.54	34.03
500		Index	100	110	112
501	County Size: C			*	*
502		Unwgted	5679	6	12
503		(000)	33516	30	63
504		Horz %	100.00	0.09	0.19
505		Vert %	14.55	7.49	7.21
506		Index	100	51	50
507	County Size: D			*	*
508		Unwgted	4054	5	12
509		(000)	31701	41	105
510		Horz %	100.00	0.13	0.33
511		Vert %	13.76	10.27	12.03
512		Index	100	75	87
513	Radio Formats: Adult Contemporary (Mon-Sun 24-Hr Cume)			*	*
514		Unwgted	8525	14	33
515		(000)	38188	81	192
516		Horz %	100.00	0.21	0.50
517		Vert %	16.58	20.47	21.89
518		Index	100	124	132
519	Radio Formats: Adult Hits (Jack, etc.) (Mon-Sun 24-Hr Cume)			*	*
520		Unwgted	737	1	1
521		(000)	3058	4	4
522		Horz %	100.00	0.12	0.12
523		Vert %	1.33	0.89	0.40
524		Index	100	67	30
525	Radio Formats: Adult Standards/Easy Listening (Mon-Sun 24-Hr Cume)			*	*
526		Unwgted	539	0	2
527		(000)	2702	0	6
528		Horz %	100.00	0.00	0.23
529		Vert %	1.17	0.00	0.72
530		Index	100	0	61
531	Radio Formats: All News (Mon-Sun 24-Hr Cume)			*	*
532		Unwgted	3825	7	18
533		(000)	9833	28	49
534		Horz %	100.00	0.28	0.50
535		Vert %	4.27	7.02	5.59
536		Index	100	165	131
537	Radio Formats: All Sports (Mon-Sun 24-Hr Cume)			*	*
538		Unwgted	3855	12	24
539		(000)	12824	26	63
540		Horz %	100.00	0.21	0.49
541		Vert %	5.57	6.68	7.22
542		Index	100	120	130

RAB / GfK MRI AUTO PROFILE: SAAB

	A	B	C	D	E
			U.S. Adults 18+	Most Recent Vehicle Bought/Leased: Any SAAB	Own/Lease Any SAAB Vehicle
1					
2					
543	Radio Formats: All Talk (Mon-Sun 24-Hr Cume)			*	*
544		Unwgted	1386	3	9
545		(000)	5131	14	28
546		Horz %	100.00	0.28	0.54
547		Vert %	2.23	3.66	3.17
548		Index	100	164	143
549	Radio Formats: Alternative (Mon-Sun 24-Hr Cume)			*	*
550		Unwgted	3593	6	21
551		(000)	15471	17	65
552		Horz %	100.00	0.11	0.42
553		Vert %	6.72	4.18	7.38
554		Index	100	62	110
555	Radio Formats: CHR/Top 40 (Mon-Sun 24-Hr Cume)			*	*
556		Unwgted	8799	15	33
557		(000)	44088	60	142
558		Horz %	100.00	0.14	0.32
559		Vert %	19.14	15.18	16.21
560		Index	100	79	85
561	Radio Formats: Classic Hits (Mon-Sun 24-Hr Cume)			*	*
562		Unwgted	3032	4	12
563		(000)	13875	12	50
564		Horz %	100.00	0.09	0.36
565		Vert %	6.02	3.09	5.74
566		Index	100	51	95
567	Radio Formats: Classic Rock (Mon-Sun 24-Hr Cume)			*	*
568		Unwgted	4432	12	18
569		(000)	20642	63	91
570		Horz %	100.00	0.31	0.44
571		Vert %	8.96	15.98	10.41
572		Index	100	178	116
573	Radio Formats: Classical (Mon-Sun 24-Hr Cume)			*	*
574		Unwgted	1771	8	18
575		(000)	6064	21	51
576		Horz %	100.00	0.34	0.85
577		Vert %	2.63	5.20	5.86
578		Index	100	198	222
579	Radio Formats: Country (Mon-Sun 24-Hr Cume)			*	*
580		Unwgted	8534	9	23
581		(000)	46390	54	114
582		Horz %	100.00	0.12	0.25
583		Vert %	20.14	13.77	12.99
584		Index	100	68	65
585	Radio Formats: Ethnic (Mon-Sun 24-Hr Cume)			*	*
586		Unwgted	273	0	0
587		(000)	1081	0	0
588		Horz %	100.00	0.00	0.00
589		Vert %	0.47	0.00	0.00
590		Index	100	0	0
591	Radio Formats: Gospel (Mon-Sun 24-Hr Cume)			*	*
592		Unwgted	819	0	2
593		(000)	4222	0	7
594		Horz %	100.00	0.00	0.16
595		Vert %	1.83	0.00	0.76
596		Index	100	0	41

RAB / GfK MRI AUTO PROFILE: SAAB

	A	B	C	D	E
1			U.S. Adults 18+	Most Recent Vehicle Bought/Leased: Any SAAB	Own/Lease Any SAAB Vehicle
2					
597	Radio Formats: Hispanic - All Genres (Mon-Sun 24-Hr Cume)				*
598		Unwgted	2249	2	4
599		(000)	15622	8	17
600		Horz %	100.00	0.05	0.11
601		Vert %	6.78	1.91	1.94
602		Index	100	28	29
603	Radio Formats: Hot AC (Mon-Sun 24-Hr Cume)				*
604		Unwgted	2567	3	9
605		(000)	12122	8	44
606		Horz %	100.00	0.06	0.36
607		Vert %	5.26	1.96	4.99
608		Index	100	37	95
609	Radio Formats: Hot Country (Mon-Sun 24-Hr Cume)				*
610		Unwgted	1753	2	5
611		(000)	10170	10	17
612		Horz %	100.00	0.10	0.16
613		Vert %	4.41	2.57	1.89
614		Index	100	58	43
615	Radio Formats: Hurban (Mon-Sun 24-Hr Cume)				*
616		Unwgted	356	1	2
617		(000)	2290	2	4
618		Horz %	100.00	0.07	0.20
619		Vert %	0.99	0.42	0.51
620		Index	100	42	51
621	Radio Formats: Jazz (Mon-Sun 24-Hr Cume)				*
622		Unwgted	1138	4	11
623		(000)	3902	14	30
624		Horz %	100.00	0.37	0.76
625		Vert %	1.69	3.65	3.39
626		Index	100	215	200
627	Radio Formats: Mexican/Tejano/Ranchera (subset of Hispanic) (Mon-Sun 24-Hr Cume)				*
628		Unwgted	890	1	2
629		(000)	6766	6	9
630		Horz %	100.00	0.09	0.13
631		Vert %	2.94	1.50	1.00
632		Index	100	51	34
633	Radio Formats: News/Talk (Mon-Sun 24-Hr Cume)				*
634		Unwgted	7780	21	44
635		(000)	26067	100	174
636		Horz %	100.00	0.38	0.67
637		Vert %	11.32	25.31	19.86
638		Index	100	224	176
639	Radio Formats: Oldies (Mon-Sun 24-Hr Cume)				*
640		Unwgted	2627	1	6
641		(000)	12292	5	34
642		Horz %	100.00	0.04	0.28
643		Vert %	5.34	1.31	3.88
644		Index	100	25	73
645	Radio Formats: Public (Mon-Sun 24-Hr Cume)				*
646		Unwgted	2643	17	36
647		(000)	9819	64	159
648		Horz %	100.00	0.65	1.62
649		Vert %	4.26	16.18	18.15
650		Index	100	380	426

RAB / GfK MRI AUTO PROFILE: SAAB

	A	B	C	D	E
			U.S. Adults 18+	Most Recent Vehicle Bought/Leased: Any SAAB	Own/Lease Any SAAB Vehicle
1					
2					
651	Radio Formats: Religious (Mon-Sun 24-Hr Cume)			*	*
652		Unwgted	3833	8	15
653		(000)	17826	24	51
654		Horz %	100.00	0.13	0.29
655		Vert %	7.74	6.03	5.81
656		Index	100	78	75
657	Radio Formats: Rhythmic (Mon-Sun 24-Hr Cume)			*	*
658		Unwgted	2879	3	8
659		(000)	14270	12	35
660		Horz %	100.00	0.09	0.25
661		Vert %	6.19	3.13	4.03
662		Index	100	51	65
663	Radio Formats: Rock (Mon-Sun 24-Hr Cume)			*	*
664		Unwgted	5056	10	27
665		(000)	22282	42	115
666		Horz %	100.00	0.19	0.51
667		Vert %	9.67	10.67	13.09
668		Index	100	110	135
669	Radio Formats: Soft Adult Contemporary/Lite Rock (Mon-Sun 24-Hr Cume)			*	*
670		Unwgted	1928	3	5
671		(000)	8571	12	21
672		Horz %	100.00	0.15	0.25
673		Vert %	3.72	3.15	2.41
674		Index	100	85	65
675	Radio Formats: Spanish AC (subset of "Hispanic") (Mon-Sun 24-Hr Cume)			*	*
676		Unwgted	725	1	2
677		(000)	4946	2	8
678		Horz %	100.00	0.03	0.17
679		Vert %	2.15	0.42	0.94
680		Index	100	19	44
681	Radio Formats: Tropical (subset of Hispanic) (Mon-Sun 24-Hr Cume)			*	*
682		Unwgted	311	0	0
683		(000)	1886	0	0
684		Horz %	100.00	0.00	0.00
685		Vert %	0.82	0.00	0.00
686		Index	100	0	0
687	Radio Formats: Urban - All Genres (Mon-Sun 24-Hr Cume)			*	*
688		Unwgted	5552	7	17
689		(000)	27519	27	82
690		Horz %	100.00	0.10	0.30
691		Vert %	11.95	6.92	9.41
692		Index	100	58	79
693	Radio Formats: Urban AC (Mon-Sun 24-Hr Cume)			*	*
694		Unwgted	863	4	7
695		(000)	4247	13	32
696		Horz %	100.00	0.30	0.76
697		Vert %	1.84	3.18	3.67
698		Index	100	172	199
699	Radio Formats: Urban Oldies (Mon-Sun 24-Hr Cume)			*	*
700		Unwgted	232	0	0
701		(000)	1517	0	0
702		Horz %	100.00	0.00	0.00
703		Vert %	0.66	0.00	0.00
704		Index	100	0	0

RAB / GfK MRI AUTO PROFILE: SAAB

	A	B	C	D	E
			U.S. Adults 18+	Most Recent Vehicle Bought/Leased: Any SAAB	Own/Lease Any SAAB Vehicle
1					
2					
705	Radio Formats: Variety (Mon-Sun 24-Hr Cume)			*	*
706		Unwgted	1406	1	11
707		(000)	6356	3	43
708		Horz %	100.00	0.04	0.67
709		Vert %	2.76	0.68	4.90
710		Index	100	25	178
711	Listen to Traffic Reports				
712		Unwgted	28850	56	128
713		(000)	120723	233	548
714		Horz %	100.00	0.19	0.45
715		Vert %	52.40	59.00	62.62
716		Index	100	113	120
717	Listen to Any Sports Play-by-Play on Radio			*	
718		Unwgted	9164	25	53
719		(000)	38468	74	165
720		Horz %	100.00	0.19	0.43
721		Vert %	16.70	18.67	18.80
722		Index	100	112	113
723	Radio Daypart Cumes: Monday-Sunday 24-Hours				
724		Unwgted	42006	84	178
725		(000)	188851	350	769
726		Horz %	100.00	0.19	0.41
727		Vert %	81.98	88.65	87.81
728		Index	100	108	107
729	Radio Daypart Cumes: Weekday 6-10AM				
730		Unwgted	26258	53	124
731		(000)	112676	224	534
732		Horz %	100.00	0.20	0.47
733		Vert %	48.91	56.67	60.99
734		Index	100	116	125
735	Radio Daypart Cumes: Weekday 10AM-3PM			*	
736		Unwgted	18640	28	65
737		(000)	84177	107	271
738		Horz %	100.00	0.13	0.32
739		Vert %	36.54	27.00	30.90
740		Index	100	74	85
741	Radio Daypart Cumes: Weekday 3-7PM			*	
742		Unwgted	22605	45	104
743		(000)	98984	206	464
744		Horz %	100.00	0.21	0.47
745		Vert %	42.97	52.10	53.04
746		Index	100	121	123
747	Radio Daypart Cumes: Weekday 7PM-Midnight			*	*
748		Unwgted	7585	9	20
749		(000)	35636	16	97
750		Horz %	100.00	0.04	0.27
751		Vert %	15.47	4.00	11.07
752		Index	100	26	72
753	Radio Daypart Cumes: Weekday Midnight-6AM			*	*
754		Unwgted	2339	6	8
755		(000)	11108	8	13
756		Horz %	100.00	0.07	0.12
757		Vert %	4.82	2.07	1.50
758		Index	100	43	31

RAB / GfK MRI AUTO PROFILE: SAAB

	A	B	C	D	E
			U.S. Adults 18+	Most Recent Vehicle Bought/ Leased: Any SAAB	Own/Lease Any SAAB Vehicle
1					
2					
759	Radio Daypart Cumes:				*
760	Weekend 6-10AM	Unwgted	15693	33	67
761		(000)	68813	133	268
762		Horz %	100.00	0.19	0.39
763		Vert %	29.87	33.63	30.60
764		Index	100	113	102
765	Radio Daypart Cumes:				*
766	Weekend 10AM-3PM	Unwgted	21506	42	94
767		(000)	96212	183	431
768		Horz %	100.00	0.19	0.45
769		Vert %	41.76	46.32	49.26
770		Index	100	111	118
771	Radio Daypart Cumes:				*
772	Weekend 3-7PM	Unwgted	15724	21	63
773		(000)	72203	76	269
774		Horz %	100.00	0.10	0.37
775		Vert %	31.34	19.14	30.70
776		Index	100	61	98
777	Radio Daypart Cumes:				*
778	Weekend 7PM-Midnight	Unwgted	7637	16	33
779		(000)	36563	58	148
780		Horz %	100.00	0.16	0.40
781		Vert %	15.87	14.62	16.90
782		Index	100	92	107
783	Radio Daypart Cumes:				*
784	Weekend Midnight-6AM	Unwgted	1857	2	2
785		(000)	9163	3	3
786		Horz %	100.00	0.03	0.03
787		Vert %	3.98	0.68	0.31
788		Index	100	17	8
789	Most Often Listen to Radio at				*
790	Home - Typical Weekday	Unwgted	8565	15	32
791		(000)	39763	55	145
792		Horz %	100.00	0.14	0.36
793		Vert %	17.26	13.83	16.52
794		Index	100	80	96
795	Most Often Listen to Radio in				*
796	Vehicle - Typical Weekday	Unwgted	31284	69	144
797		(000)	139172	291	624
798		Horz %	100.00	0.21	0.45
799		Vert %	60.41	73.77	71.25
800		Index	100	122	118
801	Most Often Listen to Radio at				*
802	Work - Typical Weekday	Unwgted	4631	4	13
803		(000)	22312	14	49
804		Horz %	100.00	0.06	0.22
805		Vert %	9.69	3.61	5.56
806		Index	100	37	57
807	Most Often Listen to Radio				*
808	Other Place (Not Home,	Unwgted	303	0	0
809	Vehicle, Work) - Typical	(000)	1618	0	0
810	Weekday	Horz %	100.00	0.00	0.00
811		Vert %	0.70	0.00	0.00
812		Index	100	0	0

RAB / GfK MRI AUTO PROFILE: SAAB

	A	B	C	D	E
			U.S. Adults 18+	Most Recent Vehicle Bought/Leased: Any SAAB	Own/Lease Any SAAB Vehicle
1					
2					
813	Most Often Listen to Radio at Home - Typical Weekend			*	*
814		Unwgted	10970	17	39
815		(000)	50422	67	143
816		Horz %	100.00	0.13	0.28
817		Vert %	21.89	16.99	16.34
818		Index	100	78	75
819	Most Often Listen to Radio in Vehicle - Typical Weekend				
820		Unwgted	29384	63	131
821		(000)	131660	289	599
822		Horz %	100.00	0.22	0.45
823		Vert %	57.15	73.29	68.42
824		Index	100	128	120
825	Most often Listen to Radio at Work - Typical Weekend			*	*
826		Unwgted	1271	1	1
827		(000)	6636	3	3
828		Horz %	100.00	0.04	0.04
829		Vert %	2.88	0.68	0.31
830		Index	100	24	11
831	Most Often Listen to Radio Other Place (Not Home, Vehicle, Work) - Typical Weekend			*	*
832		Unwgted	411	0	0
833		(000)	2111	0	0
834		Horz %	100.00	0.00	0.00
835		Vert %	0.92	0.00	0.00
836		Index	100	0	0
837	Ever Listen to AM Radio			*	*
838		Unwgted	12619	24	57
839		(000)	45368	92	192
840		Horz %	100.00	0.20	0.42
841		Vert %	19.69	23.27	21.98
842		Index	100	118	112
843	Ever Listen to FM Radio				
844		Unwgted	38802	73	163
845		(000)	180242	300	708
846		Horz %	100.00	0.17	0.39
847		Vert %	78.24	76.04	80.89
848		Index	100	97	103
849	Ever Listen to Internet Radio			*	*
850		Unwgted	2190	6	9
851		(000)	9911	20	67
852		Horz %	100.00	0.20	0.68
853		Vert %	4.30	5.06	7.70
854		Index	100	118	179
855	Ever Listen to Satellite Radio			*	*
856		Unwgted	5397	14	34
857		(000)	21379	52	123
858		Horz %	100.00	0.25	0.58
859		Vert %	9.28	13.29	14.09
860		Index	100	143	152
861	Listened to Radio Online - Last 30 Days			*	*
862		Unwgted	8938	25	44
863		(000)	38579	96	205
864		Horz %	100.00	0.25	0.53
865		Vert %	16.75	24.42	23.43
866		Index	100	146	140

RAB / GfK MRI AUTO PROFILE: SAAB

	A	B	C	D	E
			U.S. Adults 18+	Most Recent Vehicle Bought/Leased: Any SAAB	Own/Lease Any SAAB Vehicle
1					
2					
867	Visited a Radio Station, Radio Program or Radio Personality's Web Site - Last 30 Days			*	*
868		Unwgt'd	3566	10	21
869		(000)	14994	41	91
870		Horz %	100.00	0.27	0.61
871		Vert %	6.51	10.29	10.42
872		Index	100	158	160
873	Household Subscribes to Satellite Radio			*	*
874		Unwgt'd	7418	19	49
875		(000)	30456	78	182
876		Horz %	100.00	0.25	0.60
877		Vert %	13.22	19.64	20.80
878		Index	100	149	157
879	Advertising on Radio Provides Me with Useful Information About Bargains - Agree with Statement			*	*
880		Unwgt'd	17929	31	63
881		(000)	84302	113	266
882		Horz %	100.00	0.13	0.32
883		Vert %	36.59	28.56	30.43
884		Index	100	78	83
885	Advertising on Radio Provides Me with Meaningful Information About the Product Use of Other Consumers. - Agree with Statement			*	*
886		Unwgt'd	24484	41	81
887		(000)	118904	203	464
888		Horz %	100.00	0.17	0.39
889		Vert %	51.61	51.54	52.98
890		Index	100	100	103
891	Advertising on Radio Provides Me with Useful Information About New Products or Services - Agree with Statement			*	*
892		Unwgt'd	18648	34	77
893		(000)	85647	119	286
894		Horz %	100.00	0.14	0.33
895		Vert %	37.18	30.23	32.68
896		Index	100	81	88
897	For Me, Advertising on Radio Is Amusing - Agree with Statement			*	*
898		Unwgt'd	14915	18	50
899		(000)	70126	90	211
900		Horz %	100.00	0.13	0.30
901		Vert %	30.44	22.93	24.14
902		Index	100	75	79
903	Vehicle Currently Owned/Leased Has AM/FM Radio			*	*
904		Unwgt'd	39027	91	186
905		(000)	173829	371	800
906		Horz %	100.00	0.21	0.46
907		Vert %	75.45	93.96	91.36
908		Index	100	125	121
909	Vehicle Currently Owned/Leased Has Satellite Radio			*	*
910		Unwgt'd	8883	19	53
911		(000)	37327	91	234
912		Horz %	100.00	0.24	0.63
913		Vert %	16.20	23.02	26.72
914		Index	100	142	165
915	Vehicle Currently Owned/Leased Has CD Player (Single CD or Multi-Disc)			*	*
916		Unwgt'd	38086	89	191
917		(000)	168267	377	826
918		Horz %	100.00	0.22	0.49
919		Vert %	73.04	95.49	94.35
920		Index	100	131	129

RAB / GfK MRI AUTO PROFILE: SAAB

	A	B	C	D	E
			U.S. Adults 18+	Most Recent Vehicle Bought/Leased: Any SAAB	Own/Lease Any SAAB Vehicle
1					
2					
921	Vehicle Currently Owned/Leased Has MP3 Player Connection			*	*
922		Unwgt'd	8443	13	42
923		(000)	37368	37	154
924		Horz %	100.00	0.10	0.41
925		Vert %	16.22	9.40	17.61
926		Index	100	58	109
927	Vehicle Currently Owned/Leased Has DVD Player			*	*
928		Unwgt'd	5562	4	25
929		(000)	23341	15	103
930		Horz %	100.00	0.07	0.44
931		Vert %	10.13	3.89	11.81
932		Index	100	38	117
933	TV Total (Monday-Sunday) Prime-Time Cume Audience				
934		Unwgt'd	42214	81	179
935		(000)	190067	333	727
936		Horz %	100.00	0.18	0.38
937		Vert %	82.50	84.42	83.09
938		Index	100	102	101
939	TV Weekday Prime-Time Cume Audience (8-11PM Eastern/Pacific), 7-10PM Central/Mountain)				
940		Unwgt'd	34027	65	136
941		(000)	152513	238	557
942		Horz %	100.00	0.16	0.37
943		Vert %	66.20	60.35	63.65
944		Index	100	91	96
945	TV Saturday Prime-Time Cume Audience (8-11PM Eastern/Pacific, 7-10PM Central/Mountain)				
946		Unwgt'd	28330	54	115
947		(000)	127565	230	450
948		Horz %	100.00	0.18	0.35
949		Vert %	55.37	58.23	51.45
950		Index	100	105	93
951	TV Sunday Prime-Time Cume Audience (7-11PM Eastern/Pacific, 5-10PM Central/Mountain)				
952		Unwgt'd	33267	66	142
953		(000)	148294	276	559
954		Horz %	100.00	0.19	0.38
955		Vert %	64.37	70.04	63.89
956		Index	100	109	99
957	TV Daytime Cume Audience (Weekdays 9AM-4PM Eastern/Pacific, 9AM-3PM Central/Mountain)			*	*
958		Unwgt'd	14527	19	42
959		(000)	71497	78	145
960		Horz %	100.00	0.11	0.20
961		Vert %	31.04	19.77	16.52
962		Index	100	64	53
963	TV Early Fringe Cume Audience (Weekdays 4-7:30PM Eastern/Pacific), 3-6:30PM Central/Mountain)			*	*
964		Unwgt'd	26005	42	98
965		(000)	119308	176	401
966		Horz %	100.00	0.15	0.34
967		Vert %	51.79	44.57	45.76
968		Index	100	86	88
969	TV Late Fringe Cume Audience (Weekdays 11:30PM-1AM Eastern/Pacific, 10:30PM-Midnight)			*	*
970		Unwgt'd	8799	10	31
971		(000)	41182	42	118
972		Horz %	100.00	0.10	0.29
973		Vert %	17.88	10.67	13.48
974		Index	100	60	75

RAB / GfK MRI AUTO PROFILE: SAAB

	A	B	C	D	E
1			U.S. Adults 18+	Most Recent Vehicle Bought/ Leased: Any SAAB	Own/Lease Any SAAB Vehicle
2					
975	TV Weekend Sports Cume Audience (Saturday-Sunday Afternoon)			*	
976		Unwgted	25992	42	96
977		(000)	119317	178	381
978		Horz %	100.00	0.15	0.32
979		Vert %	51.79	45.20	43.52
980		Index	100	87	84
981	TV Weekend Children's Shows Cume Audience (Saturday-Sunday Morning)			*	
982		Unwgted	20769	34	80
983		(000)	95574	166	398
984		Horz %	100.00	0.17	0.42
985		Vert %	41.49	42.13	45.43
986		Index	100	102	110
987	Downloaded a TV Program from Internet - Last 30 Days			*	*
988		Unwgted	1932	5	10
989		(000)	8140	12	24
990		Horz %	100.00	0.15	0.29
991		Vert %	3.53	3.07	2.72
992		Index	100	87	77
993	Watched a TV Program Online - Last 30 Days			*	*
994		Unwgted	6218	15	36
995		(000)	27440	62	128
996		Horz %	100.00	0.23	0.47
997		Vert %	11.91	15.73	14.63
998		Index	100	132	123
999	Visited a TV Network or TV Show's Website - Last 30 Days			*	
1000		Unwgted	10093	33	65
1001		(000)	43433	117	252
1002		Horz %	100.00	0.27	0.58
1003		Vert %	18.85	29.76	28.76
1004		Index	100	158	153
1005	Household Subscribes to Cable TV				
1006		Unwgted	29494	61	136
1007		(000)	127387	266	564
1008		Horz %	100.00	0.21	0.44
1009		Vert %	55.30	67.46	64.43
1010		Index	100	122	117
1011	Household Subscribes to Digital Cable				
1012		Unwgted	23318	53	119
1013		(000)	97306	231	511
1014		Horz %	100.00	0.24	0.53
1015		Vert %	42.24	58.64	58.37
1016		Index	100	139	138
1017	Viewed Any Cable TV (Including Pay) - Past Week				
1018		Unwgted	42237	85	187
1019		(000)	188977	339	749
1020		Horz %	100.00	0.18	0.40
1021		Vert %	82.03	85.78	85.53
1022		Index	100	105	104
1023	Heavy Cable TV Viewing (Including Pay) - Past Week				
1024		Unwgted	31569	63	127
1025		(000)	142875	270	554
1026		Horz %	100.00	0.19	0.39
1027		Vert %	62.02	68.43	63.33
1028		Index	100	110	102

RAB / GfK MRI AUTO PROFILE: SAAB

	A	B	C	D	E
			U.S. Adults 18+	Most Recent Vehicle Bought/ Leased: Any SAAB	Own/Lease Any SAAB Vehicle
1					
2					
1029	Viewed Any Premium Cable Channels - Last 30 Days			*	
1030		Unwgted	17138	44	89
1031		(000)	76613	168	390
1032		Horz %	100.00	0.22	0.51
1033		Vert %	33.26	42.48	44.58
1034		Index	100	128	134
1035	Viewed Any Video-On-Demand TV Programs - Last 30 Days			*	*
1036		Unwgted	5984	22	46
1037		(000)	23452	72	158
1038		Horz %	100.00	0.31	0.67
1039		Vert %	10.18	18.14	18.06
1040		Index	100	178	177
1041	Viewed Any Video-On-Demand Movies - Last 30 Days			*	
1042		Unwgted	8751	29	64
1043		(000)	35683	128	286
1044		Horz %	100.00	0.36	0.80
1045		Vert %	15.49	32.42	32.70
1046		Index	100	209	211
1047	Viewed Any Video-On-Demand Programming - Past 12 Months			*	
1048		Unwgted	12191	37	83
1049		(000)	49219	148	349
1050		Horz %	100.00	0.30	0.71
1051		Vert %	21.36	37.47	39.81
1052		Index	100	175	186
1053	Household Has a Satellite Dish			*	*
1054		Unwgted	12431	24	48
1055		(000)	63897	106	203
1056		Horz %	100.00	0.17	0.32
1057		Vert %	27.74	26.75	23.23
1058		Index	100	96	84
1059	Household Has a Digital Video Recorder (DVR)			*	*
1060		Unwgted	22029	60	114
1061		(000)	94062	267	466
1062		Horz %	100.00	0.28	0.50
1063		Vert %	40.83	67.56	53.21
1064		Index	100	165	130
1065	Household Has TiVo-Brand DVR Video Recorder (Stand-Alone)			*	*
1066		Unwgted	572	3	5
1067		(000)	2095	8	11
1068		Horz %	100.00	0.37	0.55
1069		Vert %	0.91	1.99	1.31
1070		Index	100	218	144
1071	Any Internet/Online Activity - Last 30 Days			*	*
1072		Unwgted	41577	91	198
1073		(000)	181282	385	847
1074		Horz %	100.00	0.21	0.47
1075		Vert %	78.69	97.62	96.71
1076		Index	100	124	123
1077	Downloaded Music from Internet - Last 30 Days			*	*
1078		Unwgted	10591	28	54
1079		(000)	49339	128	212
1080		Horz %	100.00	0.26	0.43
1081		Vert %	21.42	32.33	24.23
1082		Index	100	151	113

RAB / GfK MRI AUTO PROFILE: SAAB

	A	B	C	D	E
			U.S. Adults 18+	Most Recent Vehicle Bought/Leased: Any SAAB	Own/Lease Any SAAB Vehicle
1					
2					
1083	Downloaded Podcasts/Podcasting from Internet - Last 30 Days			*	*
1084		Unwgt'd	1957	8	18
1085		(000)	7780	19	55
1086		Horz %	100.00	0.24	0.70
1087		Vert %	3.38	4.74	6.23
1088		Index	100	140	184
1089	Downloaded a Movie from Internet - Last 30 Days			*	*
1090		Unwgt'd	2848	8	12
1091		(000)	12997	26	39
1092		Horz %	100.00	0.20	0.30
1093		Vert %	5.64	6.53	4.49
1094		Index	100	116	80
1095	Watched a Movie Online - Last 30 Days			*	*
1096		Unwgt'd	5288	10	25
1097		(000)	24686	56	106
1098		Horz %	100.00	0.23	0.43
1099		Vert %	10.72	14.14	12.14
1100		Index	100	132	113
1101	Visited Online Blogs, Wrote Online Blog, Posted Comment or Review on Blog, Online Forum, Message or Bulletin Board - Last 30 Days			*	*
1102		Unwgt'd	9205	29	59
1103		(000)	40926	90	195
1104		Horz %	100.00	0.22	0.48
1105		Vert %	17.77	22.86	22.22
1106		Index	100	129	125
1107	Uploaded or Added Video to Website - Last 30 Days			*	*
1108		Unwgt'd	2468	6	12
1109		(000)	11387	17	34
1110		Horz %	100.00	0.15	0.30
1111		Vert %	4.94	4.38	3.89
1112		Index	100	89	79
1113	Visited a Chat Room - Last 30 Days			*	*
1114		Unwgt'd	2480	3	10
1115		(000)	12455	11	31
1116		Horz %	100.00	0.09	0.25
1117		Vert %	5.41	2.69	3.59
1118		Index	100	50	66
1119	Used e-Mail - Last 30 Days				
1120		Unwgt'd	37612	86	191
1121		(000)	159278	344	803
1122		Horz %	100.00	0.22	0.50
1123		Vert %	69.14	87.14	91.76
1124		Index	100	126	133
1125	Used Instant Messenger/IM Online - Last 30 Days				
1126		Unwgt'd	21202	52	111
1127		(000)	98919	213	467
1128		Horz %	100.00	0.22	0.47
1129		Vert %	42.94	54.02	53.31
1130		Index	100	126	124
1131	Visited Facebook.com - Last 30 Days				
1132		Unwgt'd	22936	50	112
1133		(000)	105871	219	477
1134		Horz %	100.00	0.21	0.45
1135		Vert %	45.96	55.50	54.49
1136		Index	100	121	119

RAB / GfK MRI AUTO PROFILE: SAAB

	A	B	C	D	E
			U.S. Adults 18+	Most Recent Vehicle Bought/Leased: Any SAAB	Own/Lease Any SAAB Vehicle
1					
2					
1137	Visited Flickr.com - Last 30 Days			*	*
1138		Unwgted	1128	3	7
1139		(000)	4799	4	8
1140		Horz %	100.00	0.08	0.17
1141		Vert %	2.08	0.97	0.93
1142		Index	100	47	45
1143	Visited LinkedIn.com - Last 30 Days			*	*
1144		Unwgted	4150	22	41
1145		(000)	13209	69	114
1146		Horz %	100.00	0.52	0.86
1147		Vert %	5.73	17.44	13.04
1148		Index	100	304	227
1149	Visited MySpace.com - Last 30 Days			*	*
1150		Unwgted	1938	1	5
1151		(000)	11658	5	26
1152		Horz %	100.00	0.04	0.22
1153		Vert %	5.06	1.24	2.97
1154		Index	100	25	59
1155	Visited Photobucket.com - Last 30 Days			*	*
1156		Unwgted	1086	0	4
1157		(000)	5565	0	9
1158		Horz %	100.00	0.00	0.17
1159		Vert %	2.42	0.00	1.08
1160		Index	100	0	45
1161	Visited Shutterfly.com - Last 30 Days			*	*
1162		Unwgted	1519	6	10
1163		(000)	6033	17	26
1164		Horz %	100.00	0.28	0.43
1165		Vert %	2.62	4.31	2.98
1166		Index	100	165	114
1167	Visited Twitter.com - Last 30 Days			*	*
1168		Unwgted	2984	6	15
1169		(000)	13447	39	60
1170		Horz %	100.00	0.29	0.45
1171		Vert %	5.84	9.90	6.89
1172		Index	100	170	118
1173	Visited YouTube.com - Last 30 Days				
1174		Unwgted	18165	50	101
1175		(000)	82265	228	468
1176		Horz %	100.00	0.28	0.57
1177		Vert %	35.71	57.78	53.48
1178		Index	100	162	150
1179	Rated or Reviewed a Product or Service on Any Social Network - Last 30 Days			*	*
1180		Unwgted	3136	9	17
1181		(000)	14311	37	86
1182		Horz %	100.00	0.26	0.60
1183		Vert %	6.21	9.31	9.88
1184		Index	100	150	159
1185	Ever Used Text Messaging on Cellular/Mobile Phone/Smartphone to Communicate with Friends or Family				
1186		Unwgted	27940	60	128
1187		(000)	128335	244	543
1188		Horz %	100.00	0.19	0.42
1189		Vert %	55.71	61.93	61.99
1190		Index	100	111	111

RAB / GfK MRI AUTO PROFILE: SAAB

	A	B	C	D	E
			U.S. Adults 18+	Most Recent Vehicle Bought/Leased: Any SAAB	Own/Lease Any SAAB Vehicle
1					
2					
1191	Ever Used Text Messaging on Cellular/Mobile			*	*
1192		Unwgted	3600	7	17
1193	Phone/Smartphone to Vote in a Contest, Make a Choice, or Give an Opinion	(000)	17138	16	55
1194		Horz %	100.00	0.09	0.32
1195		Vert %	7.44	4.04	6.25
1196		Index	100	54	84
1197	Ever Looked at an Advertisement Sent with Text Message on Cellular/Mobile Phone/Smartphone			*	*
1198		Unwgted	3873	8	16
1199		(000)	18580	29	70
1200		Horz %	100.00	0.16	0.38
1201		Vert %	8.07	7.42	7.99
1202		Index	100	92	99
1203	Ever Used Text Messaging on Cellular/Mobile Phone/Smartphone to Respond to an Advertisement or Make a Purchase			*	*
1204		Unwgted	1757	5	10
1205		(000)	8486	18	39
1206		Horz %	100.00	0.22	0.46
1207		Vert %	3.68	4.64	4.42
1208		Index	100	126	120
1209	Ever Signed Up for a Text Message "Alert" Service to Cellular/Mobile Phone/Smartphone			*	*
1210		Unwgted	3905	7	16
1211		(000)	18488	31	75
1212		Horz %	100.00	0.17	0.41
1213		Vert %	8.03	7.79	8.56
1214		Index	100	97	107
1215	Ever Received a Text Message "Alert" on Cellular/Mobile Phone/Smartphone			*	*
1216		Unwgted	8656	17	42
1217		(000)	40217	62	154
1218		Horz %	100.00	0.15	0.38
1219		Vert %	17.46	15.79	17.56
1220		Index	100	90	101
1221	Ever Redeemed a Mobile Coupon from Cellular/Mobile Phone/Smartphone			*	*
1222		Unwgted	1965	2	7
1223		(000)	9318	12	23
1224		Horz %	100.00	0.13	0.24
1225		Vert %	4.04	3.09	2.60
1226		Index	100	76	64
1227	Ever Watched a Downloaded or Streamed TV PProgram on Cellular/Mobile Phone/Smartphone			*	*
1228		Unwgted	2693	9	18
1229		(000)	12631	25	50
1230		Horz %	100.00	0.19	0.40
1231		Vert %	5.48	6.21	5.76
1232		Index	100	113	105
1233	Ever Watched Live Television on Cellular/Mobile Phone/Smartphone			*	*
1234		Unwgted	1291	3	7
1235		(000)	6103	12	31
1236		Horz %	100.00	0.20	0.51
1237		Vert %	2.65	3.02	3.54
1238		Index	100	114	133
1239	Ever Listened to a Podcast on Cellular/Mobile Phone/Smartphone			*	*
1240		Unwgted	1619	5	10
1241		(000)	7444	9	24
1242		Horz %	100.00	0.12	0.32
1243		Vert %	3.23	2.31	2.73
1244		Index	100	71	84

RAB / GfK MRI AUTO PROFILE: SAAB

	A	B	C	D	E
			U.S. Adults 18+	Most Recent Vehicle Bought/Leased: Any SAAB	Own/Lease Any SAAB Vehicle
1					
2					
1245	Ever Listened to Music on Cellular/Mobile Phone/Smartphone			*	*
1246		Unwgted	8759	15	47
1247		(000)	41422	52	202
1248		Horz %	100.00	0.13	0.49
1249		Vert %	17.98	13.29	23.02
1250		Index	100	74	128
1251	Ever Visited a Website for News on Cellular/Mobile Phone/Smartphone			*	
1252		Unwgted	10793	32	70
1253		(000)	46232	110	260
1254		Horz %	100.00	0.24	0.56
1255		Vert %	20.07	27.87	29.65
1256		Index	100	139	148
1257	Ever Visited a Website for Sports on Cellular/Mobile Phone/Smartphone			*	
1258		Unwgted	7537	22	52
1259		(000)	31880	72	154
1260		Horz %	100.00	0.23	0.48
1261		Vert %	13.84	18.30	17.64
1262		Index	100	132	127
1263	Ever Visited a Website for Weather on Cellular/Mobile Phone/Smartphone			*	
1264		Unwgted	11814	33	75
1265		(000)	51372	127	294
1266		Horz %	100.00	0.25	0.57
1267		Vert %	22.30	32.17	33.55
1268		Index	100	144	150
1269	Ever Visited a Search Engine on Cellular/Mobile Phone/Smartphone			*	
1270		Unwgted	13412	40	83
1271		(000)	58167	149	328
1272		Horz %	100.00	0.26	0.56
1273		Vert %	25.25	37.83	37.46
1274		Index	100	150	148
1275	Ever Visited or Used a Social Networking Site on Cellular/Mobile Phone/Smartphone			*	
1276		Unwgted	8960	22	54
1277		(000)	41200	88	222
1278		Horz %	100.00	0.21	0.54
1279		Vert %	17.88	22.26	25.37
1280		Index	100	124	142
1281	Ever Searched for Information About a Product on Cellular/Mobile Phone/Smartphone			*	*
1282		Unwgted	6477	20	46
1283		(000)	28485	72	196
1284		Horz %	100.00	0.25	0.69
1285		Vert %	12.36	18.13	22.35
1286		Index	100	147	181
1287	Read Any Daily Newspaper			*	
1288		Unwgted	18473	36	85
1289		(000)	75392	122	314
1290		Horz %	100.00	0.16	0.42
1291		Vert %	32.73	30.86	35.84
1292		Index	100	94	110
1293	Read Any Sunday Newspaper			*	
1294		Unwgted	22699	44	103
1295		(000)	95498	163	408
1296		Horz %	100.00	0.17	0.43
1297		Vert %	41.45	41.23	46.58
1298		Index	100	99	112

RAB / GfK MRI AUTO PROFILE: SAAB

	A	B	C	D	E
			U.S. Adults 18+	Most Recent Vehicle Bought/Leased: Any SAAB	Own/Lease Any SAAB Vehicle
1					
2					
1299	Read Advertisements in Weekday Newspaper			*	*
1300		Unwgt'd	6188	10	24
1301		(000)	28200	58	123
1302		Horz %	100.00	0.20	0.43
1303		Vert %	12.24	14.59	14.01
1304		Index	100	119	114
1305	Read Advertisements in Sunday/Weekend Newspaper			*	*
1306		Unwgt'd	8128	15	32
1307		(000)	36348	75	140
1308		Horz %	100.00	0.21	0.38
1309		Vert %	15.78	19.09	15.97
1310		Index	100	121	101
1311	Read Classified Advertising in Weekday Newspaper			*	*
1312		Unwgt'd	6167	10	23
1313		(000)	31328	33	87
1314		Horz %	100.00	0.11	0.28
1315		Vert %	13.60	8.47	9.90
1316		Index	100	62	73
1317	Read Classified Advertising in Sunday/Weekend Newspaper			*	*
1318		Unwgt'd	6978	12	25
1319		(000)	34108	46	114
1320		Horz %	100.00	0.14	0.33
1321		Vert %	14.81	11.73	12.98
1322		Index	100	79	88
1323	Read Circulars/Inserts/Fliers in Weekday Newspaper			*	*
1324		Unwgt'd	7940	18	35
1325		(000)	34515	77	164
1326		Horz %	100.00	0.22	0.48
1327		Vert %	14.98	19.47	18.77
1328		Index	100	130	125
1329	Read Circulars/Inserts/Fliers in Sunday/Weekend Newspaper			*	*
1330		Unwgt'd	12103	26	53
1331		(000)	51749	116	282
1332		Horz %	100.00	0.22	0.55
1333		Vert %	22.46	29.46	32.26
1334		Index	100	131	144
1335	Read Newspaper on e-Reader/Tablet - Last 6 Months			*	*
1336		Unwgt'd	1512	4	11
1337		(000)	5352	12	45
1338		Horz %	100.00	0.22	0.84
1339		Vert %	2.32	3.01	5.16
1340		Index	100	130	222
1341	Personally Referred to Yellow Pages (Paper or Internet) - Past Week			*	*
1342		Unwgt'd	9256	19	38
1343		(000)	42473	51	181
1344		Horz %	100.00	0.12	0.43
1345		Vert %	18.44	12.91	20.66
1346		Index	100	70	112
1347	Personally Referred to Paper Yellow Pages - Past Week			*	*
1348		Unwgt'd	6328	10	27
1349		(000)	29769	28	129
1350		Horz %	100.00	0.09	0.43
1351		Vert %	12.92	7.15	14.71
1352		Index	100	55	114

RAB / GfK MRI AUTO PROFILE: SAAB

	A	B	C	D	E
			U.S. Adults 18+	Most Recent Vehicle Bought/Leased: Any SAAB	Own/Lease Any SAAB Vehicle
1					
2					
1353	Personally Referred to Internet				*
1354	Yellow Pages - Past Week	Unwgt'd	3834	13	20
1355		(000)	16836	37	104
1356		Horz %	100.00	0.22	0.62
1357		Vert %	7.31	9.36	11.84
1358		Index	100	128	162
1359	Have Seen Digital/Video Ads				*
1360	in Shopping Malls - Last 6	Unwgt'd	12375	21	50
1361	Months	(000)	58004	109	223
1362		Horz %	100.00	0.19	0.39
1363		Vert %	25.18	27.59	25.51
1364		Index	100	110	101
1365	Have Seen Digital/Video Ads				*
1366	in Bars/Pubs - Last 6 Months	Unwgt'd	7666	12	35
1367		(000)	36680	73	171
1368		Horz %	100.00	0.20	0.47
1369		Vert %	15.92	18.51	19.50
1370		Index	100	116	122
1371	Have Seen Digital/Video Ads				*
1372	in Gym/Health Clubs - Last 6	Unwgt'd	6795	6	21
1373	Months	(000)	32254	44	95
1374		Horz %	100.00	0.14	0.29
1375		Vert %	14.00	11.17	10.87
1376		Index	100	80	78
1377	Have Seen Digital/Video Ads				*
1378	in Medical Offices - Last 6	Unwgt'd	10232	15	34
1379	Months	(000)	49109	59	156
1380		Horz %	100.00	0.12	0.32
1381		Vert %	21.32	15.00	17.79
1382		Index	100	70	83
1383	Have Seen Digital/Video Ads				*
1384	in Airports - Last 6 Months	Unwgt'd	9360	16	42
1385		(000)	41630	83	183
1386		Horz %	100.00	0.20	0.44
1387		Vert %	18.07	20.99	20.86
1388		Index	100	116	115
1389	Have Seen Digital/Video Ads				*
1390	at Gas Stations - Last 6	Unwgt'd	12231	18	45
1391	Months	(000)	55564	82	185
1392		Horz %	100.00	0.15	0.33
1393		Vert %	24.12	20.81	21.10
1394		Index	100	86	87
1395	Have Seen Digital/Video Ads				*
1396	in Office Building Elevators -	Unwgt'd	8635	17	44
1397	Last 6 Months	(000)	39663	99	204
1398		Horz %	100.00	0.25	0.51
1399		Vert %	17.22	25.18	23.33
1400		Index	100	146	135
1401	Have Seen Digital/Video Ads				*
1402	in Stores - Last 6 Months	Unwgt'd	14809	27	59
1403		(000)	69366	140	256
1404		Horz %	100.00	0.20	0.37
1405		Vert %	30.11	35.42	29.25
1406		Index	100	118	97

RAB / GfK MRI AUTO PROFILE: SAAB

	A	B	C	D	E
			U.S. Adults 18+	Most Recent Vehicle Bought/Leased: Any SAAB	Own/Lease Any SAAB Vehicle
1					
2					
1407	Have Seen Digital/Video Ads in Restaurants - Last 6 Months			*	*
1408		Unwgted	9731	10	30
1409		(000)	47270	76	164
1410		Horz %	100.00	0.16	0.35
1411		Vert %	20.52	19.30	18.70
1412		Index	100	94	91
1413	Have Seen Ads on Billboards - Last 6 Months				
1414		Unwgted	32686	73	151
1415		(000)	147223	327	685
1416		Horz %	100.00	0.22	0.47
1417		Vert %	63.91	82.85	78.23
1418		Index	100	130	122
1419	Have Seen Ads on Buses/Trains - Last 6 Months			*	
1420		Unwgted	17373	46	92
1421		(000)	75212	203	371
1422		Horz %	100.00	0.27	0.49
1423		Vert %	32.65	51.49	42.38
1424		Index	100	158	130
1425	Have Seen Ads at Bus Stops or Train Stations - Last 6 Months			*	
1426		Unwgted	12527	33	66
1427		(000)	54426	152	282
1428		Horz %	100.00	0.28	0.52
1429		Vert %	23.62	38.49	32.23
1430		Index	100	163	136
1431	Have Seen Ads Inside Taxis - Last 6 Months			*	*
1432		Unwgted	7184	14	32
1433		(000)	32282	75	144
1434		Horz %	100.00	0.23	0.45
1435		Vert %	14.01	18.91	16.41
1436		Index	100	135	117
1437	Have Seen Ads on Top of Taxis - Last 6 Months			*	*
1438		Unwgted	11263	21	48
1439		(000)	48910	109	202
1440		Horz %	100.00	0.22	0.41
1441		Vert %	21.23	27.52	23.08
1442		Index	100	130	109
1443	Have Seen Ads on Phone Booths - Last 6 Months			*	*
1444		Unwgted	6539	10	25
1445		(000)	31382	48	106
1446		Horz %	100.00	0.15	0.34
1447		Vert %	13.62	12.19	12.11
1448		Index	100	90	89
1449	Have Seen Ads at Sports or Entertainment Events - last 6 Months			*	
1450		Unwgted	15270	34	75
1451		(000)	68549	160	323
1452		Horz %	100.00	0.23	0.47
1453		Vert %	29.76	40.45	36.84
1454		Index	100	136	124
1455	Have Seen Ads on Postcards - Last 6 Months			*	*
1456		Unwgted	10441	17	40
1457		(000)	46860	80	150
1458		Horz %	100.00	0.17	0.32
1459		Vert %	20.34	20.28	17.18
1460		Index	100	100	84

RAB / GfK MRI AUTO PROFILE: SAAB

	A	B	C	D	E
			U.S. Adults 18+	Most Recent Vehicle Bought/ Leased: Any SAAB	Own/Lease Any SAAB Vehicle
1					
2					
1461	Have Seen Ads Sent to a Cellphone or Other Mobile Device - Last 6 Months			*	
1462		Unwgt'd	11880	23	54
1463		(000)	55733	101	200
1464		Horz %	100.00	0.18	0.36
1465		Vert %	24.19	25.48	22.90
1466		Index	100	105	95
1467	Have Seen Ads In Store (Not Digital/Video Ads) - Last 6 Months			*	
1468		Unwgt'd	24385	48	105
1469		(000)	111246	249	465
1470		Horz %	100.00	0.22	0.42
1471		Vert %	48.29	63.05	53.13
1472		Index	100	131	110
1473	Have Seen Infomercials - Last 6 Months			*	
1474		Unwgt'd	17354	26	73
1475		(000)	80809	117	303
1476		Horz %	100.00	0.14	0.38
1477		Vert %	35.08	29.59	34.62
1478		Index	100	84	99
1479	Have Seen Offers or Ads Sent to Home by Mail - Last 6 Months				
1480		Unwgt'd	27289	54	120
1481		(000)	122415	223	504
1482		Horz %	100.00	0.18	0.41
1483		Vert %	53.14	56.61	57.52
1484		Index	100	107	108
1485	Have Seen Product Placement in Video Games - Last 6 Months			*	*
1486		Unwgt'd	7712	7	25
1487		(000)	39249	40	100
1488		Horz %	100.00	0.10	0.25
1489		Vert %	17.04	10.18	11.40
1490		Index	100	60	67
1491	Have Seen Product Placement in TV Shows - Last 6 Months			*	
1492		Unwgt'd	26807	47	115
1493		(000)	121884	208	502
1494		Horz %	100.00	0.17	0.41
1495		Vert %	52.91	52.64	57.38
1496		Index	100	99	108
1497	Have Seen Product Placement in Movies - Last 6 Months			*	
1498		Unwgt'd	19656	36	88
1499		(000)	90596	165	345
1500		Horz %	100.00	0.18	0.38
1501		Vert %	39.33	41.75	39.43
1502		Index	100	106	100
1503	Have Seen Ads at the Cinema - Last 6 Months			*	
1504		Unwgt'd	19424	41	98
1505		(000)	87394	185	369
1506		Horz %	100.00	0.21	0.42
1507		Vert %	37.94	46.86	42.13
1508		Index	100	124	111
1509	Automotive Attitudes: I want a vehicle that has both the comforts of a car and the capabilities of a truck.				
1510		Unwgt'd	30272	52	108
1511		(000)	140584	191	482
1512		Horz %	100.00	0.14	0.34
1513		Vert %	61.02	48.39	55.00
1514		Index	100	79	90

RAB / GfK MRI AUTO PROFILE: SAAB

	A	B	C	D	E
			U.S. Adults 18+	Most Recent Vehicle Bought/ Leased: Any SAAB	Own/Lease Any SAAB Vehicle
1					
2					
1515	Automotive Attitudes: I plan to buy the vehicle that best meets my needs no matter who makes it or in what country it is produced.				
1516		Unwgt'd	30249	54	118
1517		(000)	136907	270	574
1518		Horz %	100.00	0.20	0.42
1519		Vert %	59.43	68.50	65.58
1520		Index	100	115	110
1521	Automotive Attitudes: The vehicle a person owns says a lot about him or her.			*	
1522		Unwgt'd	26736	48	118
1523		(000)	120601	202	462
1524		Horz %	100.00	0.17	0.38
1525		Vert %	52.35	51.11	52.76
1526		Index	100	98	101
1527	Automotive Attitudes: I often take the opportunity to discuss my knowledge of automobiles with others.			*	
1528		Unwgt'd	15860	28	65
1529		(000)	74083	91	239
1530		Horz %	100.00	0.12	0.32
1531		Vert %	32.16	23.13	27.33
1532		Index	100	72	85
1533	Automotive Attitudes: I'm loyal to my vehicle brands and stick with them.			*	
1534		Unwgt'd	23996	41	90
1535		(000)	108021	154	370
1536		Horz %	100.00	0.14	0.34
1537		Vert %	46.89	39.13	42.21
1538		Index	100	83	90
1539	Automotive Attitudes: I consider myself to be an automotive enthusiast.			*	
1540		Unwgt'd	13873	30	60
1541		(000)	64210	124	251
1542		Horz %	100.00	0.19	0.39
1543		Vert %	27.87	31.37	28.61
1544		Index	100	113	103
1545	Automotive Attitudes: I buy vehicles that reflect my commitment to support the environment.			*	
1546		Unwgt'd	16684	29	63
1547		(000)	75063	121	283
1548		Horz %	100.00	0.16	0.38
1549		Vert %	32.58	30.70	32.35
1550		Index	100	94	99
1551	Automotive Attitudes: I seek out vehicles with bold, innovative designs that stand apart from others on the road.			*	
1552		Unwgt'd	14724	24	66
1553		(000)	68795	101	252
1554		Horz %	100.00	0.15	0.37
1555		Vert %	29.86	25.62	28.81
1556		Index	100	86	96
1557	Automotive Attitudes: I think of vehicles as basic transportation.				
1558		Unwgt'd	38993	62	133
1559		(000)	177756	282	610
1560		Horz %	100.00	0.16	0.34
1561		Vert %	77.16	71.38	69.64
1562		Index	100	93	90
1563	Automotive Attitudes: I look forward to technology advances in new vehicles.				
1564		Unwgt'd	33019	68	144
1565		(000)	145499	276	550
1566		Horz %	100.00	0.19	0.38
1567		Vert %	63.16	70.06	62.86
1568		Index	100	111	100

RAB / GfK MRI AUTO PROFILE: SAAB

	A	B	C	D	E
1			U.S. Adults 18+	Most Recent Vehicle Bought/Leased: Any SAAB	Own/Lease Any SAAB Vehicle
2					
1569	Automotive Attitudes: The quality of workmanship/construction of a vehicle is more important than anything else.				
1570		Unwgted	38663	81	172
1571		(000)	171530	322	712
1572		Horz %	100.00	0.19	0.42
1573		Vert %	74.46	81.64	81.38
1574		Index	100	110	109
1575	Automotive Attitudes: I enjoy learning about automobiles from others.			*	
1576		Unwgted	24270	37	99
1577		(000)	109572	130	401
1578		Horz %	100.00	0.12	0.37
1579		Vert %	47.56	32.97	45.81
1580		Index	100	69	96
1581	Automotive Attitudes: I research and compare as many vehicles as possible before making my final purchase decision.				
1582		Unwgted	31948	56	135
1583		(000)	142591	257	587
1584		Horz %	100.00	0.18	0.41
1585		Vert %	61.90	65.17	67.08
1586		Index	100	105	108
1587	Automotive Attitudes: When I find a vehicle that I like, I typically recommend it to people I know.				
1588		Unwgted	33403	55	128
1589		(000)	150918	224	555
1590		Horz %	100.00	0.15	0.37
1591		Vert %	65.51	56.74	63.43
1592		Index	100	87	97
1593	Automotive Attitudes: My first consideration in choosing a vehicle is its exterior styling.			*	
1594		Unwgted	22884	43	90
1595		(000)	105236	146	298
1596		Horz %	100.00	0.14	0.28
1597		Vert %	45.68	36.99	34.01
1598		Index	100	81	74
1599	Automotive Attitudes: I look for vehicles that offer spirited performance and powerful acceleration.			*	
1600		Unwgted	22596	46	103
1601		(000)	103719	165	386
1602		Horz %	100.00	0.16	0.37
1603		Vert %	45.02	41.90	44.12
1604		Index	100	93	98
1605	Automotive Attitudes: I typically look at several vehicle brands when shopping for a new vehicle.				
1606		Unwgted	34805	64	146
1607		(000)	157103	258	592
1608		Horz %	100.00	0.16	0.38
1609		Vert %	68.19	65.28	67.62
1610		Index	100	96	99
1611	Automotive Attitudes: Having a vehicle that is fun to drive is a top consideration in my purchasing decision.				
1612		Unwgted	24791	51	112
1613		(000)	112590	182	449
1614		Horz %	100.00	0.16	0.40
1615		Vert %	48.87	46.02	51.26
1616		Index	100	94	105
1617	Automotive Attitudes: I enjoy personalizing my vehicle to reflect my individual tastes.			*	
1618		Unwgted	21409	42	83
1619		(000)	102886	182	327
1620		Horz %	100.00	0.18	0.32
1621		Vert %	44.66	46.14	37.39
1622		Index	100	103	84

RAB / GfK MRI AUTO PROFILE: SAAB

	A	B	C	D	E
			U.S. Adults 18+	Most Recent Vehicle Bought/Leased: Any SAAB	Own/Lease Any SAAB Vehicle
1					
2					
1623	Automotive Attitudes: I often ask the advice of others when it comes to automobiles.				
1624		Unwgt'd	29724	55	111
1625		(000)	135897	243	465
1626		Horz %	100.00	0.18	0.34
1627		Vert %	58.99	61.66	53.11
1628		Index	100	105	90
1629	Automotive Attitudes: I prefer buying models of vehicles that I or people I know have owned and like.				
1630		Unwgt'd	31427	57	119
1631		(000)	142823	247	530
1632		Horz %	100.00	0.17	0.37
1633		Vert %	62.00	62.54	60.54
1634		Index	100	101	98
1635	Automotive Attitudes: I want the cheapest and easiest to maintain vehicle I can find.			*	
1636		Unwgt'd	23267	35	64
1637		(000)	110690	169	311
1638		Horz %	100.00	0.15	0.28
1639		Vert %	48.05	42.83	35.49
1640		Index	100	89	74
1641	Automotive Attitudes: I generally purchase the most expensive model with all the luxury appointments and options.			*	*
1642		Unwgt'd	10158	22	40
1643		(000)	46799	76	160
1644		Horz %	100.00	0.16	0.34
1645		Vert %	20.31	19.26	18.26
1646		Index	100	95	90
1647	Automotive Attitudes: People often ask my advice when it comes to automobiles.			*	
1648		Unwgt'd	14176	27	63
1649		(000)	65861	105	232
1650		Horz %	100.00	0.16	0.35
1651		Vert %	28.59	26.57	26.51
1652		Index	100	93	93
1653	Automotive Attitudes: Having a versatile vehicle to accommodate my busy lifestyle is important to me.				
1654		Unwgt'd	33842	69	152
1655		(000)	153706	275	615
1656		Horz %	100.00	0.18	0.40
1657		Vert %	66.72	69.73	70.28
1658		Index	100	105	105
1659	Automotive Attitudes: Rebates and incentives strongly influence my new vehicle purchase decisions.			*	
1660		Unwgt'd	27736	49	108
1661		(000)	125201	166	438
1662		Horz %	100.00	0.13	0.35
1663		Vert %	54.35	42.11	50.07
1664		Index	100	77	92
1665	Automotive Attitudes: I consider safety first when shopping for a new vehicle.				
1666		Unwgt'd	37647	77	158
1667		(000)	170936	315	637
1668		Horz %	100.00	0.18	0.37
1669		Vert %	74.20	79.95	72.77
1670		Index	100	108	98
1671	Automotive Attitudes: I always follow the advice of my mechanic.				
1672		Unwgt'd	31247	57	115
1673		(000)	143284	211	470
1674		Horz %	100.00	0.15	0.33
1675		Vert %	62.20	53.35	53.63
1676		Index	100	86	86

	A	B	C	D	E
			U.S. Adults 18+	Most Recent Vehicle Bought/Leased: Any SAAB	Own/Lease Any SAAB Vehicle
1					
2					
1677	Automotive Attitudes: I always				
1678	maintain my vehicle as		Unwgt'd	75	164
1679	recommended by the		(000)	337	682
1680	manufacturer's manual.		Horz %	0.19	0.39
1681			Vert %	85.41	77.89
1682			Index	112	102