

RAB / GfK MRI AUTO PROFILE: SCION

	A	B	C	D	E	F	G	H
1			U.S. Adults 18+	Own/Lease Scion tC	Own/Lease Any Scion	Most Recent Vehicle Bought/ Leased is Any Scion	Decision Maker for Any Scion Bought/ Leased New	Would Buy/Lease New Scion if Making Decision Today
2								
3								
4	U.S. Adults 18+	Unwgt'd	48168	83	305	167	148	59
5		Weighted (000)	238155	518	1736	935	735	364
6		Horz %	100.00	0.22	0.73	0.39	0.31	0.15
7		Vert %	100.00	100.00	100.00	100.00	100.00	100.00
8		Index	100	100	100	100	100	100
9	Male			*				*
10		Unwgt'd	24457	45	156	81	79	35
11		Weighted (000)	114766	281	827	458	375	188
12		Horz %	100.00	0.24	0.72	0.40	0.33	0.16
13		Vert %	48.19	54.22	47.61	49.01	51.00	51.56
14	Index	100	113	99	102	106	107	
15	Female			*				*
16		Unwgt'd	23711	38	149	86	69	24
17		Weighted (000)	123389	237	910	477	360	176
18		Horz %	100.00	0.19	0.74	0.39	0.29	0.14
19		Vert %	51.81	45.78	52.39	50.99	49.00	48.44
20	Index	100	88	101	98	95	93	
21	Age 18-24			*	*	*	*	*
22		Unwgt'd	3835	20	46	22	12	8
23		Weighted (000)	30197	125	314	116	75	80
24		Horz %	100.00	0.42	1.04	0.38	0.25	0.26
25		Vert %	12.68	24.23	18.11	12.36	10.16	21.94
26	Index	100	191	143	97	80	173	
27	Age 25-34			*	*	*	*	*
28		Unwgt'd	7986	26	69	37	42	12
29		Weighted (000)	42012	154	425	262	256	65
30		Horz %	100.00	0.37	1.01	0.62	0.61	0.15
31		Vert %	17.64	29.76	24.47	28.00	34.80	17.85
32	Index	100	169	139	159	197	101	
33	Age 35-44			*	*	*	*	*
34		Unwgt'd	8452	16	73	46	37	12
35		Weighted (000)	40087	73	375	255	170	75
36		Horz %	100.00	0.18	0.93	0.64	0.42	0.19
37		Vert %	16.83	14.02	21.59	27.25	23.16	20.72
38	Index	100	83	128	162	138	123	
39	Age 45-54			*	*	*	*	*
40		Unwgt'd	9050	12	47	22	16	9
41		Weighted (000)	43666	92	267	137	60	60
42		Horz %	100.00	0.21	0.61	0.31	0.14	0.14
43		Vert %	18.33	17.69	15.38	14.61	8.11	16.52
44	Index	100	96	84	80	44	90	
45	Age 55-64			*	*	*	*	*
46		Unwgt'd	8207	7	38	25	21	7
47		Weighted (000)	38818	51	217	110	89	59
48		Horz %	100.00	0.13	0.56	0.28	0.23	0.15
49		Vert %	16.30	9.89	12.50	11.71	12.14	16.24
50	Index	100	61	77	72	74	100	
51	Age 65+			*	*	*	*	*
52		Unwgt'd	10638	2	32	15	20	11
53		Weighted (000)	43374	23	138	57	85	25
54		Horz %	100.00	0.05	0.32	0.13	0.20	0.06
55		Vert %	18.21	4.41	7.96	6.08	11.63	6.73
56	Index	100	24	44	33	64	37	