

RAB / GfK MRI AUTO PROFILE: SUBARU

		Adults 18+	Own/Lease Subaru Forester	Own/Lease Subaru Impreza	Own/Lease Subaru Legacy	Own/Lease Subaru Outback
Adults 18+	Unwgted	48646	509	204	201	537
	Weighted (000)	244084	2254	912	1106	2700
	Horz %	100.00	0.92	0.37	0.45	1.11
	Vert %	100.00	100.00	100.00	100.00	100.00
	Index	100	100	100	100	100
Male	Unwgted	24620	250	108	93	270
	Weighted (000)	117785	1005	417	498	1123
	Horz %	100.00	0.85	0.35	0.42	0.95
	Vert %	48.26	44.59	45.77	45.01	41.59
	Index	100	92	95	93	86
Female	Unwgted	24026	259	96	108	267
	Weighted (000)	126299	1249	495	608	1577
	Horz %	100.00	0.99	0.39	0.48	1.25
	Vert %	51.74	55.41	54.23	54.99	58.41
	Index	100	107	105	106	113
Age 18-24			*	*	*	*
	Unwgted	3885	29	10	15	34
	Weighted (000)	30253	222	51	147	314
	Horz %	100.00	0.73	0.17	0.49	1.04
	Vert %	12.39	9.86	5.54	13.28	11.65
	Index	100	80	45	107	94
Age 25-34					*	
	Unwgted	8183	81	52	43	66
	Weighted (000)	43389	424	304	224	444
	Horz %	100.00	0.98	0.70	0.52	1.02
	Vert %	17.78	18.80	33.28	20.29	16.44
	Index	100	106	187	114	92
Age 35-44				*	*	
	Unwgted	8605	100	34	42	107
	Weighted (000)	40230	392	138	227	526
	Horz %	100.00	0.98	0.34	0.56	1.31
	Vert %	16.48	17.40	15.13	20.53	19.48
	Index	100	106	92	125	118
Age 45-54				*	*	
	Unwgted	8861	79	40	33	91
	Weighted (000)	43105	329	170	171	408
	Horz %	100.00	0.76	0.40	0.40	0.95
	Vert %	17.66	14.61	18.69	15.45	15.10
	Index	100	83	106	87	86
Age 55-64				*	*	
	Unwgted	8498	113	40	39	109
	Weighted (000)	40725	485	149	233	500
	Horz %	100.00	1.19	0.37	0.57	1.23
	Vert %	16.68	21.52	16.31	21.09	18.52
	Index	100	129	98	126	111
Age 65+				*	*	
	Unwgted	10614	107	28	29	130
	Weighted (000)	46383	402	101	104	508
	Horz %	100.00	0.87	0.22	0.22	1.09
	Vert %	19.00	17.81	11.05	9.37	18.81
	Index	100	94	58	49	99

RAB / GfK MRI AUTO PROFILE: SUBARU

		Adults 18+	Own/Lease Subaru Forester	Own/Lease Subaru Impreza	Own/Lease Subaru Legacy	Own/Lease Subaru Outback
Age 21+	Unwgted	47284	500	202	196	526
	Weighted (000)	232046	2189	904	1045	2618
	Horz %	100.00	0.94	0.39	0.45	1.13
	Vert %	95.07	97.11	99.18	94.53	96.99
	Index	100	102	104	99	102
Age 18-34	Unwgted	12068	110	62	58	100
	Weighted (000)	73642	646	354	371	758
	Horz %	100.00	0.88	0.48	0.50	1.03
	Vert %	30.17	28.66	38.82	33.57	28.09
	Index	100	95	129	111	93
Age 18-49	Unwgted	24996	244	120	113	256
	Weighted (000)	134658	1214	591	678	1499
	Horz %	100.00	0.90	0.44	0.50	1.11
	Vert %	55.17	53.87	64.79	61.28	55.53
	Index	100	98	117	111	101
Age 25-54	Unwgted	25649	260	126	118	264
	Weighted (000)	126724	1145	612	622	1377
	Horz %	100.00	0.90	0.48	0.49	1.09
	Vert %	51.92	50.81	67.10	56.26	51.02
	Index	100	98	129	108	98
Age 35-64	Unwgted	25964	292	114	114	307
	Weighted (000)	124059	1207	457	631	1434
	Horz %	100.00	0.97	0.37	0.51	1.16
	Vert %	50.83	53.53	50.13	57.07	53.10
	Index	100	105	99	112	104
Age 50+	Unwgted	23650	265	84	88	281
	Weighted (000)	109426	1040	321	428	1201
	Horz %	100.00	0.95	0.29	0.39	1.10
	Vert %	44.83	46.13	35.21	38.72	44.47
	Index	100	103	79	86	99
Median Age	Unwgted					
	Weighted (000)	47.00	47.50	39.80	42.40	46.50
	Horz %					
	Vert %					
	Index	100	101	85	90	99
Race: White Only	Unwgted	34564	424	173	168	467
	Weighted (000)	179823	1920	809	956	2374
	Horz %	100.00	1.07	0.45	0.53	1.32
	Vert %	73.67	85.19	88.73	86.46	87.93
	Index	100	116	120	117	119
Race: Black/African-American Only	Unwgted	5909	16	2	4	10
	Weighted (000)	29535	54	9	16	28
	Horz %	100.00	0.18	0.03	0.06	0.09
	Vert %	12.10	2.38	0.97	1.47	1.03
	Index	100	20	8	12	8

RAB / GfK MRI AUTO PROFILE: SUBARU

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			*	*	*	*
Race: Asian	Unwgted	2388	32	13	12	35
	Weighted (000)	8358	104	29	39	186
	Horz %	100.00	1.24	0.35	0.46	2.23
	Vert %	3.42	4.61	3.22	3.49	6.90
	Index	100	135	94	102	202
			*	*		
Race: Other Race/Multi-Racial	Unwgted	8173	69	29	29	60
	Weighted (000)	34726	280	94	133	298
	Horz %	100.00	0.81	0.27	0.38	0.86
	Vert %	14.23	12.44	10.30	12.06	11.04
	Index	100	87	72	85	78
			*	*		
Hispanic, Latino, Spanish Origin or Descent	Unwgted	6851	43	28	14	35
	Weighted (000)	37743	230	118	91	233
	Horz %	100.00	0.61	0.31	0.24	0.62
	Vert %	15.46	10.21	12.94	8.21	8.64
	Index	100	66	84	53	56
			*	*	*	*
Hispanic, Personally Speak Only English at Home	Unwgted	1739	12	9	7	15
	Weighted (000)	6214	50	20	19	74
	Horz %	100.00	0.80	0.32	0.30	1.20
	Vert %	2.55	2.20	2.15	1.69	2.76
	Index	100	87	84	66	108
			*	*	*	*
Hispanic, Personally Speak Mostly English, But Some Spanish at Home	Unwgted	2047	16	12	3	10
	Weighted (000)	9439	73	48	6	58
	Horz %	100.00	0.78	0.50	0.06	0.62
	Vert %	3.87	3.25	5.22	0.50	2.15
	Index	100	84	135	13	56
			*	*	*	*
Hispanic, Personally Speak Only Spanish at Home	Unwgted	1280	4	2	1	4
	Weighted (000)	10474	47	21	10	74
	Horz %	100.00	0.45	0.20	0.10	0.70
	Vert %	4.29	2.08	2.35	0.93	2.73
	Index	100	48	55	22	64
			*	*	*	*
Hispanic, Personally Speak Mostly Spanish, But Some English at Home	Unwgted	1668	11	4	3	5
	Weighted (000)	9512	60	22	56	20
	Horz %	100.00	0.64	0.23	0.59	0.21
	Vert %	3.90	2.68	2.43	5.08	0.73
	Index	100	69	62	130	19
			*	*	*	*
Hispanic, Personally Speak Spanish and English Equally at Home	Unwgted	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
			*	*	*	*
Highest Level Education Completed/Highest Degree Received: Master's, Professional School or Doctorate Degree	Unwgted	6825	150	52	43	151
	Weighted (000)	26213	569	207	215	591
	Horz %	100.00	2.17	0.79	0.82	2.26
	Vert %	10.74	25.23	22.75	19.49	21.90
	Index	100	235	212	181	204

RAB / GfK MRI AUTO PROFILE: SUBARU

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Highest Level Education Completed/Highest Degree Received: Bachelor's Degree	Unwgt'd	10965	151	54	62	179
	Weighted (000)	46746	602	226	328	950
	Horz %	100.00	1.29	0.48	0.70	2.03
	Vert %	19.15	26.70	24.77	29.63	35.19
	Index	100	139	129	155	184
			*	*	*	*
Highest Level Education Completed/Highest Degree Received: Associate Degree, Academic	Unwgt'd	2649	24	13	9	26
	Weighted (000)	11210	86	40	47	87
	Horz %	100.00	0.76	0.36	0.42	0.78
	Vert %	4.59	3.80	4.37	4.27	3.23
	Index	100	83	95	93	70
			*	*	*	*
Highest Level Education Completed/Highest Degree Received: Associate Degree, Occupational/Vocational	Unwgt'd	3407	26	12	12	28
	Weighted (000)	13775	115	39	65	141
	Horz %	100.00	0.83	0.29	0.47	1.02
	Vert %	5.64	5.09	4.31	5.86	5.23
	Index	100	90	76	104	93
			*	*	*	*
Highest Level Education Completed/Highest Degree Received: Some College, but No Degree	Unwgt'd	10089	85	38	37	76
	Weighted (000)	44682	433	183	186	348
	Horz %	100.00	0.97	0.41	0.42	0.78
	Vert %	18.31	19.21	20.10	16.86	12.90
	Index	100	105	110	92	70
			*	*	*	*
Respondent - Highest Level Education Completed/Highest Degree Received: High school graduate (High School Diploma or Equivalent, such as GED)	Unwgt'd	10356	63	30	33	61
	Weighted (000)	71816	366	181	211	445
	Horz %	100.00	0.51	0.25	0.29	0.62
	Vert %	29.42	16.25	19.89	19.07	16.48
	Index	100	55	68	65	56
			*	*	*	*
Respondent - Highest Level Education Completed/Highest Degree Received: 11th Grade or Less or 12th Grade, No Diploma	Unwgt'd	4355	10	5	5	16
	Weighted (000)	29641	84	35	53	137
	Horz %	100.00	0.28	0.12	0.18	0.46
	Vert %	12.14	3.72	3.81	4.83	5.07
	Index	100	31	31	40	42
			*	*	*	*
Currently Attending College or University	Unwgt'd	3403	31	11	17	29
	Weighted (000)	19372	178	63	126	185
	Horz %	100.00	0.92	0.33	0.65	0.95
	Vert %	7.94	7.88	6.92	11.38	6.85
	Index	100	99	87	143	86
			*	*	*	*
Employed Full Time	Unwgt'd	25438	293	131	123	299
	Weighted (000)	119890	1249	581	699	1443
	Horz %	100.00	1.04	0.48	0.58	1.20
	Vert %	49.12	55.38	63.67	63.19	53.47
	Index	100	113	130	129	109
			*	*	*	*
Employed Part Time	Unwgt'd	5730	60	26	24	66
	Weighted (000)	28854	213	124	123	344
	Horz %	100.00	0.74	0.43	0.43	1.19
	Vert %	11.82	9.45	13.64	11.15	12.75
	Index	100	80	115	94	108

RAB / GfK MRI AUTO PROFILE: SUBARU

		Adults 18+	Own/Lease Subaru Forester	Own/Lease Subaru Impreza	Own/Lease Subaru Legacy	Own/Lease Subaru Outback
					*	
Not Employed	Unwgted	17478	156	47	54	172
	Weighted (000)	95339	793	207	284	912
	Horz %	100.00	0.83	0.22	0.30	0.96
	Vert %	39.06	35.16	22.69	25.66	33.78
	Index	100	90	58	66	86
Temporarily Unemployed			*	*	*	*
	Unwgted	1886	14	8	8	14
	Weighted (000)	12314	76	30	46	99
	Horz %	100.00	0.62	0.25	0.37	0.81
	Vert %	5.05	3.36	3.31	4.16	3.68
Index	100	67	66	82	73	
Retired from Employment				*	*	
	Unwgted	10143	105	23	28	120
	Weighted (000)	46820	444	81	137	520
	Horz %	100.00	0.95	0.17	0.29	1.11
	Vert %	19.18	19.67	8.92	12.42	19.26
Index	100	103	47	65	100	
Not Employed, Principal Shopper for Household			*	*	*	*
	Unwgted	2543	17	10	9	24
	Weighted (000)	16573	140	46	43	172
	Horz %	100.00	0.85	0.28	0.26	1.04
	Vert %	6.79	6.21	5.06	3.89	6.39
Index	100	92	74	57	94	
Occupation: Professional and Related Occupations				*	*	
	Unwgted	7405	123	46	53	125
	Weighted (000)	34142	525	216	287	662
	Horz %	100.00	1.54	0.63	0.84	1.94
	Vert %	13.99	23.29	23.64	25.97	24.51
Index	100	166	169	186	175	
Occupation: Management, Business and Financial Operations				*	*	
	Unwgted	6595	103	40	36	106
	Weighted (000)	24720	368	132	194	358
	Horz %	100.00	1.49	0.54	0.79	1.45
	Vert %	10.13	16.30	14.51	17.56	13.27
Index	100	161	143	173	131	
Occupation: Sales and Office Occupations				*	*	
	Unwgted	5959	58	25	25	61
	Weighted (000)	32636	249	111	135	359
	Horz %	100.00	0.76	0.34	0.41	1.10
	Vert %	13.37	11.06	12.17	12.23	13.28
Index	100	83	91	91	99	
Occupation: Natural Resources, Construction and Maintenance Occupations			*	*	*	*
	Unwgted	2756	20	12	13	25
	Weighted (000)	13728	91	46	81	156
	Horz %	100.00	0.66	0.34	0.59	1.13
	Vert %	5.62	4.03	5.05	7.30	5.76
Index	100	72	90	130	102	
Occupation: Other Employed			*	*	*	*
	Unwgted	8453	49	34	20	48
	Weighted (000)	43519	229	200	125	254
	Horz %	100.00	0.53	0.46	0.29	0.58
	Vert %	17.83	10.15	21.95	11.28	9.40
Index	100	57	123	63	53	

RAB / GfK MRI AUTO PROFILE: SUBARU

		Adults 18+	Own/Lease Subaru Forester	Own/Lease Subaru Impreza	Own/Lease Subaru Legacy	Own/Lease Subaru Outback
Household Income: \$250,000+			*	*	*	
	Unwgted	1966	42	15	15	56
	Weighted (000)	7800	162	53	85	196
	Horz %	100.00	2.07	0.68	1.09	2.51
	Vert %	3.20	7.17	5.77	7.70	7.26
	Index	100	224	181	241	227
Household Income: \$200,000-\$249,999			*	*	*	*
	Unwgted	1583	38	8	14	29
	Weighted (000)	7178	157	31	77	87
	Horz %	100.00	2.19	0.43	1.07	1.22
	Vert %	2.94	6.98	3.39	6.94	3.23
	Index	100	237	115	236	110
Household Income: \$150,000-\$199,999				*	*	
	Unwgted	3725	61	25	38	76
	Weighted (000)	18847	249	142	270	365
	Horz %	100.00	1.32	0.76	1.44	1.93
	Vert %	7.72	11.06	15.61	24.46	13.51
	Index	100	143	202	317	175
Household Income: \$100,000-\$149,999				*	*	
	Unwgted	7038	97	44	33	136
	Weighted (000)	39997	492	224	203	897
	Horz %	100.00	1.23	0.56	0.51	2.24
	Vert %	16.39	21.84	24.56	18.35	33.24
	Index	100	133	150	112	203
Household Income: \$75,000-\$99,999				*	*	
	Unwgted	6168	76	33	30	64
	Weighted (000)	32585	300	163	136	378
	Horz %	100.00	0.92	0.50	0.42	1.16
	Vert %	13.35	13.31	17.84	12.26	14.00
	Index	100	100	134	92	105
Household Income: \$60,000-\$74,999				*	*	*
	Unwgted	4945	53	31	22	39
	Weighted (000)	24958	281	115	134	201
	Horz %	100.00	1.13	0.46	0.54	0.80
	Vert %	10.23	12.46	12.61	12.12	7.43
	Index	100	122	123	119	73
Household Income: \$50,000-\$59,999			*	*	*	*
	Unwgted	3824	34	12	17	37
	Weighted (000)	18483	162	61	83	191
	Horz %	100.00	0.87	0.33	0.45	1.04
	Vert %	7.57	7.17	6.65	7.47	7.09
	Index	100	95	88	99	94
Household Income: \$40,000-\$49,999			*	*	*	*
	Unwgted	4928	41	10	10	43
	Weighted (000)	20001	121	41	38	165
	Horz %	100.00	0.60	0.20	0.19	0.83
	Vert %	8.19	5.35	4.44	3.46	6.12
	Index	100	65	54	42	75
Household Income: \$30,000-\$39,999			*	*	*	*
	Unwgted	4676	31	5	7	23
	Weighted (000)	21673	106	21	19	91
	Horz %	100.00	0.49	0.10	0.09	0.42
	Vert %	8.88	4.72	2.35	1.73	3.38
	Index	100	53	26	19	38

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Household Income: \$20,000-\$29,999			*	*	*	*
	Unwgted	4378	21	11	8	21
	Weighted (000)	21286	129	23	38	82
	Horz %	100.00	0.60	0.11	0.18	0.39
	Vert %	8.72	5.70	2.56	3.42	3.04
	Index	100	65	29	39	35
Household Income: Under \$20,000			*	*	*	*
	Unwgted	5415	15	10	7	13
	Weighted (000)	31275	96	39	23	46
	Horz %	100.00	0.31	0.12	0.07	0.15
	Vert %	12.81	4.24	4.22	2.10	1.70
	Index	100	33	33	16	13
Median Household Income						
	Unwgted					
	Weighted (000)	65.60	94.50	99.10	120.30	110.90
	Horz %					
	Vert %					
	Index	100	144	151	183	169
Marital Status: Single, Never Married				*	*	
	Unwgted	12107	100	44	43	81
	Weighted (000)	69105	538	257	230	467
	Horz %	100.00	0.78	0.37	0.33	0.68
	Vert %	28.31	23.88	28.19	20.79	17.29
	Index	100	84	100	73	61
Marital Status: Currently Married						
	Unwgted	24506	310	121	127	366
	Weighted (000)	129071	1430	566	761	1950
	Horz %	100.00	1.11	0.44	0.59	1.51
	Vert %	52.88	63.45	62.11	68.78	72.23
	Index	100	120	117	130	137
Marital Status: Divorced or Legally Separated				*	*	
	Unwgted	8229	64	35	23	59
	Weighted (000)	31030	187	84	92	177
	Horz %	100.00	0.60	0.27	0.29	0.57
	Vert %	12.71	8.31	9.16	8.28	6.57
	Index	100	65	72	65	52
Marital Status: Widowed			*	*	*	*
	Unwgted	3804	35	4	8	31
	Weighted (000)	14879	98	5	24	105
	Horz %	100.00	0.66	0.03	0.16	0.71
	Vert %	6.10	4.35	0.55	2.15	3.91
	Index	100	71	9	35	64
Marital Status: Engaged to Be Married			*	*	*	*
	Unwgted	2120	11	6	6	12
	Weighted (000)	11812	67	36	29	65
	Horz %	100.00	0.57	0.30	0.25	0.55
	Vert %	4.84	2.97	3.90	2.64	2.43
	Index	100	61	81	55	50
Marital Status: Living with Partner/Fiancé/Boyfriend or Girlfriend (Same or Opposite Sex)			*	*	*	*
	Unwgted	3596	32	15	21	27
	Weighted (000)	21557	143	87	134	184
	Horz %	100.00	0.66	0.40	0.62	0.85
	Vert %	8.83	6.34	9.53	12.14	6.81
	Index	100	72	108	137	77

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Any Child(ren) Under Age 18 Living at Home	Unwgted	18201	185	75	77	196
	Weighted (000)	94932	804	371	413	1051
	Horz %	100.00	0.85	0.39	0.44	1.11
	Vert %	38.89	35.65	40.65	37.35	38.93
	Index	100	92	105	96	100
1 Child Under Age 18 Currently Living at Home				*	*	
	Unwgted	7127	70	40	28	73
	Weighted (000)	38013	367	215	145	428
	Horz %	100.00	0.96	0.56	0.38	1.13
	Vert %	15.57	16.27	23.55	13.15	15.86
Index	100	104	151	84	102	
2 Children Under Age 18 Currently Living at Home				*	*	
	Unwgted	6935	93	28	40	81
	Weighted (000)	34366	341	113	220	421
	Horz %	100.00	0.99	0.33	0.64	1.22
	Vert %	14.08	15.12	12.41	19.89	15.59
Index	100	107	88	141	111	
3 Children Under Age 18 Currently Living at Home			*	*	*	*
	Unwgted	2804	13	5	6	33
	Weighted (000)	14813	46	31	33	151
	Horz %	100.00	0.31	0.21	0.23	1.02
	Vert %	6.07	2.02	3.45	3.02	5.60
Index	100	33	57	50	92	
4 Children Under Age 18 Currently Living at Home			*	*	*	*
	Unwgted	872	4	1	2	6
	Weighted (000)	4873	14	2	10	35
	Horz %	100.00	0.28	0.03	0.20	0.71
	Vert %	2.00	0.60	0.19	0.90	1.29
Index	100	30	9	45	65	
5 or More Children Under Age 18 Currently Living at Home			*	*	*	*
	Unwgted	463	5	1	1	3
	Weighted (000)	2867	37	10	4	16
	Horz %	100.00	1.29	0.34	0.15	0.56
	Vert %	1.17	1.63	1.06	0.38	0.59
Index	100	139	90	33	50	
Own Home/Residence						
	Unwgted	32775	400	154	163	451
	Weighted (000)	160976	1686	675	935	2186
	Horz %	100.00	1.05	0.42	0.58	1.36
	Vert %	65.95	74.78	74.01	84.54	80.96
Index	100	113	112	128	123	
Rent Home/Residence					*	
	Unwgted	15306	107	50	37	82
	Weighted (000)	80205	562	237	168	500
	Horz %	100.00	0.70	0.30	0.21	0.62
	Vert %	32.86	24.92	25.99	15.20	18.53
Index	100	76	79	46	56	
Live Rent-Free in Home/Residence			*	*	*	*
	Unwgted	565	2	0	1	4
	Weighted (000)	2903	7	0	3	14
	Horz %	100.00	0.24	0.00	0.10	0.48
	Vert %	1.19	0.31	0.00	0.25	0.51
Index	100	26	0	21	43	



RAB / GfK MRI AUTO PROFILE: SUBARU

		Adults 18+	Own/Lease Subaru Forester	Own/Lease Subaru Impreza	Own/Lease Subaru Legacy	Own/Lease Subaru Outback
Census Region: North East	Unwgted	11000	199	91	110	174
	Weighted (000)	44018	699	343	582	604
	Horz %	100.00	1.59	0.78	1.32	1.37
	Vert %	18.03	31.02	37.66	52.68	22.38
	Index	100	172	209	292	124
Census Region: South				*	*	
	Unwgted	17645	97	22	18	128
	Weighted (000)	92016	418	99	70	708
	Horz %	100.00	0.45	0.11	0.08	0.77
	Vert %	37.70	18.56	10.85	6.29	26.24
Census Region: Midwest	Index	100	49	29	17	70
				*	*	
	Unwgted	9880	66	17	23	78
	Weighted (000)	52062	330	74	169	359
	Horz %	100.00	0.63	0.14	0.32	0.69
Census Region: West	Vert %	21.33	14.63	8.13	15.27	13.31
	Index	100	69	38	72	62
				*	*	
	Unwgted	10121	147	74	50	157
	Weighted (000)	55988	807	395	285	1028
Census Sub-Region: New England	Horz %	100.00	1.44	0.71	0.51	1.84
	Vert %	22.94	35.79	43.36	25.76	38.06
	Index	100	156	189	112	166
				*	*	
	Unwgted	2748	59	29	49	76
Census Sub-Region: Mid Atlantic	Weighted (000)	11567	224	104	236	274
	Horz %	100.00	1.93	0.90	2.04	2.37
	Vert %	4.74	9.92	11.40	21.32	10.15
	Index	100	209	241	450	214
				*	*	
Census Sub-Region: South Atlantic	Unwgted	8252	140	62	61	98
	Weighted (000)	32451	476	239	347	330
	Horz %	100.00	1.47	0.74	1.07	1.02
	Vert %	13.30	21.10	26.26	31.36	12.23
	Index	100	159	198	236	92
Census Sub-Region: East South Central				*	*	
	Unwgted	9812	65	13	17	84
	Weighted (000)	48740	249	42	68	430
	Horz %	100.00	0.51	0.09	0.14	0.88
	Vert %	19.97	11.06	4.63	6.11	15.93
Census Sub-Region: West South Central	Index	100	55	23	31	80
			*	*	*	*
	Unwgted	1890	4	3	0	7
	Weighted (000)	14067	35	24	0	38
	Horz %	100.00	0.25	0.17	0.00	0.27
Census Sub-Region: West South Central	Vert %	5.76	1.55	2.69	0.00	1.42
	Index	100	27	47	0	25
			*	*	*	*
	Unwgted	5943	28	6	1	37
	Weighted (000)	29209	134	32	2	240
Census Sub-Region: West South Central	Horz %	100.00	0.46	0.11	0.01	0.82
	Vert %	11.97	5.94	3.53	0.18	8.89
	Index	100	50	29	1	74

RAB / GfK MRI AUTO PROFILE: SUBARU

		Adults 18+	Own/Lease Subaru Forester	Own/Lease Subaru Impreza	Own/Lease Subaru Legacy	Own/Lease Subaru Outback
					*	*
Census Sub-Region: East North Central	Unwgted	7303	56	11	14	56
	Weighted (000)	36089	294	45	96	227
	Horz %	100.00	0.81	0.13	0.27	0.63
	Vert %	14.79	13.03	4.96	8.66	8.39
	Index	100	88	34	59	57
Census Sub-Region: West North Central			*	*	*	*
	Unwgted	2577	10	6	9	22
	Weighted (000)	15973	36	29	73	133
	Horz %	100.00	0.23	0.18	0.46	0.83
	Vert %	6.54	1.60	3.17	6.61	4.92
Index	100	24	48	101	75	
Census Sub-Region: Mountain				*	*	*
	Unwgted	2752	53	24	20	49
	Weighted (000)	18482	311	137	145	410
	Horz %	100.00	1.68	0.74	0.78	2.22
	Vert %	7.57	13.80	15.02	13.07	15.20
Index	100	182	198	173	201	
Census Sub-Region: Pacific					*	*
	Unwgted	7369	94	50	30	108
	Weighted (000)	37506	496	258	140	617
	Horz %	100.00	1.32	0.69	0.37	1.65
	Vert %	15.37	21.99	28.34	12.69	22.87
Index	100	143	184	83	149	
County Size: A						
	Unwgted	26326	309	106	104	317
	Weighted (000)	102649	1150	328	481	1246
	Horz %	100.00	1.12	0.32	0.47	1.21
	Vert %	42.05	51.02	35.92	43.50	46.16
Index	100	121	85	103	110	
County Size: B						
	Unwgted	11709	108	60	60	124
	Weighted (000)	72000	591	354	353	792
	Horz %	100.00	0.82	0.49	0.49	1.10
	Vert %	29.50	26.21	38.84	31.94	29.34
Index	100	89	132	108	99	
County Size: C/D				*	*	*
	Unwgted	10611	92	38	37	96
	Weighted (000)	69435	513	230	272	661
	Horz %	100.00	0.74	0.33	0.39	0.95
	Vert %	28.45	22.77	25.24	24.56	24.49
Index	100	80	89	86	86	
Radio Formats: AAA (subset of Alternative) (Monday-Sunday 24-Hour Cume)			*	*	*	*
	Unwgted	1128	28	10	13	34
	Weighted (000)	4719	82	43	40	130
	Horz %	100.00	1.73	0.91	0.85	2.76
	Vert %	1.93	3.63	4.70	3.62	4.82
Index	100	188	243	187	250	
Radio Formats: Adult Contemporary (Monday-Sunday 24-Hour Cume)				*	*	*
	Unwgted	7893	92	41	38	98
	Weighted (000)	38375	353	161	240	583
	Horz %	100.00	0.92	0.42	0.62	1.52
	Vert %	15.72	15.66	17.68	21.66	21.61
Index	100	100	112	138	137	

RAB / GfK MRI AUTO PROFILE: SUBARU

		Adults 18+	Own/Lease Subaru Forester	Own/Lease Subaru Impreza	Own/Lease Subaru Legacy	Own/Lease Subaru Outback
			*	*	*	*
Radio Formats: Adult Hits (Monday-Sunday 24-Hour Cume)	Unwgted	1220	15	9	5	6
	Weighted (000)	6399	75	28	36	73
	Horz %	100.00	1.18	0.44	0.57	1.14
	Vert %	2.62	3.34	3.10	3.29	2.71
	Index	100	128	118	126	103
		*	*	*	*	*
UNTRENDED: Radio Formats: Adult Standards/Easy Listening (Monday-Sunday 24-Hour Cume)	Unwgted	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)	Unwgted	2726	38	13	15	40
	Weighted (000)	7983	103	36	39	99
	Horz %	100.00	1.29	0.45	0.49	1.23
	Vert %	3.27	4.56	3.93	3.52	3.65
	Index	100	140	120	108	112
		*	*	*	*	*
Radio Formats: All Sports (Monday-Sunday 24-Hour Cume)	Unwgted	3232	43	14	18	43
	Weighted (000)	12837	148	39	80	166
	Horz %	100.00	1.15	0.30	0.62	1.29
	Vert %	5.26	6.57	4.28	7.26	6.15
	Index	100	125	81	138	117
		*	*	*	*	*
Radio Formats: All Talk (Monday-Sunday 24-Hour Cume)	Unwgted	850	10	5	6	10
	Weighted (000)	3908	58	14	21	38
	Horz %	100.00	1.48	0.36	0.53	0.96
	Vert %	1.60	2.56	1.55	1.89	1.39
	Index	100	160	97	118	87
		*	*	*	*	*
Radio Formats: Alternative (Monday-Sunday 24-Hour Cume)	Unwgted	3051	49	19	23	53
	Weighted (000)	14357	205	99	100	239
	Horz %	100.00	1.43	0.69	0.70	1.66
	Vert %	5.88	9.10	10.88	9.05	8.83
	Index	100	155	185	154	150
		*	*	*	*	*
Radio Formats: CHR/Top 40 (Monday-Sunday 24-Hour Cume)	Unwgted	8136	78	42	35	67
	Weighted (000)	42891	366	198	224	393
	Horz %	100.00	0.85	0.46	0.52	0.92
	Vert %	17.57	16.22	21.75	20.25	14.56
	Index	100	92	124	115	83
		*	*	*	*	*
Radio Formats: Classic Hits (Monday-Sunday 24-Hour Cume)	Unwgted	2864	23	15	11	31
	Weighted (000)	14285	154	97	55	139
	Horz %	100.00	1.08	0.68	0.39	0.97
	Vert %	5.85	6.83	10.59	4.99	5.14
	Index	100	117	181	85	88
		*	*	*	*	*
Radio Formats: Classic Rock (Monday-Sunday 24-Hour Cume)	Unwgted	3360	34	22	14	38
	Weighted (000)	16987	115	99	114	179
	Horz %	100.00	0.68	0.58	0.67	1.05
	Vert %	6.96	5.10	10.86	10.35	6.61
	Index	100	73	156	149	95

RAB / GfK MRI AUTO PROFILE: SUBARU

		Adults 18+	Own/Lease Subaru Forester	Own/Lease Subaru Impreza	Own/Lease Subaru Legacy	Own/Lease Subaru Outback
			*	*	*	*
Radio Formats: Classical (Monday-Sunday 24-Hour Cume)	Unwgted	1353	25	14	12	26
	Weighted (000)	5307	70	60	49	108
	Horz %	100.00	1.33	1.13	0.92	2.03
	Vert %	2.17	3.12	6.60	4.40	3.99
	Index	100	144	304	202	184
			*	*		
Radio Formats: Country (Monday-Sunday 24-Hour Cume)	Unwgted	7757	50	21	33	72
	Weighted (000)	44958	273	134	216	411
	Horz %	100.00	0.61	0.30	0.48	0.91
	Vert %	18.42	12.11	14.71	19.57	15.23
	Index	100	66	80	106	83
			*	*	*	*
Radio Formats: Ethnic (Monday-Sunday 24-Hour Cume)	Unwgted	310	4	3	2	6
	Weighted (000)	1196	13	4	7	17
	Horz %	100.00	1.06	0.30	0.58	1.41
	Vert %	0.49	0.56	0.40	0.63	0.62
	Index	100	114	81	128	127
			*	*	*	*
Radio Formats: Gospel (Monday-Sunday 24-Hour Cume)	Unwgted	642	2	2	0	0
	Weighted (000)	3662	24	15	0	0
	Horz %	100.00	0.65	0.42	0.00	0.00
	Vert %	1.50	1.06	1.68	0.00	0.00
	Index	100	71	112	0	0
			*	*	*	*
Radio Formats: Hispanic (All Genres) (Monday-Sunday 24-Hour Cume)	Unwgted	2577	14	8	3	8
	Weighted (000)	15181	64	40	14	65
	Horz %	100.00	0.42	0.26	0.09	0.43
	Vert %	6.22	2.83	4.36	1.26	2.42
	Index	100	45	70	20	39
			*	*	*	*
Radio Formats: Hot AC (Subset of "Adult Contemporary") (Monday-Sunday 24-Hour Cume)	Unwgted	3551	47	19	24	51
	Weighted (000)	17450	148	69	162	276
	Horz %	100.00	0.85	0.39	0.93	1.58
	Vert %	7.15	6.55	7.51	14.68	10.23
	Index	100	92	105	205	143
			*	*	*	*
Radio Formats: Jazz (Monday-Sunday 24-Hour Cume)	Unwgted	631	14	4	0	11
	Weighted (000)	2496	30	26	0	37
	Horz %	100.00	1.21	1.03	0.00	1.49
	Vert %	1.02	1.34	2.82	0.00	1.37
	Index	100	131	276	0	134
			*	*	*	*
Radio Formats: Mexican/Tejano/Ranchera (Subset of "Hispanic") (Monday-Sunday 24-Hour Cume)	Unwgted	1108	5	4	0	3
	Weighted (000)	6328	28	25	0	41
	Horz %	100.00	0.44	0.40	0.00	0.64
	Vert %	2.59	1.24	2.78	0.00	1.51
	Index	100	48	107	0	58
			*	*	*	*
Radio Formats: News/Talk (Monday-Sunday 24-Hour Cume)	Unwgted	5806	94	27	26	96
	Weighted (000)	23554	367	97	109	370
	Horz %	100.00	1.56	0.41	0.46	1.57
	Vert %	9.65	16.27	10.63	9.84	13.71
	Index	100	169	110	102	142

RAB / GfK MRI AUTO PROFILE: SUBARU

		Adults 18+	Own/Lease Subaru Forester	Own/Lease Subaru Impreza	Own/Lease Subaru Legacy	Own/Lease Subaru Outback
			*	*	*	*
Radio Formats: Oldies (Monday-Sunday 24-Hour Cume)	Unwgted	1456	17	6	11	16
	Weighted (000)	7376	84	19	29	91
	Horz %	100.00	1.14	0.26	0.40	1.24
	Vert %	3.02	3.73	2.13	2.64	3.39
	Index	100	123	70	87	112
			*	*		
Radio Formats: Public Radio/Non-Commercial (Monday-Sunday 24-Hour Cume)	Unwgted	2625	72	34	23	71
	Weighted (000)	10677	316	166	119	350
	Horz %	100.00	2.96	1.56	1.12	3.28
	Vert %	4.37	14.01	18.22	10.79	12.96
	Index	100	320	417	247	296
			*	*	*	*
Radio Formats: Religion/Christian (Monday-Sunday 24-Hour Cume)	Unwgted	3944	34	12	13	38
	Weighted (000)	20120	162	57	99	196
	Horz %	100.00	0.80	0.28	0.49	0.98
	Vert %	8.24	7.18	6.25	8.99	7.27
	Index	100	87	76	109	88
			*	*	*	*
Radio Formats: Rhythmic (Monday-Sunday 24-Hour Cume)	Unwgted	2569	15	16	7	26
	Weighted (000)	13480	80	62	48	163
	Horz %	100.00	0.59	0.46	0.35	1.21
	Vert %	5.52	3.53	6.80	4.32	6.03
	Index	100	64	123	78	109
			*	*	*	*
Radio Formats: Rock (Monday-Sunday 24-Hour Cume)	Unwgted	3181	39	20	23	48
	Weighted (000)	16260	167	76	123	284
	Horz %	100.00	1.03	0.47	0.76	1.75
	Vert %	6.66	7.42	8.34	11.14	10.53
	Index	100	111	125	167	158
			*	*	*	*
Radio Formats: Soft Adult Contemporary/Lite Rock (Monday-Sunday 24-Hour Cume)	Unwgted	1106	11	6	7	21
	Weighted (000)	5735	61	39	38	107
	Horz %	100.00	1.07	0.69	0.66	1.87
	Vert %	2.35	2.72	4.31	3.40	3.97
	Index	100	116	184	145	169
			*	*	*	*
Radio Formats: Spanish AC (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	Unwgted	906	5	3	1	3
	Weighted (000)	5268	16	8	2	18
	Horz %	100.00	0.30	0.16	0.04	0.34
	Vert %	2.16	0.71	0.91	0.17	0.67
	Index	100	33	42	8	31
			*	*	*	*
Radio Formats: Tropical (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	Unwgted	302	2	0	1	2
	Weighted (000)	1893	10	0	5	9
	Horz %	100.00	0.54	0.00	0.24	0.48
	Vert %	0.78	0.45	0.00	0.42	0.33
	Index	100	58	0	54	43
			*	*	*	*
Radio Formats: Urban (All Genres) (Monday-Sunday 24-Hour Cume)	Unwgted	5121	30	14	9	23
	Weighted (000)	26008	170	60	26	99
	Horz %	100.00	0.65	0.23	0.10	0.38
	Vert %	10.66	7.54	6.55	2.35	3.66
	Index	100	71	61	22	34

RAB / GfK MRI AUTO PROFILE: SUBARU

		Adults 18+	Own/Lease Subaru Forester	Own/Lease Subaru Impreza	Own/Lease Subaru Legacy	Own/Lease Subaru Outback
			*	*	*	*
Radio Formats: Urban AC (Subset of Urban) (Monday-Sunday 24-Hour Cume)	Unwgted	2133	4	3	3	4
	Weighted (000)	10077	9	14	6	13
	Horz %	100.00	0.09	0.14	0.06	0.13
	Vert %	4.13	0.41	1.52	0.53	0.47
	Index	100	10	37	13	11
			*	*	*	*
Radio Formats: Urban Contemporary (Subset of Urban) (Monday-Sunday 24-Hour Cume)	Unwgted	1989	13	6	2	9
	Weighted (000)	11746	85	29	11	37
	Horz %	100.00	0.73	0.25	0.09	0.31
	Vert %	4.81	3.78	3.16	0.97	1.37
	Index	100	78	66	20	28
			*	*	*	*
Radio Formats: Variety/Other (Monday-Sunday 24-Hour Cume)	Unwgted	1303	32	11	5	29
	Weighted (000)	6945	143	38	10	163
	Horz %	100.00	2.06	0.55	0.14	2.34
	Vert %	2.85	6.33	4.16	0.87	6.03
	Index	100	223	146	31	212
Radio Daypart Cumes: Total Week Monday-Sunday 24 Hours	Unwgted	41037	434	183	176	464
	Weighted (000)	204462	1863	822	975	2267
	Horz %	100.00	0.91	0.40	0.48	1.11
	Vert %	83.77	82.62	90.11	88.18	83.96
	Index	100	99	108	105	100
Radio Daypart Cumes: Weekday 6:00 am - 10:00 am	Unwgted	25278	299	116	114	302
	Weighted (000)	122460	1286	494	603	1316
	Horz %	100.00	1.05	0.40	0.49	1.07
	Vert %	50.17	57.07	54.13	54.56	48.74
	Index	100	114	108	109	97
Radio Daypart Cumes: Weekday 10:00 am - 3:00 pm	Unwgted	18835	191	81	78	197
	Weighted (000)	94930	885	348	419	1098
	Horz %	100.00	0.93	0.37	0.44	1.16
	Vert %	38.89	39.26	38.14	37.88	40.67
	Index	100	101	98	97	105
Radio Daypart Cumes: Weekday 3:00 pm - 7:00 pm	Unwgted	22339	250	93	97	264
	Weighted (000)	109527	1082	452	547	1301
	Horz %	100.00	0.99	0.41	0.50	1.19
	Vert %	44.87	48.01	49.51	49.43	48.21
	Index	100	107	110	110	107
				*	*	
Radio Daypart Cumes: Weekday 7:00 pm - Midnight	Unwgted	8087	79	37	37	78
	Weighted (000)	41055	351	160	229	348
	Horz %	100.00	0.86	0.39	0.56	0.85
	Vert %	16.82	15.58	17.52	20.70	12.88
	Index	100	93	104	123	77
			*	*	*	*
Radio Daypart Cumes: Weekday Midnight - 6:00 am	Unwgted	2418	23	10	8	21
	Weighted (000)	12268	109	25	63	113
	Horz %	100.00	0.88	0.21	0.52	0.92
	Vert %	5.03	4.81	2.76	5.74	4.18
	Index	100	96	55	114	83

RAB / GfK MRI AUTO PROFILE: SUBARU

		Adults 18+	Own/Lease Subaru Forester	Own/Lease Subaru Impreza	Own/Lease Subaru Legacy	Own/Lease Subaru Outback
Radio Daypart Cumes: Weekend 6:00 am - 10:00 am	Unwgted	16140	174	76	59	188
	Weighted (000)	79167	739	375	284	885
	Horz %	100.00	0.93	0.47	0.36	1.12
	Vert %	32.43	32.79	41.14	25.69	32.79
	Index	100	101	127	79	101
Radio Daypart Cumes: Weekend 10:00 am - 3:00 pm	Unwgted	21592	229	93	100	244
	Weighted (000)	106532	963	400	548	1184
	Horz %	100.00	0.90	0.38	0.51	1.11
	Vert %	43.65	42.71	43.84	49.60	43.84
	Index	100	98	100	114	100
Radio Daypart Cumes: Weekend 3:00 pm - 7:00 pm	Unwgted	16960	181	69	75	180
	Weighted (000)	85146	709	285	347	895
	Horz %	100.00	0.83	0.33	0.41	1.05
	Vert %	34.88	31.45	31.21	31.36	33.15
	Index	100	90	89	90	95
Radio Daypart Cumes: Weekend 7:00 pm - Midnight				*	*	
	Unwgted	8346	69	36	32	73
	Weighted (000)	42195	269	171	168	418
	Horz %	100.00	0.64	0.41	0.40	0.99
	Vert %	17.29	11.93	18.79	15.17	15.47
Radio Daypart Cumes: Weekend Midnight - 6:00 am			*	*	*	*
	Unwgted	2161	29	13	6	14
	Weighted (000)	10847	136	40	30	49
	Horz %	100.00	1.25	0.37	0.27	0.45
	Vert %	4.44	6.01	4.36	2.67	1.81
Where Listen to Radio on Typical Weekday: Home					*	
	Unwgted	13605	157	52	45	151
	Weighted (000)	66444	641	237	196	721
	Horz %	100.00	0.97	0.36	0.30	1.09
	Vert %	27.22	28.45	26.01	17.75	26.71
Where Listen to Radio on Typical Weekday: Car						
	Unwgted	37582	405	162	164	440
	Weighted (000)	186198	1772	719	914	2155
	Horz %	100.00	0.95	0.39	0.49	1.16
	Vert %	76.28	78.59	78.79	82.68	79.81
Where Listen to Radio on Typical Weekday: Work				*	*	
	Unwgted	6358	68	28	31	61
	Weighted (000)	32708	319	153	176	371
	Horz %	100.00	0.98	0.47	0.54	1.13
	Vert %	13.40	14.17	16.79	15.95	13.75
Where Listen to Radio on Typical Weekday: Place Other Than Home, Car, Work			*	*	*	*
	Unwgted	1490	18	9	5	11
	Weighted (000)	7844	60	45	18	27
	Horz %	100.00	0.77	0.57	0.23	0.34
	Vert %	3.21	2.66	4.90	1.63	0.99
	Index	100	83	152	51	31

RAB / GfK MRI AUTO PROFILE: SUBARU

		Adults 18+	Own/Lease Subaru Forester	Own/Lease Subaru Impreza	Own/Lease Subaru Legacy	Own/Lease Subaru Outback
Where Listen to Radio on Typical Weekend: Home	Unwgt'd	16122	176	67	57	187
	Weighted (000)	79216	742	306	291	974
	Horz %	100.00	0.94	0.39	0.37	1.23
	Vert %	32.45	32.93	33.52	26.31	36.08
	Index	100	101	103	81	111
Where Listen to Radio on Typical Weekend: Car	Unwgt'd	34584	379	147	155	398
	Weighted (000)	172300	1604	680	860	1978
	Horz %	100.00	0.93	0.39	0.50	1.15
	Vert %	70.59	71.16	74.55	77.81	73.27
	Index	100	101	106	110	104
Where Listen to Radio on Typical Weekend: Work			*	*	*	*
	Unwgt'd	2377	20	12	12	12
	Weighted (000)	13032	85	77	73	87
	Horz %	100.00	0.65	0.59	0.56	0.67
	Vert %	5.34	3.77	8.41	6.59	3.24
Where Listen to Radio on Typical Weekend: Place Other Than Home, Car, Work			*	*	*	*
	Unwgt'd	1550	15	9	2	13
	Weighted (000)	8439	47	48	5	66
	Horz %	100.00	0.56	0.57	0.05	0.78
	Vert %	3.46	2.09	5.24	0.42	2.45
Ever Listen to AM Radio (Terrestrial Radio)				*	*	
	Unwgt'd	8872	111	33	42	111
	Weighted (000)	37216	456	99	195	474
	Horz %	100.00	1.23	0.27	0.52	1.27
	Vert %	15.25	20.23	10.83	17.65	17.56
Ever Listen to FM Radio (Terrestrial Radio)						
	Unwgt'd	35648	369	157	147	390
	Weighted (000)	180517	1582	719	825	1938
	Horz %	100.00	0.88	0.40	0.46	1.07
	Vert %	73.96	70.19	78.84	74.65	71.80
Ever Listen to Any Terrestrial Radio (AM/FM)						
	Unwgt'd	38624	405	167	163	424
	Weighted (000)	192537	1754	746	883	2064
	Horz %	100.00	0.91	0.39	0.46	1.07
	Vert %	78.88	77.81	81.77	79.86	76.47
Ever Listen to Satellite Radio (SiriusXM)				*	*	
	Unwgt'd	6808	82	30	31	101
	Weighted (000)	31804	340	113	209	432
	Horz %	100.00	1.07	0.36	0.66	1.36
	Vert %	13.03	15.09	12.42	18.91	16.00
Household Subscribes to Satellite (SiriusXM) Radio				*	*	
	Unwgt'd	9333	112	39	48	139
	Weighted (000)	45323	459	166	315	606
	Horz %	100.00	1.01	0.37	0.70	1.34
	Vert %	18.57	20.38	18.20	28.51	22.45
	Index	100	110	98	154	121



RAB / GfK MRI AUTO PROFILE: SUBARU

		Adults 18+	Own/Lease Subaru Forester	Own/Lease Subaru Impreza	Own/Lease Subaru Legacy	Own/Lease Subaru Outback
Any Vehicle Currently Owned/Leased Has Satellite Radio	Unwgted	15153	147	52	79	228
	Weighted (000)	76621	653	231	480	1144
	Horz %	100.00	0.85	0.30	0.63	1.49
	Vert %	31.39	28.98	25.31	43.39	42.37
	Index	100	92	81	138	135
Any Vehicle Currently Owned/Leased Has MP3 Player Connection	Unwgted	12633	186	76	79	236
	Weighted (000)	64670	812	340	437	1318
	Horz %	100.00	1.26	0.53	0.68	2.04
	Vert %	26.49	36.01	37.33	39.49	48.84
	Index	100	136	141	149	184
Listened to Online Streaming AM/FM Broadcast Radio Stations - Past Month	Unwgted	7343	75	46	44	100
	Weighted (000)	36346	331	214	177	451
	Horz %	100.00	0.91	0.59	0.49	1.24
	Vert %	14.89	14.68	23.51	15.98	16.70
	Index	100	99	158	107	112
Listened to Internet-only radio or other online music or audio services (eg. Pandora, Spotify, etc.) - past month	Unwgted	19242	213	105	90	235
	Weighted (000)	97996	979	496	470	1290
	Horz %	100.00	1.00	0.51	0.48	1.32
	Vert %	40.15	43.41	54.44	42.52	47.77
	Index	100	108	136	106	119
Listening to Any Radio on the Internet/Online - Past Month	Unwgted	21921	241	118	107	278
	Weighted (000)	110983	1099	549	563	1459
	Horz %	100.00	0.99	0.50	0.51	1.31
	Vert %	45.47	48.75	60.25	50.95	54.05
	Index	100	107	132	112	119
Visited a Radio Station, Radio Program or Radio Personality's website - Past Month	Unwgted	3452	53	21	15	38
	Weighted (000)	17001	237	89	45	235
	Horz %	100.00	1.40	0.52	0.26	1.38
	Vert %	6.97	10.53	9.79	4.07	8.69
	Index	100	151	141	58	125
Downloaded Music - Past Month	Unwgted	9054	92	43	40	91
	Weighted (000)	47933	428	205	212	482
	Horz %	100.00	0.89	0.43	0.44	1.00
	Vert %	19.64	18.98	22.48	19.13	17.84
	Index	100	97	114	97	91
Downloaded Podcasts/Engaged in Podcasting - Past Month	Unwgted	3700	57	23	32	67
	Weighted (000)	17081	283	113	175	300
	Horz %	100.00	1.65	0.66	1.03	1.75
	Vert %	7.00	12.53	12.43	15.86	11.10
	Index	100	179	178	227	159
Visited iHeartRadio site - Past Month	Unwgted	4412	32	22	17	43
	Weighted (000)	21989	113	130	94	183
	Horz %	100.00	0.51	0.59	0.43	0.83
	Vert %	9.01	5.02	14.20	8.51	6.77
	Index	100	56	158	94	75

RAB / GfK MRI AUTO PROFILE: SUBARU

		Adults 18+	Own/Lease Subaru Forester	Own/Lease Subaru Impreza	Own/Lease Subaru Legacy	Own/Lease Subaru Outback
					*	*
Visited iTunes.com site - Past Month	Unwgted	8331	101	48	45	115
	Weighted (000)	40212	469	275	222	597
	Horz %	100.00	1.17	0.68	0.55	1.48
	Vert %	16.47	20.82	30.18	20.09	22.11
	Index	100	126	183	122	134
Visited Pandora.com site - Past Month	Unwgted	16996	182	87	81	201
	Weighted (000)	87700	880	430	450	1166
	Horz %	100.00	1.00	0.49	0.51	1.33
	Vert %	35.93	39.03	47.12	40.70	43.18
	Index	100	109	131	113	120
Visited Spotify site - Past Month	Unwgted	6074	77	33	34	90
	Weighted (000)	32588	395	164	160	461
	Horz %	100.00	1.21	0.50	0.49	1.41
	Vert %	13.35	17.50	18.03	14.44	17.06
	Index	100	131	135	108	128
Advertising on radio provides me with useful information about bargains. Agree strongly or Agree somewhat	Unwgted	16507	147	64	55	149
	Weighted (000)	83844	578	251	340	719
	Horz %	100.00	0.69	0.30	0.40	0.86
	Vert %	34.35	25.63	27.55	30.71	26.63
	Index	100	75	80	89	78
Advertising on radio provides me with meaningful information about the product use of other consumers. Agree strongly or Agree somewhat	Unwgted	13908	125	48	49	102
	Weighted (000)	70343	499	198	290	476
	Horz %	100.00	0.71	0.28	0.41	0.68
	Vert %	28.82	22.15	21.70	26.20	17.62
	Index	100	77	75	91	61
Advertising on radio provides me with useful information about new products and services. Agree strongly or Agree somewhat	Unwgted	17125	173	63	64	159
	Weighted (000)	86850	740	296	353	775
	Horz %	100.00	0.85	0.34	0.41	0.89
	Vert %	35.58	32.81	32.42	31.93	28.71
	Index	100	92	91	90	81
For me, advertising on radio is amusing. Agree strongly or Agree somewhat	Unwgted	12845	111	42	39	116
	Weighted (000)	65189	457	186	222	564
	Horz %	100.00	0.70	0.29	0.34	0.87
	Vert %	26.71	20.26	20.42	20.08	20.90
	Index	100	76	76	75	78
Most trusted media: Radio	Unwgted	4143	57	21	19	57
	Weighted (000)	21056	217	121	76	237
	Horz %	100.00	1.03	0.57	0.36	1.13
	Vert %	8.63	9.61	13.28	6.84	8.79
	Index	100	111	154	79	102
TV Dayparts: Total Week Prime Time Cume Audience	Unwgted	38598	387	152	147	416
	Weighted (000)	190885	1651	675	799	2077
	Horz %	100.00	0.86	0.35	0.42	1.09
	Vert %	78.20	73.22	74.00	72.30	76.94
	Index	100	94	95	92	98

RAB / GfK MRI AUTO PROFILE: SUBARU

		Adults 18+	Own/Lease Subaru Forester	Own/Lease Subaru Impreza	Own/Lease Subaru Legacy	Own/Lease Subaru Outback
TV Dayparts: Prime Time Weekdays Cume Audience: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)	Unwgted	30674	302	119	124	325
	Weighted (000)	150599	1304	515	676	1677
	Horz %	100.00	0.87	0.34	0.45	1.11
	Vert %	61.70	57.86	56.50	61.10	62.13
	Index	100	94	92	99	101
TV Dayparts: Prime Time Saturday Cume Audience: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)	Unwgted	26407	280	104	96	284
	Weighted (000)	129573	1212	455	523	1354
	Horz %	100.00	0.94	0.35	0.40	1.05
	Vert %	53.09	53.76	49.89	47.27	50.17
	Index	100	101	94	89	95
TV Dayparts: Prime Time Sunday Cume Audience: 7:00-11:00 pm (Eastern/Pacific), 6:00-10:00 pm (Central/Mountain)	Unwgted	30767	308	121	117	329
	Weighted (000)	150356	1315	549	555	1599
	Horz %	100.00	0.87	0.37	0.37	1.06
	Vert %	61.60	58.32	60.21	50.19	59.24
	Index	100	95	98	81	96
TV Dayparts: Weekdays Cume Audience: 9:00 am-4:00 pm (Eastern/Pacific) 9:00 am - 3:00 pm (Central/Mountain)	Unwgted	13588	111	40	28	113
	Weighted (000)	72467	485	127	123	509
	Horz %	100.00	0.67	0.18	0.17	0.70
	Vert %	29.69	21.54	13.97	11.08	18.86
	Index	100	73	47	37	64
TV Dayparts: Weekdays Cume Audience: 4:00 pm-7:30 pm (Eastern/Pacific) 3:00 pm-6:30 pm (Central/Mountain)	Unwgted	24214	228	81	88	231
	Weighted (000)	122899	1068	353	448	1116
	Horz %	100.00	0.87	0.29	0.36	0.91
	Vert %	50.35	47.39	38.76	40.52	41.34
	Index	100	94	77	80	82
TV Dayparts: Weekdays Cume Audience: 11:30 pm-1:00 am (Eastern/Pacific) 10:30 pm-Midnight (Central/Mountain)	Unwgted	8203	66	21	19	53
	Weighted (000)	41009	264	121	69	298
	Horz %	100.00	0.64	0.30	0.17	0.73
	Vert %	16.80	11.71	13.30	6.21	11.03
	Index	100	70	79	37	66
TV Dayparts: Weekend Children's Shows Cume Audience: Saturday-Sunday Morning	Unwgted	20426	186	65	61	191
	Weighted (000)	102185	754	249	344	925
	Horz %	100.00	0.74	0.24	0.34	0.91
	Vert %	41.86	33.45	27.32	31.13	34.28
	Index	100	80	65	74	82
TV Dayparts: Weekend Sports Cume Audience: Saturday-Sunday Afternoon	Unwgted	23818	212	74	83	216
	Weighted (000)	120635	916	303	420	1061
	Horz %	100.00	0.76	0.25	0.35	0.88
	Vert %	49.42	40.61	33.26	38.02	39.30
	Index	100	82	67	77	80
Downloaded a TV Program - Past Month	Unwgted	2514	36	13	15	36
	Weighted (000)	11768	153	55	86	171
	Horz %	100.00	1.30	0.47	0.73	1.45
	Vert %	4.82	6.81	6.03	7.80	6.33
	Index	100	141	125	162	131

RAB / GfK MRI AUTO PROFILE: SUBARU

		Adults 18+	Own/Lease Subaru Forester	Own/Lease Subaru Impreza	Own/Lease Subaru Legacy	Own/Lease Subaru Outback
Watched a TV Program Online - Past Month					*	
	Unwgt'd	8915	122	60	40	115
	Weighted (000)	43431	574	290	225	695
	Horz %	100.00	1.32	0.67	0.52	1.60
	Vert %	17.79	25.46	31.76	20.37	25.75
	Index	100	143	179	115	145
Visited a TV Network or TV Show's Web Site - Past Month					*	
	Unwgt'd	9786	136	52	43	123
	Weighted (000)	47213	665	227	240	700
	Horz %	100.00	1.41	0.48	0.51	1.48
	Vert %	19.34	29.48	24.89	21.74	25.92
	Index	100	152	129	112	134
Looked at TV Listings Online - Past Month				*	*	
	Unwgt'd	5331	64	22	27	66
	Weighted (000)	24808	258	97	120	298
	Horz %	100.00	1.04	0.39	0.48	1.20
	Vert %	10.16	11.42	10.59	10.86	11.03
	Index	100	112	104	107	109
Household Subscribes to Cable TV						
	Unwgt'd	22534	261	101	105	276
	Weighted (000)	109088	1145	502	605	1255
	Horz %	100.00	1.05	0.46	0.55	1.15
	Vert %	44.69	50.79	55.00	54.75	46.50
	Index	100	114	123	123	104
Household Subscribes to Cable, Satellite or Fiber Optic TV						
	Unwgt'd	37894	403	151	155	429
	Weighted (000)	188357	1740	685	871	2010
	Horz %	100.00	0.92	0.36	0.46	1.07
	Vert %	77.17	77.19	75.13	78.79	74.45
	Index	100	100	97	102	96
Viewed Any Cable TV (Including Pay) - Past Week						
	Unwgt'd	36344	385	146	150	403
	Weighted (000)	180739	1678	659	837	1882
	Horz %	100.00	0.93	0.36	0.46	1.04
	Vert %	74.05	74.44	72.24	75.72	69.70
	Index	100	101	98	102	94
Heavy Cable TV Viewer (Including Pay) - Past Week						
	Unwgt'd	26301	242	92	89	245
	Weighted (000)	131456	1023	430	449	1096
	Horz %	100.00	0.78	0.33	0.34	0.83
	Vert %	53.86	45.37	47.17	40.58	40.60
	Index	100	84	88	75	75
Viewed Any Premium Cable Channels - Past Month						
	Unwgt'd	15801	176	76	70	190
	Weighted (000)	75868	724	357	374	861
	Horz %	100.00	0.95	0.47	0.49	1.14
	Vert %	31.08	32.13	39.14	33.83	31.91
	Index	100	103	126	109	103
Viewed Any Pay-Per-View Programs or Events - Past Year				*	*	
	Unwgt'd	5693	76	31	27	53
	Weighted (000)	27121	303	157	151	190
	Horz %	100.00	1.12	0.58	0.56	0.70
	Vert %	11.11	13.44	17.21	13.62	7.04
	Index	100	121	155	123	63

RAB / GfK MRI AUTO PROFILE: SUBARU

		Adults 18+	Own/Lease Subaru Forester	Own/Lease Subaru Impreza	Own/Lease Subaru Legacy	Own/Lease Subaru Outback
Viewed Any Video-On-Demand Programs or Events - Past Year	Unwgted	13030	176	66	76	177
	Weighted (000)	59121	691	285	389	764
	Horz %	100.00	1.17	0.48	0.66	1.29
	Vert %	24.22	30.67	31.27	35.21	28.30
	Index	100	127	129	145	117
Household Has a Satellite Dish				*	*	
	Unwgted	10843	85	25	32	98
	Weighted (000)	61939	418	117	222	553
	Horz %	100.00	0.68	0.19	0.36	0.89
	Vert %	25.38	18.56	12.84	20.10	20.47
Index	100	73	51	79	81	
Household Has a Digital Video Recorder (DVR)	Unwgted	23728	242	91	104	276
	Weighted (000)	116768	1023	409	621	1250
	Horz %	100.00	0.88	0.35	0.53	1.07
	Vert %	47.84	45.39	44.86	56.14	46.30
	Index	100	95	94	117	97
Any Internet/Online Activity - Past Month	Unwgted	42373	482	191	192	504
	Weighted (000)	208554	2094	851	1069	2519
	Horz %	100.00	1.00	0.41	0.51	1.21
	Vert %	85.44	92.89	93.28	96.71	93.32
	Index	100	109	109	113	109
Played Games Online - Past Month	Unwgted	13852	121	57	57	131
	Weighted (000)	73850	594	272	338	661
	Horz %	100.00	0.80	0.37	0.46	0.90
	Vert %	30.26	26.33	29.86	30.58	24.49
	Index	100	87	99	101	81
Downloaded a Video Game - Past Month			*	*	*	*
	Unwgted	5083	40	13	19	40
	Weighted (000)	28601	235	76	100	167
	Horz %	100.00	0.82	0.27	0.35	0.59
	Vert %	11.72	10.44	8.38	9.07	6.20
Index	100	89	72	77	53	
Downloaded a Movie - Past Month				*	*	
	Unwgted	4447	63	27	18	51
	Weighted (000)	21989	325	103	111	221
	Horz %	100.00	1.48	0.47	0.50	1.00
	Vert %	9.01	14.40	11.31	10.01	8.18
Index	100	160	126	111	91	
Watched a Movie Online - Past Month	Unwgted	11540	139	58	56	138
	Weighted (000)	58047	633	255	317	783
	Horz %	100.00	1.09	0.44	0.55	1.35
	Vert %	23.78	28.06	27.99	28.65	29.01
	Index	100	118	118	120	122
Watched Online Video (Not Movie, TV) - Past Month	Unwgted	10029	136	59	50	146
	Weighted (000)	50248	593	292	234	675
	Horz %	100.00	1.18	0.58	0.46	1.34
	Vert %	20.59	26.31	32.00	21.13	25.02
	Index	100	128	155	103	122

RAB / GfK MRI AUTO PROFILE: SUBARU

		Adults 18+	Own/Lease Subaru Forester	Own/Lease Subaru Impreza	Own/Lease Subaru Legacy	Own/Lease Subaru Outback
			*	*	*	*
Visited a Chat Room - Past Month	Unwgted	2194	26	10	13	19
	Weighted (000)	10601	86	34	52	121
	Horz %	100.00	0.81	0.32	0.49	1.14
	Vert %	4.34	3.79	3.73	4.73	4.49
	Index	100	87	86	109	103
Used e-Mail - Past Month	Unwgted	37148	454	179	176	475
	Weighted (000)	177506	1941	801	965	2351
	Horz %	100.00	1.09	0.45	0.54	1.32
	Vert %	72.72	86.12	87.82	87.31	87.09
	Index	100	118	121	120	120
Used Instant Messenger/IM Online - Past Month	Unwgted	29084	336	143	133	327
	Weighted (000)	148723	1521	675	776	1713
	Horz %	100.00	1.02	0.45	0.52	1.15
	Vert %	60.93	67.45	74.00	70.22	63.47
	Index	100	111	121	115	104
Visited Online Blogs - Past Month				*	*	
	Unwgted	6650	112	40	48	108
	Weighted (000)	32542	520	225	249	570
	Horz %	100.00	1.60	0.69	0.76	1.75
	Index	100	173	185	169	159
Wrote an Online Blog - Past Month			*	*	*	*
	Unwgted	1215	13	8	9	15
	Weighted (000)	5810	52	28	37	68
	Horz %	100.00	0.89	0.48	0.64	1.17
	Index	100	97	129	140	106
Uploaded or Added Video to a Web Site - Past Month				*	*	*
	Unwgted	4085	57	17	25	49
	Weighted (000)	20569	294	60	129	207
	Horz %	100.00	1.43	0.29	0.63	1.01
	Index	100	155	78	139	91
Social networking, photo or video-sharing services visited or used in the last 30 days: Any Social Networking/Photo/Video-sharing services	Unwgted	36787	416	171	166	445
	Weighted (000)	184180	1800	780	956	2315
	Horz %	100.00	0.98	0.42	0.52	1.26
	Vert %	75.46	79.86	85.51	86.42	85.76
	Index	100	106	113	115	114
Social networking, photo or video-sharing services visited or used in the last 30 days: Facebook	Unwgted	29944	349	141	141	351
	Weighted (000)	152016	1546	654	821	1895
	Horz %	100.00	1.02	0.43	0.54	1.25
	Vert %	62.28	68.58	71.75	74.23	70.21
	Index	100	110	115	119	113
Foursquare			*	*	*	*
	Unwgted	259	7	3	0	5
	Weighted (000)	1096	22	11	0	33
	Horz %	100.00	2.04	1.02	0.00	3.06
	Index	100	221	274	0	276

RAB / GfK MRI AUTO PROFILE: SUBARU

		Adults 18+	Own/Lease Subaru Forester	Own/Lease Subaru Impreza	Own/Lease Subaru Legacy	Own/Lease Subaru Outback
					*	*
Google + (Google Plus)	Unwgted	7523	84	29	33	80
	Weighted (000)	37002	445	154	174	379
	Horz %	100.00	1.20	0.42	0.47	1.03
	Vert %	15.16	19.73	16.86	15.70	14.05
	Index	100	130	111	104	93
Instagram	Unwgted	11180	129	56	62	138
	Weighted (000)	59923	625	287	357	800
	Horz %	100.00	1.04	0.48	0.59	1.33
	Vert %	24.55	27.74	31.48	32.24	29.63
	Index	100	113	128	131	121
LinkedIn	Unwgted	7899	140	41	43	138
	Weighted (000)	31599	581	171	192	613
	Horz %	100.00	1.84	0.54	0.61	1.94
	Vert %	12.95	25.79	18.74	17.34	22.70
	Index	100	199	145	134	175
Pinterest	Unwgted	9299	118	47	48	126
	Weighted (000)	49108	596	283	285	736
	Horz %	100.00	1.21	0.58	0.58	1.50
	Vert %	20.12	26.43	31.03	25.79	27.27
	Index	100	131	154	128	136
Tumblr	Unwgted	1737	25	12	10	19
	Weighted (000)	9309	156	87	53	97
	Horz %	100.00	1.67	0.93	0.57	1.05
	Vert %	3.81	6.90	9.54	4.81	3.61
	Index	100	181	250	126	95
Twitter	Unwgted	6507	82	21	35	70
	Weighted (000)	32509	320	106	179	294
	Horz %	100.00	0.99	0.32	0.55	0.90
	Vert %	13.32	14.22	11.57	16.17	10.87
	Index	100	107	87	121	82
Yelp	Unwgted	4238	81	27	29	73
	Weighted (000)	17049	353	86	111	308
	Horz %	100.00	2.07	0.50	0.65	1.81
	Vert %	6.98	15.66	9.40	10.01	11.40
	Index	100	224	135	143	163
YouTube	Unwgted	24878	273	113	116	280
	Weighted (000)	125197	1233	528	642	1362
	Horz %	100.00	0.99	0.42	0.51	1.09
	Vert %	51.29	54.71	57.92	58.03	50.46
	Index	100	107	113	113	98
Activities done using a social networking, photo or video-sharing service in the last 30 days: Posted that you "Like" something	Unwgted	19391	240	109	93	235
	Weighted (000)	98998	1068	563	492	1315
	Horz %	100.00	1.08	0.57	0.50	1.33
	Vert %	40.56	47.39	61.74	44.51	48.73
	Index	100	117	152	110	120

RAB / GfK MRI AUTO PROFILE: SUBARU

		Adults 18+	Own/Lease Subaru Forester	Own/Lease Subaru Impreza	Own/Lease Subaru Legacy	Own/Lease Subaru Outback
"Follow" or become a "fan of" something or someone	Unwgted	9880	119	55	54	124
	Weighted (000)	51999	601	301	269	659
	Horz %	100.00	1.16	0.58	0.52	1.27
	Vert %	21.30	26.66	32.98	24.31	24.43
	Index	100	125	155	114	115
Clicked on an advertisement				*	*	
	Unwgted	7250	92	34	38	101
	Weighted (000)	34609	441	194	180	482
	Horz %	100.00	1.28	0.56	0.52	1.39
	Vert %	14.18	19.58	21.23	16.28	17.87
Watched a video	Index	100	138	150	115	126
	Unwgted	23931	269	114	107	266
	Weighted (000)	121821	1206	505	595	1333
	Horz %	100.00	0.99	0.41	0.49	1.09
	Vert %	49.91	53.52	55.38	53.84	49.37
Websites or apps visited or used in the last 30 days: Coupons	Index	100	107	111	108	99
			*	*	*	*
	Unwgted	1642	19	10	4	12
	Weighted (000)	7736	101	60	7	53
	Horz %	100.00	1.30	0.78	0.08	0.69
Sent or Received Text Messages on Cellular Phone/Mobile/Smartphone - Past Month	Vert %	3.17	4.47	6.59	0.59	1.97
	Index	100	141	208	19	62
	Unwgted	40180	442	190	177	470
	Weighted (000)	200974	1981	873	990	2357
	Horz %	100.00	0.99	0.43	0.49	1.17
Sent or Received Instant Messages on Cellular Phone/Mobile/Smartphone - Past Month	Vert %	82.34	87.86	95.75	89.50	87.32
	Index	100	107	116	109	106
	Unwgted	20952	229	106	101	233
	Weighted (000)	106707	1024	518	601	1247
	Horz %	100.00	0.96	0.49	0.56	1.17
Recorded a Video on Cellular Phone/Mobile/Smartphone - Past Month	Vert %	43.72	45.43	56.78	54.35	46.18
	Index	100	104	130	124	106
	Unwgted	19339	207	100	87	241
	Weighted (000)	97935	962	433	489	1259
	Horz %	100.00	0.98	0.44	0.50	1.29
Played Music on Cellular Phone/Mobile/Smartphone - Past Month	Vert %	40.12	42.66	47.44	44.22	46.63
	Index	100	106	118	110	116
	Unwgted	24725	262	118	105	277
	Weighted (000)	126500	1201	584	650	1465
	Horz %	100.00	0.95	0.46	0.51	1.16
Played a Game on Cellular Phone/Mobile/Smartphone - Past Month	Vert %	51.83	53.29	64.09	58.76	54.25
	Index	100	103	124	113	105
	Unwgted	15697	145	69	68	168
	Weighted (000)	84080	698	330	411	881
	Horz %	100.00	0.83	0.39	0.49	1.05
Played a Game on Cellular Phone/Mobile/Smartphone - Past Month	Vert %	34.45	30.94	36.19	37.13	32.63
	Index	100	90	105	108	95



RAB / GfK MRI AUTO PROFILE: SUBARU

		Adults 18+	Own/Lease Subaru Forester	Own/Lease Subaru Impreza	Own/Lease Subaru Legacy	Own/Lease Subaru Outback
Watched a Movie, TV Program or Other Video on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	11626	123	54	56	127
	Weighted (000)	61092	553	257	307	632
	Horz %	100.00	0.90	0.42	0.50	1.03
	Vert %	25.03	24.51	28.20	27.76	23.40
	Index	100	98	113	111	94
Used a Mobile "App" - Past Month	Unwgt'd	25794	302	141	131	327
	Weighted (000)	128777	1295	674	776	1665
	Horz %	100.00	1.01	0.52	0.60	1.29
	Vert %	52.76	57.44	73.94	70.20	61.68
	Index	100	109	140	133	117
Read Any Daily Newspaper (Print/Paper/Hard Copy)	Unwgt'd	10912	118	46	39	150
	Weighted (000)	50128	502	171	195	726
	Horz %	100.00	1.00	0.34	0.39	1.45
	Vert %	20.54	22.29	18.79	17.67	26.88
	Index	100	109	91	86	131
Read Any Sunday Newspaper (Print/Paper/Hard Copy)	Unwgt'd	14245	165	52	55	178
	Weighted (000)	67106	688	203	229	859
	Horz %	100.00	1.02	0.30	0.34	1.28
	Vert %	27.49	30.51	22.26	20.71	31.80
	Index	100	111	81	75	116
Read or Looked Into Any Electronic Version of a Newspaper, Including Web Site - Past Month	Unwgt'd	19488	271	102	103	270
	Weighted (000)	91290	1209	448	521	1300
	Horz %	100.00	1.32	0.49	0.57	1.42
	Vert %	37.40	53.65	49.10	47.08	48.16
	Index	100	143	131	126	129
Read Classified Advertising in Weekday Newspaper	Unwgt'd	3772	20	12	13	42
	Weighted (000)	20084	85	54	62	250
	Horz %	100.00	0.42	0.27	0.31	1.25
	Vert %	8.23	3.75	5.90	5.58	9.28
	Index	100	46	72	68	113
Read Classified Advertising in Sunda/Weekend Newspaper	Unwgt'd	3758	25	12	15	44
	Weighted (000)	19510	118	41	88	254
	Horz %	100.00	0.61	0.21	0.45	1.30
	Vert %	7.99	5.25	4.47	7.93	9.40
	Index	100	66	56	99	118
Read Advertisements in Weekday Newspaper	Unwgt'd	3812	31	9	15	37
	Weighted (000)	17916	123	30	75	193
	Horz %	100.00	0.69	0.17	0.42	1.08
	Vert %	7.34	5.45	3.25	6.82	7.14
	Index	100	74	44	93	97
Read Advertisements in Sunday/Weekend Newspaper	Unwgt'd	4633	42	18	21	56
	Weighted (000)	22092	184	62	105	278
	Horz %	100.00	0.83	0.28	0.48	1.26
	Vert %	9.05	8.17	6.76	9.51	10.28
	Index	100	90	75	105	114

RAB / GfK MRI AUTO PROFILE: SUBARU

		Adults 18+	Own/Lease Subaru Forester	Own/Lease Subaru Impreza	Own/Lease Subaru Legacy	Own/Lease Subaru Outback
					*	*
Read Circulars/Inserts/Fliers in Weekday Newspaper	Unwgt'd	5068	57	20	19	61
	Weighted (000)	23852	187	77	84	402
	Horz %	100.00	0.78	0.32	0.35	1.68
	Vert %	9.77	8.31	8.46	7.56	14.88
	Index	100	85	87	77	152
				*	*	
Read Circulars/Inserts/Fliers in Sunday/Weekend Newspaper	Unwgt'd	7203	83	28	33	97
	Weighted (000)	34013	307	111	155	495
	Horz %	100.00	0.90	0.33	0.45	1.46
	Vert %	13.93	13.60	12.17	13.98	18.35
	Index	100	98	87	100	132
				*	*	
Received and/or Clipped Coupons from Weekday Newspaper - Past Year	Unwgt'd	4191	43	25	15	56
	Weighted (000)	20652	160	106	72	236
	Horz %	100.00	0.78	0.51	0.35	1.14
	Vert %	8.46	7.10	11.62	6.47	8.74
	Index	100	84	137	76	103
				*	*	
Received and/or Clipped Coupons from Sunday/Weekend Newspaper - Past Year	Unwgt'd	9539	119	43	60	116
	Weighted (000)	47372	494	187	392	606
	Horz %	100.00	1.04	0.39	0.83	1.28
	Vert %	19.41	21.92	20.51	35.44	22.45
	Index	100	113	106	183	116
		*	*	*	*	*
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
		*	*	*	*	*
Have Seen Video Ads in Grocery Stores - Past Month	Unwgt'd	8175	68	36	25	75
	Weighted (000)	42062	378	162	178	447
	Horz %	100.00	0.90	0.39	0.42	1.06
	Vert %	17.23	16.75	17.80	16.10	16.54
	Index	100	97	103	93	96

RAB / GfK MRI AUTO PROFILE: SUBARU

		Adults 18+	Own/Lease Subaru Forester	Own/Lease Subaru Impreza	Own/Lease Subaru Legacy	Own/Lease Subaru Outback
Have Seen Video Ads in Drug Stores - Past Month			*	*	*	*
	Unwgted	5434	38	22	16	43
	Weighted (000)	27750	179	92	116	226
	Horz %	100.00	0.64	0.33	0.42	0.81
	Vert %	11.37	7.94	10.13	10.48	8.37
	Index	100	70	89	92	74
Have Seen Video Ads in Convenience Stores - Past Month			*	*	*	*
	Unwgted	5425	36	16	20	46
	Weighted (000)	27941	196	86	146	235
	Horz %	100.00	0.70	0.31	0.52	0.84
	Vert %	11.45	8.69	9.38	13.19	8.69
	Index	100	76	82	115	76
Have Seen Video Ads in Large Discount/Department Stores - Past Month			*	*	*	*
	Unwgted	5807	46	23	17	50
	Weighted (000)	30170	239	96	127	292
	Horz %	100.00	0.79	0.32	0.42	0.97
	Vert %	12.36	10.60	10.50	11.49	10.82
	Index	100	86	85	93	88
Have Seen Video Ads in Warehouse/Club Stores - Past Month			*	*	*	*
	Unwgted	5047	46	27	20	51
	Weighted (000)	24469	216	123	145	227
	Horz %	100.00	0.88	0.50	0.59	0.93
	Vert %	10.02	9.58	13.50	13.15	8.40
	Index	100	96	135	131	84
Have Seen Video Ads in Other Stores - Past Month			*	*	*	*
	Unwgted	4572	39	13	14	40
	Weighted (000)	23484	206	54	122	234
	Horz %	100.00	0.88	0.23	0.52	1.00
	Vert %	9.62	9.16	5.91	10.99	8.67
	Index	100	95	61	114	90
Have Seen Video Ads in Shopping Malls - Past Month			*	*	*	*
	Unwgted	6133	44	27	23	55
	Weighted (000)	30556	193	98	157	295
	Horz %	100.00	0.63	0.32	0.51	0.97
	Vert %	12.52	8.57	10.75	14.23	10.94
	Index	100	68	86	114	87
Have Seen Video Ads in Bars/Pubs - Past Month			*	*	*	*
	Unwgted	4212	52	20	16	46
	Weighted (000)	21008	235	92	115	243
	Horz %	100.00	1.12	0.44	0.55	1.16
	Vert %	8.61	10.42	10.13	10.36	9.01
	Index	100	121	118	120	105
Have Seen Video Ads in Fast-Food or Family Restaurants - Past Month			*	*	*	*
	Unwgted	6034	50	25	22	48
	Weighted (000)	31175	193	108	142	226
	Horz %	100.00	0.62	0.35	0.46	0.73
	Vert %	12.77	8.57	11.84	12.84	8.39
	Index	100	67	93	101	66
Have Seen Video Ads in Coffee Shops, Cafes or Delis - Past Month			*	*	*	*
	Unwgted	4611	43	21	12	51
	Weighted (000)	23019	164	83	84	277
	Horz %	100.00	0.71	0.36	0.36	1.20
	Vert %	9.43	7.26	9.13	7.59	10.25
	Index	100	77	97	81	109

RAB / GfK MRI AUTO PROFILE: SUBARU

		Adults 18+	Own/Lease Subaru Forester	Own/Lease Subaru Impreza	Own/Lease Subaru Legacy	Own/Lease Subaru Outback
				*	*	*
Have Seen Video Ads in Gym/Health Clubs - Past Month	Unwgted	4016	39	9	8	34
	Weighted (000)	19382	150	46	56	171
	Horz %	100.00	0.77	0.24	0.29	0.88
	Vert %	7.94	6.64	5.02	5.03	6.33
	Index	100	84	63	63	80
				*	*	*
Have Seen Video Ads in Medical Offices - Past Month	Unwgted	5499	53	21	14	44
	Weighted (000)	27407	212	120	89	262
	Horz %	100.00	0.77	0.44	0.33	0.96
	Vert %	11.23	9.39	13.14	8.08	9.71
	Index	100	84	117	72	86
				*	*	*
Have Seen Video Ads in Airports - Past Month	Unwgted	3929	45	17	12	49
	Weighted (000)	17909	157	61	96	234
	Horz %	100.00	0.88	0.34	0.54	1.30
	Vert %	7.34	6.97	6.71	8.68	8.65
	Index	100	95	91	118	118
				*	*	*
Have Seen Video Ads at Gas Stations - Past Month	Unwgted	8390	82	33	34	102
	Weighted (000)	41042	352	173	238	547
	Horz %	100.00	0.86	0.42	0.58	1.33
	Vert %	16.81	15.61	18.99	21.54	20.25
	Index	100	93	113	128	120
				*	*	*
Have Seen Video Ads in Office Building Lobbies - Past Month	Unwgted	3669	37	14	13	26
	Weighted (000)	18065	162	61	97	127
	Horz %	100.00	0.90	0.34	0.54	0.70
	Vert %	7.40	7.19	6.66	8.80	4.71
	Index	100	97	90	119	64
				*	*	*
Have Seen Video Ads in Office Building Elevators - Past Month	Unwgted	3552	38	15	12	31
	Weighted (000)	16785	138	65	102	137
	Horz %	100.00	0.82	0.39	0.61	0.82
	Vert %	6.88	6.10	7.16	9.25	5.07
	Index	100	89	104	135	74
				*	*	*
Have Seen Video Ads in Movie Theater Lobbies - Past Month	Unwgted	5092	50	24	17	50
	Weighted (000)	25878	244	119	117	288
	Horz %	100.00	0.94	0.46	0.45	1.11
	Vert %	10.60	10.84	13.05	10.63	10.67
	Index	100	102	123	100	101
				*	*	*
Have Seen Ads on Billboards - Past Month	Unwgted	23703	279	122	110	314
	Weighted (000)	117973	1274	568	601	1623
	Horz %	100.00	1.08	0.48	0.51	1.38
	Vert %	48.33	56.49	62.25	54.38	60.12
	Index	100	117	129	113	124
				*	*	*
Have Seen Ads on Buses/Trains - Past Month	Unwgted	10886	136	62	46	135
	Weighted (000)	50330	596	310	257	686
	Horz %	100.00	1.18	0.62	0.51	1.36
	Vert %	20.62	26.44	33.99	23.27	25.42
	Index	100	128	165	113	123

RAB / GfK MRI AUTO PROFILE: SUBARU

		Adults 18+	Own/Lease Subaru Forester	Own/Lease Subaru Impreza	Own/Lease Subaru Legacy	Own/Lease Subaru Outback
					*	*
Have Seen Ads at Bus Stops or Train Stations - Past Month	Unwgted	7328	94	47	31	97
	Weighted (000)	32843	313	201	189	481
	Horz %	100.00	0.95	0.61	0.58	1.47
	Vert %	13.46	13.89	22.09	17.10	17.83
	Index	100	103	164	127	132
Have Seen Ads Inside Taxis - Past Month			*	*	*	*
	Unwgted	3849	46	23	16	49
	Weighted (000)	17102	183	92	131	178
	Horz %	100.00	1.07	0.54	0.77	1.04
	Vert %	7.01	8.10	10.05	11.85	6.60
Index	100	116	143	169	94	
Have Seen Ads on Top of Taxis - Past Month				*	*	*
	Unwgted	5892	71	38	24	72
	Weighted (000)	26219	267	172	162	338
	Horz %	100.00	1.02	0.66	0.62	1.29
	Vert %	10.74	11.85	18.87	14.65	12.50
Index	100	110	176	136	116	
Have Seen Ads on Phone Booths - Past Month			*	*	*	*
	Unwgted	3008	31	12	11	30
	Weighted (000)	14451	128	43	103	136
	Horz %	100.00	0.89	0.30	0.71	0.94
	Vert %	5.92	5.68	4.76	9.27	5.04
Index	100	96	80	157	85	
Have Seen Ads at Sports or Entertainment Events - Past Month				*	*	*
	Unwgted	7405	75	28	34	82
	Weighted (000)	36191	340	160	249	417
	Horz %	100.00	0.94	0.44	0.69	1.15
	Vert %	14.83	15.09	17.58	22.51	15.44
Index	100	102	119	152	104	
Have Seen Ads on Postcards - Past Month				*	*	*
	Unwgted	5576	76	26	28	75
	Weighted (000)	26312	349	92	180	404
	Horz %	100.00	1.33	0.35	0.69	1.53
	Vert %	10.78	15.50	10.12	16.31	14.95
Index	100	144	94	151	139	
Have Seen Ads Sent to a Cellphone or Other Mobile Device - Past Month				*	*	*
	Unwgted	13421	161	71	61	167
	Weighted (000)	66442	648	316	371	773
	Horz %	100.00	0.98	0.48	0.56	1.16
	Vert %	27.22	28.76	34.64	33.56	28.64
Index	100	106	127	123	105	
Have Seen Ads on Posters at Movie Theaters - Past Month				*	*	*
	Unwgted	8606	92	45	34	104
	Weighted (000)	42087	444	230	195	513
	Horz %	100.00	1.06	0.55	0.46	1.22
	Vert %	17.24	19.71	25.25	17.67	19.01
Index	100	114	146	102	110	
Have Seen Ads Shown On-Screen Before Start of a Movie - Past Month				*	*	*
	Unwgted	10943	132	59	41	148
	Weighted (000)	53139	580	319	220	698
	Horz %	100.00	1.09	0.60	0.41	1.31
	Vert %	21.77	25.72	34.96	19.93	25.86
Index	100	118	161	92	119	

RAB / GfK MRI AUTO PROFILE: SUBARU

		Adults 18+	Own/Lease Subaru Forester	Own/Lease Subaru Impreza	Own/Lease Subaru Legacy	Own/Lease Subaru Outback
Have Seen Ads in Stores (Not Video Ads) - Past Month	Unwgt'd	15171	168	79	73	203
	Weighted (000)	76102	783	372	424	965
	Horz %	100.00	1.03	0.49	0.56	1.27
	Vert %	31.18	34.75	40.78	38.36	35.74
	Index	100	111	131	123	115
Have Seen Ads in Shopping Malls (Not Video Ads) - Past Month	Unwgt'd	10587	107	47	54	117
	Weighted (000)	52205	439	172	297	559
	Horz %	100.00	0.84	0.33	0.57	1.07
	Vert %	21.39	19.47	18.84	26.90	20.72
	Index	100	91	88	126	97
Have Seen Infomercials - Past Month	Unwgt'd	9871	117	40	39	109
	Weighted (000)	49119	468	137	243	574
	Horz %	100.00	0.95	0.28	0.49	1.17
	Vert %	20.12	20.75	15.05	21.94	21.26
	Index	100	103	75	109	106
Have Seen Offers or Ads Sent to Home by Mail - Past Month	Unwgt'd	19632	233	108	87	260
	Weighted (000)	96299	1018	471	513	1202
	Horz %	100.00	1.06	0.49	0.53	1.25
	Vert %	39.45	45.14	51.66	46.37	44.53
	Index	100	114	131	118	113
Have Seen Product Placement in Video Games - Past Month	Unwgt'd	4596	36	13	20	40
	Weighted (000)	24167	194	43	161	221
	Horz %	100.00	0.80	0.18	0.67	0.92
	Vert %	9.90	8.62	4.68	14.60	8.20
	Index	100	87	47	148	83
Have Seen Product Placement in TV Shows - Past Month	Unwgt'd	17823	206	85	80	222
	Weighted (000)	88092	907	347	468	1116
	Horz %	100.00	1.03	0.39	0.53	1.27
	Vert %	36.09	40.25	38.09	42.37	41.35
	Index	100	112	106	117	115
Have Seen Product Placement in Movies - Past Month	Unwgt'd	11248	125	59	58	150
	Weighted (000)	56256	558	283	298	780
	Horz %	100.00	0.99	0.50	0.53	1.39
	Vert %	23.05	24.75	31.03	26.99	28.88
	Index	100	107	135	117	125

RAB / GfK MRI AUTO PROFILE: SUBARU

		Adults 18+	Own/Lease any Subaru	Most recent vehicle bought/leased Subaru	Would buy/lease new Subaru if making decision today
Adults 18+	Unwgted	48646	1656	1101	878
	Weighted (000)	244084	7881	4871	4230
	Horz %	100.00	3.23	2.00	1.73
	Vert %	100.00	100.00	100.00	100.00
	Index	100	100	100	100
Male	Unwgted	24620	847	548	420
	Weighted (000)	117785	3645	2311	2044
	Horz %	100.00	3.09	1.96	1.73
	Vert %	48.26	46.26	47.44	48.31
	Index	100	96	98	100
Female	Unwgted	24026	809	553	458
	Weighted (000)	126299	4235	2560	2187
	Horz %	100.00	3.35	2.03	1.73
	Vert %	51.74	53.74	52.56	51.69
	Index	100	104	102	100
Age 18-24	Unwgted	3885	110	70	54
	Weighted (000)	30253	896	523	383
	Horz %	100.00	2.96	1.73	1.27
	Vert %	12.39	11.37	10.75	9.05
	Index	100	92	87	73
Age 25-34	Unwgted	8183	289	202	158
	Weighted (000)	43389	1619	1077	879
	Horz %	100.00	3.73	2.48	2.03
	Vert %	17.78	20.55	22.10	20.78
	Index	100	116	124	117
Age 35-44	Unwgted	8605	302	192	139
	Weighted (000)	40230	1331	789	653
	Horz %	100.00	3.31	1.96	1.62
	Vert %	16.48	16.89	16.19	15.43
	Index	100	102	98	94
Age 45-54	Unwgted	8861	276	167	134
	Weighted (000)	43105	1208	675	731
	Horz %	100.00	2.80	1.57	1.70
	Vert %	17.66	15.33	13.86	17.28
	Index	100	87	79	98
Age 55-64	Unwgted	8498	342	219	183
	Weighted (000)	40725	1592	898	796
	Horz %	100.00	3.91	2.20	1.95
	Vert %	16.68	20.20	18.43	18.81
	Index	100	121	110	113
Age 65+	Unwgted	10614	337	251	210
	Weighted (000)	46383	1235	909	789
	Horz %	100.00	2.66	1.96	1.70
	Vert %	19.00	15.67	18.67	18.65
	Index	100	82	98	98

RAB / GfK MRI AUTO PROFILE: SUBARU

		Adults 18+	Own/Lease any Subaru	Most recent vehicle bought/leased Subaru	Would buy/lease new Subaru if making decision today
Age 21+	Unwgt'd	47284	1620	1081	862
	Weighted (000)	232046	7591	4711	4104
	Horz %	100.00	3.27	2.03	1.77
	Vert %	95.07	96.33	96.72	97.02
	Index	100	101	102	102
Age 18-34	Unwgt'd	12068	399	272	212
	Weighted (000)	73642	2515	1600	1262
	Horz %	100.00	3.42	2.17	1.71
	Vert %	30.17	31.92	32.85	29.83
	Index	100	106	109	99
Age 18-49	Unwgt'd	24996	842	545	415
	Weighted (000)	134658	4513	2766	2265
	Horz %	100.00	3.35	2.05	1.68
	Vert %	55.17	57.27	56.77	53.55
	Index	100	104	103	97
Age 25-54	Unwgt'd	25649	867	561	431
	Weighted (000)	126724	4158	2541	2263
	Horz %	100.00	3.28	2.01	1.79
	Vert %	51.92	52.76	52.16	53.49
	Index	100	102	100	103
Age 35-64	Unwgt'd	25964	920	578	456
	Weighted (000)	124059	4130	2362	2179
	Horz %	100.00	3.33	1.90	1.76
	Vert %	50.83	52.41	48.48	51.52
	Index	100	103	95	101
Age 50+	Unwgt'd	23650	814	556	463
	Weighted (000)	109426	3367	2106	1965
	Horz %	100.00	3.08	1.92	1.80
	Vert %	44.83	42.73	43.23	46.45
	Index	100	95	96	104
Median Age	Unwgt'd				
	Weighted (000)	47.00	45.70	45.60	47.90
	Horz %				
	Vert %				
	Index	100	97	97	102
Race: White Only	Unwgt'd	34564	1407	938	763
	Weighted (000)	179823	6861	4242	3686
	Horz %	100.00	3.82	2.36	2.05
	Vert %	73.67	87.06	87.09	87.15
	Index	100	118	118	118
Race: Black/African-American Only	Unwgt'd	5909	38	28	25
	Weighted (000)	29535	159	101	132
	Horz %	100.00	0.54	0.34	0.45
	Vert %	12.10	2.02	2.07	3.11
	Index	100	17	17	26



RAB / GfK MRI AUTO PROFILE: SUBARU

		Adults 18+	Own/Lease any Subaru	Most recent vehicle bought/leased Subaru	Would buy/lease new Subaru if making decision today
					*
Race: Asian	Unwgted	2388	107	58	44
	Weighted (000)	8358	417	215	167
	Horz %	100.00	4.98	2.57	1.99
	Vert %	3.42	5.29	4.41	3.94
	Index	100	154	129	115
Race: Other Race/Multi-Racial	Unwgted	8173	211	135	90
	Weighted (000)	34726	861	528	412
	Horz %	100.00	2.48	1.52	1.19
	Vert %	14.23	10.92	10.84	9.74
	Index	100	77	76	68
Hispanic, Latino, Spanish Origin or Descent	Unwgted	6851	138	96	69
	Weighted (000)	37743	720	465	533
	Horz %	100.00	1.91	1.23	1.41
	Vert %	15.46	9.14	9.54	12.60
	Index	100	59	62	81
Hispanic, Personally Speak Only English at Home				*	*
	Unwgted	1739	50	37	26
	Weighted (000)	6214	180	117	126
	Horz %	100.00	2.90	1.88	2.03
	Vert %	2.55	2.29	2.40	2.98
Hispanic, Personally Speak Mostly English, But Some Spanish at Home			*	*	*
	Unwgted	2047	46	34	20
	Weighted (000)	9439	221	125	133
	Horz %	100.00	2.35	1.33	1.41
	Vert %	3.87	2.81	2.57	3.14
Hispanic, Personally Speak Only Spanish at Home			*	*	*
	Unwgted	1280	9	5	10
	Weighted (000)	10474	120	87	162
	Horz %	100.00	1.15	0.83	1.55
	Vert %	4.29	1.53	1.78	3.84
Hispanic, Personally Speak Mostly Spanish, But Some English at Home			*	*	*
	Unwgted	1668	31	18	12
	Weighted (000)	9512	189	127	90
	Horz %	100.00	1.99	1.33	0.95
	Vert %	3.90	2.40	2.60	2.14
Hispanic, Personally Speak Spanish and English Equally at Home			*	*	*
	Unwgted	99	1	1	1
	Weighted (000)	1751	2	2	21
	Horz %	100.00	0.12	0.12	1.22
	Vert %	0.72	0.03	0.04	0.51
Highest Level Education Completed/Highest Degree Received: Master's, Professional School or Doctorate Degree					
	Unwgted	6825	432	290	196
	Weighted (000)	26213	1762	1050	801
	Horz %	100.00	6.72	4.01	3.06
	Vert %	10.74	22.36	21.56	18.93
	Index	100	208	201	176

RAB / GfK MRI AUTO PROFILE: SUBARU

		Adults 18+	Own/Lease any Subaru	Most recent vehicle bought/leased Subaru	Would buy/lease new Subaru if making decision today
Highest Level Education Completed/Highest Degree Received: Bachelor's Degree	Unwgt'd	10965	505	333	255
	Weighted (000)	46746	2343	1423	1078
	Horz %	100.00	5.01	3.04	2.31
	Vert %	19.15	29.73	29.22	25.49
	Index	100	155	153	133
					*
Highest Level Education Completed/Highest Degree Received: Associate Degree, Academic	Unwgt'd	2649	82	57	47
	Weighted (000)	11210	289	202	187
	Horz %	100.00	2.58	1.81	1.67
	Vert %	4.59	3.67	4.16	4.42
	Index	100	80	90	96
Highest Level Education Completed/Highest Degree Received: Associate Degree, Occupational/Vocational	Unwgt'd	3407	95	60	58
	Weighted (000)	13775	455	240	233
	Horz %	100.00	3.31	1.74	1.69
	Vert %	5.64	5.78	4.93	5.50
	Index	100	102	87	97
Highest Level Education Completed/Highest Degree Received: Some College, but No Degree	Unwgt'd	10089	282	196	159
	Weighted (000)	44682	1314	894	643
	Horz %	100.00	2.94	2.00	1.44
	Vert %	18.31	16.67	18.35	15.20
	Index	100	91	100	83
Respondent - Highest Level Education Completed/Highest Degree Received: High school graduate (High School Diploma or Equivalent, such as GED)	Unwgt'd	10356	222	141	127
	Weighted (000)	71816	1410	852	929
	Horz %	100.00	1.96	1.19	1.29
	Vert %	29.42	17.90	17.48	21.95
	Index	100	61	59	75
					*
Respondent - Highest Level Education Completed/Highest Degree Received: 11th Grade or Less or 12th Grade, No Diploma	Unwgt'd	4355	38	24	36
	Weighted (000)	29641	307	210	360
	Horz %	100.00	1.04	0.71	1.21
	Vert %	12.14	3.90	4.30	8.50
	Index	100	32	35	70
					*
Currently Attending College or University	Unwgt'd	3403	103	70	47
	Weighted (000)	19372	654	419	290
	Horz %	100.00	3.38	2.16	1.50
	Vert %	7.94	8.30	8.60	6.85
	Index	100	105	108	86
Employed Full Time	Unwgt'd	25438	961	616	475
	Weighted (000)	119890	4468	2606	2268
	Horz %	100.00	3.73	2.17	1.89
	Vert %	49.12	56.69	53.49	53.60
	Index	100	115	109	109
Employed Part Time	Unwgt'd	5730	204	126	124
	Weighted (000)	28854	939	508	567
	Horz %	100.00	3.25	1.76	1.97
	Vert %	11.82	11.92	10.43	13.41
	Index	100	101	88	113

RAB / GfK MRI AUTO PROFILE: SUBARU

		Adults 18+	Own/Lease any Subaru	Most recent vehicle bought/leased Subaru	Would buy/lease new Subaru if making decision today
Not Employed	Unwgt'd	17478	491	359	279
	Weighted (000)	95339	2474	1758	1395
	Horz %	100.00	2.59	1.84	1.46
	Vert %	39.06	31.39	36.09	32.98
	Index	100	80	92	84
Temporarily Unemployed			*	*	*
	Unwgt'd	1886	49	39	33
	Weighted (000)	12314	277	235	229
	Horz %	100.00	2.25	1.91	1.86
	Vert %	5.05	3.52	4.82	5.42
	Index	100	70	96	107
Retired from Employment	Unwgt'd	10143	315	237	191
	Weighted (000)	46820	1362	952	829
	Horz %	100.00	2.91	2.03	1.77
	Vert %	19.18	17.28	19.54	19.60
	Index	100	90	102	102
Not Employed, Principal Shopper for Household				*	*
	Unwgt'd	2543	68	39	30
	Weighted (000)	16573	404	261	139
	Horz %	100.00	2.44	1.57	0.84
	Vert %	6.79	5.13	5.35	3.28
	Index	100	76	79	48
Occupation: Professional and Related Occupations	Unwgt'd	7405	378	245	193
	Weighted (000)	34142	1839	1034	872
	Horz %	100.00	5.38	3.03	2.55
	Vert %	13.99	23.33	21.22	20.62
	Index	100	167	152	147
Occupation: Management, Business and Financial Operations	Unwgt'd	6595	318	203	142
	Weighted (000)	24720	1174	690	549
	Horz %	100.00	4.75	2.79	2.22
	Vert %	10.13	14.90	14.16	12.98
	Index	100	147	140	128
Occupation: Sales and Office Occupations	Unwgt'd	5959	199	131	105
	Weighted (000)	32636	1002	614	477
	Horz %	100.00	3.07	1.88	1.46
	Vert %	13.37	12.71	12.60	11.27
	Index	100	95	94	84
Occupation: Natural Resources, Construction and Maintenance Occupations	Unwgt'd	2756	84	58	51
	Weighted (000)	13728	449	281	333
	Horz %	100.00	3.27	2.05	2.43
	Vert %	5.62	5.70	5.76	7.88
	Index	100	101	102	140
Occupation: Other Employed	Unwgt'd	8453	186	105	108
	Weighted (000)	43519	944	496	604
	Horz %	100.00	2.17	1.14	1.39
	Vert %	17.83	11.98	10.18	14.27
	Index	100	67	57	80

RAB / GfK MRI AUTO PROFILE: SUBARU

		Adults 18+	Own/Lease any Subaru	Most recent vehicle bought/leased Subaru	Would buy/lease new Subaru if making decision today
					*
Household Income: \$250,000+	Unwgted	1966	139	76	43
	Weighted (000)	7800	558	279	142
	Horz %	100.00	7.15	3.58	1.83
	Vert %	3.20	7.08	5.73	3.37
	Index	100	222	179	105
					*
Household Income: \$200,000-\$249,999	Unwgted	1583	92	58	29
	Weighted (000)	7178	414	224	130
	Horz %	100.00	5.77	3.12	1.81
	Vert %	2.94	5.26	4.60	3.08
	Index	100	179	156	105
					*
Household Income: \$150,000-\$199,999	Unwgted	3725	209	120	89
	Weighted (000)	18847	1082	555	363
	Horz %	100.00	5.74	2.94	1.93
	Vert %	7.72	13.73	11.39	8.59
	Index	100	178	147	111
					*
Household Income: \$100,000-\$149,999	Unwgted	7038	345	216	184
	Weighted (000)	39997	1952	1114	1049
	Horz %	100.00	4.88	2.79	2.62
	Vert %	16.39	24.77	22.87	24.79
	Index	100	151	140	151
					*
Household Income: \$75,000-\$99,999	Unwgted	6168	248	171	107
	Weighted (000)	32585	1190	827	606
	Horz %	100.00	3.65	2.54	1.86
	Vert %	13.35	15.10	16.97	14.32
	Index	100	113	127	107
					*
Household Income: \$60,000-\$74,999	Unwgted	4945	171	112	102
	Weighted (000)	24958	835	526	485
	Horz %	100.00	3.35	2.11	1.94
	Vert %	10.23	10.60	10.81	11.47
	Index	100	104	106	112
					*
Household Income: \$50,000-\$59,999	Unwgted	3824	116	84	80
	Weighted (000)	18483	557	370	406
	Horz %	100.00	3.01	2.00	2.20
	Vert %	7.57	7.07	7.59	9.61
	Index	100	93	100	127
					*
Household Income: \$40,000-\$49,999	Unwgted	4928	123	89	76
	Weighted (000)	20001	445	285	262
	Horz %	100.00	2.23	1.43	1.31
	Vert %	8.19	5.65	5.86	6.19
	Index	100	69	71	76
					*
Household Income: \$30,000-\$39,999	Unwgted	4676	82	64	66
	Weighted (000)	21673	286	195	270
	Horz %	100.00	1.32	0.90	1.24
	Vert %	8.88	3.63	4.01	6.38
	Index	100	41	45	72

RAB / GfK MRI AUTO PROFILE: SUBARU

		Adults 18+	Own/Lease any Subaru	Most recent vehicle bought/leased Subaru	Would buy/lease new Subaru if making decision today
					*
Household Income: \$20,000-\$29,999	Unwgted	4378	71	57	47
	Weighted (000)	21286	297	252	216
	Horz %	100.00	1.39	1.18	1.02
	Vert %	8.72	3.76	5.18	5.11
	Index	100	43	59	59
Household Income: Under \$20,000	Unwgted	5415	60	54	55
	Weighted (000)	31275	264	244	301
	Horz %	100.00	0.84	0.78	0.96
	Vert %	12.81	3.35	5.00	7.11
	Index	100	26	39	55
Median Household Income	Unwgted				
	Weighted (000)	65.60	101.70	92.00	82.20
	Horz %				
	Vert %				
	Index	100	155	140	125
Marital Status: Single, Never Married	Unwgted	12107	322	229	205
	Weighted (000)	69105	1839	1205	1159
	Horz %	100.00	2.66	1.74	1.68
	Vert %	28.31	23.33	24.73	27.41
	Index	100	82	87	97
Marital Status: Currently Married	Unwgted	24506	1032	626	470
	Weighted (000)	129071	5155	2994	2422
	Horz %	100.00	3.99	2.32	1.88
	Vert %	52.88	65.41	61.46	57.25
	Index	100	124	116	108
Marital Status: Divorced or Legally Separated	Unwgted	8229	208	169	130
	Weighted (000)	31030	607	471	439
	Horz %	100.00	1.96	1.52	1.42
	Vert %	12.71	7.70	9.66	10.39
	Index	100	61	76	82
Marital Status: Widowed	Unwgted	3804	94	77	73
	Weighted (000)	14879	280	202	210
	Horz %	100.00	1.88	1.36	1.41
	Vert %	6.10	3.55	4.14	4.96
	Index	100	58	68	81
Marital Status: Engaged to Be Married			*	*	*
	Unwgted	2120	49	34	26
	Weighted (000)	11812	270	182	110
	Horz %	100.00	2.28	1.54	0.93
	Index	100	71	77	54
Marital Status: Living with Partner/Fiancé/Boyfriend or Girlfriend (Same or Opposite Sex)	Unwgted	3596	108	73	55
	Weighted (000)	21557	664	408	376
	Horz %	100.00	3.08	1.89	1.74
	Vert %	8.83	8.43	8.38	8.88
	Index	100	95	95	101

RAB / GfK MRI AUTO PROFILE: SUBARU

		Adults 18+	Own/Lease any Subaru	Most recent vehicle bought/leased Subaru	Would buy/lease new Subaru if making decision today
Any Child(ren) Under Age 18 Living at Home	Unwgted	18201	598	357	234
	Weighted (000)	94932	2869	1607	1175
	Horz %	100.00	3.02	1.69	1.24
	Vert %	38.89	36.41	32.99	27.78
	Index	100	94	85	71
1 Child Under Age 18 Currently Living at Home	Unwgted	7127	239	149	98
	Weighted (000)	38013	1253	738	462
	Horz %	100.00	3.30	1.94	1.22
	Vert %	15.57	15.90	15.14	10.92
	Index	100	102	97	70
2 Children Under Age 18 Currently Living at Home	Unwgted	6935	268	163	99
	Weighted (000)	34366	1185	673	485
	Horz %	100.00	3.45	1.96	1.41
	Vert %	14.08	15.04	13.81	11.47
	Index	100	107	98	81
3 Children Under Age 18 Currently Living at Home				*	*
	Unwgted	2804	66	35	28
	Weighted (000)	14813	299	156	155
	Horz %	100.00	2.02	1.05	1.05
	Vert %	6.07	3.80	3.20	3.66
4 Children Under Age 18 Currently Living at Home			*	*	*
	Unwgted	872	14	8	6
	Weighted (000)	4873	62	31	58
	Horz %	100.00	1.26	0.63	1.19
	Vert %	2.00	0.78	0.63	1.38
5 or More Children Under Age 18 Currently Living at Home			*	*	*
	Unwgted	463	11	2	3
	Weighted (000)	2867	70	10	15
	Horz %	100.00	2.45	0.36	0.52
	Vert %	1.17	0.89	0.21	0.36
Own Home/Residence					
	Unwgted	32775	1329	854	672
	Weighted (000)	160976	6181	3634	3279
	Horz %	100.00	3.84	2.26	2.04
	Vert %	65.95	78.43	74.59	77.50
Rent Home/Residence					
	Unwgted	15306	318	240	196
	Weighted (000)	80205	1662	1209	928
	Horz %	100.00	2.07	1.51	1.16
	Vert %	32.86	21.09	24.82	21.94
Live Rent-Free in Home/Residence			*	*	*
	Unwgted	565	9	7	10
	Weighted (000)	2903	38	29	23
	Horz %	100.00	1.30	0.98	0.81
	Vert %	1.19	0.48	0.59	0.55
	Index	100	40	49	47

RAB / GfK MRI AUTO PROFILE: SUBARU

		Adults 18+	Own/Lease any Subaru	Most recent vehicle bought/leased Subaru	Would buy/lease new Subaru if making decision today
Census Region: North East	Unwgt'd	11000	638	434	316
	Weighted (000)	44018	2491	1498	1154
	Horz %	100.00	5.66	3.40	2.62
	Vert %	18.03	31.61	30.74	27.27
	Index	100	175	170	151
Census Region: South	Unwgt'd	17645	307	203	191
	Weighted (000)	92016	1436	920	1058
	Horz %	100.00	1.56	1.00	1.15
	Vert %	37.70	18.22	18.88	25.01
	Index	100	48	50	66
Census Region: Midwest	Unwgt'd	9880	233	150	137
	Weighted (000)	52062	1187	741	660
	Horz %	100.00	2.28	1.42	1.27
	Vert %	21.33	15.06	15.21	15.60
	Index	100	71	71	73
Census Region: West	Unwgt'd	10121	478	314	234
	Weighted (000)	55988	2767	1713	1359
	Horz %	100.00	4.94	3.06	2.43
	Vert %	22.94	35.11	35.17	32.12
	Index	100	153	153	140
Census Sub-Region: New England	Unwgt'd	2748	236	167	103
	Weighted (000)	11567	905	588	401
	Horz %	100.00	7.83	5.08	3.47
	Vert %	4.74	11.49	12.06	9.49
	Index	100	242	254	200
Census Sub-Region: Mid Atlantic	Unwgt'd	8252	402	267	213
	Weighted (000)	32451	1586	910	752
	Horz %	100.00	4.89	2.80	2.32
	Vert %	13.30	20.13	18.68	17.78
	Index	100	151	141	134
Census Sub-Region: South Atlantic	Unwgt'd	9812	219	147	124
	Weighted (000)	48740	932	581	577
	Horz %	100.00	1.91	1.19	1.18
	Vert %	19.97	11.83	11.93	13.65
	Index	100	59	60	68
Census Sub-Region: East South Central			*	*	*
	Unwgt'd	1890	14	11	12
	Weighted (000)	14067	86	73	69
	Horz %	100.00	0.61	0.52	0.49
	Vert %	5.76	1.09	1.51	1.64
Census Sub-Region: West South Central	Index	100	19	26	28
	Unwgt'd	5943	74	45	55
	Weighted (000)	29209	418	265	411
	Horz %	100.00	1.43	0.91	1.41
	Vert %	11.97	5.31	5.44	9.72
	Index	100	44	45	81

RAB / GfK MRI AUTO PROFILE: SUBARU

		Adults 18+	Own/Lease any Subaru	Most recent vehicle bought/leased Subaru	Would buy/lease new Subaru if making decision today
Census Sub-Region: East North Central	Unwgted	7303	178	114	104
	Weighted (000)	36089	840	532	470
	Horz %	100.00	2.33	1.47	1.30
	Vert %	14.79	10.66	10.92	11.12
	Index	100	72	74	75
Census Sub-Region: West North Central				*	*
	Unwgted	2577	55	36	33
	Weighted (000)	15973	347	209	190
	Horz %	100.00	2.17	1.31	1.19
	Vert %	6.54	4.40	4.29	4.48
Census Sub-Region: Mountain	Index	100	67	66	69
	Unwgted	2752	158	104	74
	Weighted (000)	18482	1038	628	507
	Horz %	100.00	5.62	3.40	2.74
	Vert %	7.57	13.17	12.89	11.99
Census Sub-Region: Pacific	Index	100	174	170	158
	Unwgted	7369	320	210	160
	Weighted (000)	37506	1728	1085	852
	Horz %	100.00	4.61	2.89	2.27
	Vert %	15.37	21.93	22.28	20.13
County Size: A	Index	100	143	145	131
	Unwgted	26326	964	635	464
	Weighted (000)	102649	3665	2278	1758
	Horz %	100.00	3.57	2.22	1.71
	Vert %	42.05	46.51	46.75	41.57
County Size: B	Index	100	111	111	99
	Unwgted	11709	394	281	225
	Weighted (000)	72000	2329	1523	1266
	Horz %	100.00	3.24	2.11	1.76
	Vert %	29.50	29.56	31.26	29.94
County Size: C/D	Index	100	100	106	101
	Unwgted	10611	298	185	189
	Weighted (000)	69435	1886	1071	1205
	Horz %	100.00	2.72	1.54	1.74
	Vert %	28.45	23.93	21.99	28.50
Radio Formats: AAA (subset of Alternative) (Monday-Sunday 24-Hour Cume)	Index	100	84	77	100
	Unwgted	1128	87	64	39
	Weighted (000)	4719	299	197	165
	Horz %	100.00	6.33	4.17	3.50
	Vert %	1.93	3.79	4.04	3.91
Radio Formats: Adult Contemporary (Monday-Sunday 24-Hour Cume)	Index	100	196	209	202
	Unwgted	7893	291	198	154
	Weighted (000)	38375	1485	850	743
	Horz %	100.00	3.87	2.22	1.94
	Vert %	15.72	18.84	17.45	17.57
	Index	100	120	111	112



RAB / GfK MRI AUTO PROFILE: SUBARU

		Adults 18+	Own/Lease any Subaru	Most recent vehicle bought/leased Subaru	Would buy/lease new Subaru if making decision today
			*	*	*
Radio Formats: Adult Hits (Monday-Sunday 24-Hour Cume)	Unwgted	1220	36	29	21
	Weighted (000)	6399	219	156	116
	Horz %	100.00	3.42	2.43	1.82
	Vert %	2.62	2.78	3.20	2.75
	Index	100	106	122	105
		*	*	*	*
UNTRENDED: Radio Formats: Adult Standards/Easy Listening (Monday-Sunday 24-Hour Cume)	Unwgted	0	0	0	0
	Weighted (000)	0	0	0	0
	Horz %	0.00	0.00	0.00	0.00
	Vert %	0.00	0.00	0.00	0.00
	Index	0	0	0	0
Radio Formats: All News (Monday-Sunday 24-Hour Cume)	Unwgted	2726	120	83	67
	Weighted (000)	7983	362	240	149
	Horz %	100.00	4.54	3.00	1.86
	Vert %	3.27	4.60	4.92	3.51
	Index	100	141	150	107
Radio Formats: All Sports (Monday-Sunday 24-Hour Cume)	Unwgted	3232	130	78	52
	Weighted (000)	12837	464	295	189
	Horz %	100.00	3.62	2.30	1.47
	Vert %	5.26	5.89	6.06	4.48
	Index	100	112	115	85
			*	*	*
Radio Formats: All Talk (Monday-Sunday 24-Hour Cume)	Unwgted	850	38	26	13
	Weighted (000)	3908	160	126	48
	Horz %	100.00	4.09	3.22	1.23
	Vert %	1.60	2.03	2.58	1.14
	Index	100	127	161	71
Radio Formats: Alternative (Monday-Sunday 24-Hour Cume)	Unwgted	3051	158	101	76
	Weighted (000)	14357	724	416	335
	Horz %	100.00	5.04	2.90	2.33
	Vert %	5.88	9.18	8.54	7.91
	Index	100	156	145	134
Radio Formats: CHR/Top 40 (Monday-Sunday 24-Hour Cume)	Unwgted	8136	261	165	112
	Weighted (000)	42891	1394	749	587
	Horz %	100.00	3.25	1.75	1.37
	Vert %	17.57	17.70	15.37	13.87
	Index	100	101	87	79
					*
Radio Formats: Classic Hits (Monday-Sunday 24-Hour Cume)	Unwgted	2864	97	60	43
	Weighted (000)	14285	516	311	202
	Horz %	100.00	3.62	2.18	1.41
	Vert %	5.85	6.55	6.39	4.77
	Index	100	112	109	81
Radio Formats: Classic Rock (Monday-Sunday 24-Hour Cume)	Unwgted	3360	118	85	67
	Weighted (000)	16987	549	337	327
	Horz %	100.00	3.23	1.98	1.92
	Vert %	6.96	6.97	6.92	7.73
	Index	100	100	99	111

RAB / GfK MRI AUTO PROFILE: SUBARU

		Adults 18+	Own/Lease any Subaru	Most recent vehicle bought/leased Subaru	Would buy/lease new Subaru if making decision today
Radio Formats: Classical (Monday-Sunday 24-Hour Cume)	Unwgted	1353	82	55	54
	Weighted (000)	5307	302	195	178
	Horz %	100.00	5.69	3.68	3.35
	Vert %	2.17	3.83	4.01	4.21
	Index	100	176	184	193
Radio Formats: Country (Monday-Sunday 24-Hour Cume)	Unwgted	7757	209	137	115
	Weighted (000)	44958	1203	721	639
	Horz %	100.00	2.68	1.60	1.42
	Vert %	18.42	15.26	14.80	15.10
	Index	100	83	80	82
Radio Formats: Ethnic (Monday-Sunday 24-Hour Cume)			*	*	*
	Unwgted	310	15	11	8
	Weighted (000)	1196	40	34	19
	Horz %	100.00	3.34	2.87	1.55
	Vert %	0.49	0.51	0.71	0.44
Radio Formats: Gospel (Monday-Sunday 24-Hour Cume)	Index	100	104	144	89
			*	*	*
	Unwgted	642	5	4	3
	Weighted (000)	3662	34	30	19
	Horz %	100.00	0.92	0.81	0.53
Radio Formats: Hispanic (All Genres) (Monday-Sunday 24-Hour Cume)	Vert %	1.50	0.43	0.61	0.46
	Index	100	28	41	30
			*	*	*
	Unwgted	2577	37	21	21
	Weighted (000)	15181	233	114	147
Radio Formats: Hot AC (Subset of "Adult Contemporary") (Monday-Sunday 24-Hour Cume)	Horz %	100.00	1.53	0.75	0.97
	Vert %	6.22	2.95	2.34	3.47
	Index	100	47	38	56
	Unwgted	3551	154	99	81
	Weighted (000)	17450	747	404	403
Radio Formats: Jazz (Monday-Sunday 24-Hour Cume)	Horz %	100.00	4.28	2.32	2.31
	Vert %	7.15	9.48	8.30	9.54
	Index	100	133	116	133
			*	*	*
	Unwgted	631	33	23	19
Radio Formats: Mexican/Tejano/Ranchera (Subset of "Hispanic") (Monday-Sunday 24-Hour Cume)	Weighted (000)	2496	107	71	98
	Horz %	100.00	4.27	2.85	3.92
	Vert %	1.02	1.35	1.46	2.31
	Index	100	132	143	226
			*	*	*
Radio Formats: News/Talk (Monday-Sunday 24-Hour Cume)	Unwgted	1108	13	4	12
	Weighted (000)	6328	96	53	71
	Horz %	100.00	1.52	0.84	1.13
	Vert %	2.59	1.22	1.09	1.69
	Index	100	47	42	65
Radio Formats: News/Talk (Monday-Sunday 24-Hour Cume)	Unwgted	5806	284	191	136
	Weighted (000)	23554	1116	679	593
	Horz %	100.00	4.74	2.88	2.52
	Vert %	9.65	14.16	13.93	14.03
	Index	100	147	144	145

RAB / GfK MRI AUTO PROFILE: SUBARU

		Adults 18+	Own/Lease any Subaru	Most recent vehicle bought/leased Subaru	Would buy/lease new Subaru if making decision today
				*	*
Radio Formats: Oldies (Monday-Sunday 24-Hour Cume)	Unwgted	1456	58	41	27
	Weighted (000)	7376	240	158	105
	Horz %	100.00	3.25	2.14	1.42
	Vert %	3.02	3.04	3.24	2.48
	Index	100	101	107	82
Radio Formats: Public Radio/Non-Commercial (Monday-Sunday 24-Hour Cume)	Unwgted	2625	220	138	119
	Weighted (000)	10677	1016	614	579
	Horz %	100.00	9.52	5.75	5.42
	Vert %	4.37	12.89	12.60	13.68
	Index	100	295	288	313
Radio Formats: Religion/Christian (Monday-Sunday 24-Hour Cume)	Unwgted	3944	117	71	62
	Weighted (000)	20120	605	307	337
	Horz %	100.00	3.01	1.53	1.67
	Vert %	8.24	7.68	6.30	7.96
	Index	100	93	76	97
Radio Formats: Rhythmic (Monday-Sunday 24-Hour Cume)				*	*
	Unwgted	2569	72	44	32
	Weighted (000)	13480	422	207	194
	Horz %	100.00	3.13	1.53	1.44
	Index	100	97	77	83
Radio Formats: Rock (Monday-Sunday 24-Hour Cume)	Unwgted	3181	145	102	67
	Weighted (000)	16260	674	455	315
	Horz %	100.00	4.14	2.80	1.94
	Vert %	6.66	8.55	9.34	7.44
	Index	100	128	140	112
Radio Formats: Soft Adult Contemporary/Lite Rock (Monday-Sunday 24-Hour Cume)				*	*
	Unwgted	1106	56	35	27
	Weighted (000)	5735	304	165	136
	Horz %	100.00	5.31	2.88	2.38
	Index	100	164	144	137
Radio Formats: Spanish AC (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)			*	*	*
	Unwgted	906	13	10	6
	Weighted (000)	5268	72	28	56
	Horz %	100.00	1.37	0.53	1.07
	Index	100	42	26	61
Radio Formats: Tropical (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)			*	*	*
	Unwgted	302	5	3	1
	Weighted (000)	1893	21	10	17
	Horz %	100.00	1.11	0.55	0.91
	Index	100	34	28	52
Radio Formats: Urban (All Genres) (Monday-Sunday 24-Hour Cume)					*
	Unwgted	5121	88	66	46
	Weighted (000)	26008	462	304	221
	Horz %	100.00	1.78	1.17	0.85
	Index	100	55	59	49

RAB / GfK MRI AUTO PROFILE: SUBARU

		Adults 18+	Own/Lease any Subaru	Most recent vehicle bought/leased Subaru	Would buy/lease new Subaru if making decision today
			*	*	*
Radio Formats: Urban AC (Subset of Urban) (Monday-Sunday 24-Hour Cume)	Unwgted	2133	16	12	14
	Weighted (000)	10077	54	42	66
	Horz %	100.00	0.54	0.42	0.66
	Vert %	4.13	0.68	0.86	1.57
	Index	100	17	21	38
			*	*	*
Radio Formats: Urban Contemporary (Subset of Urban) (Monday-Sunday 24-Hour Cume)	Unwgted	1989	36	24	22
	Weighted (000)	11746	236	109	141
	Horz %	100.00	2.01	0.93	1.20
	Vert %	4.81	3.00	2.24	3.33
	Index	100	62	46	69
					*
Radio Formats: Variety/Other (Monday-Sunday 24-Hour Cume)	Unwgted	1303	80	58	38
	Weighted (000)	6945	376	260	238
	Horz %	100.00	5.41	3.74	3.42
	Vert %	2.85	4.77	5.33	5.62
	Index	100	168	187	198
Radio Daypart Cumes: Total Week Monday-Sunday 24 Hours	Unwgted	41037	1441	955	750
	Weighted (000)	204462	6783	4128	3499
	Horz %	100.00	3.32	2.02	1.71
	Vert %	83.77	86.08	84.74	82.73
	Index	100	103	101	99
Radio Daypart Cumes: Weekday 6:00 am - 10:00 am	Unwgted	25278	953	631	466
	Weighted (000)	122460	4279	2576	2197
	Horz %	100.00	3.49	2.10	1.79
	Vert %	50.17	54.29	52.88	51.93
	Index	100	108	105	104
Radio Daypart Cumes: Weekday 10:00 am - 3:00 pm	Unwgted	18835	635	417	341
	Weighted (000)	94930	3235	1963	1664
	Horz %	100.00	3.41	2.07	1.75
	Vert %	38.89	41.05	40.30	39.34
	Index	100	106	104	101
Radio Daypart Cumes: Weekday 3:00 pm - 7:00 pm	Unwgted	22339	803	528	402
	Weighted (000)	109527	3896	2372	1902
	Horz %	100.00	3.56	2.17	1.74
	Vert %	44.87	49.43	48.69	44.97
	Index	100	110	109	100
Radio Daypart Cumes: Weekday 7:00 pm - Midnight	Unwgted	8087	270	186	130
	Weighted (000)	41055	1233	727	598
	Horz %	100.00	3.00	1.77	1.46
	Vert %	16.82	15.65	14.92	14.12
	Index	100	93	89	84
					*
Radio Daypart Cumes: Weekday Midnight - 6:00 am	Unwgted	2418	67	44	34
	Weighted (000)	12268	354	191	123
	Horz %	100.00	2.89	1.56	1.01
	Vert %	5.03	4.49	3.92	2.92
	Index	100	89	78	58

RAB / GfK MRI AUTO PROFILE: SUBARU

		Adults 18+	Own/Lease any Subaru	Most recent vehicle bought/leased Subaru	Would buy/lease new Subaru if making decision today
Radio Daypart Cumes: Weekend 6:00 am - 10:00 am	Unwgted	16140	577	386	287
	Weighted (000)	79167	2634	1650	1403
	Horz %	100.00	3.33	2.08	1.77
	Vert %	32.43	33.43	33.88	33.16
	Index	100	103	104	102
Radio Daypart Cumes: Weekend 10:00 am - 3:00 pm	Unwgted	21592	747	499	388
	Weighted (000)	106532	3511	2163	1770
	Horz %	100.00	3.30	2.03	1.66
	Vert %	43.65	44.55	44.41	41.84
	Index	100	102	102	96
Radio Daypart Cumes: Weekend 3:00 pm - 7:00 pm	Unwgted	16960	572	374	301
	Weighted (000)	85146	2545	1630	1366
	Horz %	100.00	2.99	1.91	1.60
	Vert %	34.88	32.30	33.46	32.30
	Index	100	93	96	93
Radio Daypart Cumes: Weekend 7:00 pm - Midnight	Unwgted	8346	243	178	130
	Weighted (000)	42195	1167	811	604
	Horz %	100.00	2.77	1.92	1.43
	Vert %	17.29	14.81	16.66	14.27
	Index	100	86	96	83
Radio Daypart Cumes: Weekend Midnight - 6:00 am				*	*
	Unwgted	2161	70	48	31
	Weighted (000)	10847	311	203	100
	Horz %	100.00	2.87	1.87	0.92
	Index	100	89	94	53
Where Listen to Radio on Typical Weekday: Home	Unwgted	13605	468	361	260
	Weighted (000)	66444	2076	1556	1240
	Horz %	100.00	3.12	2.34	1.87
	Vert %	27.22	26.34	31.94	29.31
	Index	100	97	117	108
Where Listen to Radio on Typical Weekday: Car	Unwgted	37582	1352	878	703
	Weighted (000)	186198	6368	3725	3290
	Horz %	100.00	3.42	2.00	1.77
	Vert %	76.28	80.81	76.46	77.77
	Index	100	106	100	102
Where Listen to Radio on Typical Weekday: Work	Unwgted	6358	217	150	110
	Weighted (000)	32708	1154	776	654
	Horz %	100.00	3.53	2.37	2.00
	Vert %	13.40	14.64	15.93	15.47
	Index	100	109	119	115
Where Listen to Radio on Typical Weekday: Place Other Than Home, Car, Work				*	*
	Unwgted	1490	51	40	20
	Weighted (000)	7844	185	142	127
	Horz %	100.00	2.35	1.81	1.62
	Index	100	73	91	94

RAB / GfK MRI AUTO PROFILE: SUBARU

		Adults 18+	Own/Lease any Subaru	Most recent vehicle bought/leased Subaru	Would buy/lease new Subaru if making decision today
Where Listen to Radio on Typical Weekend: Home	Unwgted	16122	550	399	306
	Weighted (000)	79216	2571	1744	1484
	Horz %	100.00	3.25	2.20	1.87
	Vert %	32.45	32.62	35.80	35.08
	Index	100	101	110	108
Where Listen to Radio on Typical Weekend: Car	Unwgted	34584	1238	812	643
	Weighted (000)	172300	5843	3474	3049
	Horz %	100.00	3.39	2.02	1.77
	Vert %	70.59	74.15	71.31	72.07
	Index	100	105	101	102
Where Listen to Radio on Typical Weekend: Work	Unwgted	2377	70	49	39
	Weighted (000)	13032	391	225	260
	Horz %	100.00	3.00	1.73	1.99
	Vert %	5.34	4.96	4.63	6.14
	Index	100	93	87	115
Where Listen to Radio on Typical Weekend: Place Other Than Home, Car, Work	Unwgted	1550	44	32	17
	Weighted (000)	8439	207	155	144
	Horz %	100.00	2.45	1.83	1.71
	Vert %	3.46	2.63	3.17	3.41
	Index	100	76	92	99
Ever Listen to AM Radio (Terrestrial Radio)	Unwgted	8872	344	237	168
	Weighted (000)	37216	1419	938	562
	Horz %	100.00	3.81	2.52	1.51
	Vert %	15.25	18.00	19.26	13.28
	Index	100	118	126	87
Ever Listen to FM Radio (Terrestrial Radio)	Unwgted	35648	1217	806	637
	Weighted (000)	180517	5822	3546	3056
	Horz %	100.00	3.23	1.96	1.69
	Vert %	73.96	73.88	72.79	72.24
	Index	100	100	98	98
Ever Listen to Any Terrestrial Radio (AM/FM)	Unwgted	38624	1330	885	694
	Weighted (000)	192537	6243	3847	3251
	Horz %	100.00	3.24	2.00	1.69
	Vert %	78.88	79.22	78.98	76.85
	Index	100	100	100	97
Ever Listen to Satellite Radio (SiriusXM)	Unwgted	6808	276	180	123
	Weighted (000)	31804	1248	716	499
	Horz %	100.00	3.92	2.25	1.57
	Vert %	13.03	15.84	14.69	11.80
	Index	100	122	113	91
Household Subscribes to Satellite (SiriusXM) Radio	Unwgted	9333	376	244	168
	Weighted (000)	45323	1709	1033	727
	Horz %	100.00	3.77	2.28	1.60
	Vert %	18.57	21.69	21.21	17.19
	Index	100	117	114	93

RAB / GfK MRI AUTO PROFILE: SUBARU

		Adults 18+	Own/Lease any Subaru	Most recent vehicle bought/leased Subaru	Would buy/lease new Subaru if making decision today
Any Vehicle Currently Owned/Leased Has Satellite Radio	Unwgt'd	15153	597	355	281
	Weighted (000)	76621	2879	1609	1411
	Horz %	100.00	3.76	2.10	1.84
	Vert %	31.39	36.54	33.03	33.36
	Index	100	116	105	106
Any Vehicle Currently Owned/Leased Has MP3 Player Connection	Unwgt'd	12633	627	407	291
	Weighted (000)	64670	3028	1899	1444
	Horz %	100.00	4.68	2.94	2.23
	Vert %	26.49	38.42	38.98	34.13
	Index	100	145	147	129
Listened to Online Streaming AM/FM Broadcast Radio Stations - Past Month	Unwgt'd	7343	297	195	130
	Weighted (000)	36346	1392	885	562
	Horz %	100.00	3.83	2.43	1.55
	Vert %	14.89	17.66	18.16	13.28
	Index	100	119	122	89
Listened to Internet-only radio or other online music or audio services (eg. Pandora, Spotify, etc.) - past month	Unwgt'd	19242	743	500	381
	Weighted (000)	97996	3780	2415	1906
	Horz %	100.00	3.86	2.46	1.95
	Vert %	40.15	47.97	49.58	45.06
	Index	100	119	123	112
Listening to Any Radio on the Internet/Online - Past Month	Unwgt'd	21921	848	565	421
	Weighted (000)	110983	4227	2667	2072
	Horz %	100.00	3.81	2.40	1.87
	Vert %	45.47	53.64	54.74	48.97
	Index	100	118	120	108
Visited a Radio Station, Radio Program or Radio Personality's website - Past Month	Unwgt'd	3452	140	90	64
	Weighted (000)	17001	645	432	311
	Horz %	100.00	3.80	2.54	1.83
	Vert %	6.97	8.19	8.87	7.36
	Index	100	118	127	106
Downloaded Music - Past Month	Unwgt'd	9054	307	217	159
	Weighted (000)	47933	1452	1002	893
	Horz %	100.00	3.03	2.09	1.86
	Vert %	19.64	18.43	20.56	21.11
	Index	100	94	105	107
Downloaded Podcasts/Engaged in Podcasting - Past Month	Unwgt'd	3700	198	131	110
	Weighted (000)	17081	939	586	499
	Horz %	100.00	5.50	3.43	2.92
	Vert %	7.00	11.92	12.03	11.80
	Index	100	170	172	169
Visited iHeartRadio site - Past Month	Unwgt'd	4412	125	83	70
	Weighted (000)	21989	576	382	282
	Horz %	100.00	2.62	1.74	1.28
	Vert %	9.01	7.31	7.85	6.66
	Index	100	81	87	74

RAB / GfK MRI AUTO PROFILE: SUBARU

		Adults 18+	Own/Lease any Subaru	Most recent vehicle bought/leased Subaru	Would buy/lease new Subaru if making decision today
Visited iTunes.com site - Past Month	Unwgt'd	8331	355	234	180
	Weighted (000)	40212	1697	1067	887
	Horz %	100.00	4.22	2.65	2.21
	Vert %	16.47	21.53	21.89	20.97
	Index	100	131	133	127
Visited Pandora.com site - Past Month	Unwgt'd	16996	636	403	316
	Weighted (000)	87700	3338	2003	1612
	Horz %	100.00	3.81	2.28	1.84
	Vert %	35.93	42.36	41.11	38.10
	Index	100	118	114	106
Visited Spotify site - Past Month	Unwgt'd	6074	267	188	141
	Weighted (000)	32588	1363	911	756
	Horz %	100.00	4.18	2.79	2.32
	Vert %	13.35	17.29	18.69	17.87
	Index	100	130	140	134
Advertising on radio provides me with useful information about bargains. Agree strongly or Agree somewhat	Unwgt'd	16507	492	336	247
	Weighted (000)	83844	2306	1378	1186
	Horz %	100.00	2.75	1.64	1.41
	Vert %	34.35	29.27	28.28	28.04
	Index	100	85	82	82
Advertising on radio provides me with meaningful information about the product use of other consumers. Agree strongly or Agree somewhat	Unwgt'd	13908	390	263	192
	Weighted (000)	70343	1846	1079	891
	Horz %	100.00	2.62	1.53	1.27
	Vert %	28.82	23.43	22.15	21.06
	Index	100	81	77	73
Advertising on radio provides me with useful information about new products and services. Agree strongly or Agree somewhat	Unwgt'd	17125	535	366	270
	Weighted (000)	86850	2596	1604	1327
	Horz %	100.00	2.99	1.85	1.53
	Vert %	35.58	32.94	32.93	31.37
	Index	100	93	93	88
For me, advertising on radio is amusing. Agree strongly or Agree somewhat	Unwgt'd	12845	365	242	190
	Weighted (000)	65189	1701	1044	994
	Horz %	100.00	2.61	1.60	1.52
	Vert %	26.71	21.58	21.43	23.49
	Index	100	81	80	88
Most trusted media: Radio	Unwgt'd	4143	175	122	93
	Weighted (000)	21056	744	489	532
	Horz %	100.00	3.53	2.32	2.53
	Vert %	8.63	9.44	10.04	12.58
	Index	100	109	116	146
TV Dayparts: Total Week Prime Time Cume Audience	Unwgt'd	38598	1261	833	660
	Weighted (000)	190885	5894	3599	3162
	Horz %	100.00	3.09	1.89	1.66
	Vert %	78.20	74.79	73.89	74.74
	Index	100	96	94	96



RAB / GfK MRI AUTO PROFILE: SUBARU

		Adults 18+	Own/Lease any Subaru	Most recent vehicle bought/leased Subaru	Would buy/lease new Subaru if making decision today
TV Dayparts: Prime Time Weekdays Cume Audience: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)	Unwgt'd	30674	1008	668	519
	Weighted (000)	150599	4775	2905	2563
	Horz %	100.00	3.17	1.93	1.70
	Vert %	61.70	60.59	59.63	60.58
	Index	100	98	97	98
TV Dayparts: Prime Time Saturday Cume Audience: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)	Unwgt'd	26407	860	569	449
	Weighted (000)	129573	3912	2388	2094
	Horz %	100.00	3.02	1.84	1.62
	Vert %	53.09	49.64	49.01	49.50
	Index	100	94	92	93
TV Dayparts: Prime Time Sunday Cume Audience: 7:00-11:00 pm (Eastern/Pacific), 6:00-10:00 pm (Central/Mountain)	Unwgt'd	30767	1003	671	531
	Weighted (000)	150356	4551	2862	2462
	Horz %	100.00	3.03	1.90	1.64
	Vert %	61.60	57.75	58.74	58.20
	Index	100	94	95	94
TV Dayparts: Weekdays Cume Audience: 9:00 am-4:00 pm (Eastern/Pacific) 9:00 am - 3:00 pm (Central/Mountain)	Unwgt'd	13588	339	237	201
	Weighted (000)	72467	1470	950	1003
	Horz %	100.00	2.03	1.31	1.38
	Vert %	29.69	18.65	19.51	23.70
	Index	100	63	66	80
TV Dayparts: Weekdays Cume Audience: 4:00 pm-7:30 pm (Eastern/Pacific) 3:00 pm-6:30 pm (Central/Mountain)	Unwgt'd	24214	716	495	406
	Weighted (000)	122899	3431	2184	2044
	Horz %	100.00	2.79	1.78	1.66
	Vert %	50.35	43.54	44.84	48.33
	Index	100	86	89	96
TV Dayparts: Weekdays Cume Audience: 11:30 pm-1:00 am (Eastern/Pacific) 10:30 pm-Midnight (Central/Mountain)	Unwgt'd	8203	187	114	125
	Weighted (000)	41009	885	500	635
	Horz %	100.00	2.16	1.22	1.55
	Vert %	16.80	11.24	10.25	15.02
	Index	100	67	61	89
TV Dayparts: Weekend Children's Shows Cume Audience: Saturday-Sunday Morning	Unwgt'd	20426	590	388	323
	Weighted (000)	102185	2767	1569	1564
	Horz %	100.00	2.71	1.54	1.53
	Vert %	41.86	35.12	32.20	36.98
	Index	100	84	77	88
TV Dayparts: Weekend Sports Cume Audience: Saturday-Sunday Afternoon	Unwgt'd	23818	679	459	359
	Weighted (000)	120635	3165	1999	1798
	Horz %	100.00	2.62	1.66	1.49
	Vert %	49.42	40.16	41.04	42.51
	Index	100	81	83	86
Downloaded a TV Program - Past Month	Unwgt'd	2514	104	70	52
	Weighted (000)	11768	487	322	280
	Horz %	100.00	4.14	2.74	2.38
	Vert %	4.82	6.18	6.61	6.63
	Index	100	128	137	138

RAB / GfK MRI AUTO PROFILE: SUBARU

		Adults 18+	Own/Lease any Subaru	Most recent vehicle bought/leased Subaru	Would buy/lease new Subaru if making decision today
Watched a TV Program Online - Past Month	Unwgt'd	8915	374	259	218
	Weighted (000)	43431	2023	1373	1020
	Horz %	100.00	4.66	3.16	2.35
	Vert %	17.79	25.67	28.18	24.12
	Index	100	144	158	136
Visited a TV Network or TV Show's Web Site - Past Month	Unwgt'd	9786	398	259	199
	Weighted (000)	47213	2032	1256	1004
	Horz %	100.00	4.30	2.66	2.13
	Vert %	19.34	25.78	25.78	23.74
	Index	100	133	133	123
Looked at TV Listings Online - Past Month	Unwgt'd	5331	195	125	90
	Weighted (000)	24808	830	495	426
	Horz %	100.00	3.35	2.00	1.72
	Vert %	10.16	10.54	10.17	10.06
	Index	100	104	100	99
Household Subscribes to Cable TV	Unwgt'd	22534	844	546	428
	Weighted (000)	109088	3824	2239	1792
	Horz %	100.00	3.51	2.05	1.64
	Vert %	44.69	48.52	45.96	42.36
	Index	100	109	103	95
Household Subscribes to Cable, Satellite or Fiber Optic TV	Unwgt'd	37894	1307	848	676
	Weighted (000)	188357	5995	3550	3098
	Horz %	100.00	3.18	1.88	1.64
	Vert %	77.17	76.07	72.86	73.23
	Index	100	99	94	95
Viewed Any Cable TV (Including Pay) - Past Week	Unwgt'd	36344	1245	804	646
	Weighted (000)	180739	5725	3359	2970
	Horz %	100.00	3.17	1.86	1.64
	Vert %	74.05	72.65	68.96	70.22
	Index	100	98	93	95
Heavy Cable TV Viewer (Including Pay) - Past Week	Unwgt'd	26301	778	507	409
	Weighted (000)	131456	3473	2125	1901
	Horz %	100.00	2.64	1.62	1.45
	Vert %	53.86	44.07	43.63	44.93
	Index	100	82	81	83
Viewed Any Premium Cable Channels - Past Month	Unwgt'd	15801	581	366	279
	Weighted (000)	75868	2693	1553	1307
	Horz %	100.00	3.55	2.05	1.72
	Vert %	31.08	34.17	31.88	30.91
	Index	100	110	103	99
Viewed Any Pay-Per-View Programs or Events - Past Year	Unwgt'd	5693	213	130	100
	Weighted (000)	27121	906	459	453
	Horz %	100.00	3.34	1.69	1.67
	Vert %	11.11	11.49	9.42	10.70
	Index	100	103	85	96

RAB / GfK MRI AUTO PROFILE: SUBARU

		Adults 18+	Own/Lease any Subaru	Most recent vehicle bought/leased Subaru	Would buy/lease new Subaru if making decision today
Viewed Any Video-On-Demand Programs or Events - Past Year	Unwgt'd	13030	546	353	276
	Weighted (000)	59121	2269	1332	1171
	Horz %	100.00	3.84	2.25	1.98
	Vert %	24.22	28.79	27.34	27.67
	Index	100	119	113	114
Household Has a Satellite Dish	Unwgt'd	10843	292	183	159
	Weighted (000)	61939	1622	987	1001
	Horz %	100.00	2.62	1.59	1.62
	Vert %	25.38	20.59	20.27	23.66
	Index	100	81	80	93
Household Has a Digital Video Recorder (DVR)	Unwgt'd	23728	811	513	424
	Weighted (000)	116768	3740	2199	1929
	Horz %	100.00	3.20	1.88	1.65
	Vert %	47.84	47.46	45.15	45.61
	Index	100	99	94	95
Any Internet/Online Activity - Past Month	Unwgt'd	42373	1563	1028	821
	Weighted (000)	208554	7417	4536	3919
	Horz %	100.00	3.56	2.17	1.88
	Vert %	85.44	94.12	93.10	92.65
	Index	100	110	109	108
Played Games Online - Past Month	Unwgt'd	13852	435	296	256
	Weighted (000)	73850	2238	1472	1336
	Horz %	100.00	3.03	1.99	1.81
	Vert %	30.26	28.40	30.22	31.58
	Index	100	94	100	104
Downloaded a Video Game - Past Month	Unwgt'd	5083	143	99	82
	Weighted (000)	28601	755	497	455
	Horz %	100.00	2.64	1.74	1.59
	Vert %	11.72	9.58	10.21	10.74
	Index	100	82	87	92
Downloaded a Movie - Past Month	Unwgt'd	4447	179	113	84
	Weighted (000)	21989	872	542	392
	Horz %	100.00	3.96	2.46	1.78
	Vert %	9.01	11.06	11.12	9.26
	Index	100	123	123	103
Watched a Movie Online - Past Month	Unwgt'd	11540	453	308	243
	Weighted (000)	58047	2358	1560	1233
	Horz %	100.00	4.06	2.69	2.12
	Vert %	23.78	29.93	32.02	29.15
	Index	100	126	135	123
Watched Online Video (Not Movie, TV) - Past Month	Unwgt'd	10029	440	303	233
	Weighted (000)	50248	2097	1414	1131
	Horz %	100.00	4.17	2.81	2.25
	Vert %	20.59	26.61	29.02	26.73
	Index	100	129	141	130

RAB / GfK MRI AUTO PROFILE: SUBARU

		Adults 18+	Own/Lease any Subaru	Most recent vehicle bought/leased Subaru	Would buy/lease new Subaru if making decision today
					*
Visited a Chat Room - Past Month	Unwgted	2194	81	59	36
	Weighted (000)	10601	337	280	206
	Horz %	100.00	3.18	2.64	1.94
	Vert %	4.34	4.28	5.74	4.87
	Index	100	99	132	112
Used e-Mail - Past Month	Unwgted	37148	1461	956	753
	Weighted (000)	177506	6843	4156	3533
	Horz %	100.00	3.85	2.34	1.99
	Vert %	72.72	86.83	85.32	83.53
	Index	100	119	117	115
Used Instant Messenger/IM Online - Past Month	Unwgted	29084	1069	697	541
	Weighted (000)	148723	5250	3212	2652
	Horz %	100.00	3.53	2.16	1.78
	Vert %	60.93	66.62	65.93	62.70
	Index	100	109	108	103
Visited Online Blogs - Past Month	Unwgted	6650	346	233	168
	Weighted (000)	32542	1776	1131	885
	Horz %	100.00	5.46	3.48	2.72
	Vert %	13.33	22.54	23.22	20.91
	Index	100	169	174	157
Wrote an Online Blog - Past Month	Unwgted	1215	58	43	20
	Weighted (000)	5810	256	181	127
	Horz %	100.00	4.40	3.11	2.18
	Vert %	2.38	3.24	3.71	2.99
	Index	100	136	156	126
Uploaded or Added Video to a Web Site - Past Month	Unwgted	4085	166	112	74
	Weighted (000)	20569	752	488	343
	Horz %	100.00	3.66	2.37	1.67
	Vert %	8.43	9.55	10.01	8.11
	Index	100	113	119	96
Social networking, photo or video-sharing services visited or used in the last 30 days: Any Social Networking/Photo/Video-sharing services	Unwgted	36787	1376	907	713
	Weighted (000)	184180	6679	4046	3506
	Horz %	100.00	3.63	2.20	1.90
	Vert %	75.46	84.75	83.05	82.88
	Index	100	112	110	110
Social networking, photo or video-sharing services visited or used in the last 30 days: Facebook	Unwgted	29944	1127	740	579
	Weighted (000)	152016	5635	3386	2885
	Horz %	100.00	3.71	2.23	1.90
	Vert %	62.28	71.50	69.51	68.20
	Index	100	115	112	110
Foursquare	Unwgted	259	17	15	6
	Weighted (000)	1096	72	63	47
	Horz %	100.00	6.54	5.72	4.25
	Vert %	0.45	0.91	1.29	1.10
	Index	100	202	286	245

RAB / GfK MRI AUTO PROFILE: SUBARU

		Adults 18+	Own/Lease any Subaru	Most recent vehicle bought/leased Subaru	Would buy/lease new Subaru if making decision today
Google + (Google Plus)	Unwgted	7523	255	163	140
	Weighted (000)	37002	1286	793	652
	Horz %	100.00	3.47	2.14	1.76
	Vert %	15.16	16.31	16.28	15.41
	Index	100	108	107	102
Instagram	Unwgted	11180	452	310	221
	Weighted (000)	59923	2374	1548	1195
	Horz %	100.00	3.96	2.58	1.99
	Vert %	24.55	30.12	31.77	28.25
	Index	100	123	129	115
LinkedIn	Unwgted	7899	408	272	179
	Weighted (000)	31599	1793	1157	847
	Horz %	100.00	5.68	3.66	2.68
	Vert %	12.95	22.76	23.75	20.03
	Index	100	176	183	155
Pinterest	Unwgted	9299	380	261	217
	Weighted (000)	49108	2078	1339	1065
	Horz %	100.00	4.23	2.73	2.17
	Vert %	20.12	26.37	27.49	25.18
	Index	100	131	137	125
Tumblr					*
	Unwgted	1737	72	51	31
	Weighted (000)	9309	428	310	135
	Horz %	100.00	4.60	3.33	1.45
	Vert %	3.81	5.43	6.36	3.19
Twitter	Unwgted	6507	244	175	131
	Weighted (000)	32509	1089	745	608
	Horz %	100.00	3.35	2.29	1.87
	Vert %	13.32	13.81	15.28	14.38
	Index	100	104	115	108
Yelp	Unwgted	4238	233	157	113
	Weighted (000)	17049	961	618	463
	Horz %	100.00	5.64	3.62	2.71
	Vert %	6.98	12.20	12.68	10.94
	Index	100	175	181	157
YouTube	Unwgted	24878	920	608	501
	Weighted (000)	125197	4387	2725	2432
	Horz %	100.00	3.50	2.18	1.94
	Vert %	51.29	55.67	55.94	57.50
	Index	100	109	109	112
Activities done using a social networking, photo or video-sharing service in the last 30 days: Posted that you "Like" something	Unwgted	19391	771	510	415
	Weighted (000)	98998	3902	2381	2096
	Horz %	100.00	3.94	2.40	2.12
	Vert %	40.56	49.52	48.87	49.54
	Index	100	122	120	122

RAB / GfK MRI AUTO PROFILE: SUBARU

		Adults 18+	Own/Lease any Subaru	Most recent vehicle bought/leased Subaru	Would buy/lease new Subaru if making decision today
"Follow" or become a "fan of" something or someone	Unwgt'd	9880	400	264	198
	Weighted (000)	51999	2043	1292	989
	Horz %	100.00	3.93	2.49	1.90
	Vert %	21.30	25.93	26.53	23.37
	Index	100	122	125	110
Clicked on an advertisement	Unwgt'd	7250	307	204	164
	Weighted (000)	34609	1512	1022	858
	Horz %	100.00	4.37	2.95	2.48
	Vert %	14.18	19.19	20.97	20.29
	Index	100	135	148	143
Watched a video	Unwgt'd	23931	888	599	459
	Weighted (000)	121821	4240	2640	2185
	Horz %	100.00	3.48	2.17	1.79
	Vert %	49.91	53.81	54.20	51.66
	Index	100	108	109	104
Websites or apps visited or used in the last 30 days: Coupons			*	*	*
	Unwgt'd	1642	49	37	19
	Weighted (000)	7736	242	186	104
	Horz %	100.00	3.13	2.41	1.35
	Vert %	3.17	3.08	3.82	2.46
Sent or Received Text Messages on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	40180	1462	957	756
	Weighted (000)	200974	7024	4249	3673
	Horz %	100.00	3.50	2.11	1.83
	Vert %	82.34	89.14	87.22	86.83
	Index	100	108	106	105
Sent or Received Instant Messages on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	20952	775	512	386
	Weighted (000)	106707	3866	2423	1867
	Horz %	100.00	3.62	2.27	1.75
	Vert %	43.72	49.05	49.73	44.14
	Index	100	112	114	101
Recorded a Video on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	19339	729	473	340
	Weighted (000)	97935	3612	2145	1687
	Horz %	100.00	3.69	2.19	1.72
	Vert %	40.12	45.84	44.03	39.87
	Index	100	114	110	99
Played Music on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	24725	885	596	443
	Weighted (000)	126500	4432	2798	2241
	Horz %	100.00	3.50	2.21	1.77
	Vert %	51.83	56.24	57.44	52.98
	Index	100	109	111	102
Played a Game on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	15697	528	345	269
	Weighted (000)	84080	2709	1645	1387
	Horz %	100.00	3.22	1.96	1.65
	Vert %	34.45	34.38	33.76	32.79
	Index	100	100	98	95

RAB / GfK MRI AUTO PROFILE: SUBARU

		Adults 18+	Own/Lease any Subaru	Most recent vehicle bought/leased Subaru	Would buy/lease new Subaru if making decision today
Watched a Movie, TV Program or Other Video on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	11626	423	272	206
	Weighted (000)	61092	2059	1279	1013
	Horz %	100.00	3.37	2.09	1.66
	Vert %	25.03	26.13	26.26	23.94
	Index	100	104	105	96
Used a Mobile "App" - Past Month	Unwgt'd	25794	1018	655	495
	Weighted (000)	128777	4917	2932	2307
	Horz %	100.00	3.82	2.28	1.79
	Vert %	52.76	62.39	60.18	54.54
	Index	100	118	114	103
Read Any Daily Newspaper (Print/Paper/Hard Copy)	Unwgt'd	10912	402	282	226
	Weighted (000)	50128	1777	1120	935
	Horz %	100.00	3.55	2.23	1.87
	Vert %	20.54	22.55	22.99	22.11
	Index	100	110	112	108
Read Any Sunday Newspaper (Print/Paper/Hard Copy)	Unwgt'd	14245	517	348	289
	Weighted (000)	67106	2241	1430	1232
	Horz %	100.00	3.34	2.13	1.84
	Vert %	27.49	28.43	29.35	29.13
	Index	100	103	107	106
Read or Looked Into Any Electronic Version of a Newspaper, Including Web Site - Past Month	Unwgt'd	19488	849	585	439
	Weighted (000)	91290	3932	2566	2046
	Horz %	100.00	4.31	2.81	2.24
	Vert %	37.40	49.89	52.68	48.38
	Index	100	133	141	129
Read Classified Advertising in Weekday Newspaper	Unwgt'd	3772	96	66	63
	Weighted (000)	20084	544	338	364
	Horz %	100.00	2.71	1.68	1.81
	Vert %	8.23	6.90	6.93	8.60
	Index	100	84	84	104
Read Classified Advertising in Sunda/Weekend Newspaper	Unwgt'd	3758	107	70	70
	Weighted (000)	19510	568	378	357
	Horz %	100.00	2.91	1.94	1.83
	Vert %	7.99	7.21	7.76	8.44
	Index	100	90	97	106
Read Advertisements in Weekday Newspaper	Unwgt'd	3812	108	66	76
	Weighted (000)	17916	531	275	342
	Horz %	100.00	2.96	1.54	1.91
	Vert %	7.34	6.73	5.65	8.09
	Index	100	92	77	110
Read Advertisements in Sunday/Weekend Newspaper	Unwgt'd	4633	157	101	104
	Weighted (000)	22092	738	430	506
	Horz %	100.00	3.34	1.95	2.29
	Vert %	9.05	9.36	8.84	11.97
	Index	100	103	98	132

RAB / GfK MRI AUTO PROFILE: SUBARU

		Adults 18+	Own/Lease any Subaru	Most recent vehicle bought/leased Subaru	Would buy/lease new Subaru if making decision today
Read Circulars/Inserts/Fliers in Weekday Newspaper	Unwgted	5068	180	114	104
	Weighted (000)	23852	902	531	542
	Horz %	100.00	3.78	2.23	2.27
	Vert %	9.77	11.44	10.89	12.81
	Index	100	117	111	131
Read Circulars/Inserts/Fliers in Sunday/Weekend Newspaper	Unwgted	7203	275	182	160
	Weighted (000)	34013	1242	777	768
	Horz %	100.00	3.65	2.28	2.26
	Vert %	13.93	15.76	15.95	18.15
	Index	100	113	114	130
Received and/or Clipped Coupons from Weekday Newspaper - Past Year	Unwgted	4191	155	93	99
	Weighted (000)	20652	670	449	466
	Horz %	100.00	3.24	2.17	2.26
	Vert %	8.46	8.50	9.22	11.03
	Index	100	100	109	130
Received and/or Clipped Coupons from Sunday/Weekend Newspaper - Past Year	Unwgted	9539	374	237	193
	Weighted (000)	47372	1865	1105	936
	Horz %	100.00	3.94	2.33	1.98
	Vert %	19.41	23.66	22.68	22.12
	Index	100	122	117	114
UNTRENDED: Personally Referred to Paper Yellow Pages - Past Week		*	*	*	*
	Unwgted	0	0	0	0
	Weighted (000)	0	0	0	0
	Horz %	0.00	0.00	0.00	0.00
	Vert %	0.00	0.00	0.00	0.00
UNTRENDED: Personally Referred to Internet Yellow Pages - Past Week		*	*	*	*
	Unwgted	0	0	0	0
	Weighted (000)	0	0	0	0
	Horz %	0.00	0.00	0.00	0.00
	Vert %	0.00	0.00	0.00	0.00
UNTRENDED: Personally Referred to Paper or Internet Yellow Pages - Past Week		*	*	*	*
	Unwgted	0	0	0	0
	Weighted (000)	0	0	0	0
	Horz %	0.00	0.00	0.00	0.00
	Vert %	0.00	0.00	0.00	0.00
UNTRENDED: Accessed Yellowpages.com (YP.com) - Past Month		*	*	*	*
	Unwgted	0	0	0	0
	Weighted (000)	0	0	0	0
	Horz %	0.00	0.00	0.00	0.00
	Vert %	0.00	0.00	0.00	0.00
Have Seen Video Ads in Grocery Storees - Past Month	Unwgted	8175	236	164	125
	Weighted (000)	42062	1288	885	654
	Horz %	100.00	3.06	2.10	1.56
	Vert %	17.23	16.35	18.16	15.47
	Index	100	95	105	90



RAB / GfK MRI AUTO PROFILE: SUBARU

		Adults 18+	Own/Lease any Subaru	Most recent vehicle bought/leased Subaru	Would buy/lease new Subaru if making decision today
Have Seen Video Ads in Drug Stores - Past Month	Unwgt'd	5434	144	97	80
	Weighted (000)	27750	727	457	410
	Horz %	100.00	2.62	1.65	1.48
	Vert %	11.37	9.22	9.38	9.69
	Index	100	81	82	85
Have Seen Video Ads in Convenience Stores - Past Month	Unwgt'd	5425	140	91	76
	Weighted (000)	27941	764	487	423
	Horz %	100.00	2.74	1.74	1.52
	Vert %	11.45	9.70	10.00	10.01
	Index	100	85	87	87
Have Seen Video Ads in Large Discount/Department Stores - Past Month	Unwgt'd	5807	159	107	87
	Weighted (000)	30170	866	533	502
	Horz %	100.00	2.87	1.77	1.67
	Vert %	12.36	10.98	10.94	11.88
	Index	100	89	88	96
Have Seen Video Ads in Warehouse/Club Stores - Past Month	Unwgt'd	5047	165	106	79
	Weighted (000)	24469	840	500	429
	Horz %	100.00	3.43	2.04	1.75
	Vert %	10.02	10.66	10.26	10.15
	Index	100	106	102	101
Have Seen Video Ads in Other Stores - Past Month	Unwgt'd	4572	124	81	61
	Weighted (000)	23484	702	425	324
	Horz %	100.00	2.99	1.81	1.38
	Vert %	9.62	8.90	8.72	7.67
	Index	100	93	91	80
Have Seen Video Ads in Shopping Malls - Past Month	Unwgt'd	6133	180	116	75
	Weighted (000)	30556	879	540	359
	Horz %	100.00	2.88	1.77	1.18
	Vert %	12.52	11.15	11.08	8.49
	Index	100	89	88	68
Have Seen Video Ads in Bars/Pubs - Past Month	Unwgt'd	4212	152	100	70
	Weighted (000)	21008	766	504	369
	Horz %	100.00	3.65	2.40	1.76
	Vert %	8.61	9.72	10.34	8.73
	Index	100	113	120	101
Have Seen Video Ads in Fast-Food or Family Restaurants - Past Month	Unwgt'd	6034	171	104	90
	Weighted (000)	31175	787	476	423
	Horz %	100.00	2.52	1.53	1.36
	Vert %	12.77	9.99	9.77	10.00
	Index	100	78	76	78
Have Seen Video Ads in Coffee Shops, Cafes or Delis - Past Month	Unwgt'd	4611	147	97	76
	Weighted (000)	23019	730	494	359
	Horz %	100.00	3.17	2.14	1.56
	Vert %	9.43	9.27	10.13	8.47
	Index	100	98	107	90

RAB / GfK MRI AUTO PROFILE: SUBARU

		Adults 18+	Own/Lease any Subaru	Most recent vehicle bought/leased Subaru	Would buy/lease new Subaru if making decision today
Have Seen Video Ads in Gym/Health Clubs - Past Month	Unwgt'd	4016	114	74	73
	Weighted (000)	19382	567	378	385
	Horz %	100.00	2.92	1.95	1.99
	Vert %	7.94	7.19	7.77	9.11
	Index	100	91	98	115
Have Seen Video Ads in Medical Offices - Past Month	Unwgt'd	5499	153	103	77
	Weighted (000)	27407	808	476	390
	Horz %	100.00	2.95	1.74	1.42
	Vert %	11.23	10.25	9.76	9.22
	Index	100	91	87	82
Have Seen Video Ads in Airports - Past Month	Unwgt'd	3929	136	90	69
	Weighted (000)	17909	638	427	322
	Horz %	100.00	3.57	2.38	1.80
	Vert %	7.34	8.10	8.76	7.61
	Index	100	110	119	104
Have Seen Video Ads at Gas Stations - Past Month	Unwgt'd	8390	294	180	141
	Weighted (000)	41042	1489	870	687
	Horz %	100.00	3.63	2.12	1.67
	Vert %	16.81	18.89	17.86	16.24
	Index	100	112	106	97
Have Seen Video Ads in Office Building Lobbies - Past Month	Unwgt'd	3669	105	68	50
	Weighted (000)	18065	504	349	255
	Horz %	100.00	2.79	1.93	1.41
	Vert %	7.40	6.40	7.16	6.03
	Index	100	86	97	81
Have Seen Video Ads in Office Building Elevators - Past Month	Unwgt'd	3552	108	71	58
	Weighted (000)	16785	490	321	266
	Horz %	100.00	2.92	1.91	1.58
	Vert %	6.88	6.22	6.59	6.28
	Index	100	90	96	91
Have Seen Video Ads in Movie Theater Lobbies - Past Month	Unwgt'd	5092	158	90	80
	Weighted (000)	25878	816	463	412
	Horz %	100.00	3.15	1.79	1.59
	Vert %	10.60	10.35	9.50	9.75
	Index	100	98	90	92
Have Seen Ads on Billboards - Past Month	Unwgt'd	23703	925	597	520
	Weighted (000)	117973	4548	2789	2554
	Horz %	100.00	3.86	2.36	2.16
	Vert %	48.33	57.71	57.25	60.37
	Index	100	119	118	125
Have Seen Ads on Buses/Trains - Past Month	Unwgt'd	10886	426	291	227
	Weighted (000)	50330	2065	1373	1073
	Horz %	100.00	4.10	2.73	2.13
	Vert %	20.62	26.20	28.18	25.37
	Index	100	127	137	123

RAB / GfK MRI AUTO PROFILE: SUBARU

		Adults 18+	Own/Lease any Subaru	Most recent vehicle bought/leased Subaru	Would buy/lease new Subaru if making decision today
Have Seen Ads at Bus Stops or Train Stations - Past Month	Unwgt'd	7328	305	197	151
	Weighted (000)	32843	1336	805	625
	Horz %	100.00	4.07	2.45	1.90
	Vert %	13.46	16.95	16.52	14.79
	Index	100	126	123	110
Have Seen Ads Inside Taxis - Past Month	Unwgt'd	3849	159	104	71
	Weighted (000)	17102	677	394	316
	Horz %	100.00	3.96	2.30	1.85
	Vert %	7.01	8.59	8.09	7.48
	Index	100	123	115	107
Have Seen Ads on Top of Taxis - Past Month	Unwgt'd	5892	230	148	104
	Weighted (000)	26219	1073	646	461
	Horz %	100.00	4.09	2.47	1.76
	Vert %	10.74	13.61	13.27	10.89
	Index	100	127	124	101
Have Seen Ads on Phone Booths - Past Month					*
	Unwgt'd	3008	94	65	47
	Weighted (000)	14451	451	303	233
	Horz %	100.00	3.12	2.10	1.61
	Vert %	5.92	5.73	6.23	5.50
Have Seen Ads at Sports or Entertainment Events - Past Month	Unwgt'd	7405	256	161	132
	Weighted (000)	36191	1342	756	655
	Horz %	100.00	3.71	2.09	1.81
	Vert %	14.83	17.03	15.52	15.48
	Index	100	115	105	104
Have Seen Ads on Postcards - Past Month	Unwgt'd	5576	228	142	125
	Weighted (000)	26312	1130	643	555
	Horz %	100.00	4.29	2.44	2.11
	Vert %	10.78	14.34	13.20	13.12
	Index	100	133	122	122
Have Seen Ads Sent to a Cellphone or Other Mobile Device - Past Month	Unwgt'd	13421	535	347	268
	Weighted (000)	66442	2485	1550	1140
	Horz %	100.00	3.74	2.33	1.72
	Vert %	27.22	31.54	31.82	26.95
	Index	100	116	117	99
Have Seen Ads on Posters at Movie Theaters - Past Month	Unwgt'd	8606	319	199	186
	Weighted (000)	42087	1532	918	965
	Horz %	100.00	3.64	2.18	2.29
	Vert %	17.24	19.45	18.85	22.81
	Index	100	113	109	132
Have Seen Ads Shown On-Screen Before Start of a Movie - Past Month	Unwgt'd	10943	439	276	240
	Weighted (000)	53139	2091	1265	1220
	Horz %	100.00	3.93	2.38	2.29
	Vert %	21.77	26.53	25.97	28.83
	Index	100	122	119	132

RAB / GfK MRI AUTO PROFILE: SUBARU

		Adults 18+	Own/Lease any Subaru	Most recent vehicle bought/leased Subaru	Would buy/lease new Subaru if making decision today
Have Seen Ads in Stores (Not Video Ads) - Past Month	Unwgt'd	15171	592	376	326
	Weighted (000)	76102	2873	1755	1521
	Horz %	100.00	3.77	2.31	2.00
	Vert %	31.18	36.45	36.03	35.96
	Index	100	117	116	115
Have Seen Ads in Shopping Malls (Not Video Ads) - Past Month	Unwgt'd	10587	371	234	200
	Weighted (000)	52205	1648	996	898
	Horz %	100.00	3.16	1.91	1.72
	Vert %	21.39	20.92	20.44	21.23
	Index	100	98	96	99
Have Seen Infomercials - Past Month	Unwgt'd	9871	338	211	181
	Weighted (000)	49119	1577	875	958
	Horz %	100.00	3.21	1.78	1.95
	Vert %	20.12	20.02	17.96	22.64
	Index	100	99	89	112
Have Seen Offers or Ads Sent to Home by Mail - Past Month	Unwgt'd	19632	767	489	477
	Weighted (000)	96299	3683	2203	2273
	Horz %	100.00	3.82	2.29	2.36
	Vert %	39.45	46.73	45.23	53.73
	Index	100	118	115	136
Have Seen Product Placement in Video Games - Past Month	Unwgt'd	4596	133	85	78
	Weighted (000)	24167	775	436	433
	Horz %	100.00	3.21	1.80	1.79
	Vert %	9.90	9.84	8.95	10.23
	Index	100	99	90	103
Have Seen Product Placement in TV Shows - Past Month	Unwgt'd	17823	675	429	393
	Weighted (000)	88092	3198	1968	1890
	Horz %	100.00	3.63	2.23	2.15
	Vert %	36.09	40.58	40.41	44.67
	Index	100	112	112	124
Have Seen Product Placement in Movies - Past Month	Unwgt'd	11248	450	283	253
	Weighted (000)	56256	2233	1328	1282
	Horz %	100.00	3.97	2.36	2.28
	Vert %	23.05	28.34	27.27	30.31
	Index	100	123	118	132