

RAB / GfK MRI AUTO PROFILE: SUZUKI (AUTOS / TRUCKS)

	A	B	C	D	E
			U.S. Adults 18+	Own/Lease Any Suzuki (Auto/Truck)	Most Recent Vehicle Purchased/Leased Is Any Suzuki (Auto/Truck)
1					
2					
3					
4	U.S. Adults 18+	Unwgted	48881	205	113
5		Weighted (000)	235421	1133	630
6		Horz %	100.00	0.48	0.27
7		Vert %	100.00	100.00	100.00
8		Index	100	100	100
9					
10	Male	Unwgted	25154	110	54
11		Weighted (000)	113640	572	335
12		Horz %	100.00	0.50	0.29
13		Vert %	48.27	50.48	53.12
14		Index	100	105	110
15					
16	Female	Unwgted	23727	95	59
17		Weighted (000)	121781	561	296
18		Horz %	100.00	0.46	0.24
19		Vert %	51.73	49.52	46.88
20		Index	100	96	91
21				*	*
22	Age 18-24	Unwgted	3911	18	9
23		Weighted (000)	30106	156	64
24		Horz %	100.00	0.52	0.21
25		Vert %	12.79	13.77	10.22
26		Index	100	108	80
27				*	*
28	Age 25-34	Unwgted	7783	38	28
29		Weighted (000)	41635	305	243
30		Horz %	100.00	0.73	0.58
31		Vert %	17.69	26.87	38.48
32		Index	100	152	218
33				*	*
34	Age 35-44	Unwgted	8714	33	8
35		Weighted (000)	40085	167	56
36		Horz %	100.00	0.42	0.14
37		Vert %	17.03	14.76	8.93
38		Index	100	87	52
39				*	*
40	Age 45-54	Unwgted	9463	55	28
41		Weighted (000)	44040	287	127
42		Horz %	100.00	0.65	0.29
43		Vert %	18.71	25.35	20.07
44		Index	100	136	107
45				*	*
46	Age 55-64	Unwgted	8299	37	27
47		Weighted (000)	37990	134	94
48		Horz %	100.00	0.35	0.25
49		Vert %	16.14	11.80	14.93
50		Index	100	73	93
51				*	*
52	Age 65+	Unwgted	10711	24	13
53		Weighted (000)	41565	84	46
54		Horz %	100.00	0.20	0.11
55		Vert %	17.66	7.44	7.36
56		Index	100	42	42

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1					
2					
57					
58		Unwgted	47340	201	110
59	Age 21+	Weighted (000)	222366	1078	591
60		Horz %	100.00	0.48	0.27
61		Vert %	94.45	95.15	93.76
62		Index	100	101	99
63					
64	Age 18-34	Unwgted	11694	56	37
65		Weighted (000)	71742	461	307
66		Horz %	100.00	0.64	0.43
67		Vert %	30.47	40.64	48.70
68		Index	100	133	160
69	Age 18-49	Unwgted	25040	116	56
70		Weighted (000)	133488	764	418
71		Horz %	100.00	0.57	0.31
72		Vert %	56.70	67.41	66.35
73		Index	100	119	117
74	Age 25-54	Unwgted	25960	126	64
75		Weighted (000)	125760	759	425
76		Horz %	100.00	0.60	0.34
77		Vert %	53.42	66.99	67.49
78		Index	100	125	126
79	Age 35-64	Unwgted	26476	125	63
80		Weighted (000)	122114	588	277
81		Horz %	100.00	0.48	0.23
82		Vert %	51.87	51.92	43.94
83		Index	100	100	85
84	Age 50+	Unwgted	23841	89	57
85		Weighted (000)	101933	369	212
86		Horz %	100.00	0.36	0.21
87		Vert %	43.30	32.59	33.65
88		Index	100	75	78
89	Median Age	Unwgted			
90		Weighted (000)	46.40	41.40	36.50
91		Horz %			
92		Vert %			
93		Index			
94	Race: White Only	Unwgted	36267	155	82
95		Weighted (000)	174938	852	437
96		Horz %	100.00	0.49	0.25
97		Vert %	74.31	75.19	69.28
98		Index	100	101	93
99	Race: Black/African American Only	Unwgted	5688	16	11
100		Weighted (000)	27555	85	60
101		Horz %	100.00	0.31	0.22
102		Vert %	11.70	7.51	9.57
103		Index	100	64	82
104					*
105					*
106					
107					
108					
109					
110					

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			U.S. Adults 18+	Own/Lease Any Suzuki (Auto/Truck)	Most Recent Vehicle Purchased/Leased Is Any Suzuki (Auto/Truck)
1					
2					
111				*	*
112		Unwgted	6926	34	20
113	Race: Other Race/Multi-Racial	Weighted (000)	32928	196	133
114		Horz %	100.00	0.60	0.40
115		Vert %	13.99	17.30	21.15
116		Index	100	124	151
117					*
118		Unwgted	5323	17	11
119	Hispanic, Latino, Spanish Origin or Descent	Weighted (000)	34547	159	137
120		Horz %	100.00	0.46	0.40
121		Vert %	14.67	14.02	21.67
122		Index	100	96	148
123					*
124		Unwgted	1517	5	1
125	Hispanic, Personally Speak Only English at Home	Weighted (000)	5205	25	7
126		Horz %	100.00	0.48	0.14
127		Vert %	2.21	2.18	1.18
128		Index	100	99	53
129					*
130		Unwgted	1599	4	2
131	Hispanic, Personally Speak Mostly English, but Some Spanish at Home	Weighted (000)	8341	18	14
132		Horz %	100.00	0.22	0.16
133		Vert %	3.54	1.63	2.15
134		Index	100	46	61
135					*
136		Unwgted	808	5	5
137	Hispanic, Personally Speak Only Spanish at Home	Weighted (000)	10064	86	86
138		Horz %	100.00	0.86	0.86
139		Vert %	4.27	7.61	13.68
140		Index	100	178	320
141					*
142		Unwgted	1285	3	3
143	Hispanic, Personally Speak Mostly Spanish, but Some English, at Home	Weighted (000)	8912	29	29
144		Horz %	100.00	0.33	0.33
145		Vert %	3.79	2.59	4.66
146		Index	100	68	123
147					*
148		Unwgted	86	0	0
149	Hispanic, Personally Speak Both English and Spanish Equally at Home	Weighted (000)	1499	0	0
150		Horz %	100.00	0.00	0.00
151		Vert %	0.64	0.00	0.00
152		Index	100	0	0
153					*
154	Highest Level Education Completed/Highest Degree Received: Master's, Professional School, or Doctorate Degree	Unwgted	6810	28	16
155		Weighted (000)	23615	85	39
156		Horz %	100.00	0.36	0.17
157		Vert %	10.03	7.48	6.26
158		Index	100	75	62
159				*	*
160	Highest Level Education Completed/Highest Degree Received: Bachelor's Degree	Unwgted	10942	46	18
161		Weighted (000)	42958	224	87
162		Horz %	100.00	0.52	0.20
163		Vert %	18.25	19.74	13.84
164		Index	100	108	76

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1					
2					
165				*	*
166	Highest Level Education	Unwgted	2482	16	10
167	Completed/Highest Degree	Weighted (000)	10405	100	70
168	Received: Associate Degree, Academic	Horz %	100.00	0.96	0.67
169		Vert %	4.42	8.86	11.11
170		Index	100	200	251
171				*	*
172	Highest Level Education	Unwgted	3035	20	13
173	Completed/Highest Degree	Weighted (000)	12333	108	60
174	Received: Associate Degree, Occupational/Vocational	Horz %	100.00	0.88	0.49
175		Vert %	5.24	9.53	9.58
176		Index	100	182	183
177				*	*
178	Highest Level Education	Unwgted	10415	47	26
179	Completed/Highest Degree	Weighted (000)	44736	272	127
180	Received: Some College, but No Degree	Horz %	100.00	0.61	0.28
181		Vert %	19.00	24.01	20.09
182		Index	100	126	106
183				*	*
184	Highest Level Education	Unwgted	10913	36	21
185	Completed/Highest Degree	Weighted (000)	70568	251	171
186	Received: High-School Graduate (High-School Diploma or Equivalent, such as GED)	Horz %	100.00	0.36	0.24
187		Vert %	29.98	22.11	27.06
188		Index	100	74	90
189				*	*
190	Respondent - Highest Level	Unwgted	4284	12	9
191	Completed/Highest Degree	Weighted (000)	30806	94	76
192	Received: 11th Grade or Less or 12th Grade, No Diploma	Horz %	100.00	0.30	0.25
193		Vert %	13.09	8.27	12.05
194		Index	100	63	92
195				*	*
196		Unwgted	3635	25	13
197	Currently Attending College or University	Weighted (000)	19595	170	93
198		Horz %	100.00	0.87	0.47
199		Vert %	8.32	15.02	14.73
200		Index	100	181	177
201					
202		Unwgted	25016	129	60
203	Employed Full Time	Weighted (000)	113432	716	338
204		Horz %	100.00	0.63	0.30
205		Vert %	48.18	63.20	53.60
206		Index	100	131	111
207				*	*
208		Unwgted	5676	23	19
209	Employed Part Time	Weighted (000)	27887	127	110
210		Horz %	100.00	0.46	0.39
211		Vert %	11.85	11.21	17.41
212		Index	100	95	147
213					*
214		Unwgted	18189	53	34
215	Not Employed	Weighted (000)	94102	290	183
216		Horz %	100.00	0.31	0.19
217		Vert %	39.97	25.59	28.99
218		Index	100	64	73

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1					
2					
219				*	*
220	Temporarily Unemployed	Unwgted	2343	8	6
221		Weighted (000)	15519	42	30
222		Horz %	100.00	0.27	0.20
223		Vert %	6.59	3.73	4.81
224		Index	100	57	73
225				*	*
226	Retired from Employment	Unwgted	10451	22	13
227		Weighted (000)	43540	86	51
228		Horz %	100.00	0.20	0.12
229		Vert %	18.49	7.62	8.12
230		Index	100	41	44
231				*	*
232	Not Employed, Principal Shopper for Household	Unwgted	2414	5	4
233		Weighted (000)	15698	36	30
234		Horz %	100.00	0.23	0.19
235		Vert %	6.67	3.16	4.69
236		Index	100	47	70
237				*	*
238	Occupation: Professional and Related Occupations	Unwgted	7486	35	16
239		Weighted (000)	31662	173	65
240		Horz %	100.00	0.55	0.21
241		Vert %	13.45	15.29	10.31
242		Index	100	114	77
243				*	*
244	Occupation: Management, Business and Financial Operations	Unwgted	6300	29	10
245		Weighted (000)	22676	123	41
246		Horz %	100.00	0.54	0.18
247		Vert %	9.63	10.89	6.44
248		Index	100	113	67
249				*	*
250	Occupation: Sales and Office Occupations	Unwgted	6129	25	16
251		Weighted (000)	32347	170	89
252		Horz %	100.00	0.52	0.27
253		Vert %	13.74	14.98	14.09
254		Index	100	109	103
255				*	*
256	Occupation: Natural Resources, Construction and Maintenance Occupations	Unwgted	2646	12	9
257		Weighted (000)	12893	93	76
258		Horz %	100.00	0.72	0.59
259		Vert %	5.48	8.18	12.03
260		Index	100	149	220
261				*	*
262	Occupation: Other Employed	Unwgted	8131	51	28
263		Weighted (000)	41741	284	177
264		Horz %	100.00	0.68	0.43
265		Vert %	17.73	25.07	28.15
266		Index	100	141	159
267				*	*
268	Household Income: \$250,000+	Unwgted	1639	10	3
269		Weighted (000)	5879	32	16
270		Horz %	100.00	0.54	0.28
271		Vert %	2.50	2.82	2.60
272		Index	100	113	104

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1					
2					
273				*	*
274		Unwgted	1437	9	3
275	Household Income: \$200,000-\$249,999	Weighted (000)	5532	47	13
276		Horz %	100.00	0.85	0.24
277		Vert %	2.35	4.16	2.11
278		Index	100	177	90
279					*
280		Unwgted	3355	11	4
281	Household Income: \$150,000-\$199,999	Weighted (000)	14405	47	14
282		Horz %	100.00	0.32	0.10
283		Vert %	6.12	4.10	2.17
284		Index	100	67	35
285					*
286		Unwgted	7148	30	9
287	Household Income: \$100,000-\$149,999	Weighted (000)	35516	171	40
288		Horz %	100.00	0.48	0.11
289		Vert %	15.09	15.07	6.40
290		Index	100	100	42
291					*
292		Unwgted	6479	28	16
293	Household Income: \$75,000-\$99,999	Weighted (000)	31267	169	104
294		Horz %	100.00	0.54	0.33
295		Vert %	13.28	14.92	16.44
296		Index	100	112	124
297					*
298		Unwgted	5165	20	11
299	Household Income: \$60,000-\$74,999	Weighted (000)	25071	136	49
300		Horz %	100.00	0.54	0.20
301		Vert %	10.65	12.03	7.81
302		Index	100	113	73
303					*
304		Unwgted	3890	15	10
305	Household Income: \$50,000-\$59,999	Weighted (000)	18862	74	53
306		Horz %	100.00	0.39	0.28
307		Vert %	8.01	6.53	8.38
308		Index	100	81	105
309					*
310		Unwgted	4765	22	11
311	Household Income: \$40,000-\$49,999	Weighted (000)	20555	133	76
312		Horz %	100.00	0.65	0.37
313		Vert %	8.73	11.74	12.06
314		Index	100	134	138
315					*
316		Unwgted	4647	22	17
317	Household Income: \$30,000-\$39,999	Weighted (000)	22585	131	115
318		Horz %	100.00	0.58	0.51
319		Vert %	9.59	11.57	18.22
320		Index	100	121	190
321					*
322		Unwgted	4535	21	13
323	Household Income: \$20,000-\$29,999	Weighted (000)	23030	121	84
324		Horz %	100.00	0.52	0.36
325		Vert %	9.78	10.65	13.27
326		Index	100	109	136

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1					
2					
327				*	*
328		Unwgted	5821	17	16
329	Household Income: Under \$20,000	Weighted (000)	32717	72	66
330		Horz %	100.00	0.22	0.20
331		Vert %	13.90	6.39	10.53
332		Index	100	46	76
333					
334	Median Household Income	Unwgted			
335		Weighted (000)	60.00	63.90	47.10
336		Horz %			
337		Vert %			
338		Index			
339					*
340	Marital Status: Single, Never Married	Unwgted	11498	52	29
341		Weighted (000)	64784	384	197
342		Horz %	100.00	0.59	0.30
343		Vert %	27.52	33.92	31.20
344		Index	100	123	113
345					*
346	Marital Status: Currently Married	Unwgted	25353	99	43
347		Weighted (000)	125805	555	285
348		Horz %	100.00	0.44	0.23
349		Vert %	53.44	48.94	45.29
350		Index	100	92	85
351				*	*
352	Marital Status: Divorced or Legally Separated	Unwgted	7973	47	35
353		Weighted (000)	30380	173	130
354		Horz %	100.00	0.57	0.43
355		Vert %	12.90	15.28	20.56
356		Index	100	118	159
357				*	*
358	Marital Status: Widow/Widower	Unwgted	4057	7	6
359		Weighted (000)	14453	21	19
360		Horz %	100.00	0.15	0.13
361		Vert %	6.14	1.86	2.95
362		Index	100	30	48
363				*	*
364	Marital Status: Engaged to Be Married	Unwgted	2107	12	5
365		Weighted (000)	12010	77	26
366		Horz %	100.00	0.64	0.22
367		Vert %	5.10	6.84	4.17
368		Index	100	134	82
369				*	*
370	Marital Status: Single Parent (Sole Parent)	Unwgted	3423	9	6
371		Weighted (000)	12378	33	18
372		Horz %	100.00	0.27	0.14
373		Vert %	5.26	2.92	2.80
374		Index	100	55	53
375				*	*
376	Any Child(ren) Under Age 18 Living at Home	Unwgted	17888	64	29
377		Weighted (000)	93858	373	171
378		Horz %	100.00	0.40	0.18
379		Vert %	39.87	32.90	27.05
380		Index	100	83	68

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1					
2					
381				*	*
382		Unwgted	7217	25	13
383	1 Child Under Age 18	Weighted (000)	38493	179	81
384	Currently Living at Home	Horz %	100.00	0.46	0.21
385		Vert %	16.35	15.79	12.87
386		Index	100	97	79
387				*	*
388		Unwgted	6678	25	10
389	2 Children Under Age 18	Weighted (000)	33014	121	51
390	Currently Living at Home	Horz %	100.00	0.37	0.15
391		Vert %	14.02	10.66	8.02
392		Index	100	76	57
393				*	*
394		Unwgted	2767	8	4
395	3 Children Under Age 18	Weighted (000)	14933	51	28
396	Currently Living at Home	Horz %	100.00	0.34	0.19
397		Vert %	6.34	4.48	4.42
398		Index	100	71	70
399				*	*
400		Unwgted	864	5	2
401	4 Children Under Age 18	Weighted (000)	5122	19	11
402	Currently Living at Home	Horz %	100.00	0.38	0.21
403		Vert %	2.18	1.71	1.74
404		Index	100	79	80
405				*	*
406		Unwgted	362	1	0
407	5 or More Children Under Age 18	Weighted (000)	2296	3	0
408	Currently Living at Home	Horz %	100.00	0.13	0.00
409		Vert %	0.98	0.27	0.00
410		Index	100	27	0
411					
412		Unwgted	30993	141	84
413	No Children Under Age 18	Weighted (000)	141563	760	460
414	Currently Living at Home	Horz %	100.00	0.54	0.32
415		Vert %	60.13	67.10	72.95
416		Index	100	112	121
417					
418		Unwgted	34330	141	71
419	Own Home/Residence	Weighted (000)	157588	753	354
420		Horz %	100.00	0.48	0.22
421		Vert %	66.94	66.46	56.11
422		Index	100	99	84
423					*
424		Unwgted	14018	63	41
425	Rent Residence	Weighted (000)	75090	368	264
426		Horz %	100.00	0.49	0.35
427		Vert %	31.90	32.44	41.90
428		Index	100	102	131
429				*	*
430		Unwgted	533	1	1
431	Live Rent-Free in Residence	Weighted (000)	2743	13	13
432		Horz %	100.00	0.46	0.46
433		Vert %	1.17	1.10	1.98
434		Index	100	95	170

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1					
2					
435					*
436	Census Region: North East	Unwgted	11225	73	45
437		Weighted (000)	42903	322	192
438		Horz %	100.00	0.75	0.45
439		Vert %	18.22	28.39	30.43
440		Index	100	156	167
441					*
442	Census Region: South	Unwgted	16223	62	35
443		Weighted (000)	88018	333	186
444		Horz %	100.00	0.38	0.21
445		Vert %	37.39	29.38	29.43
446		Index	100	79	79
447				*	*
448	Census Region: Midwest	Unwgted	11211	23	17
449		Weighted (000)	51029	157	130
450		Horz %	100.00	0.31	0.25
451		Vert %	21.68	13.82	20.63
452		Index	100	64	95
453				*	*
454	Census Region: West	Unwgted	10222	47	16
455		Weighted (000)	53471	322	123
456		Horz %	100.00	0.60	0.23
457		Vert %	22.71	28.41	19.51
458		Index	100	125	86
459				*	*
460	Census Sub-Region: New England	Unwgted	2802	7	6
461		Weighted (000)	11230	29	27
462		Horz %	100.00	0.26	0.24
463		Vert %	4.77	2.57	4.21
464		Index	100	54	88
465					*
466	Census Sub-Region: Mid Atlantic	Unwgted	8423	66	39
467		Weighted (000)	31673	293	165
468		Horz %	100.00	0.92	0.52
469		Vert %	13.45	25.82	26.22
470		Index	100	192	195
471				*	*
472	Census Sub-Region: South Atlantic	Unwgted	9164	41	24
473		Weighted (000)	45173	196	114
474		Horz %	100.00	0.43	0.25
475		Vert %	19.19	17.28	18.03
476		Index	100	90	94
477				*	*
478	Census Sub-Region: East South Central	Unwgted	2247	6	4
479		Weighted (000)	15097	52	44
480		Horz %	100.00	0.35	0.29
481		Vert %	6.41	4.62	6.99
482		Index	100	72	109
483				*	*
484	Census Sub-Region: West South Central	Unwgted	4812	15	7
485		Weighted (000)	27748	85	28
486		Horz %	100.00	0.31	0.10
487		Vert %	11.79	7.48	4.41
488		Index	100	63	37

RAB / GfK MRI AUTO PROFILE: SUZUKI (AUTOS / TRUCKS)

	A	B	C	D	E
			U.S. Adults 18+	Own/Lease Any Suzuki (Auto/Truck)	Most Recent Vehicle Purchased/Leased Is Any Suzuki (Auto/Truck)
1					
2					
489				*	*
490		Unwgted	8660	11	9
491	Census Sub-Region: East North Central	Weighted (000)	35766	78	69
492		Horz %	100.00	0.22	0.19
493		Vert %	15.19	6.92	10.97
494		Index	100	46	72
495					*
496		Unwgted	2551	12	8
497	Census Sub-Region: West North Central	Weighted (000)	15263	78	61
498		Horz %	100.00	0.51	0.40
499		Vert %	6.48	6.89	9.66
500		Index	100	106	149
501					*
502		Unwgted	2493	23	9
503	Census Sub-Region: Mountain	Weighted (000)	17253	161	43
504		Horz %	100.00	0.93	0.25
505		Vert %	7.33	14.20	6.88
506		Index	100	194	94
507					*
508		Unwgted	7729	24	7
509	Census Sub-Region: Pacific	Weighted (000)	36217	161	80
510		Horz %	100.00	0.44	0.22
511		Vert %	15.38	14.21	12.63
512		Index	100	92	82
513					*
514		Unwgted	27295	79	41
515	County Size: A	Weighted (000)	96944	303	155
516		Horz %	100.00	0.31	0.16
517		Vert %	41.18	26.74	24.66
518		Index	100	65	60
519					*
520		Unwgted	11946	69	37
521	County Size: B	Weighted (000)	71423	434	254
522		Horz %	100.00	0.61	0.36
523		Vert %	30.34	38.28	40.36
524		Index	100	126	133
525					*
526		Unwgted	5441	32	19
527	County Size: C	Weighted (000)	34500	224	122
528		Horz %	100.00	0.65	0.35
529		Vert %	14.65	19.77	19.30
530		Index	100	135	132
531					*
532		Unwgted	4199	25	16
533	County Size: D	Weighted (000)	32554	172	99
534		Horz %	100.00	0.53	0.30
535		Vert %	13.83	15.21	15.68
536		Index	100	110	113
537					*
538		Unwgted	1313	6	4
539	Radio Formats: AAA (Subset of Alternative) (Monday-Sunday 24-Hour Cume)	Weighted (000)	4980	21	11
540		Horz %	100.00	0.42	0.22
541		Vert %	2.12	1.85	1.73
542		Index	100	88	82

RAB / GfK MRI AUTO PROFILE: SUZUKI (AUTOS / TRUCKS)

	A	B	C	D	E
			U.S. Adults 18+	Own/Lease Any Suzuki (Auto/Truck)	Most Recent Vehicle Purchased/Leased Is Any Suzuki (Auto/Truck)
1					
2					
543				*	*
544	Radio Formats: Adult Contemporary (Monday-Sunday 24-Hour Cume)	Unwgted	8562	33	18
545		Weighted (000)	40008	191	107
546		Horz %	100.00	0.48	0.27
547		Vert %	16.99	16.86	16.97
548		Index	100	99	100
549				*	*
550	Radio Formats: Adult Hits (Monday-Sunday 24-Hour Cume)	Unwgted	1438	4	2
551		Weighted (000)	7122	14	9
552		Horz %	100.00	0.20	0.13
553		Vert %	3.03	1.26	1.43
554		Index	100	42	47
555				*	*
556	Radio Formats: Adult Standards/Easy Listening (Monday-Sunday 24-Hour Cume)	Unwgted	453	2	2
557		Weighted (000)	2152	4	4
558		Horz %	100.00	0.18	0.18
559		Vert %	0.91	0.34	0.62
560		Index	100	38	68
561				*	*
562	Radio Formats: All News (Monday-Sunday 24-Hour Cume)	Unwgted	3356	9	2
563		Weighted (000)	9158	26	8
564		Horz %	100.00	0.28	0.09
565		Vert %	3.89	2.30	1.32
566		Index	100	59	34
567				*	*
568	Radio Formats: All Sports (Monday-Sunday 24-Hour Cume)	Unwgted	3638	13	7
569		Weighted (000)	12962	44	24
570		Horz %	100.00	0.34	0.19
571		Vert %	5.51	3.85	3.87
572		Index	100	70	70
573				*	*
574	Radio Formats: All Talk (Monday-Sunday 24-Hour Cume)	Unwgted	1155	3	1
575		Weighted (000)	4697	10	4
576		Horz %	100.00	0.22	0.08
577		Vert %	2.00	0.90	0.62
578		Index	100	45	31
579				*	*
580	Radio Formats: Alternative (Monday-Sunday 24-Hour Cume)	Unwgted	3385	17	8
581		Weighted (000)	15183	71	30
582		Horz %	100.00	0.47	0.20
583		Vert %	6.45	6.25	4.80
584		Index	100	97	74
585				*	*
586	Radio Formats: CHR/Top 40 (Monday-Sunday 24-Hour Cume)	Unwgted	8943	35	12
587		Weighted (000)	46381	234	74
588		Horz %	100.00	0.50	0.16
589		Vert %	19.70	20.62	11.81
590		Index	100	105	60
591				*	*
592	Radio Formats: Classic Hits (Monday-Sunday 24-Hour Cume)	Unwgted	2880	11	5
593		Weighted (000)	13260	59	21
594		Horz %	100.00	0.44	0.16
595		Vert %	5.63	5.17	3.33
596		Index	100	92	59

RAB / GfK MRI AUTO PROFILE: SUZUKI (AUTOS / TRUCKS)

	A	B	C	D	E
			U.S. Adults 18+	Own/Lease Any Suzuki (Auto/Truck)	Most Recent Vehicle Purchased/Leased Is Any Suzuki (Auto/Truck)
1					
2					
597				*	*
598	Radio Formats: Classic Rock (Monday-Sunday 24-Hour Cume)	Unwgted	3972	20	9
599		Weighted (000)	18598	126	54
600		Horz %	100.00	0.68	0.29
601		Vert %	7.90	11.10	8.61
602		Index	100	141	109
603				*	*
604	Radio Formats: Classical (Monday-Sunday 24-Hour Cume)	Unwgted	1567	7	1
605		Weighted (000)	5769	34	4
606		Horz %	100.00	0.59	0.06
607		Vert %	2.45	3.01	0.57
608		Index	100	123	23
609					*
610	Radio Formats: Country (Monday-Sunday 24-Hour Cume)	Unwgted	8428	53	29
611		Weighted (000)	46792	311	178
612		Horz %	100.00	0.66	0.38
613		Vert %	19.88	27.43	28.28
614		Index	100	138	142
615				*	*
616	Radio Formats: Ethnic (Monday-Sunday 24-Hour Cume)	Unwgted	270	1	1
617		Weighted (000)	951	5	5
618		Horz %	100.00	0.54	0.54
619		Vert %	0.40	0.46	0.82
620		Index	100	113	203
621				*	*
622	Radio Formats: Gospel (Monday-Sunday 24-Hour Cume)	Unwgted	796	2	2
623		Weighted (000)	3911	8	8
624		Horz %	100.00	0.19	0.19
625		Vert %	1.66	0.66	1.19
626		Index	100	40	72
627				*	*
628	Radio Formats: Hispanic (All Genres) (Monday-Sunday 24-Hour Cume)	Unwgted	2179	6	2
629		Weighted (000)	15698	58	43
630		Horz %	100.00	0.37	0.27
631		Vert %	6.67	5.11	6.75
632		Index	100	77	101
633				*	*
634	Radio Formats: Hot AC (Subset of Adult Contemporary) (Monday-Sunday 24-Hour Cume)	Unwgted	3687	17	8
635		Weighted (000)	17144	125	66
636		Horz %	100.00	0.73	0.38
637		Vert %	7.28	11.06	10.43
638		Index	100	152	143
639				*	*
640	Radio Formats: Jazz (Monday-Sunday 24-Hour Cume)	Unwgted	871	4	1
641		Weighted (000)	3192	17	11
642		Horz %	100.00	0.53	0.36
643		Vert %	1.36	1.49	1.80
644		Index	100	110	133
645				*	*
646	Radio Formats: Mexican/Tejano/Ranchera (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	Unwgted	945	3	1
647		Weighted (000)	7074	39	29
648		Horz %	100.00	0.56	0.41
649		Vert %	3.00	3.47	4.58
650		Index	100	116	152

RAB / GfK MRI AUTO PROFILE: SUZUKI (AUTOS / TRUCKS)

	A	B	C	D	E
			U.S. Adults 18+	Own/Lease Any Suzuki (Auto/Truck)	Most Recent Vehicle Purchased/Leased Is Any Suzuki (Auto/Truck)
1					
2					
651				*	*
652	Radio Formats: News/Talk (Monday-Sunday 24-Hour Cume)	Unwgted	6704	26	14
653		Weighted (000)	24570	90	39
654		Horz %	100.00	0.37	0.16
655		Vert %	10.44	7.95	6.15
656		Index	100	76	59
657				*	*
658	Radio Formats: Oldies (Monday-Sunday 24-Hour Cume)	Unwgted	2083	9	4
659		Weighted (000)	10333	41	20
660		Horz %	100.00	0.39	0.19
661		Vert %	4.39	3.60	3.09
662		Index	100	82	71
663				*	*
664	Radio Formats: Public Radio (Monday-Sunday 24-Hour Cume)	Unwgted	2541	6	3
665		Weighted (000)	9762	17	4
666		Horz %	100.00	0.17	0.04
667		Vert %	4.15	1.47	0.56
668		Index	100	36	13
669				*	*
670	Radio Formats: Religion/Christian (Monday-Sunday 24-Hour Cume)	Unwgted	4045	18	12
671		Weighted (000)	20124	67	40
672		Horz %	100.00	0.34	0.20
673		Vert %	8.55	5.95	6.41
674		Index	100	70	75
675				*	*
676	Radio Formats: Rhythmic (Monday-Sunday 24-Hour Cume)	Unwgted	2807	7	2
677		Weighted (000)	14721	37	10
678		Horz %	100.00	0.25	0.07
679		Vert %	6.25	3.23	1.55
680		Index	100	52	25
681				*	*
682	Radio Formats: Rock (Monday-Sunday 24-Hour Cume)	Unwgted	4525	28	14
683		Weighted (000)	21094	140	82
684		Horz %	100.00	0.66	0.39
685		Vert %	8.96	12.35	12.95
686		Index	100	138	144
687				*	*
688	Radio Formats: Soft Adult Contemporary/Lite AC (Monday-Sunday 24-Hour Cume)	Unwgted	1435	8	4
689		Weighted (000)	6482	63	22
690		Horz %	100.00	0.97	0.34
691		Vert %	2.75	5.56	3.52
692		Index	100	202	128
693				*	*
694	Radio Formats: Spanish AC (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	Unwgted	647	2	1
695		Weighted (000)	4521	17	14
696		Horz %	100.00	0.37	0.30
697		Vert %	1.92	1.49	2.17
698		Index	100	77	113
699				*	*
700	Radio Formats: Tropical (subset of Hispanic) (Monday-Sunday 24-Hour Cume)	Unwgted	256	0	0
701		Weighted (000)	1865	0	0
702		Horz %	100.00	0.00	0.00
703		Vert %	0.79	0.00	0.00
704		Index	100	0	0

RAB / GfK MRI AUTO PROFILE: SUZUKI (AUTOS / TRUCKS)

	A	B	C	D	E
			U.S. Adults 18+	Own/Lease Any Suzuki (Auto/Truck)	Most Recent Vehicle Purchased/Leased Is Any Suzuki (Auto/Truck)
1					
2					
705				*	*
706	Radio Formats: Urban (All Genres) (Monday-Sunday 24-Hour Cume)	Unwgted	5239	17	9
707		Weighted (000)	26969	98	58
708		Horz %	100.00	0.36	0.22
709		Vert %	11.46	8.65	9.25
710		Index	100	75	81
711				*	*
712	Radio Formats: Urban AC (Subset of Urban) (Monday-Sunday 24-Hour Cume)	Unwgted	2138	4	2
713		Weighted (000)	9416	17	7
714		Horz %	100.00	0.18	0.07
715		Vert %	4.00	1.53	1.05
716		Index	100	38	26
717				*	*
718	Radio Formats: Urban Contemporary (subset of Urban) (Monday-Sunday 24-Hour Cume)	Unwgted	2057	8	3
719		Weighted (000)	12213	29	9
720		Horz %	100.00	0.24	0.07
721		Vert %	5.19	2.55	1.38
722		Index	100	49	27
723				*	*
724	Radio Formats: Variety/Other (Monday-Sunday 24-Hour Cume)	Unwgted	1326	8	3
725		Weighted (000)	6333	34	12
726		Horz %	100.00	0.53	0.19
727		Vert %	2.69	2.99	1.96
728		Index	100	111	73
729					
730	Radio Daypart Cumes - Total Week Monday-Sunday 24-Hours	Unwgted	40670	171	93
731		Weighted (000)	193881	907	503
732		Horz %	100.00	0.47	0.26
733		Vert %	82.36	80.04	79.80
734		Index	100	97	97
735					
736	Radio Daypart Cumes: Weekday 6:00 am - 10:00 am	Unwgted	25324	105	55
737		Weighted (000)	116206	531	304
738		Horz %	100.00	0.46	0.26
739		Vert %	49.36	46.88	48.26
740		Index	100	95	98
741					*
742	Radio Daypart Cumes: Weekday 10:00 am - 3:00 pm	Unwgted	18328	68	39
743		Weighted (000)	88155	407	266
744		Horz %	100.00	0.46	0.30
745		Vert %	37.45	35.95	42.12
746		Index	100	96	112
747					
748	Radio Daypart Cumes: Weekday 3:00 pm - 7:00 pm	Unwgted	21907	101	53
749		Weighted (000)	102923	509	264
750		Horz %	100.00	0.49	0.26
751		Vert %	43.72	44.90	41.85
752		Index	100	103	96
753				*	*
754	Radio Daypart Cumes: Weekday 7:00 pm - Midnight	Unwgted	7577	30	17
755		Weighted (000)	37242	178	106
756		Horz %	100.00	0.48	0.28
757		Vert %	15.82	15.68	16.74
758		Index	100	99	106

RAB / GfK MRI AUTO PROFILE: SUZUKI (AUTOS / TRUCKS)

	A	B	C	D	E
			U.S. Adults 18+	Own/Lease Any Suzuki (Auto/Truck)	Most Recent Vehicle Purchased/Leased Is Any Suzuki (Auto/Truck)
1					
2					
759				*	*
760		Unwgted	2398	8	6
761	Radio Daypart Cumes:	Weighted (000)	12027	33	23
762	Weekday Midnight - 6:00 am	Horz %	100.00	0.28	0.19
763		Vert %	5.11	2.92	3.62
764		Index	100	57	71
765					*
766		Unwgted	15677	55	33
767	Radio Daypart Cumes:	Weighted (000)	73417	253	168
768	Weekend 6:00 am - 10:00 am	Horz %	100.00	0.34	0.23
769		Vert %	31.19	22.33	26.69
770		Index	100	72	86
771					*
772		Unwgted	21347	78	39
773	Radio Daypart Cumes:	Weighted (000)	101409	418	232
774	Weekend 10:00 am - 3:00 pm	Horz %	100.00	0.41	0.23
775		Vert %	43.08	36.91	36.80
776		Index	100	86	85
777					*
778		Unwgted	16023	64	35
779	Radio Daypart Cumes:	Weighted (000)	78299	356	195
780	Weekend 3:00 pm - 7:00 pm	Horz %	100.00	0.46	0.25
781		Vert %	33.26	31.46	30.93
782		Index	100	95	93
783				*	*
784		Unwgted	7965	36	22
785	Radio Daypart Cumes:	Weighted (000)	40391	190	134
786	Weekend 7:00 pm - Midnight	Horz %	100.00	0.47	0.33
787		Vert %	17.16	16.79	21.22
788		Index	100	98	124
789				*	*
790		Unwgted	1942	10	5
791	Radio Daypart Cumes:	Weighted (000)	9729	51	19
792	Weekend Midnight - 6:00 am	Horz %	100.00	0.52	0.20
793		Vert %	4.13	4.48	3.05
794		Index	100	108	74
795				*	*
796		Unwgted	8267	26	21
797	Most Often Listen to Radio at Home - Typical Weekday	Weighted (000)	40715	134	111
798		Horz %	100.00	0.33	0.27
799		Vert %	17.29	11.82	17.68
800		Index	100	68	102
801					
802		Unwgted	30190	131	65
803	Most Often Listen to Radio in Vehicle - Typical Weekday	Weighted (000)	141773	709	339
804		Horz %	100.00	0.50	0.24
805		Vert %	60.22	62.57	53.74
806		Index	100	104	89
807				*	*
808		Unwgted	4528	22	12
809	Most Often Listen to Radio at Work - Typical Weekday	Weighted (000)	23641	143	95
810		Horz %	100.00	0.61	0.40
811		Vert %	10.04	12.65	15.12
812		Index	100	126	151

RAB / GfK MRI AUTO PROFILE: SUZUKI (AUTOS / TRUCKS)

	A	B	C	D	E
			U.S. Adults 18+	Own/Lease Any Suzuki (Auto/Truck)	Most Recent Vehicle Purchased/Leased Is Any Suzuki (Auto/Truck)
1					
2					
813				*	*
814	Most Often Listen to Radio in Place Other Than Home, Vehicle, Workplace - Typical Weekday	Unwgted	359	4	3
815		Weighted (000)	1946	18	13
816		Horz %	100.00	0.93	0.68
817		Vert %	0.83	1.60	2.10
818		Index	100	194	254
819				*	*
820	Most Often Listen to Radio at Home - Typical Weekend	Unwgted	10899	38	29
821		Weighted (000)	52878	225	181
822		Horz %	100.00	0.43	0.34
823		Vert %	22.46	19.88	28.65
824		Index	100	89	128
825					
826	Most Often Listen to Radio in Vehicle - Typical Weekend	Unwgted	28285	121	60
827		Weighted (000)	134449	631	311
828		Horz %	100.00	0.47	0.23
829		Vert %	57.11	55.69	49.38
830		Index	100	98	86
831				*	*
832	Most Often Listen to Radio at Work - Typical Weekend	Unwgted	1417	5	3
833		Weighted (000)	7763	27	16
834		Horz %	100.00	0.34	0.21
835		Vert %	3.30	2.35	2.56
836		Index	100	71	78
837				*	*
838	Most Often Listen to Radio in Place Other Than Home, Vehicle, Workplace - Typical Weekend	Unwgted	469	2	2
839		Weighted (000)	2582	10	10
840		Horz %	100.00	0.37	0.37
841		Vert %	1.10	0.84	1.51
842		Index	100	77	138
843				*	*
844	Ever Listen to AM Radio (Terrestrial Radio)	Unwgted	10598	34	16
845		Weighted (000)	41469	164	82
846		Horz %	100.00	0.40	0.20
847		Vert %	17.61	14.50	13.02
848		Index	100	82	74
849					
850	Ever Listen to FM Radio (Terrestrial Radio)	Unwgted	37197	161	85
851		Weighted (000)	181809	873	461
852		Horz %	100.00	0.48	0.25
853		Vert %	77.23	77.02	73.13
854		Index	100	100	95
855					
856	Ever Listen to Any Terrestrial Radio (AM/FM)	Unwgted	40531	167	87
857		Weighted (000)	194478	915	467
858		Horz %	100.00	0.47	0.24
859		Vert %	82.61	80.72	74.15
860		Index	100	98	90
861				*	*
862	Ever Listen to Any Satellite Radio (SiriusXM)	Unwgted	6099	21	11
863		Weighted (000)	26041	91	54
864		Horz %	100.00	0.35	0.21
865		Vert %	11.06	8.06	8.53
866		Index	100	73	77

RAB / GfK MRI AUTO PROFILE: SUZUKI (AUTOS / TRUCKS)

	A	B	C	D	E
			U.S. Adults 18+	Own/Lease Any Suzuki (Auto/Truck)	Most Recent Vehicle Purchased/Leased Is Any Suzuki (Auto/Truck)
1					
2					
867				*	*
868		Unwgted	8456	30	12
869	Household Subscribes to Satellite Radio (SiriusXM)	Weighted (000)	37461	147	67
870		Horz %	100.00	0.39	0.18
871		Vert %	15.91	12.93	10.66
872		Index	100	81	67
873					*
874	Vehicle Currently Owned/Leased Has Satellite Radio	Unwgted	11088	36	12
875		Weighted (000)	51127	228	73
876		Horz %	100.00	0.45	0.14
877		Vert %	21.72	20.11	11.64
878		Index	100	93	54
879				*	*
880	Listened Online to Streamed AM/FM Broadcast Radio Stations - Past Month	Unwgted	6995	30	18
881		Weighted (000)	32288	183	95
882		Horz %	100.00	0.57	0.29
883		Vert %	13.71	16.15	15.06
884		Index	100	118	110
885					*
886	Listened to Internet-Only Radio or Other Online Music or Audio Services (e.g., Pandora, Rhapsody, Spotify, etc.) - Past Month	Unwgted	10005	56	31
887		Weighted (000)	48139	344	169
888		Horz %	100.00	0.71	0.35
889		Vert %	20.45	30.32	26.75
890		Index	100	148	131
891					*
892	Listened to Any Radio on the Internet - Past Month	Unwgted	12923	64	34
893		Weighted (000)	61548	390	179
894		Horz %	100.00	0.63	0.29
895		Vert %	26.14	34.45	28.44
896		Index	100	132	109
897				*	*
898	Visited a Radio Station, Radio Program or Radio Personality's Website - Past Month	Unwgted	3467	16	12
899		Weighted (000)	15748	91	59
900		Horz %	100.00	0.58	0.38
901		Vert %	6.69	8.00	9.42
902		Index	100	120	141
903				*	*
904	Visited Pandora.com Web Site - Past Month	Unwgted	8509	48	25
905		Weighted (000)	42896	340	172
906		Horz %	100.00	0.79	0.40
907		Vert %	18.22	30.02	27.35
908		Index	100	165	150
909					*
910	Downloaded Music from Internet - Past Month	Unwgted	10523	53	26
911		Weighted (000)	53077	334	184
912		Horz %	100.00	0.63	0.35
913		Vert %	22.55	29.48	29.14
914		Index	100	131	129
915				*	*
916	Downloaded Podcasts/Podcasting - Past Month	Unwgted	1920	6	3
917		Weighted (000)	8375	19	11
918		Horz %	100.00	0.23	0.13
919		Vert %	3.56	1.69	1.74
920		Index	100	47	49

RAB / GfK MRI AUTO PROFILE: SUZUKI (AUTOS / TRUCKS)

	A	B	C	D	E
			U.S. Adults 18+	Own/Lease Any Suzuki (Auto/Truck)	Most Recent Vehicle Purchased/Leased Is Any Suzuki (Auto/Truck)
1					
2					
921					*
922	Advertising on radio provides me with useful information about bargains. Agree strongly/somewhat	Unwgted	17255	83	47
923		Weighted (000)	84975	519	296
924		Horz %	100.00	0.61	0.35
925		Vert %	36.10	45.82	46.89
926		Index	100	127	130
927					*
928	Advertising on radio provides me with meaningful information about the product use of other consumers. Agree strongly/somewhat	Unwgted	13925	65	39
929		Weighted (000)	68695	435	260
930		Horz %	100.00	0.63	0.38
931		Vert %	29.18	38.38	41.30
932		Index	100	132	142
933					*
934	Advertising on radio provides me with useful information about new products and services. Agree strongly/somewhat	Unwgted	17309	86	49
935		Weighted (000)	83954	520	294
936		Horz %	100.00	0.62	0.35
937		Vert %	35.66	45.93	46.60
938		Index	100	129	131
939					*
940	For me, advertising on radio is amusing. Agree strongly/somewhat	Unwgted	13773	62	33
941		Weighted (000)	67980	381	213
942		Horz %	100.00	0.56	0.31
943		Vert %	28.88	33.62	33.77
944		Index	100	116	117
945				*	*
946	TV Dayparts: Total Prime time Mon-Sun	Unwgted	1503	6	3
947		Weighted (000)	105059	497	300
948		Horz %	100.00	0.47	0.29
949		Vert %	44.63	43.89	47.52
950		Index	100	98	106
951				*	*
952	TV Dayparts: Prime Time Weekdays: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)	Unwgted	5416	23	13
953		Weighted (000)	108333	523	319
954		Horz %	100.00	0.48	0.29
955		Vert %	46.02	46.19	50.64
956		Index	100	100	110
957				*	*
958	TV Dayparts: Prime Time Saturday: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)	Unwgted	4621	19	10
959		Weighted (000)	94617	440	249
960		Horz %	100.00	0.46	0.26
961		Vert %	40.19	38.80	39.44
962		Index	100	97	98
963				*	*
964	TV Dayparts: Prime Time Sunday: 7:00-11:00 pm (Eastern/Pacific), 6:00-10:00 pm (Central/Mountain)	Unwgted	4026	16	9
965		Weighted (000)	100612	443	264
966		Horz %	100.00	0.44	0.26
967		Vert %	42.74	39.10	41.85
968		Index	100	91	98
969				*	*
970	TV Dayparts: Weekdays: 9:00 am-4:00 pm (Eastern/Pacific) 9:00 am - 3:00 pm (Central/Mountain)	Unwgted	1289	5	3
971		Weighted (000)	33814	164	82
972		Horz %	100.00	0.48	0.24
973		Vert %	14.36	14.47	12.99
974		Index	100	101	90

RAB / GfK MRI AUTO PROFILE: SUZUKI (AUTOS / TRUCKS)

	A	B	C	D	E
			U.S. Adults 18+	Own/Lease Any Suzuki (Auto/Truck)	Most Recent Vehicle Purchased/Leased Is Any Suzuki (Auto/Truck)
1					
2					
975				*	*
976	TV Dayparts: Weekdays: 4:00	Unwgted	3629	15	8
977	pm-7:30 pm (Eastern/Pacific)	Weighted (000)	64215	311	183
978	3:00 pm-6:30 pm	Horz %	100.00	0.48	0.28
979	(Central/Mountain)	Vert %	27.28	27.41	29.02
980		Index	100	100	106
981				*	*
982	TV Dayparts: Weekdays:	Unwgted	2869	15	8
983	11:30 pm-1:00 am	Weighted (000)	29694	141	87
984	(Eastern/Pacific) 10:30 pm-	Horz %	100.00	0.47	0.29
985	Midnight (Central/Mountain)	Vert %	12.61	12.41	13.84
986		Index	100	98	110
987				*	*
988		Unwgted	1104	4	2
989	TV Dayparts: Weekend	Weighted (000)	31479	151	94
990	Children's Shows: Saturday-	Horz %	100.00	0.48	0.30
991	Sunday Mornings	Vert %	13.37	13.29	14.88
992		Index	100	99	111
993				*	*
994		Unwgted	1497	6	3
995	TV Dayparts: Weekend	Weighted (000)	54078	249	153
996	Sports: Saturday-Sunday	Horz %	100.00	0.46	0.28
997	Afternoons	Vert %	22.97	21.96	24.20
998		Index	100	96	105
999				*	*
1000		Unwgted	2293	13	6
1001	Downloaded a TV Program	Weighted (000)	10878	89	37
1002	from Internet - Past Month	Horz %	100.00	0.82	0.34
1003		Vert %	4.62	7.83	5.79
1004		Index	100	170	125
1005				*	*
1006		Unwgted	7206	33	17
1007	Watched a TV Program Online	Weighted (000)	33935	190	101
1008	- Past Month	Horz %	100.00	0.56	0.30
1009		Vert %	14.41	16.73	15.98
1010		Index	100	116	111
1011				*	*
1012		Unwgted	10135	46	20
1013	Visited a TV Network or TV	Weighted (000)	47511	203	73
1014	Show's Website - Past Month	Horz %	100.00	0.43	0.15
1015		Vert %	20.18	17.95	11.63
1016		Index	100	89	58
1017				*	*
1018		Unwgted	5329	29	10
1019	Looked at TV Listings On-Line	Weighted (000)	23414	151	47
1020	- Past Month	Horz %	100.00	0.64	0.20
1021		Vert %	9.95	13.29	7.51
1022		Index	100	134	76
1023					
1024		Unwgted	25127	106	58
1025	Household Subscribes to	Weighted (000)	116148	575	282
1026	Cable TV	Horz %	100.00	0.50	0.24
1027		Vert %	49.34	50.75	44.74
1028		Index	100	103	91

RAB / GfK MRI AUTO PROFILE: SUZUKI (AUTOS / TRUCKS)

	A	B	C	D	E
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1					
2					
1029					
1030		Unwgted	20699	93	51
1031	Household Subscribes to Digital Cable TV	Weighted (000)	94273	486	257
1032		Horz %	100.00	0.52	0.27
1033		Vert %	40.04	42.92	40.71
1034		Index	100	107	102
1035					
1036		Unwgted	40149	170	92
1037	Viewed Any Cable TV (Including Pay) - Past Week	Weighted (000)	190461	896	483
1038		Horz %	100.00	0.47	0.25
1039		Vert %	80.90	79.08	76.62
1040		Index	100	98	95
1041					
1042		Unwgted	30086	120	62
1043	Heavy Cable TV Viewing (Including Pay) - Past Week	Weighted (000)	144866	663	335
1044		Horz %	100.00	0.46	0.23
1045		Vert %	61.53	58.51	53.16
1046		Index	100	95	86
1047					*
1048		Unwgted	16770	80	36
1049	Viewed Any Premium Cable Channels - Past Month	Weighted (000)	78968	438	226
1050		Horz %	100.00	0.55	0.29
1051		Vert %	33.54	38.62	35.82
1052		Index	100	115	107
1053				*	*
1054		Unwgted	6528	23	12
1055	Viewed Any Pay-Per-View Programs or Events - Past Year	Weighted (000)	31490	123	71
1056		Horz %	100.00	0.39	0.23
1057		Vert %	13.38	10.82	11.29
1058		Index	100	81	84
1059					*
1060		Unwgted	13062	59	24
1061	Viewed Any Video-On-Demand Programs or Events - Past Year	Weighted (000)	55818	306	104
1062		Horz %	100.00	0.55	0.19
1063		Vert %	23.71	26.97	16.51
1064		Index	100	114	70
1065					*
1066		Unwgted	11486	53	30
1067	Household Has a Satellite Dish	Weighted (000)	63755	325	212
1068		Horz %	100.00	0.51	0.33
1069		Vert %	27.08	28.70	33.67
1070		Index	100	106	124
1071					
1072		Unwgted	23684	103	53
1073	Household Has a Digital Video Recorder (DVR)	Weighted (000)	109473	527	284
1074		Horz %	100.00	0.48	0.26
1075		Vert %	46.50	46.50	45.02
1076		Index	100	100	97
1077				*	*
1078		Unwgted	381	0	0
1079	Household Has a TiVo Brand DVR (Stand-Alone)	Weighted (000)	1545	0	0
1080		Horz %	100.00	0.00	0.00
1081		Vert %	0.66	0.00	0.00
1082		Index	100	0	0

RAB / GfK MRI AUTO PROFILE: SUZUKI (AUTOS / TRUCKS)

	A	B	C	D	E
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1					
2					
1083					
1084		Unwgted	40932	177	94
1085	Any Internet/Online Activity - Past Month	Weighted (000)	191318	968	495
1086		Horz %	100.00	0.51	0.26
1087		Vert %	81.27	85.44	78.53
1088		Index	100	105	97
1089					
1090		Unwgted	13201	66	35
1091	Played Games Online - Past Month	Weighted (000)	68484	411	212
1092		Horz %	100.00	0.60	0.31
1093		Vert %	29.09	36.27	33.62
1094		Index	100	125	116
1095				*	*
1096		Unwgted	4423	25	15
1097	Downloaded a Video Game from Internet - Past Month	Weighted (000)	23898	145	87
1098		Horz %	100.00	0.61	0.36
1099		Vert %	10.15	12.79	13.73
1100		Index	100	126	135
1101					*
1102		Unwgted	10523	53	26
1103	Downloaded Music from Internet - Past Month	Weighted (000)	53077	334	184
1104		Horz %	100.00	0.63	0.35
1105		Vert %	22.55	29.48	29.14
1106		Index	100	131	129
1107				*	*
1108		Unwgted	1920	6	3
1109	Downloaded Podcasts/Podcasting from Internet - Past Month	Weighted (000)	8375	19	11
1110		Horz %	100.00	0.23	0.13
1111		Vert %	3.56	1.69	1.74
1112		Index	100	47	49
1113				*	*
1114		Unwgted	3467	15	9
1115	Downloaded a Movie from Internet - Past Month	Weighted (000)	16425	102	72
1116		Horz %	100.00	0.62	0.44
1117		Vert %	6.98	9.03	11.42
1118		Index	100	129	164
1119				*	*
1120		Unwgted	7357	37	19
1121	Watched a Movie Online - Past Month	Weighted (000)	36296	229	104
1122		Horz %	100.00	0.63	0.29
1123		Vert %	15.42	20.24	16.49
1124		Index	100	131	107
1125				*	*
1126		Unwgted	7088	37	17
1127	Watched Other Online Video (Not TV or Movie) - Past Month	Weighted (000)	33965	185	90
1128		Horz %	100.00	0.54	0.27
1129		Vert %	14.43	16.29	14.33
1130		Index	100	113	99
1131				*	*
1132		Unwgted	2266	8	6
1133	Visited a Chat Room Online - Past Month	Weighted (000)	11508	45	40
1134		Horz %	100.00	0.39	0.35
1135		Vert %	4.89	3.96	6.38
1136		Index	100	81	131

RAB / GfK MRI AUTO PROFILE: SUZUKI (AUTOS / TRUCKS)

	A	B	C	D	E
			U.S. Adults 18+	Own/Lease Any Suzuki (Auto/Truck)	Most Recent Vehicle Purchased/Leased Is Any Suzuki (Auto/Truck)
1					
2					
1137					
1138		Unwgted	36705	170	91
1139	Used e-Mail - Past Month	Weighted (000)	166851	929	483
1140		Horz %	100.00	0.56	0.29
1141		Vert %	70.87	82.00	76.62
1142		Index	100	116	108
1143					
1144		Unwgted	22583	107	57
1145	Used Instant Messenger/IM - Past Month	Weighted (000)	114111	580	313
1146		Horz %	100.00	0.51	0.27
1147		Vert %	48.47	51.22	49.66
1148		Index	100	106	102
1149					
1150	Visited Any Social Networking, Photo or Video-Sharing Site - Past Month	Unwgted	32789	148	78
1151		Weighted (000)	158161	809	425
1152		Horz %	100.00	0.51	0.27
1153		Vert %	67.18	71.40	67.41
1154		Index	100	106	100
1155					
1156		Unwgted	26080	117	63
1157	Visited Facebook.com - Past Month	Weighted (000)	129650	654	350
1158		Horz %	100.00	0.50	0.27
1159		Vert %	55.07	57.71	55.58
1160		Index	100	105	101
1161				*	*
1162		Unwgted	966	9	4
1163	Visited Flickr.com - Past Month	Weighted (000)	4414	62	8
1164		Horz %	100.00	1.41	0.19
1165		Vert %	1.88	5.49	1.32
1166		Index	100	293	71
1167				*	*
1168		Unwgted	422	2	1
1169	Visited Foursquare Web Site - Past Month	Weighted (000)	1951	5	2
1170		Horz %	100.00	0.27	0.12
1171		Vert %	0.83	0.46	0.38
1172		Index	100	56	46
1173				*	*
1174		Unwgted	6471	38	18
1175	Visited LinkedIn.com - Past Month	Weighted (000)	23533	163	83
1176		Horz %	100.00	0.69	0.35
1177		Vert %	10.00	14.40	13.19
1178		Index	100	144	132
1179				*	*
1180		Unwgted	487	2	1
1181	Visited MySpace.com - Past Month	Weighted (000)	2817	4	1
1182		Horz %	100.00	0.13	0.03
1183		Vert %	1.20	0.32	0.15
1184		Index	100	26	12
1185				*	*
1186		Unwgted	847	4	4
1187	Visited Photobucket.com - Past Month	Weighted (000)	4583	27	27
1188		Horz %	100.00	0.59	0.59
1189		Vert %	1.95	2.40	4.32
1190		Index	100	123	222

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			U.S. Adults 18+	Own/Lease Any Suzuki (Auto/Truck)	Most Recent Vehicle Purchased/Leased Is Any Suzuki (Auto/Truck)
1					
2					
1191				*	*
1192		Unwgted	1346	3	2
1193	Visited Picasea Web Site - Past Month	Weighted (000)	5555	4	2
1194		Horz %	100.00	0.06	0.04
1195		Vert %	2.36	0.32	0.32
1196		Index	100	13	14
1197					*
1198		Unwgted	1804	7	3
1199	Visited Shutterfly.com - Past Month	Weighted (000)	7223	37	22
1200		Horz %	100.00	0.51	0.30
1201		Vert %	3.07	3.23	3.42
1202		Index	100	105	112
1203				*	*
1204		Unwgted	1456	4	2
1205	Visited Tumblr Web Site - Past Month	Weighted (000)	7650	40	4
1206		Horz %	100.00	0.53	0.05
1207		Vert %	3.25	3.56	0.64
1208		Index	100	110	20
1209				*	*
1210		Unwgted	4999	23	15
1211	Visited Twitter.com - Past Month	Weighted (000)	25343	128	65
1212		Horz %	100.00	0.51	0.26
1213		Vert %	10.76	11.34	10.35
1214		Index	100	105	96
1215				*	*
1216		Unwgted	2312	12	4
1217	Visited Yelp Web Site - Past Month	Weighted (000)	8833	54	31
1218		Horz %	100.00	0.61	0.35
1219		Vert %	3.75	4.77	4.84
1220		Index	100	127	129
1221					
1222		Unwgted	21534	104	57
1223	Visited YouTube.com - Past Month	Weighted (000)	104305	573	322
1224		Horz %	100.00	0.55	0.31
1225		Vert %	44.31	50.61	51.14
1226		Index	100	114	115
1227				*	*
1228		Unwgted	2260	13	4
1229	Rated or Reviewed a Product or Service on Any Social Network - Past Month	Weighted (000)	10945	64	19
1230		Horz %	100.00	0.59	0.17
1231		Vert %	4.65	5.66	3.00
1232		Index	100	122	64
1233					*
1234		Unwgted	14480	64	37
1235	Posted "Like" on Social Network - Past Month	Weighted (000)	73246	413	232
1236		Horz %	100.00	0.56	0.32
1237		Vert %	31.11	36.48	36.78
1238		Index	100	117	118
1239				*	*
1240		Unwgted	6109	32	16
1241	"Followed" or Became a "Fan of" Something or Someone on Social Network - Past Month	Weighted (000)	31885	218	96
1242		Horz %	100.00	0.68	0.30
1243		Vert %	13.54	19.27	15.29
1244		Index	100	142	113

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1					
2					
1245				*	*
1246	Clicked on an Advertisement on Social Network - Past Month	Unwgted	3637	16	9
1247		Weighted (000)	17179	112	57
1248		Horz %	100.00	0.65	0.33
1249		Vert %	7.30	9.89	9.06
1250		Index	100	136	124
1251				*	*
1252	Ever Looked at an Advertisement Sent with Text Message to Cellular/Mobile/Smartphone	Unwgted	5585	26	15
1253		Weighted (000)	27885	176	104
1254		Horz %	100.00	0.63	0.37
1255		Vert %	11.84	15.52	16.53
1256		Index	100	131	140
1257				*	*
1258	Ever Redeemed a Mobile Coupon Using Cellular/Mobile/Smartphone	Unwgted	4573	17	8
1259		Weighted (000)	22668	129	71
1260		Horz %	100.00	0.57	0.31
1261		Vert %	9.63	11.41	11.19
1262		Index	100	119	116
1263				*	*
1264	Ever Scanned a QR Code or Other 'Tag' Using Cellular/Mobile/Smartphone	Unwgted	3343	11	5
1265		Weighted (000)	15919	101	62
1266		Horz %	100.00	0.63	0.39
1267		Vert %	6.76	8.91	9.84
1268		Index	100	132	146
1269				*	*
1270	Ever Searched for Information About a Product Using Cellular/Mobile/Smartphone	Unwgted	11322	71	35
1271		Weighted (000)	53512	414	208
1272		Horz %	100.00	0.77	0.39
1273		Vert %	22.73	36.50	33.01
1274		Index	100	161	145
1275				*	*
1276	Ever Visited a Social Networking Site using Cellular/Mobile/Smartphone	Unwgted	14477	71	37
1277		Weighted (000)	71447	414	211
1278		Horz %	100.00	0.58	0.30
1279		Vert %	30.35	36.55	33.50
1280		Index	100	120	110
1281				*	*
1282	Ever Signed Up for a Text Message 'Alert' Service to Cellular/Mobile/Smartphone	Unwgted	6100	28	18
1283		Weighted (000)	30132	202	128
1284		Horz %	100.00	0.67	0.42
1285		Vert %	12.80	17.81	20.24
1286		Index	100	139	158
1287				*	*
1288	Ever Received a Text Message 'Alert' on Cellular/Mobile/Smartphone	Unwgted	12133	53	32
1289		Weighted (000)	58834	332	193
1290		Horz %	100.00	0.56	0.33
1291		Vert %	24.99	29.31	30.59
1292		Index	100	117	122
1293				*	*
1294	Ever Listened to Music on Cellular/Mobile/Smartphone	Unwgted	13348	67	36
1295		Weighted (000)	66976	459	254
1296		Horz %	100.00	0.69	0.38
1297		Vert %	28.45	40.49	40.25
1298		Index	100	142	141

RAB / GfK MRI AUTO PROFILE: SUZUKI (AUTOS / TRUCKS)

	A	B	C	D	E
			U.S. Adults 18+	Own/Lease Any Suzuki (Auto/Truck)	Most Recent Vehicle Purchased/Leased Is Any Suzuki (Auto/Truck)
1					
2					
1299				*	*
1300		Unwgted	6979	30	13
1301	Ever Downloaded a Song to Cellular/Mobile/Smartphone	Weighted (000)	35766	216	118
1302		Horz %	100.00	0.60	0.33
1303		Vert %	15.19	19.09	18.74
1304		Index	100	126	123
1305					*
1306		Unwgted	16530	84	41
1307	Ever Visited a Website for News Using Cellular/Mobile/Smartphone	Weighted (000)	76470	445	205
1308		Horz %	100.00	0.58	0.27
1309		Vert %	32.48	39.29	32.51
1310		Index	100	121	100
1311				*	*
1312		Unwgted	10808	49	25
1313	Ever Visited a Website for Sports Using Cellular/Mobile/Smartphone	Weighted (000)	49175	250	146
1314		Horz %	100.00	0.51	0.30
1315		Vert %	20.89	22.09	23.13
1316		Index	100	106	111
1317					*
1318		Unwgted	18317	86	43
1319	Ever Visited a Website for Weather Using Cellular/Mobile/Smartphone	Weighted (000)	85811	445	215
1320		Horz %	100.00	0.52	0.25
1321		Vert %	36.45	39.30	34.12
1322		Index	100	108	94
1323				*	*
1324		Unwgted	6201	34	16
1325	Ever Watched a Video Clip on Cellular/Mobile/Smartphone	Weighted (000)	31168	226	107
1326		Horz %	100.00	0.73	0.34
1327		Vert %	13.24	19.97	17.01
1328		Index	100	151	128
1329				*	*
1330		Unwgted	4634	27	15
1331	Ever Watched a Downloaded or Streamed TV Program on Cellular/Mobile/Smartphone	Weighted (000)	22622	161	83
1332		Horz %	100.00	0.71	0.37
1333		Vert %	9.61	14.17	13.15
1334		Index	100	147	137
1335				*	*
1336		Unwgted	2264	9	6
1337	Ever Watched Live TV on Cellular/Mobile/Smartphone	Weighted (000)	10614	36	29
1338		Horz %	100.00	0.34	0.28
1339		Vert %	4.51	3.21	4.67
1340		Index	100	71	104
1341				*	*
1342		Unwgted	1624	8	5
1343	Ever Watched a Full-Length Movie on Cellular/Mobile/Smartphone	Weighted (000)	8402	82	31
1344		Horz %	100.00	0.97	0.37
1345		Vert %	3.57	7.22	4.97
1346		Index	100	202	139
1347				*	*
1348		Unwgted	3724	23	9
1349	Ever Watched Other Video on Cellular/Mobile/Smartphone	Weighted (000)	19061	141	53
1350		Horz %	100.00	0.74	0.28
1351		Vert %	8.10	12.48	8.42
1352		Index	100	154	104

RAB / GfK MRI AUTO PROFILE: SUZUKI (AUTOS / TRUCKS)

	A	B	C	D	E
			U.S. Adults 18+	Own/Lease Any Suzuki (Auto/Truck)	Most Recent Vehicle Purchased/Leased Is Any Suzuki (Auto/Truck)
1					
2					
1353					*
1354		Unwgted	14329	51	21
1355	Read Any Daily Newspaper (Print/Paper/Hard-Copy)	Weighted (000)	62479	218	71
1356		Horz %	100.00	0.35	0.11
1357		Vert %	26.54	19.23	11.29
1358		Index	100	72	43
1359					
1360		Unwgted	18402	59	32
1361	Read Any Sunday Newspaper (Print/Paper/Hard-Copy)	Weighted (000)	82193	291	144
1362		Horz %	100.00	0.35	0.17
1363		Vert %	34.91	25.66	22.79
1364		Index	100	74	65
1365					*
1366	Read or Looked Into Any Electronic Version of a Newspaper, Including Web Site - Past Month	Unwgted	17386	82	44
1367		Weighted (000)	78236	381	194
1368		Horz %	100.00	0.49	0.25
1369		Vert %	33.23	33.62	30.78
1370		Index	100	101	93
1371				*	*
1372		Unwgted	4856	22	14
1373	Read Classified Advertising in Weekday Newspaper	Weighted (000)	25833	127	86
1374		Horz %	100.00	0.49	0.33
1375		Vert %	10.97	11.23	13.59
1376		Index	100	102	124
1377				*	*
1378		Unwgted	5174	22	14
1379	Read Classified Advertising in Sunday/Weekend Newspaper	Weighted (000)	26886	130	86
1380		Horz %	100.00	0.48	0.32
1381		Vert %	11.42	11.44	13.57
1382		Index	100	100	119
1383				*	*
1384		Unwgted	4794	16	9
1385	Read Advertisements in Weekday Newspaper	Weighted (000)	22233	79	48
1386		Horz %	100.00	0.35	0.21
1387		Vert %	9.44	6.95	7.57
1388		Index	100	74	80
1389				*	*
1390		Unwgted	6106	21	11
1391	Read Advertisements in Sunday Newspaper	Weighted (000)	28067	92	45
1392		Horz %	100.00	0.33	0.16
1393		Vert %	11.92	8.16	7.16
1394		Index	100	68	60
1395				*	*
1396		Unwgted	6400	24	13
1397	Read Circulars/Inserts/Fliers in Weekday Newspaper	Weighted (000)	29176	106	55
1398		Horz %	100.00	0.36	0.19
1399		Vert %	12.39	9.34	8.77
1400		Index	100	75	71
1401				*	*
1402		Unwgted	9655	34	19
1403	Read Circulars/Inserts/Fliers in Sunday Newspaper	Weighted (000)	42896	167	100
1404		Horz %	100.00	0.39	0.23
1405		Vert %	18.22	14.73	15.84
1406		Index	100	81	87

RAB / GfK MRI AUTO PROFILE: SUZUKI (AUTOS / TRUCKS)

	A	B	C	D	E
			U.S. Adults 18+	Own/Lease Any Suzuki (Auto/Truck)	Most Recent Vehicle Purchased/Leased Is Any Suzuki (Auto/Truck)
1					
2					
1407				*	*
1408	Receive and/or Clip Coupons from Weekday Newspaper Inserts	Unwgted	5582	24	11
1409		Weighted (000)	25470	144	39
1410		Horz %	100.00	0.57	0.15
1411		Vert %	10.82	12.72	6.21
1412		Index	100	118	57
1413					*
1414	Receive and/or Clip Coupons from Sunday Newspaper Inserts	Unwgted	13802	65	44
1415		Weighted (000)	63608	379	221
1416		Horz %	100.00	0.60	0.35
1417		Vert %	27.02	33.44	35.12
1418		Index	100	124	130
1419				*	*
1420	Personally Referred to Paper Yellow Pages - Past Week	Unwgted	4330	16	9
1421		Weighted (000)	21166	97	57
1422		Horz %	100.00	0.46	0.27
1423		Vert %	8.99	8.56	9.05
1424		Index	100	95	101
1425				*	*
1426	Personally Referred to Internet Yellow Pages - Past Week	Unwgted	2977	12	8
1427		Weighted (000)	14885	83	57
1428		Horz %	100.00	0.56	0.38
1429		Vert %	6.32	7.33	9.03
1430		Index	100	116	143
1431				*	*
1432	Personally Referred to Paper or Internet Yellow Pages - Past Week	Unwgted	6696	25	15
1433		Weighted (000)	32947	172	108
1434		Horz %	100.00	0.52	0.33
1435		Vert %	13.99	15.17	17.11
1436		Index	100	108	122
1437				*	*
1438	Have Seen Video Ads in Grocery Stores - Past Month	Unwgted	9281	38	19
1439		Weighted (000)	45105	214	115
1440		Horz %	100.00	0.48	0.25
1441		Vert %	19.16	18.91	18.23
1442		Index	100	99	95
1443				*	*
1444	Have Seen Video Ads in Drug Stores - Past Month	Unwgted	5868	15	6
1445		Weighted (000)	29066	114	56
1446		Horz %	100.00	0.39	0.19
1447		Vert %	12.35	10.09	8.91
1448		Index	100	82	72
1449				*	*
1450	Have Seen Video Ads in Convenience Stores - Past Month	Unwgted	5602	19	10
1451		Weighted (000)	28229	105	61
1452		Horz %	100.00	0.37	0.22
1453		Vert %	11.99	9.28	9.74
1454		Index	100	77	81
1455				*	*
1456	Have Seen Video Ads in Large Discount/Department Stores - Past Month	Unwgted	6518	28	13
1457		Weighted (000)	32452	162	76
1458		Horz %	100.00	0.50	0.24
1459		Vert %	13.78	14.29	12.11
1460		Index	100	104	88

RAB / GfK MRI AUTO PROFILE: SUZUKI (AUTOS / TRUCKS)

	A	B	C	D	E
			U.S. Adults 18+	Own/Lease Any Suzuki (Auto/Truck)	Most Recent Vehicle Purchased/Leased Is Any Suzuki (Auto/Truck)
1					
2					
1461				*	*
1462	Have Seen Video Ads in Warehouse/Club Stores - Past Month	Unwgted	5160	20	7
1463		Weighted (000)	25305	160	83
1464		Horz %	100.00	0.63	0.33
1465		Vert %	10.75	14.08	13.21
1466		Index	100	131	123
1467				*	*
1468	Have Seen Video Ads in Other Stores - Past Month	Unwgted	4866	26	14
1469		Weighted (000)	24903	192	113
1470		Horz %	100.00	0.77	0.45
1471		Vert %	10.58	16.92	17.85
1472		Index	100	160	169
1473				*	*
1474	Have Seen Video Ads in Shopping Malls - Past Month	Unwgted	6845	23	10
1475		Weighted (000)	32942	146	65
1476		Horz %	100.00	0.44	0.20
1477		Vert %	13.99	12.90	10.28
1478		Index	100	92	73
1479				*	*
1480	Have Seen Video Ads in Bars/Pubs - Past Month	Unwgted	4260	15	6
1481		Weighted (000)	20450	123	46
1482		Horz %	100.00	0.60	0.22
1483		Vert %	8.69	10.90	7.29
1484		Index	100	125	84
1485				*	*
1486	Have Seen Video Ads in Fast-Food or Family Restaurants - Past Month	Unwgted	6000	19	11
1487		Weighted (000)	31013	117	44
1488		Horz %	100.00	0.38	0.14
1489		Vert %	13.17	10.30	6.95
1490		Index	100	78	53
1491				*	*
1492	Have Seen Video Ads in Coffee Shops, Cafes or Delis - Past Month	Unwgted	4383	16	8
1493		Weighted (000)	21812	95	31
1494		Horz %	100.00	0.43	0.14
1495		Vert %	9.27	8.35	4.94
1496		Index	100	90	53
1497				*	*
1498	Have Seen Video Ads in Gym/Health Clubs - Past Month	Unwgted	3873	16	9
1499		Weighted (000)	18426	112	63
1500		Horz %	100.00	0.61	0.34
1501		Vert %	7.83	9.89	9.98
1502		Index	100	126	127
1503				*	*
1504	Have Seen Video Ads in Medical Offices - Past Month	Unwgted	5591	20	12
1505		Weighted (000)	27889	109	67
1506		Horz %	100.00	0.39	0.24
1507		Vert %	11.85	9.60	10.64
1508		Index	100	81	90
1509				*	*
1510	Have Seen Video Ads in Airports - Past Month	Unwgted	4296	21	10
1511		Weighted (000)	19033	148	72
1512		Horz %	100.00	0.78	0.38
1513		Vert %	8.08	13.02	11.43
1514		Index	100	161	141

RAB / GfK MRI AUTO PROFILE: SUZUKI (AUTOS / TRUCKS)

	A	B	C	D	E
			U.S. Adults 18+	Own/Lease Any Suzuki (Auto/Truck)	Most Recent Vehicle Purchased/Leased Is Any Suzuki (Auto/Truck)
1					
2					
1515				*	*
1516		Unwgted	7988	28	12
1517	Have Seen Video Ads at Gas Stations - Past Month	Weighted (000)	36855	123	49
1518		Horz %	100.00	0.33	0.13
1519		Vert %	15.65	10.89	7.84
1520		Index	100	70	50
1521					*
1522		Unwgted	3586	15	7
1523	Have Seen Video Ads in Office Building Lobbies - Past Month	Weighted (000)	17684	108	56
1524		Horz %	100.00	0.61	0.32
1525		Vert %	7.51	9.54	8.84
1526		Index	100	127	118
1527				*	*
1528		Unwgted	3408	15	8
1529	Have Seen Video Ads in Office Building Elevators - Past Month	Weighted (000)	16272	110	62
1530		Horz %	100.00	0.67	0.38
1531		Vert %	6.91	9.67	9.80
1532		Index	100	140	142
1533				*	*
1534		Unwgted	5224	24	11
1535	Have Seen Video Ads in Movie Theater Lobbies - Past Month	Weighted (000)	25002	151	77
1536		Horz %	100.00	0.60	0.31
1537		Vert %	10.62	13.34	12.26
1538		Index	100	126	115
1539					
1540		Unwgted	24971	115	60
1541	Have Seen Any Billboards - Past Month	Weighted (000)	117686	641	329
1542		Horz %	100.00	0.54	0.28
1543		Vert %	49.99	56.55	52.25
1544		Index	100	113	105
1545					*
1546		Unwgted	11552	59	36
1547	Have Seen Any Ads on Buses/Trains - Past Month	Weighted (000)	52281	311	209
1548		Horz %	100.00	0.59	0.40
1549		Vert %	22.21	27.44	33.16
1550		Index	100	124	149
1551				*	*
1552		Unwgted	7554	32	21
1553	Have Seen Any Ads at Bus Stops or Train Stations - Past Month	Weighted (000)	34321	223	154
1554		Horz %	100.00	0.65	0.45
1555		Vert %	14.58	19.64	24.37
1556		Index	100	135	167
1557				*	*
1558		Unwgted	3526	16	8
1559	Have Seen Any Ads Inside Taxis - Past Month	Weighted (000)	16385	126	74
1560		Horz %	100.00	0.77	0.45
1561		Vert %	6.96	11.09	11.69
1562		Index	100	159	168
1563				*	*
1564		Unwgted	6443	28	12
1565	Have Seen Any Ads on Top of Taxis - Past Month	Weighted (000)	29023	223	100
1566		Horz %	100.00	0.77	0.34
1567		Vert %	12.33	19.68	15.82
1568		Index	100	160	128

RAB / GfK MRI AUTO PROFILE: SUZUKI (AUTOS / TRUCKS)

	A	B	C	D	E
			U.S. Adults 18+	Own/Lease Any Suzuki (Auto/Truck)	Most Recent Vehicle Purchased/Leased Is Any Suzuki (Auto/Truck)
1					
2					
1569				*	*
1570		Unwgted	2881	9	2
1571	Have Seen Any Ads on Phone	Weighted (000)	14313	71	30
1572	Booths - Past Month	Horz %	100.00	0.49	0.21
1573		Vert %	6.08	6.24	4.79
1574		Index	100	103	79
1575				*	*
1576		Unwgted	8112	38	20
1577	Have Seen Any Ads at Sports or Entertainment Events - Past Month	Weighted (000)	38648	209	115
1578		Horz %	100.00	0.54	0.30
1579		Vert %	16.42	18.48	18.28
1580		Index	100	113	111
1581				*	*
1582		Unwgted	6261	24	14
1583	Have Seen Any Ads on	Weighted (000)	28399	120	51
1584	Postcards - Past Month	Horz %	100.00	0.42	0.18
1585		Vert %	12.06	10.59	8.15
1586		Index	100	88	68
1587				*	*
1588		Unwgted	10498	48	25
1589	Have Seen Any Ads Sent to a Cellphone or Other Mobile Device - Past Month	Weighted (000)	50876	263	96
1590		Horz %	100.00	0.52	0.19
1591		Vert %	21.61	23.22	15.15
1592		Index	100	107	70
1593				*	*
1594		Unwgted	9087	43	21
1595	Have Seen Any Ads on Posters at Movie Theaters - Past Month	Weighted (000)	43184	231	101
1596		Horz %	100.00	0.54	0.23
1597		Vert %	18.34	20.43	16.09
1598		Index	100	111	88
1599				*	*
1600		Unwgted	11604	58	30
1601	Have Seen Any Ads Shown On-Screen Before Start of a Movie - Past Month	Weighted (000)	54758	323	147
1602		Horz %	100.00	0.59	0.27
1603		Vert %	23.26	28.51	23.35
1604		Index	100	123	100
1605				*	*
1606		Unwgted	16410	81	44
1607	Have Seen Any Ads In Stores (Not Video Ads) - Past Month	Weighted (000)	78477	400	198
1608		Horz %	100.00	0.51	0.25
1609		Vert %	33.33	35.30	31.35
1610		Index	100	106	94
1611				*	*
1612		Unwgted	12407	53	24
1613	Have Seen Any Ads in Shopping Malls (Not Video Ads) - Past Month	Weighted (000)	58238	303	109
1614		Horz %	100.00	0.52	0.19
1615		Vert %	24.74	26.73	17.22
1616		Index	100	108	70
1617				*	*
1618		Unwgted	10714	66	40
1619	Have Seen Any Infomercials - Past Month	Weighted (000)	51606	360	221
1620		Horz %	100.00	0.70	0.43
1621		Vert %	21.92	31.77	35.04
1622		Index	100	145	160

RAB / GfK MRI AUTO PROFILE: SUZUKI (AUTOS / TRUCKS)

	A	B	C	D	E
			U.S. Adults 18+	Own/Lease Any Suzuki (Auto/Truck)	Most Recent Vehicle Purchased/Leased Is Any Suzuki (Auto/Truck)
1					
2					
1623					
1624	Have Seen Any Offers or Ads Sent to Home by Mail (Direct Mail) - Past Month	Unwgted	20701	100	59
1625		Weighted (000)	96512	519	307
1626		Horz %	100.00	0.54	0.32
1627		Vert %	41.00	45.83	48.66
1628		Index	100	112	119
1629				*	*
1630	Have Seen Any Product Placement in Video Games - Past Month	Unwgted	4117	23	15
1631		Weighted (000)	21513	124	80
1632		Horz %	100.00	0.57	0.37
1633		Vert %	9.14	10.90	12.73
1634		Index	100	119	139
1635					
1636	Have Seen Any Product Placement in TV Shows - Past Month	Unwgted	19182	94	50
1637		Weighted (000)	90290	557	278
1638		Horz %	100.00	0.62	0.31
1639		Vert %	38.35	49.13	44.12
1640		Index	100	128	115
1641					*
1642	Have Seen Any Product Placement in Movies - Past Month	Unwgted	11524	58	32
1643		Weighted (000)	55345	366	179
1644		Horz %	100.00	0.66	0.32
1645		Vert %	23.51	32.26	28.33
1646		Index	100	137	121
1647					
1648	Automotive Attitudes: I want a vehicle that has both the comforts of a car and the capabilities of a truck.	Unwgted	29649	136	79
1649		Weighted (000)	146072	801	449
1650		Horz %	100.00	0.55	0.31
1651		Vert %	62.05	70.65	71.15
1652		Index	100	114	115
1653					
1654	Automotive Attitudes: I plan to buy the vehicle that best meets my needs no matter who makes it or in what country it is produced.	Unwgted	30013	137	84
1655		Weighted (000)	144321	794	468
1656		Horz %	100.00	0.55	0.32
1657		Vert %	61.30	70.03	74.25
1658		Index	100	114	121
1659					
1660	Automotive Attitudes: The vehicle a person owns says a lot about him or her.	Unwgted	25794	92	58
1661		Weighted (000)	122928	499	301
1662		Horz %	100.00	0.41	0.25
1663		Vert %	52.22	44.03	47.81
1664		Index	100	84	92
1665					*
1666	Automotive Attitudes: I often take the opportunity to discuss my knowledge of automobiles with others.	Unwgted	15140	62	41
1667		Weighted (000)	75102	331	219
1668		Horz %	100.00	0.44	0.29
1669		Vert %	31.90	29.24	34.79
1670		Index	100	92	109
1671					*
1672	Automotive Attitudes: I'm loyal to my vehicle brands and stick with them.	Unwgted	23257	71	41
1673		Weighted (000)	111197	361	213
1674		Horz %	100.00	0.32	0.19
1675		Vert %	47.23	31.89	33.84
1676		Index	100	68	72

RAB / GfK MRI AUTO PROFILE: SUZUKI (AUTOS / TRUCKS)

	A	B	C	D	E
			U.S. Adults 18+	Own/Lease Any Suzuki (Auto/Truck)	Most Recent Vehicle Purchased/Leased Is Any Suzuki (Auto/Truck)
1					
2					
1677					*
1678	Automotive Attitudes: I consider myself to be an automotive enthusiast.	Unwgted	13580	50	28
1679		Weighted (000)	66737	240	150
1680		Horz %	100.00	0.36	0.23
1681		Vert %	28.35	21.19	23.85
1682		Index	100	75	84
1683					*
1684	Automotive Attitudes: I buy vehicles that reflect my commitment to support the environment.	Unwgted	16675	63	36
1685		Weighted (000)	79394	358	191
1686		Horz %	100.00	0.45	0.24
1687		Vert %	33.72	31.61	30.28
1688		Index	100	94	90
1689					*
1690	Automotive Attitudes: I seek out vehicles with bold, innovative designs that stand apart from others on the road.	Unwgted	14457	51	31
1691		Weighted (000)	71757	262	169
1692		Horz %	100.00	0.36	0.24
1693		Vert %	30.48	23.09	26.79
1694		Index	100	76	88
1695					
1696	Automotive Attitudes: I think of vehicles as basic transportation.	Unwgted	37413	166	93
1697		Weighted (000)	180946	915	517
1698		Horz %	100.00	0.51	0.29
1699		Vert %	76.86	80.76	82.03
1700		Index	100	105	107
1701					
1702	Automotive Attitudes: I look forward to technology advances in new vehicles.	Unwgted	31411	137	78
1703		Weighted (000)	147741	734	402
1704		Horz %	100.00	0.50	0.27
1705		Vert %	62.76	64.76	63.73
1706		Index	100	103	102
1707					
1708	Automotive Attitudes: The quality of workmanship/construction of a vehicle is more important than anything else.	Unwgted	36695	139	77
1709		Weighted (000)	173459	728	381
1710		Horz %	100.00	0.42	0.22
1711		Vert %	73.68	64.27	60.48
1712		Index	100	87	82
1713					
1714	Automotive Attitudes: I enjoy learning about automobiles from others.	Unwgted	23118	106	60
1715		Weighted (000)	110624	546	320
1716		Horz %	100.00	0.49	0.29
1717		Vert %	46.99	48.16	50.81
1718		Index	100	102	108
1719					
1720	Automotive Attitudes: I research and compare as many vehicles as possible before making my final purchase decision.	Unwgted	30941	131	74
1721		Weighted (000)	146552	741	436
1722		Horz %	100.00	0.51	0.30
1723		Vert %	62.25	65.37	69.08
1724		Index	100	105	111
1725					
1726	Automotive Attitudes: When I find a vehicle that I like, I typically recommend it to people I know.	Unwgted	31225	130	74
1727		Weighted (000)	150307	754	445
1728		Horz %	100.00	0.50	0.30
1729		Vert %	63.85	66.57	70.53
1730		Index	100	104	110

RAB / GfK MRI AUTO PROFILE: SUZUKI (AUTOS / TRUCKS)

	A	B	C	D	E
			U.S. Adults 18+	Own/Lease Any Suzuki (Auto/Truck)	Most Recent Vehicle Purchased/Leased Is Any Suzuki (Auto/Truck)
1					
2					
1731					*
1732	Automotive Attitudes: My first consideration in choosing a vehicle is its exterior styling.	Unwgted	22002	80	42
1733		Weighted (000)	107044	463	233
1734		Horz %	100.00	0.43	0.22
1735		Vert %	45.47	40.82	36.95
1736		Index	100	90	81
1737					*
1738	Automotive Attitudes: I look for vehicles that offer spirited performance and powerful acceleration.	Unwgted	21661	79	43
1739		Weighted (000)	107058	448	236
1740		Horz %	100.00	0.42	0.22
1741		Vert %	45.48	39.50	37.39
1742		Index	100	87	82
1743					
1744	Automotive Attitudes: I typically look at several vehicle brands when shopping for a new vehicle.	Unwgted	33422	146	81
1745		Weighted (000)	160333	810	476
1746		Horz %	100.00	0.51	0.30
1747		Vert %	68.10	71.45	75.43
1748		Index	100	105	111
1749					
1750	Automotive Attitudes: Having a vehicle that is fun to drive is a top consideration in my purchasing decision.	Unwgted	24227	99	59
1751		Weighted (000)	117256	564	321
1752		Horz %	100.00	0.48	0.27
1753		Vert %	49.81	49.77	50.98
1754		Index	100	100	102
1755					*
1756	Automotive Attitudes: I enjoy personalizing my vehicle to reflect my individual tastes.	Unwgted	21125	80	43
1757		Weighted (000)	106396	536	276
1758		Horz %	100.00	0.50	0.26
1759		Vert %	45.19	47.28	43.77
1760		Index	100	105	97
1761					
1762	Automotive Attitudes: I often ask the advice of others when it comes to automobiles.	Unwgted	28157	125	75
1763		Weighted (000)	137574	730	430
1764		Horz %	100.00	0.53	0.31
1765		Vert %	58.44	64.43	68.26
1766		Index	100	110	117
1767					
1768	Automotive Attitudes: I prefer buying models of vehicles that I or people I know have owned and like.	Unwgted	29941	120	72
1769		Weighted (000)	144789	631	358
1770		Horz %	100.00	0.44	0.25
1771		Vert %	61.50	55.64	56.71
1772		Index	100	90	92
1773					
1774	Automotive Attitudes: I want the cheapest and easiest to maintain vehicle I can find.	Unwgted	22748	96	60
1775		Weighted (000)	114266	563	346
1776		Horz %	100.00	0.49	0.30
1777		Vert %	48.54	49.70	54.86
1778		Index	100	102	113
1779					*
1780	Automotive Attitudes: I generally purchase the most expensive model with all the luxury appointments and options.	Unwgted	9937	34	19
1781		Weighted (000)	50434	223	133
1782		Horz %	100.00	0.44	0.26
1783		Vert %	21.42	19.69	21.08
1784		Index	100	92	98

RAB / GfK MRI AUTO PROFILE: SUZUKI (AUTOS / TRUCKS)

	A	B	C	D	E
			U.S. Adults 18+	Own/Lease Any Suzuki (Auto/Truck)	Most Recent Vehicle Purchased/Leased Is Any Suzuki (Auto/Truck)
1					
2					
1785				*	*
1786	Automotive Attitudes: People often ask my advice when it comes to automobiles.	Unwgted	13702	48	25
1787		Weighted (000)	67997	300	186
1788		Horz %	100.00	0.44	0.27
1789		Vert %	28.88	26.48	29.48
1790		Index	100	92	102
1791					
1792	Automotive Attitudes: Having a versatile vehicle to accommodate my busy lifestyle is important to me.	Unwgted	32504	142	74
1793		Weighted (000)	155576	755	384
1794		Horz %	100.00	0.49	0.25
1795		Vert %	66.08	66.59	60.87
1796	Index	100	101	92	
1797					
1798	Automotive Attitudes: Rebates and incentives strongly influence my new vehicle purchase decisions.	Unwgted	26170	102	64
1799		Weighted (000)	124941	569	364
1800		Horz %	100.00	0.46	0.29
1801		Vert %	53.07	50.23	57.70
1802	Index	100	95	109	
1803					
1804	Automotive Attitudes: I consider safety first when shopping for a new vehicle.	Unwgted	36400	141	87
1805		Weighted (000)	174864	830	507
1806		Horz %	100.00	0.47	0.29
1807		Vert %	74.28	73.22	80.46
1808	Index	100	99	108	
1809					
1810	Automotive Attitudes: I always follow the advice of my mechanic.	Unwgted	30498	133	77
1811		Weighted (000)	148171	687	415
1812		Horz %	100.00	0.46	0.28
1813		Vert %	62.94	60.63	65.76
1814	Index	100	96	104	
1815					
1816	Automotive Attitudes: I always maintain my vehicle as recommended by the manufacturer's manual.	Unwgted	37607	157	93
1817		Weighted (000)	179339	889	520
1818		Horz %	100.00	0.50	0.29
1819		Vert %	76.18	78.44	82.47
1820	Index	100	103	108	
1821					
1822	Automotive Attitude Segments - Interest/Expertise: Apathetic about Autos	Unwgted	32286	144	79
1823		Weighted (000)	153623	784	415
1824		Horz %	100.00	0.51	0.27
1825		Vert %	65.25	69.17	65.81
1826	Index	100	106	101	
1827					*
1828	Automotive Attitude Segments - Interest/Expertise: Pumped Up about Cars	Unwgted	16595	61	34
1829		Weighted (000)	81798	349	216
1830		Horz %	100.00	0.43	0.26
1831		Vert %	34.75	30.83	34.19
1832	Index	100	89	98	
1833					*
1834	Automotive Attitude Segments - Ideal Car: Car = Basic and Functional	Unwgted	11463	58	33
1835		Weighted (000)	55228	318	194
1836		Horz %	100.00	0.58	0.35
1837		Vert %	23.46	28.08	30.84
1838	Index	100	120	131	

	A	B	C	D	E
			U.S. Adults 18+	Own/Lease Any Suzuki (Auto/Truck)	Most Recent Vehicle Purchased/Leased Is Any Suzuki (Auto/Truck)
1					
2					
1839				*	*
1840	Automotive Attitude Segments - Ideal Car: Car =Transportation only	Unwgted	9030	41	25
1841		Weighted (000)	43170	208	126
1842		Horz %	100.00	0.48	0.29
1843		Vert %	18.34	18.36	19.94
1844		Index	100	100	109
1845				*	*
1846	Automotive Attitude Segments - Ideal Car: Car = Luxury and Style	Unwgted	9030	36	17
1847		Weighted (000)	43737	232	98
1848		Horz %	100.00	0.53	0.22
1849		Vert %	18.58	20.49	15.53
1850		Index	100	110	84
1851				*	*
1852	Automotive Attitude Segments - Ideal Car: Car = Green and Suitable	Unwgted	7808	35	16
1853		Weighted (000)	36298	151	55
1854		Horz %	100.00	0.42	0.15
1855		Vert %	15.42	13.34	8.72
1856		Index	100	86	57
1857				*	*
1858	Automotive Attitude Segments - Ideal Car: Car = Green and Trendy	Unwgted	11550	35	22
1859		Weighted (000)	56988	223	157
1860		Horz %	100.00	0.39	0.28
1861		Vert %	24.21	19.72	24.98
1862		Index	100	81	103
1863					
1864					