

		Adults 18+	Own/Lease Toyota Highlander	Own/Lease Toyota Sequoia	Own/Lease Toyota Sienna
Adults 18+	Unwgt'd	48646	566	113	632
	Weighted (000)	244084	2751	663	3043
	Horz %	100.00	1.13	0.27	1.25
	Vert %	100.00	100.00	100.00	100.00
	Index	100	100	100	100
Male	Unwgt'd	24620	273	67	324
	Weighted (000)	117785	1228	390	1377
	Horz %	100.00	1.04	0.33	1.17
	Vert %	48.26	44.62	58.88	45.26
	Index	100	92	122	94
Female	Unwgt'd	24026	293	46	308
	Weighted (000)	126299	1524	272	1666
	Horz %	100.00	1.21	0.22	1.32
	Vert %	51.74	55.38	41.12	54.74
	Index	100	107	79	106
Age 18-24	Unwgt'd	3885	30	6	36
	Weighted (000)	30253	241	66	298
	Horz %	100.00	0.80	0.22	0.98
	Vert %	12.39	8.75	9.88	9.78
	Index	100	71	80	79
Age 25-34	Unwgt'd	8183	69	10	93
	Weighted (000)	43389	400	64	451
	Horz %	100.00	0.92	0.15	1.04
	Vert %	17.78	14.56	9.60	14.82
	Index	100	82	54	83
Age 35-44	Unwgt'd	8605	124	26	187
	Weighted (000)	40230	559	131	848
	Horz %	100.00	1.39	0.33	2.11
	Vert %	16.48	20.31	19.79	27.86
	Index	100	123	120	169
Age 45-54	Unwgt'd	8861	131	33	159
	Weighted (000)	43105	582	163	654
	Horz %	100.00	1.35	0.38	1.52
	Vert %	17.66	21.15	24.60	21.48
	Index	100	120	139	122
Age 55-64	Unwgt'd	8498	109	33	83
	Weighted (000)	40725	521	200	427
	Horz %	100.00	1.28	0.49	1.05
	Vert %	16.68	18.94	30.15	14.04
	Index	100	114	181	84

		Adults 18+	Own/Lease Toyota Highlander	Own/Lease Toyota Sequoia	Own/Lease Toyota Sienna
Age 65+				*	
	Unwgt'd	10614	103	5	74
	Weighted (000)	46383	448	40	365
	Horz %	100.00	0.97	0.09	0.79
	Vert %	19.00	16.29	5.97	12.01
Index	100	86	31	63	
Age 21+					
	Unwgt'd	47284	557	108	609
	Weighted (000)	232046	2676	600	2873
	Horz %	100.00	1.15	0.26	1.24
	Vert %	95.07	97.27	90.52	94.43
Index	100	102	95	99	
Age 18-34				*	
	Unwgt'd	12068	99	16	129
	Weighted (000)	73642	641	129	749
	Horz %	100.00	0.87	0.18	1.02
	Vert %	30.17	23.31	19.49	24.60
Index	100	77	65	82	
Age 18-49					
	Unwgt'd	24996	289	64	409
	Weighted (000)	134658	1489	371	1994
	Horz %	100.00	1.11	0.28	1.48
	Vert %	55.17	54.13	55.96	65.53
Index	100	98	101	119	
Age 25-54					
	Unwgt'd	25649	324	69	439
	Weighted (000)	126724	1541	358	1952
	Horz %	100.00	1.22	0.28	1.54
	Vert %	51.92	56.02	53.99	64.16
Index	100	108	104	124	
Age 35-64					
	Unwgt'd	25964	364	92	429
	Weighted (000)	124059	1662	494	1929
	Horz %	100.00	1.34	0.40	1.55
	Vert %	50.83	60.40	74.54	63.39
Index	100	119	147	125	
Age 50+				*	
	Unwgt'd	23650	277	49	223
	Weighted (000)	109426	1262	292	1049
	Horz %	100.00	1.15	0.27	0.96
	Vert %	44.83	45.87	44.04	34.47
Index	100	102	98	77	
Median Age					
	Unwgt'd				
	Weighted (000)	47.00	48.00	48.20	44.30
	Horz %				
	Vert %				
Index	100	102	103	94	
Race: White Only					
	Unwgt'd	34564	462	79	440
	Weighted (000)	179823	2335	517	2320
	Horz %	100.00	1.30	0.29	1.29
	Vert %	73.67	84.87	78.07	76.25
Index	100	115	106	103	

		Adults 18+	Own/Lease Toyota Highlander	Own/Lease Toyota Sequoia	Own/Lease Toyota Sienna
Race: Black/African-American Only			*	*	*
	Unwgt'd	5909	21	11	32
	Weighted (000)	29535	52	44	126
	Horz %	100.00	0.18	0.15	0.43
	Vert %	12.10	1.90	6.67	4.16
	Index	100	16	55	34
Race: Asian			*	*	
	Unwgt'd	2388	35	6	88
	Weighted (000)	8358	146	17	290
	Horz %	100.00	1.75	0.20	3.47
	Vert %	3.42	5.32	2.50	9.52
	Index	100	155	73	278
Race: Other Race/Multi-Racial				*	
	Unwgt'd	8173	83	23	160
	Weighted (000)	34726	364	101	596
	Horz %	100.00	1.05	0.29	1.72
	Vert %	14.23	13.23	15.26	19.60
	Index	100	93	107	138
Hispanic, Latino, Spanish Origin or Descent				*	
	Unwgt'd	6851	69	20	97
	Weighted (000)	37743	386	106	664
	Horz %	100.00	1.02	0.28	1.76
	Vert %	15.46	14.03	15.94	21.82
	Index	100	91	103	141
Hispanic, Personally Speak Only English at Home			*	*	*
	Unwgt'd	1739	20	6	24
	Weighted (000)	6214	61	18	78
	Horz %	100.00	0.99	0.28	1.25
	Vert %	2.55	2.23	2.65	2.56
	Index	100	87	104	101
Hispanic, Personally Speak Mostly English, But Some Spanish at Home			*	*	*
	Unwgt'd	2047	28	7	31
	Weighted (000)	9439	122	21	157
	Horz %	100.00	1.29	0.22	1.66
	Vert %	3.87	4.43	3.19	5.16
	Index	100	114	82	134
Hispanic, Personally Speak Only Spanish at Home			*	*	*
	Unwgt'd	1280	6	5	11
	Weighted (000)	10474	51	33	181
	Horz %	100.00	0.49	0.32	1.73
	Vert %	4.29	1.85	5.01	5.95
	Index	100	43	117	139
Hispanic, Personally Speak Mostly Spanish, But Some English at Home			*	*	*
	Unwgt'd	1668	13	1	31
	Weighted (000)	9512	104	5	248
	Horz %	100.00	1.09	0.05	2.61
	Vert %	3.90	3.77	0.78	8.14
	Index	100	97	20	209
Hispanic, Personally Speak Spanish and English Equally at Home			*	*	*
	Unwgt'd	99	2	1	0
	Weighted (000)	1751	48	29	0
	Horz %	100.00	2.76	1.63	0.00
	Vert %	0.72	1.76	4.32	0.00
	Index	100	245	601	0

		Adults 18+	Own/Lease Toyota Highlander	Own/Lease Toyota Sequoia	Own/Lease Toyota Sienna
				*	
Highest Level Education Completed/Highest Degree Received: Master's, Professional School or Doctorate Degree	Unwgt'd	6825	116	14	146
	Weighted (000)	26213	515	90	551
	Horz %	100.00	1.96	0.34	2.10
	Vert %	10.74	18.71	13.58	18.12
	Index	100	174	126	169
				*	
Highest Level Education Completed/Highest Degree Received: Bachelor's Degree	Unwgt'd	10965	201	40	191
	Weighted (000)	46746	926	180	760
	Horz %	100.00	1.98	0.38	1.63
	Vert %	19.15	33.67	27.11	24.99
	Index	100	176	142	131
			*	*	*
Highest Level Education Completed/Highest Degree Received: Associate Degree, Academic	Unwgt'd	2649	25	11	37
	Weighted (000)	11210	89	69	152
	Horz %	100.00	0.79	0.61	1.36
	Vert %	4.59	3.24	10.35	5.01
	Index	100	70	225	109
			*	*	*
Highest Level Education Completed/Highest Degree Received: Associate Degree, Occupational/Vocational	Unwgt'd	3407	39	12	32
	Weighted (000)	13775	157	26	127
	Horz %	100.00	1.14	0.19	0.92
	Vert %	5.64	5.72	3.97	4.16
	Index	100	101	70	74
			*		
Highest Level Education Completed/Highest Degree Received: Some College, but No Degree	Unwgt'd	10089	104	18	100
	Weighted (000)	44682	460	113	498
	Horz %	100.00	1.03	0.25	1.11
	Vert %	18.31	16.74	17.09	16.37
	Index	100	91	93	89
			*		
Respondent - Highest Level Education Completed/Highest Degree Received: High school graduate (High School Diploma or Equivalent, such as GED)	Unwgt'd	10356	66	14	99
	Weighted (000)	71816	463	168	747
	Horz %	100.00	0.64	0.23	1.04
	Vert %	29.42	16.83	25.36	24.56
	Index	100	57	86	83
			*	*	*
Respondent - Highest Level Education Completed/Highest Degree Received: 11th Grade or Less or 12th Grade, No Diploma	Unwgt'd	4355	15	4	27
	Weighted (000)	29641	140	17	206
	Horz %	100.00	0.47	0.06	0.70
	Vert %	12.14	5.10	2.54	6.78
	Index	100	42	21	56
			*	*	*
Currently Attending College or University	Unwgt'd	3403	35	9	36
	Weighted (000)	19372	211	79	223
	Horz %	100.00	1.09	0.41	1.15
	Vert %	7.94	7.65	11.87	7.32
	Index	100	96	150	92
			*		
Employed Full Time	Unwgt'd	25438	329	75	371
	Weighted (000)	119890	1543	447	1560
	Horz %	100.00	1.29	0.37	1.30
	Vert %	49.12	56.09	67.51	51.27
	Index	100	114	137	104

		Adults 18+	Own/Lease Toyota Highlander	Own/Lease Toyota Sequoia	Own/Lease Toyota Sienna
Employed Part Time				*	
	Unwgt'd	5730	72	11	95
	Weighted (000)	28854	341	40	568
	Horz %	100.00	1.18	0.14	1.97
	Vert %	11.82	12.38	6.11	18.68
	Index	100	105	52	158
Not Employed				*	
	Unwgt'd	17478	165	27	166
	Weighted (000)	95339	868	175	914
	Horz %	100.00	0.91	0.18	0.96
	Vert %	39.06	31.53	26.38	30.05
	Index	100	81	68	77
Temporarily Unemployed			*	*	*
	Unwgt'd	1886	10	1	16
	Weighted (000)	12314	59	12	73
	Horz %	100.00	0.48	0.10	0.59
	Vert %	5.05	2.14	1.87	2.41
	Index	100	43	37	48
Retired from Employment			*	*	*
	Unwgt'd	10143	94	9	72
	Weighted (000)	46820	446	60	347
	Horz %	100.00	0.95	0.13	0.74
	Vert %	19.18	16.20	9.01	11.39
	Index	100	84	47	59
Not Employed, Principal Shopper for Household			*	*	*
	Unwgt'd	2543	46	11	58
	Weighted (000)	16573	267	54	339
	Horz %	100.00	1.61	0.33	2.04
	Vert %	6.79	9.71	8.13	11.13
	Index	100	143	120	164
Occupation: Professional and Related Occupations				*	
	Unwgt'd	7405	119	22	154
	Weighted (000)	34142	564	104	634
	Horz %	100.00	1.65	0.30	1.86
	Vert %	13.99	20.49	15.62	20.83
	Index	100	146	112	149
Occupation: Management, Business and Financial Operations				*	
	Unwgt'd	6595	112	23	113
	Weighted (000)	24720	452	122	378
	Horz %	100.00	1.83	0.49	1.53
	Vert %	10.13	16.43	18.35	12.44
	Index	100	162	181	123
Occupation: Sales and Office Occupations				*	
	Unwgt'd	5959	81	16	75
	Weighted (000)	32636	392	82	470
	Horz %	100.00	1.20	0.25	1.44
	Vert %	13.37	14.24	12.36	15.46
	Index	100	107	92	116
Occupation: Natural Resources, Construction and Maintenance Occupations			*	*	*
	Unwgt'd	2756	28	8	43
	Weighted (000)	13728	152	79	220
	Horz %	100.00	1.11	0.58	1.60
	Vert %	5.62	5.52	11.94	7.24
	Index	100	98	212	129

		Adults 18+	Own/Lease Toyota Highlander	Own/Lease Toyota Sequoia	Own/Lease Toyota Sienna
Occupation: Other Employed				*	
	Unwgt'd	8453	61	17	81
	Weighted (000)	43519	324	102	426
	Horz %	100.00	0.74	0.23	0.98
	Vert %	17.83	11.78	15.34	13.99
	Index	100	66	86	78
Household Income: \$250,000+			*	*	*
	Unwgt'd	1966	42	13	46
	Weighted (000)	7800	122	109	184
	Horz %	100.00	1.56	1.40	2.36
	Vert %	3.20	4.42	16.46	6.06
	Index	100	138	515	190
Household Income: \$200,000-\$249,999			*	*	*
	Unwgt'd	1583	49	5	38
	Weighted (000)	7178	198	24	167
	Horz %	100.00	2.76	0.33	2.32
	Vert %	2.94	7.20	3.61	5.48
	Index	100	245	123	186
Household Income: \$150,000-\$199,999				*	
	Unwgt'd	3725	97	18	78
	Weighted (000)	18847	479	92	294
	Horz %	100.00	2.54	0.49	1.56
	Vert %	7.72	17.40	13.95	9.65
	Index	100	225	181	125
Household Income: \$100,000-\$149,999				*	
	Unwgt'd	7038	141	29	158
	Weighted (000)	39997	784	155	780
	Horz %	100.00	1.96	0.39	1.95
	Vert %	16.39	28.51	23.43	25.62
	Index	100	174	143	156
Household Income: \$75,000-\$99,999				*	
	Unwgt'd	6168	77	16	85
	Weighted (000)	32585	409	84	396
	Horz %	100.00	1.26	0.26	1.22
	Vert %	13.35	14.88	12.60	13.02
	Index	100	111	94	97
Household Income: \$60,000-\$74,999				*	
	Unwgt'd	4945	50	10	73
	Weighted (000)	24958	268	56	352
	Horz %	100.00	1.07	0.23	1.41
	Vert %	10.23	9.73	8.50	11.56
	Index	100	95	83	113
Household Income: \$50,000-\$59,999			*	*	*
	Unwgt'd	3824	46	6	49
	Weighted (000)	18483	216	15	253
	Horz %	100.00	1.17	0.08	1.37
	Vert %	7.57	7.85	2.22	8.30
	Index	100	104	29	110
Household Income: \$40,000-\$49,999			*	*	*
	Unwgt'd	4928	28	8	30
	Weighted (000)	20001	122	64	107
	Horz %	100.00	0.61	0.32	0.53
	Vert %	8.19	4.45	9.67	3.51
	Index	100	54	118	43

		Adults 18+	Own/Lease Toyota Highlander	Own/Lease Toyota Sequoia	Own/Lease Toyota Sienna
Household Income: \$30,000-\$39,999			*	*	*
	Unwgt'd	4676	14	4	25
	Weighted (000)	21673	51	31	152
	Horz %	100.00	0.24	0.14	0.70
	Vert %	8.88	1.86	4.70	5.01
	Index	100	21	53	56
Household Income: \$20,000-\$29,999			*	*	*
	Unwgt'd	4378	18	3	25
	Weighted (000)	21286	87	23	161
	Horz %	100.00	0.41	0.11	0.76
	Vert %	8.72	3.14	3.40	5.30
	Index	100	36	39	61
Household Income: Under \$20,000			*	*	*
	Unwgt'd	5415	4	1	25
	Weighted (000)	31275	16	10	198
	Horz %	100.00	0.05	0.03	0.63
	Vert %	12.81	0.56	1.45	6.50
	Index	100	4	11	51
Median Household Income	Unwgt'd				
	Weighted (000)	65.60	113.20	115.90	93.90
	Horz %				
	Vert %				
	Index	100	173	177	143
Marital Status: Single, Never Married				*	*
	Unwgt'd	12107	79	12	79
	Weighted (000)	69105	439	104	511
	Horz %	100.00	0.63	0.15	0.74
	Vert %	28.31	15.95	15.66	16.79
	Index	100	56	55	59
Marital Status: Currently Married	Unwgt'd	24506	418	94	499
	Weighted (000)	129071	2074	533	2328
	Horz %	100.00	1.61	0.41	1.80
	Vert %	52.88	75.37	80.40	76.51
	Index	100	143	152	145
Marital Status: Divorced or Legally Separated				*	*
	Unwgt'd	8229	54	5	44
	Weighted (000)	31030	165	11	168
	Horz %	100.00	0.53	0.04	0.54
	Vert %	12.71	5.99	1.66	5.53
	Index	100	47	13	44
Marital Status: Widowed			*	*	*
	Unwgt'd	3804	15	2	10
	Weighted (000)	14879	74	15	35
	Horz %	100.00	0.50	0.10	0.24
	Vert %	6.10	2.69	2.28	1.16
	Index	100	44	37	19
Marital Status: Engaged to Be Married			*	*	*
	Unwgt'd	2120	12	0	14
	Weighted (000)	11812	29	0	58
	Horz %	100.00	0.25	0.00	0.49
	Vert %	4.84	1.06	0.00	1.91
	Index	100	22	0	39

		Adults 18+	Own/Lease Toyota Highlander	Own/Lease Toyota Sequoia	Own/Lease Toyota Sienna
Marital Status: Living with Partner/Fiancé/Boyfriend or Girlfriend (Same or Opposite Sex)			*	*	*
	Unwgt'd	3596	23	4	32
	Weighted (000)	21557	121	14	165
	Horz %	100.00	0.56	0.07	0.77
	Vert %	8.83	4.41	2.14	5.43
	Index	100	50	24	61
Any Child(ren) Under Age 18 Living at Home					
	Unwgt'd	18201	292	74	454
	Weighted (000)	94932	1458	380	2062
	Horz %	100.00	1.54	0.40	2.17
	Vert %	38.89	53.00	57.32	67.76
	Index	100	136	147	174
1 Child Under Age 18 Currently Living at Home				*	
	Unwgt'd	7127	90	24	96
	Weighted (000)	38013	453	165	491
	Horz %	100.00	1.19	0.43	1.29
	Vert %	15.57	16.45	24.94	16.14
	Index	100	106	160	104
2 Children Under Age 18 Currently Living at Home				*	
	Unwgt'd	6935	142	29	184
	Weighted (000)	34366	665	106	685
	Horz %	100.00	1.93	0.31	1.99
	Vert %	14.08	24.17	16.02	22.52
	Index	100	172	114	160
3 Children Under Age 18 Currently Living at Home			*	*	
	Unwgt'd	2804	44	12	111
	Weighted (000)	14813	208	63	514
	Horz %	100.00	1.40	0.43	3.47
	Vert %	6.07	7.54	9.57	16.89
	Index	100	124	158	278
4 Children Under Age 18 Currently Living at Home			*	*	*
	Unwgt'd	872	12	5	46
	Weighted (000)	4873	75	25	263
	Horz %	100.00	1.53	0.52	5.39
	Vert %	2.00	2.72	3.80	8.63
	Index	100	136	190	432
5 or More Children Under Age 18 Currently Living at Home			*	*	*
	Unwgt'd	463	4	4	17
	Weighted (000)	2867	58	20	109
	Horz %	100.00	2.03	0.69	3.81
	Vert %	1.17	2.12	2.99	3.59
	Index	100	181	255	305
Own Home/Residence					
	Unwgt'd	32775	475	98	515
	Weighted (000)	160976	2249	550	2429
	Horz %	100.00	1.40	0.34	1.51
	Vert %	65.95	81.75	82.93	79.84
	Index	100	124	126	121
Rent Home/Residence				*	
	Unwgt'd	15306	90	15	110
	Weighted (000)	80205	499	113	573
	Horz %	100.00	0.62	0.14	0.71
	Vert %	32.86	18.15	17.07	18.82
	Index	100	55	52	57

		Adults 18+	Own/Lease Toyota Highlander	Own/Lease Toyota Sequoia	Own/Lease Toyota Sienna
Live Rent-Free in Home/Residence			*	*	*
	Unwgt'd	565	1	0	7
	Weighted (000)	2903	3	0	41
	Horz %	100.00	0.10	0.00	1.40
	Vert %	1.19	0.10	0.00	1.34
	Index	100	9	0	112
Census Region: North East				*	
	Unwgt'd	11000	130	11	130
	Weighted (000)	44018	448	70	402
	Horz %	100.00	1.02	0.16	0.91
	Vert %	18.03	16.28	10.63	13.21
	Index	100	90	59	73
Census Region: South				*	
	Unwgt'd	17645	169	43	187
	Weighted (000)	92016	891	197	1031
	Horz %	100.00	0.97	0.21	1.12
	Vert %	37.70	32.40	29.75	33.90
	Index	100	86	79	90
Census Region: Midwest				*	
	Unwgt'd	9880	103	15	133
	Weighted (000)	52062	524	69	706
	Horz %	100.00	1.01	0.13	1.36
	Vert %	21.33	19.04	10.41	23.22
	Index	100	89	49	109
Census Region: West				*	
	Unwgt'd	10121	164	44	182
	Weighted (000)	55988	888	326	903
	Horz %	100.00	1.59	0.58	1.61
	Vert %	22.94	32.28	49.22	29.67
	Index	100	141	215	129
Census Sub-Region: New England			*	*	*
	Unwgt'd	2748	40	3	47
	Weighted (000)	11567	140	38	162
	Horz %	100.00	1.21	0.33	1.40
	Vert %	4.74	5.10	5.72	5.32
	Index	100	108	121	112
Census Sub-Region: Mid Atlantic				*	
	Unwgt'd	8252	90	8	83
	Weighted (000)	32451	308	33	240
	Horz %	100.00	0.95	0.10	0.74
	Vert %	13.30	11.18	4.91	7.89
	Index	100	84	37	59
Census Sub-Region: South Atlantic				*	
	Unwgt'd	9812	83	28	125
	Weighted (000)	48740	381	110	610
	Horz %	100.00	0.78	0.23	1.25
	Vert %	19.97	13.85	16.65	20.05
	Index	100	69	83	100
Census Sub-Region: East South Central			*	*	*
	Unwgt'd	1890	17	4	18
	Weighted (000)	14067	129	37	166
	Horz %	100.00	0.92	0.26	1.18
	Vert %	5.76	4.69	5.62	5.44
	Index	100	81	97	94

		Adults 18+	Own/Lease Toyota Highlander	Own/Lease Toyota Sequoia	Own/Lease Toyota Sienna
Census Sub-Region: West South Central				*	*
	Unwgt'd	5943	69	11	44
	Weighted (000)	29209	381	50	256
	Horz %	100.00	1.31	0.17	0.87
	Vert %	11.97	13.86	7.48	8.40
Index	100	116	63	70	
Census Sub-Region: East North Central				*	
	Unwgt'd	7303	75	8	108
	Weighted (000)	36089	336	27	491
	Horz %	100.00	0.93	0.08	1.36
	Vert %	14.79	12.20	4.11	16.15
Index	100	83	28	109	
Census Sub-Region: West North Central				*	*
	Unwgt'd	2577	28	7	25
	Weighted (000)	15973	188	42	215
	Horz %	100.00	1.18	0.26	1.35
	Vert %	6.54	6.84	6.29	7.07
Index	100	105	96	108	
Census Sub-Region: Mountain				*	*
	Unwgt'd	2752	52	12	40
	Weighted (000)	18482	373	113	271
	Horz %	100.00	2.02	0.61	1.46
	Vert %	7.57	13.55	17.07	8.90
Index	100	179	225	117	
Census Sub-Region: Pacific				*	
	Unwgt'd	7369	112	32	142
	Weighted (000)	37506	515	213	632
	Horz %	100.00	1.37	0.57	1.69
	Vert %	15.37	18.73	32.15	20.78
Index	100	122	209	135	
County Size: A					
	Unwgt'd	26326	327	61	398
	Weighted (000)	102649	1233	279	1538
	Horz %	100.00	1.20	0.27	1.50
	Vert %	42.05	44.83	42.17	50.55
Index	100	107	100	120	
County Size: B				*	
	Unwgt'd	11709	148	30	136
	Weighted (000)	72000	954	179	822
	Horz %	100.00	1.32	0.25	1.14
	Vert %	29.50	34.66	27.05	27.03
Index	100	117	92	92	
County Size: C/D				*	
	Unwgt'd	10611	91	22	98
	Weighted (000)	69435	564	204	682
	Horz %	100.00	0.81	0.29	0.98
	Vert %	28.45	20.51	30.78	22.43
Index	100	72	108	79	
Radio Formats: AAA (subset of Alternative) (Monday-Sunday 24-Hour Cume)				*	*
	Unwgt'd	1128	28	7	29
	Weighted (000)	4719	122	33	107
	Horz %	100.00	2.58	0.69	2.27
	Vert %	1.93	4.43	4.92	3.52
Index	100	229	255	182	

		Adults 18+	Own/Lease Toyota Highlander	Own/Lease Toyota Sequoia	Own/Lease Toyota Sienna
				*	
Radio Formats: Adult Contemporary (Monday-Sunday 24-Hour Cume)	Unwgt'd	7893	117	24	134
	Weighted (000)	38375	517	154	640
	Horz %	100.00	1.35	0.40	1.67
	Vert %	15.72	18.80	23.21	21.03
	Index	100	120	148	134
			*	*	*
Radio Formats: Adult Hits (Monday-Sunday 24-Hour Cume)	Unwgt'd	1220	18	1	14
	Weighted (000)	6399	71	14	73
	Horz %	100.00	1.11	0.21	1.14
	Vert %	2.62	2.57	2.04	2.39
	Index	100	98	78	91
		*	*	*	*
UNTRENDED: Radio Formats: Adult Standards/Easy Listening (Monday-Sunday 24-Hour Cume)	Unwgt'd	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)	Unwgt'd	2726	44	11	69
	Weighted (000)	7983	117	51	192
	Horz %	100.00	1.46	0.64	2.41
	Vert %	3.27	4.24	7.76	6.32
	Index	100	130	237	193
			*	*	*
Radio Formats: All Sports (Monday-Sunday 24-Hour Cume)	Unwgt'd	3232	65	8	64
	Weighted (000)	12837	264	55	237
	Horz %	100.00	2.06	0.43	1.85
	Vert %	5.26	9.60	8.30	7.81
	Index	100	182	158	148
			*	*	*
Radio Formats: All Talk (Monday-Sunday 24-Hour Cume)	Unwgt'd	850	12	2	15
	Weighted (000)	3908	43	6	69
	Horz %	100.00	1.10	0.16	1.77
	Vert %	1.60	1.56	0.92	2.27
	Index	100	98	58	142
			*	*	*
Radio Formats: Alternative (Monday-Sunday 24-Hour Cume)	Unwgt'd	3051	62	11	62
	Weighted (000)	14357	281	68	235
	Horz %	100.00	1.96	0.47	1.64
	Vert %	5.88	10.20	10.23	7.73
	Index	100	173	174	131
			*	*	*
Radio Formats: CHR/Top 40 (Monday-Sunday 24-Hour Cume)	Unwgt'd	8136	113	17	126
	Weighted (000)	42891	484	96	548
	Horz %	100.00	1.13	0.22	1.28
	Vert %	17.57	17.60	14.49	18.02
	Index	100	100	82	103
			*	*	*
Radio Formats: Classic Hits (Monday-Sunday 24-Hour Cume)	Unwgt'd	2864	53	10	29
	Weighted (000)	14285	242	84	111
	Horz %	100.00	1.69	0.59	0.78
	Vert %	5.85	8.78	12.71	3.64
	Index	100	150	217	62

		Adults 18+	Own/Lease Toyota Highlander	Own/Lease Toyota Sequoia	Own/Lease Toyota Sienna
				*	*
Radio Formats: Classic Rock (Monday-Sunday 24-Hour Cume)	Unwgt'd	3360	53	6	40
	Weighted (000)	16987	270	31	148
	Horz %	100.00	1.59	0.18	0.87
	Vert %	6.96	9.82	4.73	4.87
	Index	100	141	68	70
			*	*	*
Radio Formats: Classical (Monday-Sunday 24-Hour Cume)	Unwgt'd	1353	24	2	24
	Weighted (000)	5307	78	18	122
	Horz %	100.00	1.47	0.34	2.30
	Vert %	2.17	2.83	2.75	4.00
	Index	100	130	127	184
			*	*	*
Radio Formats: Country (Monday-Sunday 24-Hour Cume)	Unwgt'd	7757	91	19	101
	Weighted (000)	44958	477	93	495
	Horz %	100.00	1.06	0.21	1.10
	Vert %	18.42	17.35	14.06	16.27
	Index	100	94	76	88
			*	*	*
Radio Formats: Ethnic (Monday-Sunday 24-Hour Cume)	Unwgt'd	310	3	1	5
	Weighted (000)	1196	12	1	8
	Horz %	100.00	0.97	0.12	0.66
	Vert %	0.49	0.42	0.22	0.26
	Index	100	86	46	53
			*	*	*
Radio Formats: Gospel (Monday-Sunday 24-Hour Cume)	Unwgt'd	642	3	1	5
	Weighted (000)	3662	13	3	26
	Horz %	100.00	0.35	0.09	0.71
	Vert %	1.50	0.46	0.48	0.86
	Index	100	31	32	57
			*	*	*
Radio Formats: Hispanic (All Genres) (Monday-Sunday 24-Hour Cume)	Unwgt'd	2577	19	11	43
	Weighted (000)	15181	150	81	330
	Horz %	100.00	0.99	0.53	2.17
	Vert %	6.22	5.47	12.15	10.84
	Index	100	88	195	174
			*	*	*
Radio Formats: Hot AC (Subset of "Adult Contemporary") (Monday-Sunday 24-Hour Cume)	Unwgt'd	3551	62	10	69
	Weighted (000)	17450	289	41	335
	Horz %	100.00	1.65	0.24	1.92
	Vert %	7.15	10.49	6.26	11.00
	Index	100	147	88	154
			*	*	*
Radio Formats: Jazz (Monday-Sunday 24-Hour Cume)	Unwgt'd	631	13	0	11
	Weighted (000)	2496	60	0	44
	Horz %	100.00	2.39	0.00	1.75
	Vert %	1.02	2.17	0.00	1.44
	Index	100	212	0	140
			*	*	*
Radio Formats: Mexican/Tejano/Ranchera (Subset of "Hispanic") (Monday-Sunday 24-Hour Cume)	Unwgt'd	1108	9	6	18
	Weighted (000)	6328	83	56	124
	Horz %	100.00	1.32	0.89	1.95
	Vert %	2.59	3.03	8.49	4.06
	Index	100	117	327	157

		Adults 18+	Own/Lease Toyota Highlander	Own/Lease Toyota Sequoia	Own/Lease Toyota Sienna
				*	
Radio Formats: News/Talk (Monday-Sunday 24-Hour Cume)	Unwgt'd	5806	78	16	92
	Weighted (000)	23554	319	82	310
	Horz %	100.00	1.35	0.35	1.32
	Vert %	9.65	11.58	12.34	10.18
	Index	100	120	128	106
			*	*	*
Radio Formats: Oldies (Monday-Sunday 24-Hour Cume)	Unwgt'd	1456	24	3	13
	Weighted (000)	7376	109	29	80
	Horz %	100.00	1.48	0.39	1.08
	Vert %	3.02	3.96	4.38	2.62
	Index	100	131	145	87
				*	
Radio Formats: Public Radio/Non-Commercial (Monday-Sunday 24-Hour Cume)	Unwgt'd	2625	56	6	64
	Weighted (000)	10677	260	22	260
	Horz %	100.00	2.44	0.20	2.44
	Vert %	4.37	9.45	3.30	8.54
	Index	100	216	75	195
				*	
Radio Formats: Religion/Christian (Monday-Sunday 24-Hour Cume)	Unwgt'd	3944	54	16	74
	Weighted (000)	20120	347	78	479
	Horz %	100.00	1.73	0.39	2.38
	Vert %	8.24	12.63	11.82	15.75
	Index	100	153	143	191
			*	*	*
Radio Formats: Rhythmic (Monday-Sunday 24-Hour Cume)	Unwgt'd	2569	25	3	42
	Weighted (000)	13480	131	28	149
	Horz %	100.00	0.97	0.20	1.10
	Vert %	5.52	4.75	4.16	4.90
	Index	100	86	75	89
			*	*	
Radio Formats: Rock (Monday-Sunday 24-Hour Cume)	Unwgt'd	3181	38	6	53
	Weighted (000)	16260	181	41	262
	Horz %	100.00	1.11	0.25	1.61
	Vert %	6.66	6.58	6.12	8.62
	Index	100	99	92	129
			*	*	*
Radio Formats: Soft Adult Contemporary/Lite Rock (Monday-Sunday 24-Hour Cume)	Unwgt'd	1106	20	3	18
	Weighted (000)	5735	113	19	112
	Horz %	100.00	1.97	0.33	1.96
	Vert %	2.35	4.10	2.89	3.69
	Index	100	175	123	157
			*	*	*
Radio Formats: Spanish AC (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	Unwgt'd	906	7	3	17
	Weighted (000)	5268	43	21	105
	Horz %	100.00	0.81	0.40	1.99
	Vert %	2.16	1.56	3.15	3.45
	Index	100	72	146	160
			*	*	*
Radio Formats: Tropical (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	Unwgt'd	302	2	0	6
	Weighted (000)	1893	21	0	36
	Horz %	100.00	1.11	0.00	1.91
	Vert %	0.78	0.77	0.00	1.19
	Index	100	99	0	154

		Adults 18+	Own/Lease Toyota Highlander	Own/Lease Toyota Sequoia	Own/Lease Toyota Sienna
Radio Formats: Urban (All Genres) (Monday-Sunday 24-Hour Cume)			*	*	*
	Unwgted	5121	27	9	39
	Weighted (000)	26008	97	39	168
	Horz %	100.00	0.37	0.15	0.65
	Vert %	10.66	3.53	5.84	5.53
	Index	100	33	55	52
Radio Formats: Urban AC (Subset of Urban) (Monday-Sunday 24-Hour Cume)			*	*	*
	Unwgted	2133	9	3	13
	Weighted (000)	10077	22	29	35
	Horz %	100.00	0.22	0.28	0.35
	Vert %	4.13	0.80	4.31	1.15
	Index	100	19	104	28
Radio Formats: Urban Contemporary (Subset of Urban) (Monday-Sunday 24-Hour Cume)			*	*	*
	Unwgted	1989	11	4	14
	Weighted (000)	11746	42	15	76
	Horz %	100.00	0.35	0.13	0.65
	Vert %	4.81	1.51	2.29	2.50
	Index	100	31	48	52
Radio Formats: Variety/Other (Monday-Sunday 24-Hour Cume)			*	*	*
	Unwgted	1303	21	4	17
	Weighted (000)	6945	99	20	71
	Horz %	100.00	1.43	0.29	1.02
	Vert %	2.85	3.61	3.04	2.32
	Index	100	127	107	81
Radio Daypart Cumes: Total Week Monday-Sunday 24 Hours					
	Unwgted	41037	515	102	553
	Weighted (000)	204462	2451	594	2611
	Horz %	100.00	1.20	0.29	1.28
	Vert %	83.77	89.09	89.62	85.80
	Index	100	106	107	102
Radio Daypart Cumes: Weekday 6:00 am - 10:00 am					
	Unwgted	25278	348	70	366
	Weighted (000)	122460	1618	398	1728
	Horz %	100.00	1.32	0.33	1.41
	Vert %	50.17	58.82	60.08	56.79
	Index	100	117	120	113
Radio Daypart Cumes: Weekday 10:00 am - 3:00 pm					
	Unwgted	18835	240	50	249
	Weighted (000)	94930	1207	286	1184
	Horz %	100.00	1.27	0.30	1.25
	Vert %	38.89	43.88	43.22	38.92
	Index	100	113	111	100
Radio Daypart Cumes: Weekday 3:00 pm - 7:00 pm					
	Unwgted	22339	301	61	340
	Weighted (000)	109527	1408	359	1540
	Horz %	100.00	1.29	0.33	1.41
	Vert %	44.87	51.19	54.22	50.60
	Index	100	114	121	113
Radio Daypart Cumes: Weekday 7:00 pm - Midnight				*	
	Unwgted	8087	65	22	90
	Weighted (000)	41055	327	123	441
	Horz %	100.00	0.80	0.30	1.08
	Vert %	16.82	11.87	18.60	14.51
	Index	100	71	111	86

		Adults 18+	Own/Lease Toyota Highlander	Own/Lease Toyota Sequoia	Own/Lease Toyota Sienna
			*	*	*
Radio Daypart Cumes: Weekday Midnight - 6:00 am	Unwgt'd	2418	16	4	27
	Weighted (000)	12268	68	24	109
	Horz %	100.00	0.56	0.20	0.89
	Vert %	5.03	2.48	3.69	3.59
	Index	100	49	73	71
				*	
Radio Daypart Cumes: Weekend 6:00 am - 10:00 am	Unwgt'd	16140	189	31	228
	Weighted (000)	79167	841	165	1015
	Horz %	100.00	1.06	0.21	1.28
	Vert %	32.43	30.58	24.90	33.36
	Index	100	94	77	103
Radio Daypart Cumes: Weekend 10:00 am - 3:00 pm	Unwgt'd	21592	284	53	299
	Weighted (000)	106532	1227	277	1407
	Horz %	100.00	1.15	0.26	1.32
	Vert %	43.65	44.59	41.76	46.25
	Index	100	102	96	106
				*	
Radio Daypart Cumes: Weekend 3:00 pm - 7:00 pm	Unwgt'd	16960	197	44	226
	Weighted (000)	85146	914	232	1012
	Horz %	100.00	1.07	0.27	1.19
	Vert %	34.88	33.23	35.04	33.28
	Index	100	95	100	95
				*	
Radio Daypart Cumes: Weekend 7:00 pm - Midnight	Unwgt'd	8346	83	18	97
	Weighted (000)	42195	377	105	444
	Horz %	100.00	0.89	0.25	1.05
	Vert %	17.29	13.71	15.90	14.58
	Index	100	79	92	84
			*	*	*
Radio Daypart Cumes: Weekend Midnight - 6:00 am	Unwgt'd	2161	21	2	17
	Weighted (000)	10847	106	4	94
	Horz %	100.00	0.98	0.04	0.87
	Vert %	4.44	3.86	0.63	3.10
	Index	100	87	14	70
				*	
Where Listen to Radio on Typical Weekday: Home	Unwgt'd	13605	139	28	157
	Weighted (000)	66444	637	138	773
	Horz %	100.00	0.96	0.21	1.16
	Vert %	27.22	23.14	20.76	25.39
	Index	100	85	76	93
Where Listen to Radio on Typical Weekday: Car	Unwgt'd	37582	494	101	556
	Weighted (000)	186198	2313	590	2629
	Horz %	100.00	1.24	0.32	1.41
	Vert %	76.28	84.08	89.08	86.41
	Index	100	110	117	113
				*	
Where Listen to Radio on Typical Weekday: Work	Unwgt'd	6358	66	13	88
	Weighted (000)	32708	333	42	544
	Horz %	100.00	1.02	0.13	1.66
	Vert %	13.40	12.11	6.31	17.87
	Index	100	90	47	133

		Adults 18+	Own/Lease Toyota Highlander	Own/Lease Toyota Sequoia	Own/Lease Toyota Sienna
Where Listen to Radio on Typical Weekday: Place Other Than Home, Car, Work			*	*	*
	Unwgt'd	1490	11	2	18
	Weighted (000)	7844	109	14	105
	Horz %	100.00	1.39	0.18	1.33
	Vert %	3.21	3.95	2.19	3.44
	Index	100	123	68	107
Where Listen to Radio on Typical Weekend: Home				*	
	Unwgt'd	16122	180	31	193
	Weighted (000)	79216	966	139	985
	Horz %	100.00	1.22	0.17	1.24
	Vert %	32.45	35.12	20.91	32.38
	Index	100	108	64	100
Where Listen to Radio on Typical Weekend: Car					
	Unwgt'd	34584	454	85	490
	Weighted (000)	172300	2080	468	2367
	Horz %	100.00	1.21	0.27	1.37
	Vert %	70.59	75.59	70.57	77.80
	Index	100	107	100	110
Where Listen to Radio on Typical Weekend: Work			*	*	*
	Unwgt'd	2377	25	12	30
	Weighted (000)	13032	149	61	227
	Horz %	100.00	1.14	0.47	1.74
	Vert %	5.34	5.40	9.24	7.44
	Index	100	101	173	139
Where Listen to Radio on Typical Weekend: Place Other Than Home, Car, Work			*	*	*
	Unwgt'd	1550	8	2	14
	Weighted (000)	8439	86	10	107
	Horz %	100.00	1.02	0.12	1.27
	Vert %	3.46	3.13	1.52	3.53
	Index	100	91	44	102
Ever Listen to AM Radio (Terrestrial Radio)				*	
	Unwgt'd	8872	127	26	137
	Weighted (000)	37216	513	160	527
	Horz %	100.00	1.38	0.43	1.42
	Vert %	15.25	18.64	24.15	17.31
	Index	100	122	158	114
Ever Listen to FM Radio (Terrestrial Radio)					
	Unwgt'd	35648	450	91	510
	Weighted (000)	180517	2140	512	2390
	Horz %	100.00	1.19	0.28	1.32
	Vert %	73.96	77.79	77.29	78.55
	Index	100	105	105	106
Ever Listen to Any Terrestrial Radio (AM/FM)					
	Unwgt'd	38624	483	98	544
	Weighted (000)	192537	2276	574	2549
	Horz %	100.00	1.18	0.30	1.32
	Vert %	78.88	82.71	86.60	83.77
	Index	100	105	110	106
Ever Listen to Satellite Radio (SiriusXM)				*	
	Unwgt'd	6808	95	13	93
	Weighted (000)	31804	399	84	412
	Horz %	100.00	1.25	0.26	1.29
	Vert %	13.03	14.51	12.60	13.53
	Index	100	111	97	104

		Adults 18+	Own/Lease Toyota Highlander	Own/Lease Toyota Sequoia	Own/Lease Toyota Sienna
Household Subscribes to Satellite (SiriusXM) Radio				*	
	Unwgt'd	9333	147	24	139
	Weighted (000)	45323	725	148	653
	Horz %	100.00	1.60	0.33	1.44
	Vert %	18.57	26.35	22.37	21.46
Index	100	142	120	116	
Any Vehicle Currently Owned/Leased Has Satellite Radio				*	
	Unwgt'd	15153	233	40	235
	Weighted (000)	76621	1174	226	1141
	Horz %	100.00	1.53	0.29	1.49
	Vert %	31.39	42.67	34.09	37.49
Index	100	136	109	119	
Any Vehicle Currently Owned/Leased Has MP3 Player Connection				*	
	Unwgt'd	12633	183	35	254
	Weighted (000)	64670	901	189	1233
	Horz %	100.00	1.39	0.29	1.91
	Vert %	26.49	32.75	28.59	40.53
Index	100	124	108	153	
Listened to Online Streaming AM/FM Broadcast Radio Stations - Past Month				*	
	Unwgt'd	7343	107	31	117
	Weighted (000)	36346	588	173	569
	Horz %	100.00	1.62	0.48	1.56
	Vert %	14.89	21.36	26.16	18.69
Index	100	143	176	126	
Listened to Internet-only radio or other online music or audio services (eg. Pandora, Spotify, etc.) - past month					
	Unwgt'd	19242	244	53	285
	Weighted (000)	97996	1213	299	1387
	Horz %	100.00	1.24	0.30	1.41
	Vert %	40.15	44.09	45.08	45.57
Index	100	110	112	114	
Listening to Any Radio on the Internet/Online - Past Month					
	Unwgt'd	21921	284	66	319
	Weighted (000)	110983	1406	379	1554
	Horz %	100.00	1.27	0.34	1.40
	Vert %	45.47	51.09	57.14	51.07
Index	100	112	126	112	
Visited a Radio Station, Radio Program or Radio Personality's website - Past Month			*	*	
	Unwgt'd	3452	40	12	67
	Weighted (000)	17001	189	53	311
	Horz %	100.00	1.11	0.31	1.83
	Vert %	6.97	6.86	8.00	10.22
Index	100	98	115	147	
Downloaded Music - Past Month				*	
	Unwgt'd	9054	103	21	130
	Weighted (000)	47933	581	168	578
	Horz %	100.00	1.21	0.35	1.21
	Vert %	19.64	21.10	25.32	18.99
Index	100	107	129	97	
Downloaded Podcasts/Engaged in Podcasting - Past Month				*	
	Unwgt'd	3700	53	15	67
	Weighted (000)	17081	260	90	312
	Horz %	100.00	1.52	0.53	1.83
	Vert %	7.00	9.45	13.62	10.27
Index	100	135	195	147	

		Adults 18+	Own/Lease Toyota Highlander	Own/Lease Toyota Sequoia	Own/Lease Toyota Sienna
Visited iHeartRadio site - Past Month				*	
	Unwgt'd	4412	51	14	53
	Weighted (000)	21989	264	69	276
	Horz %	100.00	1.20	0.31	1.26
	Vert %	9.01	9.58	10.39	9.07
	Index	100	106	115	101
Visited iTunes.com site - Past Month				*	
	Unwgt'd	8331	128	24	135
	Weighted (000)	40212	660	178	569
	Horz %	100.00	1.64	0.44	1.42
	Vert %	16.47	24.01	26.85	18.71
	Index	100	146	163	114
Visited Pandora.com site - Past Month				*	
	Unwgt'd	16996	213	44	250
	Weighted (000)	87700	1044	229	1311
	Horz %	100.00	1.19	0.26	1.49
	Vert %	35.93	37.96	34.60	43.08
	Index	100	106	96	120
Visited Spotify site - Past Month				*	
	Unwgt'd	6074	80	11	83
	Weighted (000)	32588	446	99	348
	Horz %	100.00	1.37	0.31	1.07
	Vert %	13.35	16.20	15.00	11.44
	Index	100	121	112	86
Advertising on radio provides me with useful information about bargains. Agree strongly or Agree somewhat				*	
	Unwgt'd	16507	159	32	199
	Weighted (000)	83844	866	163	931
	Horz %	100.00	1.03	0.19	1.11
	Vert %	34.35	31.49	24.66	30.61
	Index	100	92	72	89
Advertising on radio provides me with meaningful information about the product use of other consumers. Agree strongly or Agree somewhat				*	
	Unwgt'd	13908	134	24	160
	Weighted (000)	70343	750	134	736
	Horz %	100.00	1.07	0.19	1.05
	Vert %	28.82	27.28	20.28	24.20
	Index	100	95	70	84
Advertising on radio provides me with useful information about new products and services. Agree strongly or Agree somewhat				*	
	Unwgt'd	17125	175	35	203
	Weighted (000)	86850	904	158	933
	Horz %	100.00	1.04	0.18	1.07
	Vert %	35.58	32.84	23.83	30.66
	Index	100	92	67	86
For me, advertising on radio is amusing. Agree strongly or Agree somewhat				*	
	Unwgt'd	12845	117	27	165
	Weighted (000)	65189	615	163	743
	Horz %	100.00	0.94	0.25	1.14
	Vert %	26.71	22.34	24.54	24.41
	Index	100	84	92	91
Most trusted media: Radio				*	
	Unwgt'd	4143	56	11	68
	Weighted (000)	21056	352	49	326
	Horz %	100.00	1.67	0.23	1.55
	Vert %	8.63	12.80	7.41	10.71
	Index	100	148	86	124

		Adults 18+	Own/Lease Toyota Highlander	Own/Lease Toyota Sequoia	Own/Lease Toyota Sienna
TV Dayparts: Total Week Prime Time Cume Audience	Unwgted	38598	465	95	483
	Weighted (000)	190885	2154	570	2280
	Horz %	100.00	1.13	0.30	1.19
	Vert %	78.20	78.29	85.99	74.92
	Index	100	100	110	96
TV Dayparts: Prime Time Weekdays Cume Audience: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)	Unwgted	30674	370	71	401
	Weighted (000)	150599	1727	437	1952
	Horz %	100.00	1.15	0.29	1.30
	Vert %	61.70	62.77	65.98	64.17
	Index	100	102	107	104
TV Dayparts: Prime Time Saturday Cume Audience: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)	Unwgted	26407	313	66	296
	Weighted (000)	129573	1540	375	1403
	Horz %	100.00	1.19	0.29	1.08
	Vert %	53.09	55.96	56.57	46.10
	Index	100	105	107	87
TV Dayparts: Prime Time Sunday Cume Audience: 7:00-11:00 pm (Eastern/Pacific), 6:00-10:00 pm (Central/Mountain)	Unwgted	30767	383	73	358
	Weighted (000)	150356	1712	436	1627
	Horz %	100.00	1.14	0.29	1.08
	Vert %	61.60	62.23	65.75	53.47
	Index	100	101	107	87
				*	
TV Dayparts: Weekdays Cume Audience: 9:00 am-4:00 pm (Eastern/Pacific) 9:00 am - 3:00 pm (Central/Mountain)	Unwgted	13588	112	21	132
	Weighted (000)	72467	569	87	689
	Horz %	100.00	0.79	0.12	0.95
	Vert %	29.69	20.69	13.12	22.63
	Index	100	70	44	76
				*	
TV Dayparts: Weekdays Cume Audience: 4:00 pm-7:30 pm (Eastern/Pacific) 3:00 pm-6:30 pm (Central/Mountain)	Unwgted	24214	251	44	250
	Weighted (000)	122899	1161	252	1292
	Horz %	100.00	0.94	0.20	1.05
	Vert %	50.35	42.19	37.95	42.47
	Index	100	84	75	84
				*	
TV Dayparts: Weekdays Cume Audience: 11:30 pm-1:00 am (Eastern/Pacific) 10:30 pm-Midnight (Central/Mountain)	Unwgted	8203	85	17	82
	Weighted (000)	41009	369	75	419
	Horz %	100.00	0.90	0.18	1.02
	Vert %	16.80	13.40	11.27	13.77
	Index	100	80	67	82
				*	
TV Dayparts: Weekend Children's Shows Cume Audience: Saturday-Sunday Morning	Unwgted	20426	232	44	206
	Weighted (000)	102185	1082	209	920
	Horz %	100.00	1.06	0.20	0.90
	Vert %	41.86	39.34	31.58	30.25
	Index	100	94	75	72
				*	
TV Dayparts: Weekend Sports Cume Audience: Saturday-Sunday Afternoon	Unwgted	23818	249	43	236
	Weighted (000)	120635	1214	189	1237
	Horz %	100.00	1.01	0.16	1.03
	Vert %	49.42	44.12	28.54	40.65
	Index	100	89	58	82

		Adults 18+	Own/Lease Toyota Highlander	Own/Lease Toyota Sequoia	Own/Lease Toyota Sienna
			*	*	*
Downloaded a TV Program - Past Month	Unwgt'd	2514	30	9	37
	Weighted (000)	11768	163	44	217
	Horz %	100.00	1.38	0.38	1.85
	Vert %	4.82	5.91	6.71	7.14
	Index	100	123	139	148
				*	
Watched a TV Program Online - Past Month	Unwgt'd	8915	119	28	150
	Weighted (000)	43431	607	159	686
	Horz %	100.00	1.40	0.37	1.58
	Vert %	17.79	22.07	23.96	22.53
	Index	100	124	135	127
				*	
Visited a TV Network or TV Show's Web Site - Past Month	Unwgt'd	9786	141	30	151
	Weighted (000)	47213	729	142	696
	Horz %	100.00	1.54	0.30	1.47
	Vert %	19.34	26.48	21.48	22.89
	Index	100	137	111	118
				*	
Looked at TV Listings Online - Past Month	Unwgt'd	5331	72	16	82
	Weighted (000)	24808	364	104	321
	Horz %	100.00	1.47	0.42	1.29
	Vert %	10.16	13.25	15.75	10.55
	Index	100	130	155	104
				*	
Household Subscribes to Cable TV	Unwgt'd	22534	303	48	269
	Weighted (000)	109088	1487	196	1203
	Horz %	100.00	1.36	0.18	1.10
	Vert %	44.69	54.06	29.57	39.55
	Index	100	121	66	88
Household Subscribes to Cable, Satellite or Fiber Optic TV	Unwgt'd	37894	496	94	490
	Weighted (000)	188357	2394	564	2248
	Horz %	100.00	1.27	0.30	1.19
	Vert %	77.17	87.00	85.04	73.89
	Index	100	113	110	96
Viewed Any Cable TV (Including Pay) - Past Week	Unwgt'd	36344	471	89	464
	Weighted (000)	180739	2266	543	2065
	Horz %	100.00	1.25	0.30	1.14
	Vert %	74.05	82.36	81.88	67.86
	Index	100	111	111	92
Heavy Cable TV Viewer (Including Pay) - Past Week	Unwgt'd	26301	310	62	301
	Weighted (000)	131456	1483	382	1382
	Horz %	100.00	1.13	0.29	1.05
	Vert %	53.86	53.90	57.61	45.41
	Index	100	100	107	84
Viewed Any Premium Cable Channels - Past Month	Unwgt'd	15801	196	54	198
	Weighted (000)	75868	873	286	822
	Horz %	100.00	1.15	0.38	1.08
	Vert %	31.08	31.72	43.11	27.02
	Index	100	102	139	87

		Adults 18+	Own/Lease Toyota Highlander	Own/Lease Toyota Sequoia	Own/Lease Toyota Sienna
Viewed Any Pay-Per-View Programs or Events - Past Year				*	
	Unwgt'd	5693	87	21	73
	Weighted (000)	27121	396	149	307
	Horz %	100.00	1.46	0.55	1.13
	Vert %	11.11	14.41	22.46	10.10
	Index	100	130	202	91
Viewed Any Video-On-Demand Programs or Events - Past Year				*	
	Unwgt'd	13030	205	47	203
	Weighted (000)	59121	898	261	845
	Horz %	100.00	1.52	0.44	1.43
	Vert %	24.22	32.65	39.38	27.78
	Index	100	135	163	115
Household Has a Satellite Dish				*	
	Unwgt'd	10843	121	28	137
	Weighted (000)	61939	675	258	747
	Horz %	100.00	1.09	0.42	1.21
	Vert %	25.38	24.52	38.95	24.54
	Index	100	97	153	97
Household Has a Digital Video Recorder (DVR)					
	Unwgt'd	23728	347	79	346
	Weighted (000)	116768	1515	518	1573
	Horz %	100.00	1.30	0.44	1.35
	Vert %	47.84	55.08	78.23	51.69
	Index	100	115	164	108
Any Internet/Online Activity - Past Month					
	Unwgt'd	42373	545	110	602
	Weighted (000)	208554	2668	651	2855
	Horz %	100.00	1.28	0.31	1.37
	Vert %	85.44	96.97	98.24	93.84
	Index	100	113	115	110
Played Games Online - Past Month				*	
	Unwgt'd	13852	146	32	184
	Weighted (000)	73850	805	231	970
	Horz %	100.00	1.09	0.31	1.31
	Vert %	30.26	29.24	34.89	31.88
	Index	100	97	115	105
Downloaded a Video Game - Past Month				*	
	Unwgt'd	5083	53	10	61
	Weighted (000)	28601	271	79	261
	Horz %	100.00	0.95	0.27	0.91
	Vert %	11.72	9.84	11.85	8.59
	Index	100	84	101	73
Downloaded a Movie - Past Month				*	
	Unwgt'd	4447	66	16	79
	Weighted (000)	21989	324	120	325
	Horz %	100.00	1.48	0.55	1.48
	Vert %	9.01	11.79	18.09	10.67
	Index	100	131	201	118
Watched a Movie Online - Past Month				*	
	Unwgt'd	11540	158	33	187
	Weighted (000)	58047	672	220	822
	Horz %	100.00	1.16	0.38	1.42
	Vert %	23.78	24.41	33.12	27.03
	Index	100	103	139	114

		Adults 18+	Own/Lease Toyota Highlander	Own/Lease Toyota Sequoia	Own/Lease Toyota Sienna
Watched Online Video (Not Movie, TV) - Past Month				*	
	Unwgt'd	10029	139	29	171
	Weighted (000)	50248	705	172	794
	Horz %	100.00	1.40	0.34	1.58
	Vert %	20.59	25.63	25.98	26.09
	Index	100	125	126	127
Visited a Chat Room - Past Month			*	*	*
	Unwgt'd	2194	19	12	25
	Weighted (000)	10601	79	74	92
	Horz %	100.00	0.75	0.70	0.87
	Vert %	4.34	2.89	11.21	3.02
	Index	100	66	258	70
Used e-Mail - Past Month					
	Unwgt'd	37148	509	98	548
	Weighted (000)	177506	2475	576	2529
	Horz %	100.00	1.39	0.32	1.42
	Vert %	72.72	89.96	86.94	83.12
	Index	100	124	120	114
Used Instant Messenger/IM Online - Past Month					
	Unwgt'd	29084	367	80	451
	Weighted (000)	148723	1845	478	2207
	Horz %	100.00	1.24	0.32	1.48
	Vert %	60.93	67.06	72.15	72.52
	Index	100	110	118	119
Visited Online Blogs - Past Month				*	
	Unwgt'd	6650	83	24	123
	Weighted (000)	32542	421	155	549
	Horz %	100.00	1.29	0.48	1.69
	Vert %	13.33	15.30	23.35	18.03
	Index	100	115	175	135
Wrote an Online Blog - Past Month			*	*	*
	Unwgt'd	1215	13	3	22
	Weighted (000)	5810	45	24	90
	Horz %	100.00	0.78	0.42	1.54
	Vert %	2.38	1.65	3.65	2.94
	Index	100	69	153	124
Uploaded or Added Video to a Web Site - Past Month				*	
	Unwgt'd	4085	51	12	62
	Weighted (000)	20569	283	64	281
	Horz %	100.00	1.38	0.31	1.37
	Vert %	8.43	10.30	9.63	9.23
	Index	100	122	114	110
Social networking, photo or video-sharing services visited or used in the last 30 days: Any Social Networking/Photo/Video-sharing services					
	Unwgt'd	36787	452	102	534
	Weighted (000)	184180	2278	591	2582
	Horz %	100.00	1.24	0.32	1.40
	Vert %	75.46	82.79	89.20	84.88
	Index	100	110	118	112
Social networking, photo or video-sharing services visited or used in the last 30 days: Facebook					
	Unwgt'd	29944	366	78	446
	Weighted (000)	152016	1851	420	2230
	Horz %	100.00	1.22	0.28	1.47
	Vert %	62.28	67.29	63.36	73.28
	Index	100	108	102	118

		Adults 18+	Own/Lease Toyota Highlander	Own/Lease Toyota Sequoia	Own/Lease Toyota Sienna
Foursquare			*	*	*
	Unwgt	259	8	0	4
	Weighted (000)	1096	40	0	18
	Horz %	100.00	3.62	0.00	1.68
	Vert %	0.45	1.44	0.00	0.61
	Index	100	321	0	135
Google + (Google Plus)				*	
	Unwgt	7523	97	20	120
	Weighted (000)	37002	484	95	590
	Horz %	100.00	1.31	0.26	1.59
	Vert %	15.16	17.58	14.32	19.40
	Index	100	116	94	128
Instagram				*	
	Unwgt	11180	142	24	156
	Weighted (000)	59923	803	126	756
	Horz %	100.00	1.34	0.21	1.26
	Vert %	24.55	29.17	18.95	24.85
	Index	100	119	77	101
LinkedIn				*	
	Unwgt	7899	142	25	132
	Weighted (000)	31599	662	101	444
	Horz %	100.00	2.10	0.32	1.41
	Vert %	12.95	24.07	15.23	14.61
	Index	100	186	118	113
Pinterest				*	
	Unwgt	9299	144	30	138
	Weighted (000)	49108	779	166	709
	Horz %	100.00	1.59	0.34	1.44
	Vert %	20.12	28.33	25.03	23.30
	Index	100	141	124	116
Tumblr			*	*	*
	Unwgt	1737	12	2	17
	Weighted (000)	9309	65	13	87
	Horz %	100.00	0.70	0.14	0.93
	Vert %	3.81	2.38	1.93	2.84
	Index	100	62	51	75
Twitter				*	
	Unwgt	6507	82	16	92
	Weighted (000)	32509	450	95	413
	Horz %	100.00	1.39	0.29	1.27
	Vert %	13.32	16.37	14.32	13.56
	Index	100	123	107	102
Yelp				*	
	Unwgt	4238	77	11	82
	Weighted (000)	17049	277	37	313
	Horz %	100.00	1.63	0.22	1.84
	Vert %	6.98	10.08	5.63	10.29
	Index	100	144	81	147
YouTube					
	Unwgt	24878	299	78	375
	Weighted (000)	125197	1564	424	1781
	Horz %	100.00	1.25	0.34	1.42
	Vert %	51.29	56.86	64.02	58.54
	Index	100	111	125	114

		Adults 18+	Own/Lease Toyota Highlander	Own/Lease Toyota Sequoia	Own/Lease Toyota Sienna
Activities done using a social networking, photo or video-sharing service in the last 30 days: Posted that you "Like" something	Unwgt'd	19391	258	55	291
	Weighted (000)	98998	1309	292	1417
	Horz %	100.00	1.32	0.29	1.43
	Vert %	40.56	47.58	44.01	46.57
	Index	100	117	109	115
"Follow" or become a "fan of" something or someone				*	
	Unwgt'd	9880	135	28	155
	Weighted (000)	51999	697	145	725
	Horz %	100.00	1.34	0.28	1.39
	Vert %	21.30	25.33	21.86	23.84
Index	100	119	103	112	
Clicked on an advertisement				*	
	Unwgt'd	7250	100	19	113
	Weighted (000)	34609	534	107	499
	Horz %	100.00	1.54	0.31	1.44
	Vert %	14.18	19.41	16.17	16.41
Index	100	137	114	116	
Watched a video	Unwgt'd	23931	291	63	376
	Weighted (000)	121821	1467	402	1786
	Horz %	100.00	1.20	0.33	1.47
	Vert %	49.91	53.34	60.60	58.71
	Index	100	107	121	118
Websites or apps visited or used in the last 30 days: Coupons			*	*	*
	Unwgt'd	1642	13	6	20
	Weighted (000)	7736	54	36	99
	Horz %	100.00	0.70	0.47	1.28
	Vert %	3.17	1.95	5.51	3.27
Index	100	62	174	103	
Sent or Received Text Messages on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	40180	522	107	582
	Weighted (000)	200974	2607	630	2768
	Horz %	100.00	1.30	0.31	1.38
	Vert %	82.34	94.74	95.05	90.99
	Index	100	115	115	111
Sent or Received Instant Messages on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	20952	269	55	319
	Weighted (000)	106707	1443	366	1573
	Horz %	100.00	1.35	0.34	1.47
	Vert %	43.72	52.45	55.29	51.71
	Index	100	120	126	118
Recorded a Video on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	19339	257	56	342
	Weighted (000)	97935	1269	338	1662
	Horz %	100.00	1.30	0.35	1.70
	Vert %	40.12	46.14	51.04	54.61
	Index	100	115	127	136
Played Music on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	24725	296	69	379
	Weighted (000)	126500	1497	409	1733
	Horz %	100.00	1.18	0.32	1.37
	Vert %	51.83	54.39	61.67	56.96
	Index	100	105	119	110

		Adults 18+	Own/Lease Toyota Highlander	Own/Lease Toyota Sequoia	Own/Lease Toyota Sienna
Played a Game on Cellular Phone/Mobile/Smartphone - Past Month				*	
	Unwgt'd	15697	173	45	236
	Weighted (000)	84080	916	258	1119
	Horz %	100.00	1.09	0.31	1.33
	Vert %	34.45	33.29	38.97	36.77
	Index	100	97	113	107
Watched a Movie, TV Program or Other Video on Cellular Phone/Mobile/Smartphone - Past Month				*	
	Unwgt'd	11626	133	44	202
	Weighted (000)	61092	672	275	960
	Horz %	100.00	1.10	0.45	1.57
	Vert %	25.03	24.43	41.56	31.55
	Index	100	98	166	126
Used a Mobile "App" - Past Month					
	Unwgt'd	25794	353	79	406
	Weighted (000)	128777	1779	503	1871
	Horz %	100.00	1.38	0.39	1.45
	Vert %	52.76	64.66	75.96	61.51
	Index	100	123	144	117
Read Any Daily Newspaper (Print/Paper/Hard Copy)				*	
	Unwgt'd	10912	144	20	120
	Weighted (000)	50128	639	108	530
	Horz %	100.00	1.27	0.22	1.06
	Vert %	20.54	23.22	16.29	17.43
	Index	100	113	79	85
Read Any Sunday Newspaper (Print/Paper/Hard Copy)				*	
	Unwgt'd	14245	196	28	177
	Weighted (000)	67106	785	154	837
	Horz %	100.00	1.17	0.23	1.25
	Vert %	27.49	28.53	23.27	27.52
	Index	100	104	85	100
Read or Looked Into Any Electronic Version of a Newspaper, Including Web Site - Past Month					
	Unwgt'd	19488	271	53	313
	Weighted (000)	91290	1344	276	1258
	Horz %	100.00	1.47	0.30	1.38
	Vert %	37.40	48.86	41.65	41.34
	Index	100	131	111	111
Read Classified Advertising in Weekday Newspaper			*	*	*
	Unwgt'd	3772	29	8	36
	Weighted (000)	20084	167	39	221
	Horz %	100.00	0.83	0.19	1.10
	Vert %	8.23	6.07	5.85	7.25
	Index	100	74	71	88
Read Classified Advertising in Sunda/Weekend Newspaper			*	*	*
	Unwgt'd	3758	42	9	39
	Weighted (000)	19510	241	40	198
	Horz %	100.00	1.24	0.21	1.01
	Vert %	7.99	8.76	6.08	6.51
	Index	100	110	76	81
Read Advertisements in Weekday Newspaper			*	*	*
	Unwgt'd	3812	47	6	48
	Weighted (000)	17916	208	37	250
	Horz %	100.00	1.16	0.20	1.39
	Vert %	7.34	7.57	5.54	8.21
	Index	100	103	75	112

		Adults 18+	Own/Lease Toyota Highlander	Own/Lease Toyota Sequoia	Own/Lease Toyota Sienna
Read Advertisements in Sunday/Weekend Newspaper				*	
	Unwgt'd	4633	66	9	61
	Weighted (000)	22092	303	66	319
	Horz %	100.00	1.37	0.30	1.45
	Vert %	9.05	11.03	9.97	10.50
	Index	100	122	110	116
Read Circulars/Inserts/Fliers in Weekday Newspaper				*	
	Unwgt'd	5068	78	13	61
	Weighted (000)	23852	356	95	283
	Horz %	100.00	1.49	0.40	1.19
	Vert %	9.77	12.93	14.31	9.31
	Index	100	132	146	95
Read Circulars/Inserts/Fliers in Sunday/Weekend Newspaper				*	
	Unwgt'd	7203	118	19	95
	Weighted (000)	34013	548	121	412
	Horz %	100.00	1.61	0.36	1.21
	Vert %	13.93	19.91	18.32	13.54
	Index	100	143	131	97
Received and/or Clipped Coupons from Weekday Newspaper - Past Year				*	
	Unwgt'd	4191	55	9	56
	Weighted (000)	20652	252	74	302
	Horz %	100.00	1.22	0.36	1.46
	Vert %	8.46	9.15	11.14	9.94
	Index	100	108	132	117
Received and/or Clipped Coupons from Sunday/Weekend Newspaper - Past Year				*	
	Unwgt'd	9539	135	18	133
	Weighted (000)	47372	672	87	705
	Horz %	100.00	1.42	0.18	1.49
	Vert %	19.41	24.41	13.19	23.18
	Index	100	126	68	119
UNTRENDED: Personally Referred to Paper Yellow Pages - Past Week		*	*	*	*
	Unwgt'd	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
UNTRENDED: Personally Referred to Internet Yellow Pages - Past Week		*	*	*	*
	Unwgt'd	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
UNTRENDED: Personally Referred to Paper or Internet Yellow Pages - Past Week		*	*	*	*
	Unwgt'd	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
UNTRENDED: Accessed Yellowpages.com (YP.com) - Past Month		*	*	*	*
	Unwgt'd	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

		Adults 18+	Own/Lease Toyota Highlander	Own/Lease Toyota Sequoia	Own/Lease Toyota Sienna
Have Seen Video Ads in Grocery Stores - Past Month				*	
	Unwgt'd	8175	73	19	97
	Weighted (000)	42062	383	84	465
	Horz %	100.00	0.91	0.20	1.11
	Vert %	17.23	13.93	12.74	15.30
	Index	100	81	74	89
Have Seen Video Ads in Drug Stores - Past Month				*	
	Unwgt'd	5434	52	12	61
	Weighted (000)	27750	274	68	339
	Horz %	100.00	0.99	0.25	1.22
	Vert %	11.37	9.94	10.32	11.14
	Index	100	87	91	98
Have Seen Video Ads in Convenience Stores - Past Month				*	
	Unwgt'd	5425	51	13	55
	Weighted (000)	27941	257	76	252
	Horz %	100.00	0.92	0.27	0.90
	Vert %	11.45	9.35	11.53	8.27
	Index	100	82	101	72
Have Seen Video Ads in Large Discount/Department Stores - Past Month				*	
	Unwgt'd	5807	54	16	63
	Weighted (000)	30170	256	75	329
	Horz %	100.00	0.85	0.25	1.09
	Vert %	12.36	9.31	11.38	10.80
	Index	100	75	92	87
Have Seen Video Ads in Warehouse/Club Stores - Past Month				*	
	Unwgt'd	5047	58	16	63
	Weighted (000)	24469	280	71	322
	Horz %	100.00	1.15	0.29	1.32
	Vert %	10.02	10.19	10.76	10.58
	Index	100	102	107	105
Have Seen Video Ads in Other Stores - Past Month			*	*	*
	Unwgt'd	4572	37	14	45
	Weighted (000)	23484	201	68	207
	Horz %	100.00	0.86	0.29	0.88
	Vert %	9.62	7.31	10.30	6.79
	Index	100	76	107	71
Have Seen Video Ads in Shopping Malls - Past Month				*	
	Unwgt'd	6133	59	17	88
	Weighted (000)	30556	296	87	373
	Horz %	100.00	0.97	0.28	1.22
	Vert %	12.52	10.76	13.09	12.27
	Index	100	86	105	98
Have Seen Video Ads in Bars/Pubs - Past Month			*	*	*
	Unwgt'd	4212	39	11	40
	Weighted (000)	21008	201	48	172
	Horz %	100.00	0.95	0.23	0.82
	Vert %	8.61	7.29	7.23	5.67
	Index	100	85	84	66
Have Seen Video Ads in Fast-Food or Family Restaurants - Past Month			*	*	
	Unwgt'd	6034	49	15	61
	Weighted (000)	31175	241	69	270
	Horz %	100.00	0.77	0.22	0.87
	Vert %	12.77	8.77	10.34	8.86
	Index	100	69	81	69

		Adults 18+	Own/Lease Toyota Highlander	Own/Lease Toyota Sequoia	Own/Lease Toyota Sienna
Have Seen Video Ads in Coffee Shops, Cafes or Delis - Past Month			*	*	
	Unwgt'd	4611	39	11	50
	Weighted (000)	23019	190	42	253
	Horz %	100.00	0.83	0.18	1.10
	Vert %	9.43	6.92	6.33	8.32
	Index	100	73	67	88
Have Seen Video Ads in Gym/Health Clubs - Past Month			*	*	*
	Unwgt'd	4016	37	10	43
	Weighted (000)	19382	180	35	211
	Horz %	100.00	0.93	0.18	1.09
	Vert %	7.94	6.53	5.34	6.94
	Index	100	82	67	87
Have Seen Video Ads in Medical Offices - Past Month				*	
	Unwgt'd	5499	63	18	56
	Weighted (000)	27407	361	59	229
	Horz %	100.00	1.32	0.21	0.84
	Vert %	11.23	13.12	8.87	7.52
	Index	100	117	79	67
Have Seen Video Ads in Airports - Past Month			*	*	*
	Unwgt'd	3929	49	15	44
	Weighted (000)	17909	250	58	189
	Horz %	100.00	1.40	0.33	1.06
	Vert %	7.34	9.08	8.81	6.23
	Index	100	124	120	85
Have Seen Video Ads at Gas Stations - Past Month				*	
	Unwgt'd	8390	104	23	116
	Weighted (000)	41042	458	97	497
	Horz %	100.00	1.12	0.24	1.21
	Vert %	16.81	16.66	14.71	16.32
	Index	100	99	87	97
Have Seen Video Ads in Office Building Lobbies - Past Month			*	*	*
	Unwgt'd	3669	32	12	35
	Weighted (000)	18065	170	47	127
	Horz %	100.00	0.94	0.26	0.70
	Vert %	7.40	6.19	7.09	4.16
	Index	100	84	96	56
Have Seen Video Ads in Office Building Elevators - Past Month			*	*	*
	Unwgt'd	3552	34	13	31
	Weighted (000)	16785	186	48	133
	Horz %	100.00	1.11	0.29	0.79
	Vert %	6.88	6.76	7.24	4.36
	Index	100	98	105	63
Have Seen Video Ads in Movie Theater Lobbies - Past Month				*	
	Unwgt'd	5092	58	18	71
	Weighted (000)	25878	315	87	358
	Horz %	100.00	1.22	0.33	1.38
	Vert %	10.60	11.46	13.07	11.76
	Index	100	108	123	111
Have Seen Ads on Billboards - Past Month					
	Unwgt'd	23703	325	70	346
	Weighted (000)	117973	1709	390	1677
	Horz %	100.00	1.45	0.33	1.42
	Vert %	48.33	62.12	58.83	55.12
	Index	100	129	122	114

		Adults 18+	Own/Lease Toyota Highlander	Own/Lease Toyota Sequoia	Own/Lease Toyota Sienna
Have Seen Ads on Buses/Trains - Past Month				*	
	Unwgt'd	10886	127	21	149
	Weighted (000)	50330	630	108	631
	Horz %	100.00	1.25	0.21	1.25
	Vert %	20.62	22.90	16.25	20.75
	Index	100	111	79	101
Have Seen Ads at Bus Stops or Train Stations - Past Month				*	
	Unwgt'd	7328	77	16	112
	Weighted (000)	32843	361	74	456
	Horz %	100.00	1.10	0.22	1.39
	Vert %	13.46	13.12	11.13	14.98
	Index	100	98	83	111
Have Seen Ads Inside Taxis - Past Month			*	*	*
	Unwgt'd	3849	42	10	47
	Weighted (000)	17102	241	52	177
	Horz %	100.00	1.41	0.30	1.03
	Vert %	7.01	8.76	7.86	5.81
	Index	100	125	112	83
Have Seen Ads on Top of Taxis - Past Month				*	
	Unwgt'd	5892	74	19	94
	Weighted (000)	26219	409	93	360
	Horz %	100.00	1.56	0.36	1.37
	Vert %	10.74	14.88	14.09	11.85
	Index	100	138	131	110
Have Seen Ads on Phone Booths - Past Month			*	*	*
	Unwgt'd	3008	35	7	34
	Weighted (000)	14451	204	30	148
	Horz %	100.00	1.41	0.21	1.03
	Vert %	5.92	7.43	4.53	4.87
	Index	100	125	77	82
Have Seen Ads at Sports or Entertainment Events - Past Month				*	
	Unwgt'd	7405	93	21	112
	Weighted (000)	36191	471	72	510
	Horz %	100.00	1.30	0.20	1.41
	Vert %	14.83	17.12	10.84	16.75
	Index	100	115	73	113
Have Seen Ads on Postcards - Past Month				*	
	Unwgt'd	5576	79	18	87
	Weighted (000)	26312	397	92	389
	Horz %	100.00	1.51	0.35	1.48
	Vert %	10.78	14.44	13.93	12.79
	Index	100	134	129	119
Have Seen Ads Sent to a Cellphone or Other Mobile Device - Past Month				*	
	Unwgt'd	13421	185	39	190
	Weighted (000)	66442	944	239	853
	Horz %	100.00	1.42	0.36	1.28
	Vert %	27.22	34.32	36.01	28.04
	Index	100	126	132	103
Have Seen Ads on Posters at Movie Theaters - Past Month				*	
	Unwgt'd	8606	123	26	132
	Weighted (000)	42087	627	137	736
	Horz %	100.00	1.49	0.33	1.75
	Vert %	17.24	22.80	20.75	24.19
	Index	100	132	120	140

		Adults 18+	Own/Lease Toyota Highlander	Own/Lease Toyota Sequoia	Own/Lease Toyota Sienna
Have Seen Ads Shown On-Screen Before Start of a Movie - Past Month				*	
	Unwgt'd	10943	160	34	169
	Weighted (000)	53139	809	181	855
	Horz %	100.00	1.52	0.34	1.61
	Vert %	21.77	29.39	27.34	28.11
Index	100	135	126	129	
Have Seen Ads in Stores (Not Video Ads) - Past Month				*	
	Unwgt'd	15171	194	45	196
	Weighted (000)	76102	990	254	959
	Horz %	100.00	1.30	0.33	1.26
	Vert %	31.18	36.00	38.27	31.53
Index	100	115	123	101	
Have Seen Ads in Shopping Malls (Not Video Ads) - Past Month				*	
	Unwgt'd	10587	136	34	148
	Weighted (000)	52205	638	183	650
	Horz %	100.00	1.22	0.35	1.25
	Vert %	21.39	23.20	27.58	21.37
Index	100	108	129	100	
Have Seen Infomercials - Past Month				*	
	Unwgt'd	9871	121	35	129
	Weighted (000)	49119	714	170	675
	Horz %	100.00	1.45	0.35	1.37
	Vert %	20.12	25.94	25.68	22.20
Index	100	129	128	110	
Have Seen Offers or Ads Sent to Home by Mail - Past Month					
	Unwgt'd	19632	270	58	271
	Weighted (000)	96299	1372	356	1386
	Horz %	100.00	1.42	0.37	1.44
	Vert %	39.45	49.86	53.69	45.56
Index	100	126	136	115	
Have Seen Product Placement in Video Games - Past Month				*	*
	Unwgt'd	4596	43	16	53
	Weighted (000)	24167	206	74	254
	Horz %	100.00	0.85	0.30	1.05
	Vert %	9.90	7.48	11.11	8.35
Index	100	75	112	84	
Have Seen Product Placement in TV Shows - Past Month				*	
	Unwgt'd	17823	251	47	244
	Weighted (000)	88092	1352	252	1304
	Horz %	100.00	1.54	0.29	1.48
	Vert %	36.09	49.15	38.02	42.86
Index	100	136	105	119	
Have Seen Product Placement in Movies - Past Month				*	
	Unwgt'd	11248	155	30	164
	Weighted (000)	56256	801	159	882
	Horz %	100.00	1.42	0.28	1.57
	Vert %	23.05	29.10	23.93	29.00
Index	100	126	104	126	

		Adults 18+	Own/Lease Toyota Tacoma/Pickup	Most recent vehicle bought/leased Toyota	Decision maker for any Toyota bought/leased new
Adults 18+	Unwgt'd	48646	818	5243	3747
	Weighted (000)	244084	4513	24175	16554
	Horz %	100.00	1.85	9.90	6.78
	Vert %	100.00	100.00	100.00	100.00
	Index	100	100	100	100
Male	Unwgt'd	24620	492	2556	1907
	Weighted (000)	117785	2674	11437	7886
	Horz %	100.00	2.27	9.71	6.70
	Vert %	48.26	59.24	47.31	47.64
	Index	100	123	98	99
Female	Unwgt'd	24026	326	2687	1840
	Weighted (000)	126299	1840	12738	8668
	Horz %	100.00	1.46	10.09	6.86
	Vert %	51.74	40.76	52.69	52.36
	Index	100	79	102	101
Age 18-24	Unwgt'd	3885	52	331	136
	Weighted (000)	30253	475	2402	1136
	Horz %	100.00	1.57	7.94	3.76
	Vert %	12.39	10.53	9.93	6.86
	Index	100	85	80	55
Age 25-34	Unwgt'd	8183	106	798	402
	Weighted (000)	43389	708	4260	2015
	Horz %	100.00	1.63	9.82	4.64
	Vert %	17.78	15.68	17.62	12.17
	Index	100	88	99	68
Age 35-44	Unwgt'd	8605	142	910	604
	Weighted (000)	40230	697	3974	2517
	Horz %	100.00	1.73	9.88	6.26
	Vert %	16.48	15.44	16.44	15.20
	Index	100	94	100	92
Age 45-54	Unwgt'd	8861	198	1002	786
	Weighted (000)	43105	1046	4554	3501
	Horz %	100.00	2.43	10.57	8.12
	Vert %	17.66	23.16	18.84	21.15
	Index	100	131	107	120
Age 55-64	Unwgt'd	8498	174	1002	786
	Weighted (000)	40725	916	4323	3403
	Horz %	100.00	2.25	10.62	8.36
	Vert %	16.68	20.29	17.88	20.56
	Index	100	122	107	123

		Adults 18+	Own/Lease Toyota Tacoma/Pickup	Most recent vehicle bought/leased Toyota	Decision maker for any Toyota bought/leased new
Age 65+	Unwgt'd	10614	146	1200	1033
	Weighted (000)	46383	672	4663	3982
	Horz %	100.00	1.45	10.05	8.59
	Vert %	19.00	14.90	19.29	24.06
	Index	100	78	101	127
Age 21+	Unwgt'd	47284	804	5148	3705
	Weighted (000)	232046	4320	23468	16223
	Horz %	100.00	1.86	10.11	6.99
	Vert %	95.07	95.71	97.08	98.00
	Index	100	101	102	103
Age 18-34	Unwgt'd	12068	158	1129	538
	Weighted (000)	73642	1183	6662	3151
	Horz %	100.00	1.61	9.05	4.28
	Vert %	30.17	26.21	27.56	19.03
	Index	100	87	91	63
Age 18-49	Unwgt'd	24996	391	2529	1539
	Weighted (000)	134658	2312	12722	7366
	Horz %	100.00	1.72	9.45	5.47
	Vert %	55.17	51.22	52.62	44.49
	Index	100	93	95	81
Age 25-54	Unwgt'd	25649	446	2710	1792
	Weighted (000)	126724	2450	12788	8033
	Horz %	100.00	1.93	10.09	6.34
	Vert %	51.92	54.28	52.90	48.52
	Index	100	105	102	93
Age 35-64	Unwgt'd	25964	514	2914	2176
	Weighted (000)	124059	2658	12851	9421
	Horz %	100.00	2.14	10.36	7.59
	Vert %	50.83	58.90	53.16	56.91
	Index	100	116	105	112
Age 50+	Unwgt'd	23650	427	2714	2208
	Weighted (000)	109426	2202	11454	9189
	Horz %	100.00	2.01	10.47	8.40
	Vert %	44.83	48.78	47.38	55.51
	Index	100	109	106	124
Median Age	Unwgt'd				
	Weighted (000)	47.00	49.40	48.50	52.50
	Horz %				
	Vert %				
	Index	100	105	103	112
Race: White Only	Unwgt'd	34564	664	3813	2858
	Weighted (000)	179823	3759	18380	13306
	Horz %	100.00	2.09	10.22	7.40
	Vert %	73.67	83.29	76.03	80.38
	Index	100	113	103	109

		Adults 18+	Own/Lease Toyota Tacoma/Pickup	Most recent vehicle bought/leased Toyota	Decision maker for any Toyota bought/leased new
				*	
Race: Black/African-American Only	Unwgt'd	5909	25	438	206
	Weighted (000)	29535	143	1814	881
	Horz %	100.00	0.49	6.14	2.98
	Vert %	12.10	3.18	7.50	5.32
	Index	100	26	62	44
				*	
Race: Asian	Unwgt'd	2388	39	379	311
	Weighted (000)	8358	148	1291	974
	Horz %	100.00	1.77	15.44	11.65
	Vert %	3.42	3.27	5.34	5.88
	Index	100	96	156	172
Race: Other Race/Multi-Racial	Unwgt'd	8173	129	992	683
	Weighted (000)	34726	611	3981	2368
	Horz %	100.00	1.76	11.46	6.82
	Vert %	14.23	13.53	16.47	14.30
	Index	100	95	116	101
Hispanic, Latino, Spanish Origin or Descent	Unwgt'd	6851	128	777	467
	Weighted (000)	37743	766	4266	2363
	Horz %	100.00	2.03	11.30	6.26
	Vert %	15.46	16.98	17.64	14.27
	Index	100	110	114	92
Hispanic, Personally Speak Only English at Home	Unwgt'd	1739	36	214	123
	Weighted (000)	6214	131	708	387
	Horz %	100.00	2.10	11.39	6.23
	Vert %	2.55	2.90	2.93	2.34
	Index	100	114	115	92
Hispanic, Personally Speak Mostly English, But Some Spanish at Home	Unwgt'd	2047	37	239	157
	Weighted (000)	9439	165	976	580
	Horz %	100.00	1.75	10.34	6.14
	Vert %	3.87	3.66	4.04	3.50
	Index	100	95	104	91
Hispanic, Personally Speak Only Spanish at Home	Unwgt'd	1280	16	106	56
	Weighted (000)	10474	151	1011	484
	Horz %	100.00	1.44	9.65	4.62
	Vert %	4.29	3.33	4.18	2.92
	Index	100	78	97	68
Hispanic, Personally Speak Mostly Spanish, But Some English at Home	Unwgt'd	1668	37	201	122
	Weighted (000)	9512	249	1239	772
	Horz %	100.00	2.62	13.02	8.12
	Vert %	3.90	5.52	5.12	4.67
	Index	100	142	131	120
Hispanic, Personally Speak Spanish and English Equally at Home	Unwgt'd	99	2	15	9
	Weighted (000)	1751	70	310	139
	Horz %	100.00	4.02	17.73	7.94
	Vert %	0.72	1.56	1.28	0.84
	Index	100	217	179	117

		Adults 18+	Own/Lease Toyota Tacoma/Pickup	Most recent vehicle bought/leased Toyota	Decision maker for any Toyota bought/leased new
Highest Level Education Completed/Highest Degree Received: Master's, Professional School or Doctorate Degree	Unwgt'd	6825	128	924	796
	Weighted (000)	26213	465	3417	2917
	Horz %	100.00	1.77	13.03	11.13
	Vert %	10.74	10.29	14.13	17.62
	Index	100	96	132	164
Highest Level Education Completed/Highest Degree Received: Bachelor's Degree	Unwgt'd	10965	215	1433	1080
	Weighted (000)	46746	1124	5994	4332
	Horz %	100.00	2.40	12.82	9.27
	Vert %	19.15	24.90	24.79	26.17
	Index	100	130	129	137
Highest Level Education Completed/Highest Degree Received: Associate Degree, Academic	Unwgt'd	2649	61	319	238
	Weighted (000)	11210	293	1233	946
	Horz %	100.00	2.61	11.00	8.43
	Vert %	4.59	6.48	5.10	5.71
	Index	100	141	111	124
Highest Level Education Completed/Highest Degree Received: Associate Degree, Occupational/Vocational	Unwgt'd	3407	57	363	237
	Weighted (000)	13775	247	1433	984
	Horz %	100.00	1.79	10.41	7.15
	Vert %	5.64	5.47	5.93	5.95
	Index	100	97	105	105
Highest Level Education Completed/Highest Degree Received: Some College, but No Degree	Unwgt'd	10089	173	1019	668
	Weighted (000)	44682	880	4082	2748
	Horz %	100.00	1.97	9.14	6.15
	Vert %	18.31	19.50	16.88	16.60
	Index	100	107	92	91
Respondent - Highest Level Education Completed/Highest Degree Received: High school graduate (High School Diploma or Equivalent, such as GED)	Unwgt'd	10356	129	889	584
	Weighted (000)	71816	1108	5903	3741
	Horz %	100.00	1.54	8.22	5.21
	Vert %	29.42	24.55	24.42	22.60
	Index	100	83	83	77
Respondent - Highest Level Education Completed/Highest Degree Received: 11th Grade or Less or 12th Grade, No Diploma	Unwgt'd	4355	55	296	144
	Weighted (000)	29641	397	2114	886
	Horz %	100.00	1.34	7.13	2.99
	Vert %	12.14	8.80	8.74	5.35
	Index	100	72	72	44
Currently Attending College or University			*		
	Unwgt'd	3403	48	344	197
	Weighted (000)	19372	335	1866	1189
	Horz %	100.00	1.73	9.63	6.14
	Index	100	94	97	90
Employed Full Time	Unwgt'd	25438	482	2865	2031
	Weighted (000)	119890	2606	12974	8691
	Horz %	100.00	2.17	10.82	7.25
	Vert %	49.12	57.74	53.67	52.50
	Index	100	118	109	107

		Adults 18+	Own/Lease Toyota Tacoma/Pickup	Most recent vehicle bought/leased Toyota	Decision maker for any Toyota bought/leased new
Employed Part Time	Unwgt'd	5730	103	651	417
	Weighted (000)	28854	491	2799	1758
	Horz %	100.00	1.70	9.70	6.09
	Vert %	11.82	10.88	11.58	10.62
	Index	100	92	98	90
Not Employed	Unwgt'd	17478	233	1727	1299
	Weighted (000)	95339	1416	8402	6105
	Horz %	100.00	1.49	8.81	6.40
	Vert %	39.06	31.37	34.75	36.88
	Index	100	80	89	94
Temporarily Unemployed	Unwgt'd	1886	22	137	82
	Weighted (000)	12314	171	834	546
	Horz %	100.00	1.39	6.78	4.44
	Vert %	5.05	3.78	3.45	3.30
	Index	100	75	68	65
Retired from Employment	Unwgt'd	10143	153	1140	965
	Weighted (000)	46820	832	4648	4078
	Horz %	100.00	1.78	9.93	8.71
	Vert %	19.18	18.43	19.22	24.63
	Index	100	96	100	128
Not Employed, Principal Shopper for Household	Unwgt'd	2543	35	263	168
	Weighted (000)	16573	251	1692	915
	Horz %	100.00	1.51	10.21	5.52
	Vert %	6.79	5.55	7.00	5.53
	Index	100	82	103	81
Occupation: Professional and Related Occupations	Unwgt'd	7405	159	995	757
	Weighted (000)	34142	842	4202	3228
	Horz %	100.00	2.47	12.31	9.46
	Vert %	13.99	18.65	17.38	19.50
	Index	100	133	124	139
Occupation: Management, Business and Financial Operations	Unwgt'd	6595	136	780	621
	Weighted (000)	24720	593	2776	2072
	Horz %	100.00	2.40	11.23	8.38
	Vert %	10.13	13.13	11.48	12.52
	Index	100	130	113	124
Occupation: Sales and Office Occupations	Unwgt'd	5959	107	669	439
	Weighted (000)	32636	607	3293	2089
	Horz %	100.00	1.86	10.09	6.40
	Vert %	13.37	13.44	13.62	12.62
	Index	100	101	102	94
Occupation: Natural Resources, Construction and Maintenance Occupations	Unwgt'd	2756	62	259	172
	Weighted (000)	13728	388	1358	824
	Horz %	100.00	2.83	9.89	6.00
	Vert %	5.62	8.61	5.62	4.98
	Index	100	153	100	88

		Adults 18+	Own/Lease Toyota Tacoma/Pickup	Most recent vehicle bought/leased Toyota	Decision maker for any Toyota bought/leased new
Occupation: Other Employed					
	Unwgt'd	8453	121	813	459
	Weighted (000)	43519	668	4144	2235
	Horz %	100.00	1.53	9.52	5.14
	Vert %	17.83	14.79	17.14	13.50
	Index	100	83	96	76
Household Income: \$250,000+			*		
	Unwgt'd	1966	43	237	236
	Weighted (000)	7800	153	938	956
	Horz %	100.00	1.96	12.03	12.26
	Vert %	3.20	3.40	3.88	5.77
	Index	100	106	121	181
Household Income: \$200,000-\$249,999			*		
	Unwgt'd	1583	30	203	214
	Weighted (000)	7178	109	830	835
	Horz %	100.00	1.52	11.57	11.63
	Vert %	2.94	2.41	3.43	5.04
	Index	100	82	117	171
Household Income: \$150,000-\$199,999					
	Unwgt'd	3725	99	447	444
	Weighted (000)	18847	559	2023	1912
	Horz %	100.00	2.96	10.74	10.15
	Vert %	7.72	12.38	8.37	11.55
	Index	100	160	108	150
Household Income: \$100,000-\$149,999					
	Unwgt'd	7038	175	969	837
	Weighted (000)	39997	967	5232	4455
	Horz %	100.00	2.42	13.08	11.14
	Vert %	16.39	21.43	21.64	26.91
	Index	100	131	132	164
Household Income: \$75,000-\$99,999					
	Unwgt'd	6168	135	711	515
	Weighted (000)	32585	853	3519	2337
	Horz %	100.00	2.62	10.80	7.17
	Vert %	13.35	18.90	14.56	14.11
	Index	100	142	109	106
Household Income: \$60,000-\$74,999					
	Unwgt'd	4945	81	599	393
	Weighted (000)	24958	459	2838	1736
	Horz %	100.00	1.84	11.37	6.96
	Vert %	10.23	10.16	11.74	10.49
	Index	100	99	115	103
Household Income: \$50,000-\$59,999					
	Unwgt'd	3824	72	472	305
	Weighted (000)	18483	419	2119	1340
	Horz %	100.00	2.27	11.47	7.25
	Vert %	7.57	9.28	8.77	8.09
	Index	100	123	116	107
Household Income: \$40,000-\$49,999					
	Unwgt'd	4928	61	500	303
	Weighted (000)	20001	309	1964	1092
	Horz %	100.00	1.54	9.82	5.46
	Vert %	8.19	6.84	8.12	6.60
	Index	100	84	99	81

		Adults 18+	Own/Lease Toyota Tacoma/Pickup	Most recent vehicle bought/leased Toyota	Decision maker for any Toyota bought/leased new
				*	
Household Income: \$30,000-\$39,999	Unwgt'd	4676	48	422	222
	Weighted (000)	21673	271	1624	835
	Horz %	100.00	1.25	7.49	3.85
	Vert %	8.88	5.99	6.72	5.05
	Index	100	68	76	57
Household Income: \$20,000-\$29,999				*	
	Unwgt'd	4378	44	368	165
	Weighted (000)	21286	262	1610	584
	Horz %	100.00	1.23	7.56	2.75
	Vert %	8.72	5.81	6.66	3.53
Household Income: Under \$20,000				*	
	Unwgt'd	5415	30	315	113
	Weighted (000)	31275	154	1478	471
	Horz %	100.00	0.49	4.72	1.51
	Vert %	12.81	3.40	6.11	2.85
Median Household Income					
	Unwgt'd				
	Weighted (000)	65.60	86.30	78.20	98.70
	Horz %				
	Vert %				
Marital Status: Single, Never Married					
	Unwgt'd	12107	139	1136	549
	Weighted (000)	69105	926	5889	2888
	Horz %	100.00	1.34	8.52	4.18
	Vert %	28.31	20.52	24.36	17.44
Marital Status: Currently Married					
	Unwgt'd	24506	541	2871	2436
	Weighted (000)	129071	3027	14098	11345
	Horz %	100.00	2.35	10.92	8.79
	Vert %	52.88	67.06	58.32	68.53
Marital Status: Divorced or Legally Separated					
	Unwgt'd	8229	102	833	492
	Weighted (000)	31030	418	2892	1487
	Horz %	100.00	1.35	9.32	4.79
	Vert %	12.71	9.27	11.96	8.98
Marital Status: Widowed				*	
	Unwgt'd	3804	36	403	270
	Weighted (000)	14879	142	1297	835
	Horz %	100.00	0.96	8.71	5.61
	Vert %	6.10	3.15	5.36	5.04
Marital Status: Engaged to Be Married				*	
	Unwgt'd	2120	30	179	84
	Weighted (000)	11812	146	902	401
	Horz %	100.00	1.24	7.64	3.39
	Vert %	4.84	3.24	3.73	2.42
	Index	100	67	77	50

		Adults 18+	Own/Lease Toyota Tacoma/Pickup	Most recent vehicle bought/leased Toyota	Decision maker for any Toyota bought/leased new
Marital Status: Living with Partner/Fiancé/Boyfriend or Girlfriend (Same or Opposite Sex)	Unwgt'd	3596	52	326	168
	Weighted (000)	21557	289	1799	876
	Horz %	100.00	1.34	8.34	4.06
	Vert %	8.83	6.41	7.44	5.29
	Index	100	73	84	60
Any Child(ren) Under Age 18 Living at Home	Unwgt'd	18201	291	1940	1342
	Weighted (000)	94932	1692	9388	6042
	Horz %	100.00	1.78	9.89	6.36
	Vert %	38.89	37.48	38.83	36.50
	Index	100	96	100	94
1 Child Under Age 18 Currently Living at Home	Unwgt'd	7127	123	772	539
	Weighted (000)	38013	708	3713	2506
	Horz %	100.00	1.86	9.77	6.59
	Vert %	15.57	15.68	15.36	15.14
	Index	100	101	99	97
2 Children Under Age 18 Currently Living at Home	Unwgt'd	6935	120	758	568
	Weighted (000)	34366	625	3326	2342
	Horz %	100.00	1.82	9.68	6.82
	Vert %	14.08	13.85	13.76	14.15
	Index	100	98	98	100
3 Children Under Age 18 Currently Living at Home	Unwgt'd	2804	30	287	159
	Weighted (000)	14813	218	1652	770
	Horz %	100.00	1.47	11.15	5.20
	Vert %	6.07	4.83	6.83	4.65
	Index	100	80	113	77
4 Children Under Age 18 Currently Living at Home	Unwgt'd	872	11	87	50
	Weighted (000)	4873	93	439	270
	Horz %	100.00	1.92	9.00	5.54
	Vert %	2.00	2.07	1.81	1.63
	Index	100	104	91	82
5 or More Children Under Age 18 Currently Living at Home	Unwgt'd	463	7	36	26
	Weighted (000)	2867	47	258	153
	Horz %	100.00	1.65	8.99	5.34
	Vert %	1.17	1.05	1.07	0.93
	Index	100	89	91	79
Own Home/Residence	Unwgt'd	32775	678	3873	3113
	Weighted (000)	160976	3703	17490	13703
	Horz %	100.00	2.30	10.86	8.51
	Vert %	65.95	82.04	72.34	82.78
	Index	100	124	110	126
Rent Home/Residence	Unwgt'd	15306	138	1321	614
	Weighted (000)	80205	792	6455	2748
	Horz %	100.00	0.99	8.05	3.43
	Vert %	32.86	17.55	26.70	16.60
	Index	100	53	81	51

		Adults 18+	Own/Lease Toyota Tacoma/Pickup	Most recent vehicle bought/leased Toyota	Decision maker for any Toyota bought/leased new
Live Rent-Free in Home/Residence			*	*	*
	Unwgt'd	565	2	49	20
	Weighted (000)	2903	19	230	103
	Horz %	100.00	0.64	7.94	3.54
	Vert %	1.19	0.41	0.95	0.62
	Index	100	35	80	52
Census Region: North East					
	Unwgt'd	11000	126	1168	832
	Weighted (000)	44018	580	4232	2774
	Horz %	100.00	1.32	9.62	6.30
	Vert %	18.03	12.86	17.51	16.76
	Index	100	71	97	93
Census Region: South					
	Unwgt'd	17645	296	1800	1294
	Weighted (000)	92016	1580	8772	5997
	Horz %	100.00	1.72	9.53	6.52
	Vert %	37.70	35.00	36.29	36.23
	Index	100	93	96	96
Census Region: Midwest					
	Unwgt'd	9880	65	807	611
	Weighted (000)	52062	434	3731	2847
	Horz %	100.00	0.83	7.17	5.47
	Vert %	21.33	9.61	15.43	17.20
	Index	100	45	72	81
Census Region: West					
	Unwgt'd	10121	331	1468	1010
	Weighted (000)	55988	1920	7440	4936
	Horz %	100.00	3.43	13.29	8.82
	Vert %	22.94	42.53	30.77	29.82
	Index	100	185	134	130
Census Sub-Region: New England					
	Unwgt'd	2748	67	414	276
	Weighted (000)	11567	294	1662	980
	Horz %	100.00	2.54	14.37	8.48
	Vert %	4.74	6.51	6.88	5.92
	Index	100	137	145	125
Census Sub-Region: Mid Atlantic					
	Unwgt'd	8252	59	754	556
	Weighted (000)	32451	287	2570	1794
	Horz %	100.00	0.88	7.92	5.53
	Vert %	13.30	6.35	10.63	10.83
	Index	100	48	80	81
Census Sub-Region: South Atlantic					
	Unwgt'd	9812	147	1081	788
	Weighted (000)	48740	746	5167	3427
	Horz %	100.00	1.53	10.60	7.03
	Vert %	19.97	16.54	21.37	20.70
	Index	100	83	107	104
Census Sub-Region: East South Central			*		
	Unwgt'd	1890	45	158	114
	Weighted (000)	14067	440	1122	846
	Horz %	100.00	3.13	7.98	6.01
	Vert %	5.76	9.75	4.64	5.11
	Index	100	169	81	89

		Adults 18+	Own/Lease Toyota Tacoma/Pickup	Most recent vehicle bought/leased Toyota	Decision maker for any Toyota bought/leased new
Census Sub-Region: West South Central					
	Unwgt'd	5943	104	561	392
	Weighted (000)	29209	393	2483	1724
	Horz %	100.00	1.35	8.50	5.90
	Vert %	11.97	8.72	10.27	10.41
Index	100	73	86	87	
Census Sub-Region: East North Central			*		
	Unwgt'd	7303	41	596	460
	Weighted (000)	36089	279	2349	1809
	Horz %	100.00	0.77	6.51	5.01
	Vert %	14.79	6.17	9.72	10.93
Index	100	42	66	74	
Census Sub-Region: West North Central			*		
	Unwgt'd	2577	24	211	151
	Weighted (000)	15973	155	1382	1038
	Horz %	100.00	0.97	8.65	6.50
	Vert %	6.54	3.44	5.72	6.27
Index	100	53	87	96	
Census Sub-Region: Mountain					
	Unwgt'd	2752	84	322	198
	Weighted (000)	18482	578	2011	1223
	Horz %	100.00	3.13	10.88	6.61
	Vert %	7.57	12.80	8.32	7.39
Index	100	169	110	98	
Census Sub-Region: Pacific					
	Unwgt'd	7369	247	1146	812
	Weighted (000)	37506	1342	5429	3714
	Horz %	100.00	3.58	14.47	9.90
	Vert %	15.37	29.73	22.46	22.43
Index	100	194	146	146	
County Size: A					
	Unwgt'd	26326	408	3067	2311
	Weighted (000)	102649	1762	11460	8139
	Horz %	100.00	1.72	11.16	7.93
	Vert %	42.05	39.04	47.40	49.16
Index	100	93	113	117	
County Size: B					
	Unwgt'd	11709	229	1313	890
	Weighted (000)	72000	1465	7444	5121
	Horz %	100.00	2.03	10.34	7.11
	Vert %	29.50	32.45	30.79	30.94
Index	100	110	104	105	
County Size: C/D					
	Unwgt'd	10611	181	863	546
	Weighted (000)	69435	1286	5272	3294
	Horz %	100.00	1.85	7.59	4.74
	Vert %	28.45	28.50	21.81	19.90
Index	100	100	77	70	
Radio Formats: AAA (subset of Alternative) (Monday-Sunday 24-Hour Cume)			*		
	Unwgt'd	1128	25	161	103
	Weighted (000)	4719	108	591	409
	Horz %	100.00	2.29	12.52	8.66
	Vert %	1.93	2.39	2.44	2.47
Index	100	124	126	128	

		Adults 18+	Own/Lease Toyota Tacoma/Pickup	Most recent vehicle bought/leased Toyota	Decision maker for any Toyota bought/leased new
Radio Formats: Adult Contemporary (Monday-Sunday 24-Hour Cume)	Unwgted	7893	165	976	679
	Weighted (000)	38375	864	4382	2896
	Horz %	100.00	2.25	11.42	7.55
	Vert %	15.72	19.14	18.13	17.49
	Index	100	122	115	111
Radio Formats: Adult Hits (Monday-Sunday 24-Hour Cume)			*		
	Unwgted	1220	38	154	101
	Weighted (000)	6399	241	669	378
	Horz %	100.00	3.76	10.45	5.90
	Vert %	2.62	5.34	2.77	2.28
Index	100	204	105	87	
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	41	422	342
	Weighted (000)	7983	170	1254	1018
	Horz %	100.00	2.13	15.72	12.75
	Vert %	3.27	3.77	5.19	6.15
Index	100	115	159	188	
Radio Formats: All Sports (Monday-Sunday 24-Hour Cume)	Unwgted	3232	72	395	302
	Weighted (000)	12837	263	1509	1143
	Horz %	100.00	2.05	11.76	8.90
	Vert %	5.26	5.84	6.24	6.90
	Index	100	111	119	131
Radio Formats: All Talk (Monday-Sunday 24-Hour Cume)			*		
	Unwgted	850	24	109	87
	Weighted (000)	3908	101	396	311
	Horz %	100.00	2.58	10.15	7.97
	Vert %	1.60	2.23	1.64	1.88
Index	100	139	102	117	
Radio Formats: Alternative (Monday-Sunday 24-Hour Cume)	Unwgted	3051	69	391	246
	Weighted (000)	14357	389	1703	1046
	Horz %	100.00	2.71	11.86	7.29
	Vert %	5.88	8.61	7.05	6.32
	Index	100	146	120	107
Radio Formats: CHR/Top 40 (Monday-Sunday 24-Hour Cume)	Unwgted	8136	124	878	592
	Weighted (000)	42891	737	4226	2687
	Horz %	100.00	1.72	9.85	6.26
	Vert %	17.57	16.32	17.48	16.23
	Index	100	93	99	92
Radio Formats: Classic Hits (Monday-Sunday 24-Hour Cume)	Unwgted	2864	72	327	224
	Weighted (000)	14285	347	1532	916
	Horz %	100.00	2.43	10.72	6.41
	Vert %	5.85	7.68	6.34	5.53
	Index	100	131	108	95

		Adults 18+	Own/Lease Toyota Tacoma/Pickup	Most recent vehicle bought/leased Toyota	Decision maker for any Toyota bought/leased new
Radio Formats: Classic Rock (Monday-Sunday 24-Hour Cume)	Unwgt	3360	82	369	262
	Weighted (000)	16987	484	1802	1180
	Horz %	100.00	2.85	10.61	6.94
	Vert %	6.96	10.73	7.45	7.13
	Index	100	154	107	102
Radio Formats: Classical (Monday-Sunday 24-Hour Cume)			*		
	Unwgt	1353	30	198	154
	Weighted (000)	5307	97	811	563
	Horz %	100.00	1.83	15.29	10.61
	Vert %	2.17	2.15	3.36	3.40
Index	100	99	154	156	
Radio Formats: Country (Monday-Sunday 24-Hour Cume)	Unwgt	7757	151	727	532
	Weighted (000)	44958	941	3958	2686
	Horz %	100.00	2.09	8.80	5.97
	Vert %	18.42	20.84	16.37	16.22
	Index	100	113	89	88
Radio Formats: Ethnic (Monday-Sunday 24-Hour Cume)			*	*	*
	Unwgt	310	6	48	41
	Weighted (000)	1196	22	166	134
	Horz %	100.00	1.81	13.92	11.24
	Vert %	0.49	0.48	0.69	0.81
Index	100	98	140	166	
Radio Formats: Gospel (Monday-Sunday 24-Hour Cume)			*		*
	Unwgt	642	10	56	34
	Weighted (000)	3662	59	282	167
	Horz %	100.00	1.62	7.70	4.57
	Vert %	1.50	1.31	1.17	1.01
Index	100	88	78	67	
Radio Formats: Hispanic (All Genres) (Monday-Sunday 24-Hour Cume)			*		
	Unwgt	2577	44	268	153
	Weighted (000)	15181	331	1668	812
	Horz %	100.00	2.18	10.99	5.35
	Vert %	6.22	7.33	6.90	4.90
Index	100	118	111	79	
Radio Formats: Hot AC (Subset of "Adult Contemporary") (Monday-Sunday 24-Hour Cume)	Unwgt	3551	72	437	301
	Weighted (000)	17450	375	2014	1318
	Horz %	100.00	2.15	11.54	7.55
	Vert %	7.15	8.30	8.33	7.96
	Index	100	116	117	111
Radio Formats: Jazz (Monday-Sunday 24-Hour Cume)			*		
	Unwgt	631	14	96	66
	Weighted (000)	2496	62	416	237
	Horz %	100.00	2.48	16.67	9.48
	Vert %	1.02	1.37	1.72	1.43
Index	100	134	168	140	
Radio Formats: Mexican/Tejano/Ranchera (Subset of "Hispanic") (Monday-Sunday 24-Hour Cume)			*		
	Unwgt	1108	17	107	63
	Weighted (000)	6328	113	652	307
	Horz %	100.00	1.78	10.31	4.84
	Vert %	2.59	2.50	2.70	1.85
Index	100	96	104	71	

		Adults 18+	Own/Lease Toyota Tacoma/Pickup	Most recent vehicle bought/leased Toyota	Decision maker for any Toyota bought/leased new
Radio Formats: News/Talk (Monday-Sunday 24-Hour Cume)	Unwgt'd	5806	131	785	634
	Weighted (000)	23554	697	3077	2336
	Horz %	100.00	2.96	13.06	9.92
	Vert %	9.65	15.44	12.73	14.11
	Index	100	160	132	146
Radio Formats: Oldies (Monday-Sunday 24-Hour Cume)			*		
	Unwgt'd	1456	21	141	100
	Weighted (000)	7376	113	599	430
	Horz %	100.00	1.53	8.12	5.83
	Vert %	3.02	2.50	2.48	2.60
Index	100	83	82	86	
Radio Formats: Public Radio/Non-Commercial (Monday-Sunday 24-Hour Cume)	Unwgt'd	2625	71	433	325
	Weighted (000)	10677	305	1648	1193
	Horz %	100.00	2.86	15.43	11.18
	Vert %	4.37	6.76	6.82	7.21
	Index	100	155	156	165
Radio Formats: Religion/Christian (Monday-Sunday 24-Hour Cume)	Unwgt'd	3944	67	466	324
	Weighted (000)	20120	408	2187	1540
	Horz %	100.00	2.03	10.87	7.66
	Vert %	8.24	9.03	9.05	9.31
	Index	100	110	110	113
Radio Formats: Rhythmic (Monday-Sunday 24-Hour Cume)			*		
	Unwgt'd	2569	33	260	156
	Weighted (000)	13480	207	1248	738
	Horz %	100.00	1.53	9.25	5.48
	Vert %	5.52	4.58	5.16	4.46
Index	100	83	93	81	
Radio Formats: Rock (Monday-Sunday 24-Hour Cume)	Unwgt'd	3181	58	348	241
	Weighted (000)	16260	347	1659	1031
	Horz %	100.00	2.13	10.20	6.34
	Vert %	6.66	7.68	6.86	6.23
	Index	100	115	103	93
Radio Formats: Soft Adult Contemporary/Lite Rock (Monday-Sunday 24-Hour Cume)			*		
	Unwgt'd	1106	15	138	91
	Weighted (000)	5735	88	772	452
	Horz %	100.00	1.54	13.47	7.88
	Vert %	2.35	1.96	3.19	2.73
Index	100	83	136	116	
Radio Formats: Spanish AC (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)			*		
	Unwgt'd	906	22	113	65
	Weighted (000)	5268	183	697	384
	Horz %	100.00	3.47	13.23	7.30
	Vert %	2.16	4.05	2.88	2.32
Index	100	188	134	108	
Radio Formats: Tropical (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)			*	*	*
	Unwgt'd	302	0	16	14
	Weighted (000)	1893	0	121	66
	Horz %	100.00	0.00	6.42	3.48
	Vert %	0.78	0.00	0.50	0.40
Index	100	0	65	51	

		Adults 18+	Own/Lease Toyota Tacoma/Pickup	Most recent vehicle bought/leased Toyota	Decision maker for any Toyota bought/leased new
				*	
Radio Formats: Urban (All Genres) (Monday-Sunday 24-Hour Cume)	Unwgt'd	5121	31	428	233
	Weighted (000)	26008	180	1828	968
	Horz %	100.00	0.69	7.03	3.72
	Vert %	10.66	3.99	7.56	5.85
	Index	100	37	71	55
Radio Formats: Urban AC (Subset of Urban) (Monday-Sunday 24-Hour Cume)				*	
	Unwgt'd	2133	8	182	110
	Weighted (000)	10077	29	639	424
	Horz %	100.00	0.29	6.35	4.20
	Vert %	4.13	0.65	2.64	2.56
Radio Formats: Urban Contemporary (Subset of Urban) (Monday-Sunday 24-Hour Cume)	Unwgt'd	1989	19	154	76
	Weighted (000)	11746	142	794	390
	Horz %	100.00	1.21	6.76	3.32
	Vert %	4.81	3.15	3.28	2.36
	Index	100	65	68	49
Radio Formats: Variety/Other (Monday-Sunday 24-Hour Cume)				*	
	Unwgt'd	1303	35	162	104
	Weighted (000)	6945	172	936	601
	Horz %	100.00	2.48	13.48	8.65
	Vert %	2.85	3.82	3.87	3.63
Radio Daypart Cumes: Total Week Monday-Sunday 24 Hours	Unwgt'd	41037	711	4489	3235
	Weighted (000)	204462	3879	20569	14245
	Horz %	100.00	1.90	10.06	6.97
	Vert %	83.77	85.95	85.08	86.05
	Index	100	103	102	103
Radio Daypart Cumes: Weekday 6:00 am - 10:00 am	Unwgt'd	25278	481	2826	2072
	Weighted (000)	122460	2564	12629	9081
	Horz %	100.00	2.09	10.31	7.42
	Vert %	50.17	56.81	52.24	54.85
	Index	100	113	104	109
Radio Daypart Cumes: Weekday 10:00 am - 3:00 pm	Unwgt'd	18835	343	2054	1452
	Weighted (000)	94930	1873	9513	6518
	Horz %	100.00	1.97	10.02	6.87
	Vert %	38.89	41.51	39.35	39.37
	Index	100	107	101	101
Radio Daypart Cumes: Weekday 3:00 pm - 7:00 pm	Unwgt'd	22339	437	2519	1817
	Weighted (000)	109527	2446	11442	7959
	Horz %	100.00	2.23	10.45	7.27
	Vert %	44.87	54.20	47.33	48.08
	Index	100	121	105	107
Radio Daypart Cumes: Weekday 7:00 pm - Midnight	Unwgt'd	8087	126	811	533
	Weighted (000)	41055	669	3842	2462
	Horz %	100.00	1.63	9.36	6.00
	Vert %	16.82	14.83	15.89	14.87
	Index	100	88	94	88

		Adults 18+	Own/Lease Toyota Tacoma/Pickup	Most recent vehicle bought/leased Toyota	Decision maker for any Toyota bought/leased new
				*	
Radio Daypart Cumes: Weekday Midnight - 6:00 am	Unwgt'd	2418	37	223	142
	Weighted (000)	12268	189	1067	624
	Horz %	100.00	1.54	8.70	5.09
	Vert %	5.03	4.19	4.42	3.77
	Index	100	83	88	75
Radio Daypart Cumes: Weekend 6:00 am - 10:00 am	Unwgt'd	16140	289	1745	1270
	Weighted (000)	79167	1506	7893	5444
	Horz %	100.00	1.90	9.97	6.88
	Vert %	32.43	33.36	32.65	32.88
	Index	100	103	101	101
Radio Daypart Cumes: Weekend 10:00 am - 3:00 pm	Unwgt'd	21592	359	2339	1679
	Weighted (000)	106532	1896	10689	7305
	Horz %	100.00	1.78	10.03	6.86
	Vert %	43.65	42.01	44.22	44.13
	Index	100	96	101	101
Radio Daypart Cumes: Weekend 3:00 pm - 7:00 pm	Unwgt'd	16960	290	1810	1248
	Weighted (000)	85146	1417	8150	5341
	Horz %	100.00	1.66	9.57	6.27
	Vert %	34.88	31.40	33.71	32.26
	Index	100	90	97	92
Radio Daypart Cumes: Weekend 7:00 pm - Midnight	Unwgt'd	8346	122	843	560
	Weighted (000)	42195	670	3952	2438
	Horz %	100.00	1.59	9.37	5.78
	Vert %	17.29	14.84	16.35	14.73
	Index	100	86	95	85
Radio Daypart Cumes: Weekend Midnight - 6:00 am				*	
	Unwgt'd	2161	25	209	132
	Weighted (000)	10847	148	1037	589
	Horz %	100.00	1.36	9.56	5.43
	Index	100	74	97	80
Where Listen to Radio on Typical Weekday: Home	Unwgt'd	13605	205	1387	1008
	Weighted (000)	66444	1151	6147	4064
	Horz %	100.00	1.73	9.25	6.12
	Vert %	27.22	25.49	25.43	24.55
	Index	100	94	93	90
Where Listen to Radio on Typical Weekday: Car	Unwgt'd	37582	693	4297	3119
	Weighted (000)	186198	3808	19551	13697
	Horz %	100.00	2.04	10.50	7.36
	Vert %	76.28	84.36	80.87	82.74
	Index	100	111	106	108
Where Listen to Radio on Typical Weekday: Work	Unwgt'd	6358	122	660	414
	Weighted (000)	32708	719	3232	1891
	Horz %	100.00	2.20	9.88	5.78
	Vert %	13.40	15.93	13.37	11.42
	Index	100	119	100	85

		Adults 18+	Own/Lease Toyota Tacoma/Pickup	Most recent vehicle bought/leased Toyota	Decision maker for any Toyota bought/leased new
Where Listen to Radio on Typical Weekday: Place Other Than Home, Car, Work			*		
	Unwgt'd	1490	21	125	75
	Weighted (000)	7844	138	648	416
	Horz %	100.00	1.76	8.26	5.30
	Vert %	3.21	3.06	2.68	2.51
Index	100	95	83	78	
Where Listen to Radio on Typical Weekend: Home					
	Unwgt'd	16122	267	1654	1195
	Weighted (000)	79216	1491	7793	5217
	Horz %	100.00	1.88	9.84	6.59
	Vert %	32.45	33.03	32.24	31.51
Index	100	102	99	97	
Where Listen to Radio on Typical Weekend: Car					
	Unwgt'd	34584	604	3916	2848
	Weighted (000)	172300	3249	17777	12403
	Horz %	100.00	1.89	10.32	7.20
	Vert %	70.59	71.99	73.53	74.92
Index	100	102	104	106	
Where Listen to Radio on Typical Weekend: Work			*		
	Unwgt'd	2377	43	252	135
	Weighted (000)	13032	291	1325	682
	Horz %	100.00	2.23	10.17	5.23
	Vert %	5.34	6.44	5.48	4.12
Index	100	121	103	77	
Where Listen to Radio on Typical Weekend: Place Other Than Home, Car, Work			*		
	Unwgt'd	1550	23	131	80
	Weighted (000)	8439	184	777	449
	Horz %	100.00	2.18	9.21	5.32
	Vert %	3.46	4.07	3.21	2.71
Index	100	118	93	78	
Ever Listen to AM Radio (Terrestrial Radio)					
	Unwgt'd	8872	172	1103	895
	Weighted (000)	37216	846	4190	3297
	Horz %	100.00	2.27	11.26	8.86
	Vert %	15.25	18.75	17.33	19.92
Index	100	123	114	131	
Ever Listen to FM Radio (Terrestrial Radio)					
	Unwgt'd	35648	625	3938	2791
	Weighted (000)	180517	3461	18181	12364
	Horz %	100.00	1.92	10.07	6.85
	Vert %	73.96	76.68	75.20	74.69
Index	100	104	102	101	
Ever Listen to Any Terrestrial Radio (AM/FM)					
	Unwgt'd	38624	673	4289	3089
	Weighted (000)	192537	3680	19529	13447
	Horz %	100.00	1.91	10.14	6.98
	Vert %	78.88	81.53	80.78	81.23
Index	100	103	102	103	
Ever Listen to Satellite Radio (SiriusXM)					
	Unwgt'd	6808	142	644	607
	Weighted (000)	31804	656	2788	2637
	Horz %	100.00	2.06	8.77	8.29
	Vert %	13.03	14.54	11.53	15.93
Index	100	112	89	122	

		Adults 18+	Own/Lease Toyota Tacoma/Pickup	Most recent vehicle bought/leased Toyota	Decision maker for any Toyota bought/leased new
Household Subscribes to Satellite (SiriusXM) Radio	Unwgt'd	9333	185	906	855
	Weighted (000)	45323	903	4159	3839
	Horz %	100.00	1.99	9.18	8.47
	Vert %	18.57	20.00	17.20	23.19
	Index	100	108	93	125
Any Vehicle Currently Owned/Leased Has Satellite Radio	Unwgt'd	15153	268	1410	1438
	Weighted (000)	76621	1469	6960	6621
	Horz %	100.00	1.92	9.08	8.64
	Vert %	31.39	32.54	28.79	40.00
	Index	100	104	92	127
Any Vehicle Currently Owned/Leased Has MP3 Player Connection	Unwgt'd	12633	267	1476	1271
	Weighted (000)	64670	1554	7207	5854
	Horz %	100.00	2.40	11.14	9.05
	Vert %	26.49	34.43	29.81	35.36
	Index	100	130	113	133
Listened to Online Streaming AM/FM Broadcast Radio Stations - Past Month	Unwgt'd	7343	161	860	604
	Weighted (000)	36346	850	3902	2697
	Horz %	100.00	2.34	10.74	7.42
	Vert %	14.89	18.82	16.14	16.29
	Index	100	126	108	109
Listened to Internet-only radio or other online music or audio services (eg. Pandora, Spotify, etc.) - past month	Unwgt'd	19242	348	2137	1435
	Weighted (000)	97996	1954	10225	6635
	Horz %	100.00	1.99	10.43	6.77
	Vert %	40.15	43.29	42.29	40.08
	Index	100	108	105	100
Listening to Any Radio on the Internet/Online - Past Month	Unwgt'd	21921	407	2454	1656
	Weighted (000)	110983	2191	11654	7546
	Horz %	100.00	1.97	10.50	6.80
	Vert %	45.47	48.54	48.21	45.58
	Index	100	107	106	100
Visited a Radio Station, Radio Program or Radio Personality's website - Past Month	Unwgt'd	3452	70	386	279
	Weighted (000)	17001	320	1761	1249
	Horz %	100.00	1.88	10.36	7.35
	Vert %	6.97	7.08	7.28	7.55
	Index	100	102	105	108
Downloaded Music - Past Month	Unwgt'd	9054	130	956	675
	Weighted (000)	47933	784	4593	3219
	Horz %	100.00	1.63	9.58	6.72
	Vert %	19.64	17.36	19.00	19.45
	Index	100	88	97	99
Downloaded Podcasts/Engaged in Podcasting - Past Month	Unwgt'd	3700	72	467	324
	Weighted (000)	17081	366	2059	1397
	Horz %	100.00	2.14	12.05	8.18
	Vert %	7.00	8.11	8.51	8.44
	Index	100	116	122	121

		Adults 18+	Own/Lease Toyota Tacoma/Pickup	Most recent vehicle bought/leased Toyota	Decision maker for any Toyota bought/leased new
Visited iHeartRadio site - Past Month	Unwgt'd	4412	72	446	314
	Weighted (000)	21989	346	1955	1384
	Horz %	100.00	1.57	8.89	6.30
	Vert %	9.01	7.67	8.09	8.36
	Index	100	85	90	93
Visited iTunes.com site - Past Month	Unwgt'd	8331	153	1019	758
	Weighted (000)	40212	801	4642	3303
	Horz %	100.00	1.99	11.55	8.21
	Vert %	16.47	17.75	19.20	19.95
	Index	100	108	117	121
Visited Pandora.com site - Past Month	Unwgt'd	16996	323	1863	1263
	Weighted (000)	87700	1785	8997	5892
	Horz %	100.00	2.03	10.26	6.72
	Vert %	35.93	39.54	37.22	35.59
	Index	100	110	104	99
Visited Spotify site - Past Month	Unwgt'd	6074	94	689	405
	Weighted (000)	32588	567	3597	2085
	Horz %	100.00	1.74	11.04	6.40
	Vert %	13.35	12.56	14.88	12.60
	Index	100	94	111	94
Advertising on radio provides me with useful information about bargains. Agree strongly or Agree somewhat	Unwgt'd	16507	244	1642	1140
	Weighted (000)	83844	1385	7577	4956
	Horz %	100.00	1.65	9.04	5.91
	Vert %	34.35	30.68	31.34	29.94
	Index	100	89	91	87
Advertising on radio provides me with meaningful information about the product use of other consumers. Agree strongly or Agree somewhat	Unwgt'd	13908	209	1373	962
	Weighted (000)	70343	1187	6308	4194
	Horz %	100.00	1.69	8.97	5.96
	Vert %	28.82	26.30	26.09	25.33
	Index	100	91	91	88
Advertising on radio provides me with useful information about new products and services. Agree strongly or Agree somewhat	Unwgt'd	17125	253	1717	1200
	Weighted (000)	86850	1410	8029	5216
	Horz %	100.00	1.62	9.24	6.01
	Vert %	35.58	31.24	33.21	31.51
	Index	100	88	93	89
For me, advertising on radio is amusing. Agree strongly or Agree somewhat	Unwgt'd	12845	198	1283	861
	Weighted (000)	65189	1129	5919	3736
	Horz %	100.00	1.73	9.08	5.73
	Vert %	26.71	25.02	24.49	22.57
	Index	100	94	92	85
Most trusted media: Radio	Unwgt'd	4143	79	462	345
	Weighted (000)	21056	425	2073	1619
	Horz %	100.00	2.02	9.84	7.69
	Vert %	8.63	9.41	8.57	9.78
	Index	100	109	99	113

		Adults 18+	Own/Lease Toyota Tacoma/Pickup	Most recent vehicle bought/leased Toyota	Decision maker for any Toyota bought/leased new
TV Dayparts: Total Week Prime Time Cume Audience	Unwgt'd	38598	657	4207	3074
	Weighted (000)	190885	3566	19036	13528
	Horz %	100.00	1.87	9.97	7.09
	Vert %	78.20	79.02	78.74	81.72
	Index	100	101	101	104
TV Dayparts: Prime Time Weekdays Cume Audience: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)	Unwgt'd	30674	530	3346	2507
	Weighted (000)	150599	2799	15178	11061
	Horz %	100.00	1.86	10.08	7.34
	Vert %	61.70	62.02	62.78	66.82
	Index	100	101	102	108
TV Dayparts: Prime Time Saturday Cume Audience: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)	Unwgt'd	26407	430	2824	2081
	Weighted (000)	129573	2410	12666	9103
	Horz %	100.00	1.86	9.78	7.03
	Vert %	53.09	53.40	52.39	54.99
	Index	100	101	99	104
TV Dayparts: Prime Time Sunday Cume Audience: 7:00-11:00 pm (Eastern/Pacific), 6:00-10:00 pm (Central/Mountain)	Unwgt'd	30767	512	3367	2492
	Weighted (000)	150356	2682	14845	10669
	Horz %	100.00	1.78	9.87	7.10
	Vert %	61.60	59.43	61.40	64.45
	Index	100	96	100	105
TV Dayparts: Weekdays Cume Audience: 9:00 am-4:00 pm (Eastern/Pacific) 9:00 am - 3:00 pm (Central/Mountain)	Unwgt'd	13588	169	1298	888
	Weighted (000)	72467	1022	6084	4126
	Horz %	100.00	1.41	8.40	5.69
	Vert %	29.69	22.64	25.17	24.92
	Index	100	76	85	84
TV Dayparts: Weekdays Cume Audience: 4:00 pm-7:30 pm (Eastern/Pacific) 3:00 pm-6:30 pm (Central/Mountain)	Unwgt'd	24214	405	2538	1877
	Weighted (000)	122899	2273	11554	8229
	Horz %	100.00	1.85	9.40	6.70
	Vert %	50.35	50.36	47.79	49.71
	Index	100	100	95	99
TV Dayparts: Weekdays Cume Audience: 11:30 pm-1:00 am (Eastern/Pacific) 10:30 pm-Midnight (Central/Mountain)	Unwgt'd	8203	109	826	557
	Weighted (000)	41009	624	3936	2454
	Horz %	100.00	1.52	9.60	5.98
	Vert %	16.80	13.82	16.28	14.82
	Index	100	82	97	88
TV Dayparts: Weekend Children's Shows Cume Audience: Saturday-Sunday Morning	Unwgt'd	20426	322	2081	1522
	Weighted (000)	102185	1716	9358	6632
	Horz %	100.00	1.68	9.16	6.49
	Vert %	41.86	38.01	38.71	40.06
	Index	100	91	92	96
TV Dayparts: Weekend Sports Cume Audience: Saturday-Sunday Afternoon	Unwgt'd	23818	387	2429	1755
	Weighted (000)	120635	2170	11253	7936
	Horz %	100.00	1.80	9.33	6.58
	Vert %	49.42	48.09	46.55	47.94
	Index	100	97	94	97

		Adults 18+	Own/Lease Toyota Tacoma/Pickup	Most recent vehicle bought/leased Toyota	Decision maker for any Toyota bought/leased new
Downloaded a TV Program - Past Month	Unwgt'd	2514	59	293	227
	Weighted (000)	11768	336	1362	923
	Horz %	100.00	2.86	11.58	7.84
	Vert %	4.82	7.45	5.64	5.57
	Index	100	155	117	116
Watched a TV Program Online - Past Month	Unwgt'd	8915	153	1036	720
	Weighted (000)	43431	814	4776	3127
	Horz %	100.00	1.87	11.00	7.20
	Vert %	17.79	18.04	19.76	18.89
	Index	100	101	111	106
Visited a TV Network or TV Show's Web Site - Past Month	Unwgt'd	9786	152	1120	783
	Weighted (000)	47213	854	4877	3424
	Horz %	100.00	1.81	10.33	7.25
	Vert %	19.34	18.92	20.17	20.68
	Index	100	98	104	107
Looked at TV Listings Online - Past Month	Unwgt'd	5331	83	630	475
	Weighted (000)	24808	434	2714	1938
	Horz %	100.00	1.75	10.94	7.81
	Vert %	10.16	9.61	11.23	11.71
	Index	100	95	110	115
Household Subscribes to Cable TV	Unwgt'd	22534	365	2469	1827
	Weighted (000)	109088	2014	11124	8025
	Horz %	100.00	1.85	10.20	7.36
	Vert %	44.69	44.62	46.01	48.48
	Index	100	100	103	108
Household Subscribes to Cable, Satellite or Fiber Optic TV	Unwgt'd	37894	665	4157	3139
	Weighted (000)	188357	3633	19074	13890
	Horz %	100.00	1.93	10.13	7.37
	Vert %	77.17	80.50	78.90	83.91
	Index	100	104	102	109
Viewed Any Cable TV (Including Pay) - Past Week	Unwgt'd	36344	634	3978	3011
	Weighted (000)	180739	3467	18213	13278
	Horz %	100.00	1.92	10.08	7.35
	Vert %	74.05	76.80	75.34	80.21
	Index	100	104	102	108
Heavy Cable TV Viewer (Including Pay) - Past Week	Unwgt'd	26301	442	2774	2114
	Weighted (000)	131456	2394	12617	9283
	Horz %	100.00	1.82	9.60	7.06
	Vert %	53.86	53.04	52.19	56.07
	Index	100	98	97	104
Viewed Any Premium Cable Channels - Past Month	Unwgt'd	15801	246	1693	1325
	Weighted (000)	75868	1354	7758	5751
	Horz %	100.00	1.78	10.23	7.58
	Vert %	31.08	30.00	32.09	34.74
	Index	100	97	103	112

		Adults 18+	Own/Lease Toyota Tacoma/Pickup	Most recent vehicle bought/leased Toyota	Decision maker for any Toyota bought/leased new
Viewed Any Pay-Per-View Programs or Events - Past Year	Unwgt'd	5693	108	627	478
	Weighted (000)	27121	536	2912	2160
	Horz %	100.00	1.97	10.74	7.96
	Vert %	11.11	11.87	12.04	13.05
	Index	100	107	108	117
Viewed Any Video-On-Demand Programs or Events - Past Year	Unwgt'd	13030	240	1521	1197
	Weighted (000)	59121	1260	6449	4922
	Horz %	100.00	2.13	10.91	8.33
	Vert %	24.22	27.92	26.68	29.73
	Index	100	115	110	123
Household Has a Satellite Dish	Unwgt'd	10843	231	1091	835
	Weighted (000)	61939	1368	5744	4234
	Horz %	100.00	2.21	9.27	6.84
	Vert %	25.38	30.30	23.76	25.57
	Index	100	119	94	101
Household Has a Digital Video Recorder (DVR)	Unwgt'd	23728	457	2704	2158
	Weighted (000)	116768	2446	12279	9645
	Horz %	100.00	2.09	10.52	8.26
	Vert %	47.84	54.19	50.79	58.26
	Index	100	113	106	122
Any Internet/Online Activity - Past Month	Unwgt'd	42373	748	4760	3460
	Weighted (000)	208554	3993	21650	15254
	Horz %	100.00	1.91	10.38	7.31
	Vert %	85.44	88.46	89.56	92.14
	Index	100	104	105	108
Played Games Online - Past Month	Unwgt'd	13852	196	1437	969
	Weighted (000)	73850	1232	6847	4526
	Horz %	100.00	1.67	9.27	6.13
	Vert %	30.26	27.29	28.32	27.34
	Index	100	90	94	90
Downloaded a Video Game - Past Month	Unwgt'd	5083	71	486	279
	Weighted (000)	28601	416	2613	1302
	Horz %	100.00	1.46	9.14	4.55
	Vert %	11.72	9.22	10.81	7.87
	Index	100	79	92	67
Downloaded a Movie - Past Month	Unwgt'd	4447	90	481	338
	Weighted (000)	21989	601	2262	1457
	Horz %	100.00	2.73	10.29	6.62
	Vert %	9.01	13.32	9.36	8.80
	Index	100	148	104	98
Watched a Movie Online - Past Month	Unwgt'd	11540	186	1309	881
	Weighted (000)	58047	1110	6233	3817
	Horz %	100.00	1.91	10.74	6.57
	Vert %	23.78	24.60	25.78	23.05
	Index	100	103	108	97

		Adults 18+	Own/Lease Toyota Tacoma/Pickup	Most recent vehicle bought/leased Toyota	Decision maker for any Toyota bought/leased new
Watched Online Video (Not Movie, TV) - Past Month	Unwgt'd	10029	161	1150	738
	Weighted (000)	50248	919	5552	3375
	Horz %	100.00	1.83	11.05	6.72
	Vert %	20.59	20.37	22.97	20.39
	Index	100	99	112	99
Visited a Chat Room - Past Month			*		
	Unwgt'd	2194	35	246	162
	Weighted (000)	10601	165	1080	646
	Horz %	100.00	1.56	10.19	6.10
	Vert %	4.34	3.66	4.47	3.90
	Index	100	84	103	90
Used e-Mail - Past Month	Unwgt'd	37148	681	4331	3166
	Weighted (000)	177506	3601	19293	13886
	Horz %	100.00	2.03	10.87	7.82
	Vert %	72.72	79.77	79.81	83.88
	Index	100	110	110	115
Used Instant Messenger/IM Online - Past Month	Unwgt'd	29084	483	3193	2241
	Weighted (000)	148723	2577	15076	10412
	Horz %	100.00	1.73	10.14	7.00
	Vert %	60.93	57.11	62.36	62.89
	Index	100	94	102	103
Visited Online Blogs - Past Month	Unwgt'd	6650	111	817	571
	Weighted (000)	32542	614	3891	2536
	Horz %	100.00	1.89	11.96	7.79
	Vert %	13.33	13.60	16.09	15.32
	Index	100	102	121	115
Wrote an Online Blog - Past Month			*		
	Unwgt'd	1215	20	152	94
	Weighted (000)	5810	127	678	447
	Horz %	100.00	2.18	11.68	7.69
	Vert %	2.38	2.81	2.81	2.70
	Index	100	118	118	113
Uploaded or Added Video to a Web Site - Past Month	Unwgt'd	4085	63	455	286
	Weighted (000)	20569	439	2283	1411
	Horz %	100.00	2.14	11.10	6.86
	Vert %	8.43	9.74	9.44	8.53
	Index	100	116	112	101
Social networking, photo or video-sharing services visited or used in the last 30 days: Any Social Networking/Photo/Video-sharing services	Unwgt'd	36787	646	4108	2931
	Weighted (000)	184180	3477	19114	13261
	Horz %	100.00	1.89	10.38	7.20
	Vert %	75.46	77.04	79.06	80.11
	Index	100	102	105	106
Social networking, photo or video-sharing services visited or used in the last 30 days: Facebook	Unwgt'd	29944	510	3297	2288
	Weighted (000)	152016	2704	15373	10380
	Horz %	100.00	1.78	10.11	6.83
	Vert %	62.28	59.91	63.59	62.70
	Index	100	96	102	101

		Adults 18+	Own/Lease Toyota Tacoma/Pickup	Most recent vehicle bought/leased Toyota	Decision maker for any Toyota bought/leased new
Foursquare			*	*	*
	Unwgt'd	259	5	30	20
	Weighted (000)	1096	44	152	96
	Horz %	100.00	4.04	13.91	8.74
	Vert %	0.45	0.98	0.63	0.58
	Index	100	219	140	129
Google + (Google Plus)					
	Unwgt'd	7523	123	877	602
	Weighted (000)	37002	652	3951	2867
	Horz %	100.00	1.76	10.68	7.75
	Vert %	15.16	14.45	16.34	17.32
	Index	100	95	108	114
Instagram					
	Unwgt'd	11180	172	1210	805
	Weighted (000)	59923	1037	6254	4258
	Horz %	100.00	1.73	10.44	7.11
	Vert %	24.55	22.98	25.87	25.72
	Index	100	94	105	105
LinkedIn					
	Unwgt'd	7899	141	967	767
	Weighted (000)	31599	690	3934	3012
	Horz %	100.00	2.18	12.45	9.53
	Vert %	12.95	15.29	16.27	18.20
	Index	100	118	126	141
Pinterest					
	Unwgt'd	9299	171	1098	767
	Weighted (000)	49108	941	5412	3871
	Horz %	100.00	1.92	11.02	7.88
	Vert %	20.12	20.85	22.39	23.38
	Index	100	104	111	116
Tumblr			*		
	Unwgt'd	1737	21	171	84
	Weighted (000)	9309	146	936	521
	Horz %	100.00	1.57	10.05	5.60
	Vert %	3.81	3.24	3.87	3.15
	Index	100	85	101	83
Twitter					
	Unwgt'd	6507	85	703	478
	Weighted (000)	32509	481	3398	2327
	Horz %	100.00	1.48	10.45	7.16
	Vert %	13.32	10.65	14.06	14.05
	Index	100	80	106	106
Yelp					
	Unwgt'd	4238	85	619	448
	Weighted (000)	17049	413	2444	1788
	Horz %	100.00	2.42	14.33	10.49
	Vert %	6.98	9.15	10.11	10.80
	Index	100	131	145	155
YouTube					
	Unwgt'd	24878	438	2826	1955
	Weighted (000)	125197	2335	12970	8687
	Horz %	100.00	1.87	10.36	6.94
	Vert %	51.29	51.74	53.65	52.48
	Index	100	101	105	102

		Adults 18+	Own/Lease Toyota Tacoma/Pickup	Most recent vehicle bought/leased Toyota	Decision maker for any Toyota bought/leased new
Activities done using a social networking, photo or video-sharing service in the last 30 days: Posted that you "Like" something	Unwgt'd	19391	331	2166	1499
	Weighted (000)	98998	1826	10214	7025
	Horz %	100.00	1.84	10.32	7.10
	Vert %	40.56	40.46	42.25	42.43
	Index	100	100	104	105
"Follow" or become a "fan of" something or someone	Unwgt'd	9880	145	1063	676
	Weighted (000)	51999	853	5149	3212
	Horz %	100.00	1.64	9.90	6.18
	Vert %	21.30	18.91	21.30	19.40
	Index	100	89	100	91
Clicked on an advertisement	Unwgt'd	7250	128	780	587
	Weighted (000)	34609	655	3625	2633
	Horz %	100.00	1.89	10.47	7.61
	Vert %	14.18	14.52	14.99	15.90
	Index	100	102	106	112
Watched a video	Unwgt'd	23931	409	2676	1841
	Weighted (000)	121821	2308	12648	8440
	Horz %	100.00	1.89	10.38	6.93
	Vert %	49.91	51.14	52.32	50.98
	Index	100	102	105	102
Websites or apps visited or used in the last 30 days: Coupons	Unwgt'd	1642	21	171	128
	Weighted (000)	7736	78	720	598
	Horz %	100.00	1.01	9.30	7.73
	Vert %	3.17	1.73	2.98	3.61
	Index	100	55	94	114
Sent or Received Text Messages on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	40180	706	4446	3199
	Weighted (000)	200974	3894	20703	14418
	Horz %	100.00	1.94	10.30	7.17
	Vert %	82.34	86.28	85.63	87.09
	Index	100	105	104	106
Sent or Received Instant Messages on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	20952	353	2283	1618
	Weighted (000)	106707	1926	10886	7576
	Horz %	100.00	1.81	10.20	7.10
	Vert %	43.72	42.68	45.03	45.76
	Index	100	98	103	105
Recorded a Video on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	19339	340	2175	1531
	Weighted (000)	97935	1904	10425	6948
	Horz %	100.00	1.94	10.64	7.09
	Vert %	40.12	42.19	43.12	41.97
	Index	100	105	107	105
Played Music on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	24725	413	2682	1820
	Weighted (000)	126500	2393	12762	8358
	Horz %	100.00	1.89	10.09	6.61
	Vert %	51.83	53.01	52.79	50.49
	Index	100	102	102	97

		Adults 18+	Own/Lease Toyota Tacoma/Pickup	Most recent vehicle bought/leased Toyota	Decision maker for any Toyota bought/leased new
Played a Game on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	15697	235	1624	1090
	Weighted (000)	84080	1415	8039	5322
	Horz %	100.00	1.68	9.56	6.33
	Vert %	34.45	31.35	33.25	32.15
	Index	100	91	97	93
Watched a Movie, TV Program or Other Video on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	11626	186	1255	823
	Weighted (000)	61092	1127	6249	3731
	Horz %	100.00	1.85	10.23	6.11
	Vert %	25.03	24.98	25.85	22.54
	Index	100	100	103	90
Used a Mobile "App" - Past Month	Unwgt'd	25794	456	2903	2062
	Weighted (000)	128777	2500	13737	9337
	Horz %	100.00	1.94	10.67	7.25
	Vert %	52.76	55.38	56.82	56.40
	Index	100	105	108	107
Read Any Daily Newspaper (Print/Paper/Hard Copy)	Unwgt'd	10912	168	1186	999
	Weighted (000)	50128	800	4878	4165
	Horz %	100.00	1.60	9.73	8.31
	Vert %	20.54	17.72	20.18	25.16
	Index	100	86	98	123
Read Any Sunday Newspaper (Print/Paper/Hard Copy)	Unwgt'd	14245	214	1623	1311
	Weighted (000)	67106	1077	6530	5230
	Horz %	100.00	1.60	9.73	7.79
	Vert %	27.49	23.85	27.01	31.59
	Index	100	87	98	115
Read or Looked Into Any Electronic Version of a Newspaper, Including Web Site - Past Month	Unwgt'd	19488	333	2316	1698
	Weighted (000)	91290	1792	10230	7211
	Horz %	100.00	1.96	11.21	7.90
	Vert %	37.40	39.70	42.32	43.56
	Index	100	106	113	116
Read Classified Advertising in Weekday Newspaper	Unwgt'd	3772	65	362	252
	Weighted (000)	20084	350	1708	1244
	Horz %	100.00	1.74	8.50	6.19
	Vert %	8.23	7.75	7.06	7.52
	Index	100	94	86	91
Read Classified Advertising in Sunda/Weekend Newspaper	Unwgt'd	3758	67	385	283
	Weighted (000)	19510	347	1780	1427
	Horz %	100.00	1.78	9.12	7.31
	Vert %	7.99	7.69	7.36	8.62
	Index	100	96	92	108
Read Advertisements in Weekday Newspaper	Unwgt'd	3812	59	448	358
	Weighted (000)	17916	305	1926	1486
	Horz %	100.00	1.70	10.75	8.30
	Vert %	7.34	6.76	7.97	8.98
	Index	100	92	109	122

		Adults 18+	Own/Lease Toyota Tacoma/Pickup	Most recent vehicle bought/leased Toyota	Decision maker for any Toyota bought/leased new
Read Advertisements in Sunday/Weekend Newspaper	Unwgt'd	4633	68	563	469
	Weighted (000)	22092	341	2410	2035
	Horz %	100.00	1.55	10.91	9.21
	Vert %	9.05	7.56	9.97	12.30
	Index	100	84	110	136
Read Circulars/Inserts/Fliers in Weekday Newspaper	Unwgt'd	5068	83	610	480
	Weighted (000)	23852	438	2588	2048
	Horz %	100.00	1.84	10.85	8.59
	Vert %	9.77	9.70	10.71	12.37
	Index	100	99	110	127
Read Circulars/Inserts/Fliers in Sunday/Weekend Newspaper	Unwgt'd	7203	126	887	734
	Weighted (000)	34013	607	3696	3108
	Horz %	100.00	1.78	10.87	9.14
	Vert %	13.93	13.44	15.29	18.77
	Index	100	96	110	135
Received and/or Clipped Coupons from Weekday Newspaper - Past Year	Unwgt'd	4191	67	472	406
	Weighted (000)	20652	459	2214	1962
	Horz %	100.00	2.22	10.72	9.50
	Vert %	8.46	10.16	9.16	11.85
	Index	100	120	108	140
Received and/or Clipped Coupons from Sunday/Weekend Newspaper - Past Year	Unwgt'd	9539	145	1076	950
	Weighted (000)	47372	809	4713	4283
	Horz %	100.00	1.71	9.95	9.04
	Vert %	19.41	17.92	19.49	25.87
	Index	100	92	100	133
UNTRENDED: Personally Referred to Paper Yellow Pages - Past Week		*	*	*	*
	Unwgt'd	0	0	0	0
	Weighted (000)	0	0	0	0
	Horz %	0.00	0.00	0.00	0.00
	Index	0	0	0	0
UNTRENDED: Personally Referred to Internet Yellow Pages - Past Week		*	*	*	*
	Unwgt'd	0	0	0	0
	Weighted (000)	0	0	0	0
	Horz %	0.00	0.00	0.00	0.00
	Index	0	0	0	0
UNTRENDED: Personally Referred to Paper or Internet Yellow Pages - Past Week		*	*	*	*
	Unwgt'd	0	0	0	0
	Weighted (000)	0	0	0	0
	Horz %	0.00	0.00	0.00	0.00
	Index	0	0	0	0
UNTRENDED: Accessed Yellowpages.com (YP.com) - Past Month		*	*	*	*
	Unwgt'd	0	0	0	0
	Weighted (000)	0	0	0	0
	Horz %	0.00	0.00	0.00	0.00
	Index	0	0	0	0

		Adults 18+	Own/Lease Toyota Tacoma/Pickup	Most recent vehicle bought/leased Toyota	Decision maker for any Toyota bought/leased new
Have Seen Video Ads in Grocery Stores - Past Month	Unwgt'd	8175	140	862	579
	Weighted (000)	42062	703	3946	2630
	Horz %	100.00	1.67	9.38	6.25
	Vert %	17.23	15.57	16.32	15.88
	Index	100	90	95	92
Have Seen Video Ads in Drug Stores - Past Month	Unwgt'd	5434	69	553	360
	Weighted (000)	27750	336	2527	1644
	Horz %	100.00	1.21	9.11	5.92
	Vert %	11.37	7.45	10.45	9.93
	Index	100	66	92	87
Have Seen Video Ads in Convenience Stores - Past Month	Unwgt'd	5425	87	557	332
	Weighted (000)	27941	471	2729	1727
	Horz %	100.00	1.69	9.77	6.18
	Vert %	11.45	10.43	11.29	10.43
	Index	100	91	99	91
Have Seen Video Ads in Large Discount/Department Stores - Past Month	Unwgt'd	5807	85	595	350
	Weighted (000)	30170	481	2892	1728
	Horz %	100.00	1.59	9.58	5.73
	Vert %	12.36	10.66	11.96	10.44
	Index	100	86	97	84
Have Seen Video Ads in Warehouse/Club Stores - Past Month	Unwgt'd	5047	89	565	377
	Weighted (000)	24469	469	2695	1743
	Horz %	100.00	1.92	11.01	7.12
	Vert %	10.02	10.40	11.15	10.53
	Index	100	104	111	105
Have Seen Video Ads in Other Stores - Past Month	Unwgt'd	4572	72	467	275
	Weighted (000)	23484	457	2326	1335
	Horz %	100.00	1.94	9.90	5.69
	Vert %	9.62	10.11	9.62	8.07
	Index	100	105	100	84
Have Seen Video Ads in Shopping Malls - Past Month	Unwgt'd	6133	96	631	426
	Weighted (000)	30556	488	3106	1972
	Horz %	100.00	1.60	10.16	6.45
	Vert %	12.52	10.81	12.85	11.91
	Index	100	86	103	95
Have Seen Video Ads in Bars/Pubs - Past Month	Unwgt'd	4212	66	405	255
	Weighted (000)	21008	260	1971	1196
	Horz %	100.00	1.24	9.38	5.69
	Vert %	8.61	5.76	8.15	7.23
	Index	100	67	95	84
Have Seen Video Ads in Fast-Food or Family Restaurants - Past Month	Unwgt'd	6034	85	583	368
	Weighted (000)	31175	414	2797	1804
	Horz %	100.00	1.33	8.97	5.79
	Vert %	12.77	9.18	11.57	10.90
	Index	100	72	91	85

		Adults 18+	Own/Lease Toyota Tacoma/Pickup	Most recent vehicle bought/leased Toyota	Decision maker for any Toyota bought/leased new
Have Seen Video Ads in Coffee Shops, Cafes or Delis - Past Month	Unwgt'd	4611	63	463	274
	Weighted (000)	23019	299	2235	1377
	Horz %	100.00	1.30	9.71	5.98
	Vert %	9.43	6.63	9.24	8.32
	Index	100	70	98	88
Have Seen Video Ads in Gym/Health Clubs - Past Month			*		
	Unwgt'd	4016	48	414	254
	Weighted (000)	19382	239	1850	1117
	Horz %	100.00	1.23	9.54	5.76
	Vert %	7.94	5.30	7.65	6.75
Index	100	67	96	85	
Have Seen Video Ads in Medical Offices - Past Month	Unwgt'd	5499	83	582	389
	Weighted (000)	27407	496	2776	1800
	Horz %	100.00	1.81	10.13	6.57
	Vert %	11.23	11.00	11.48	10.87
	Index	100	98	102	97
Have Seen Video Ads in Airports - Past Month	Unwgt'd	3929	62	433	304
	Weighted (000)	17909	293	1914	1312
	Horz %	100.00	1.64	10.69	7.33
	Vert %	7.34	6.50	7.92	7.93
	Index	100	89	108	108
Have Seen Video Ads at Gas Stations - Past Month	Unwgt'd	8390	173	935	643
	Weighted (000)	41042	912	4378	2881
	Horz %	100.00	2.22	10.67	7.02
	Vert %	16.81	20.20	18.11	17.41
	Index	100	120	108	104
Have Seen Video Ads in Office Building Lobbies - Past Month			*		
	Unwgt'd	3669	43	368	214
	Weighted (000)	18065	237	1679	952
	Horz %	100.00	1.31	9.29	5.27
	Vert %	7.40	5.24	6.94	5.75
Index	100	71	94	78	
Have Seen Video Ads in Office Building Elevators - Past Month			*		
	Unwgt'd	3552	46	350	214
	Weighted (000)	16785	234	1578	939
	Horz %	100.00	1.39	9.40	5.60
	Vert %	6.88	5.18	6.53	5.67
Index	100	75	95	83	
Have Seen Video Ads in Movie Theater Lobbies - Past Month	Unwgt'd	5092	75	550	381
	Weighted (000)	25878	386	2775	1893
	Horz %	100.00	1.49	10.72	7.31
	Vert %	10.60	8.55	11.48	11.43
	Index	100	81	108	108
Have Seen Ads on Billboards - Past Month	Unwgt'd	23703	450	2799	2043
	Weighted (000)	117973	2378	12905	9166
	Horz %	100.00	2.02	10.94	7.77
	Vert %	48.33	52.70	53.38	55.37
	Index	100	109	110	115

		Adults 18+	Own/Lease Toyota Tacoma/Pickup	Most recent vehicle bought/leased Toyota	Decision maker for any Toyota bought/leased new
Have Seen Ads on Buses/Trains - Past Month	Unwgted	10886	211	1292	906
	Weighted (000)	50330	1118	5858	3935
	Horz %	100.00	2.22	11.64	7.82
	Vert %	20.62	24.78	24.23	23.77
	Index	100	120	118	115
Have Seen Ads at Bus Stops or Train Stations - Past Month	Unwgted	7328	120	835	565
	Weighted (000)	32843	607	3517	2292
	Horz %	100.00	1.85	10.71	6.98
	Vert %	13.46	13.46	14.55	13.84
	Index	100	100	108	103
Have Seen Ads Inside Taxis - Past Month	Unwgted	3849	42	389	260
	Weighted (000)	17102	223	1691	1072
	Horz %	100.00	1.30	9.89	6.27
	Vert %	7.01	4.94	7.00	6.48
	Index	100	70	100	92
Have Seen Ads on Top of Taxis - Past Month	Unwgted	5892	93	655	447
	Weighted (000)	26219	490	2830	1853
	Horz %	100.00	1.87	10.79	7.07
	Vert %	10.74	10.85	11.70	11.19
	Index	100	101	109	104
Have Seen Ads on Phone Booths - Past Month	Unwgted	3008	42	306	170
	Weighted (000)	14451	218	1419	753
	Horz %	100.00	1.51	9.82	5.21
	Vert %	5.92	4.84	5.87	4.55
	Index	100	82	99	77
Have Seen Ads at Sports or Entertainment Events - Past Month	Unwgted	7405	124	831	567
	Weighted (000)	36191	614	3998	2639
	Horz %	100.00	1.70	11.05	7.29
	Vert %	14.83	13.61	16.54	15.94
	Index	100	92	112	108
Have Seen Ads on Postcards - Past Month	Unwgted	5576	100	635	446
	Weighted (000)	26312	581	2860	1924
	Horz %	100.00	2.21	10.87	7.31
	Vert %	10.78	12.87	11.83	11.62
	Index	100	119	110	108
Have Seen Ads Sent to a Cellphone or Other Mobile Device - Past Month	Unwgted	13421	265	1524	1114
	Weighted (000)	66442	1482	7151	5287
	Horz %	100.00	2.23	10.76	7.96
	Vert %	27.22	32.84	29.58	31.94
	Index	100	121	109	117
Have Seen Ads on Posters at Movie Theaters - Past Month	Unwgted	8606	149	1001	718
	Weighted (000)	42087	834	4811	3438
	Horz %	100.00	1.98	11.43	8.17
	Vert %	17.24	18.48	19.90	20.77
	Index	100	107	115	120

		Adults 18+	Own/Lease Toyota Tacoma/Pickup	Most recent vehicle bought/leased Toyota	Decision maker for any Toyota bought/leased new
Have Seen Ads Shown On-Screen Before Start of a Movie - Past Month	Unwgt'd	10943	188	1300	961
	Weighted (000)	53139	1012	6078	4318
	Horz %	100.00	1.90	11.44	8.13
	Vert %	21.77	22.41	25.14	26.09
	Index	100	103	115	120
Have Seen Ads in Stores (Not Video Ads) - Past Month	Unwgt'd	15171	275	1727	1221
	Weighted (000)	76102	1562	8308	5827
	Horz %	100.00	2.05	10.92	7.66
	Vert %	31.18	34.61	34.36	35.20
	Index	100	111	110	113
Have Seen Ads in Shopping Malls (Not Video Ads) - Past Month	Unwgt'd	10587	171	1188	834
	Weighted (000)	52205	968	5646	3824
	Horz %	100.00	1.85	10.82	7.33
	Vert %	21.39	21.45	23.35	23.10
	Index	100	100	109	108
Have Seen Infomercials - Past Month	Unwgt'd	9871	164	1106	777
	Weighted (000)	49119	782	5170	3601
	Horz %	100.00	1.59	10.53	7.33
	Vert %	20.12	17.33	21.39	21.75
	Index	100	86	106	108
Have Seen Offers or Ads Sent to Home by Mail - Past Month	Unwgt'd	19632	357	2335	1712
	Weighted (000)	96299	1936	10668	7764
	Horz %	100.00	2.01	11.08	8.06
	Vert %	39.45	42.89	44.13	46.90
	Index	100	109	112	119
Have Seen Product Placement in Video Games - Past Month	Unwgt'd	4596	65	434	267
	Weighted (000)	24167	353	2051	1285
	Horz %	100.00	1.46	8.49	5.32
	Vert %	9.90	7.81	8.48	7.76
	Index	100	79	86	78
Have Seen Product Placement in TV Shows - Past Month	Unwgt'd	17823	323	2050	1513
	Weighted (000)	88092	1893	9729	7127
	Horz %	100.00	2.15	11.04	8.09
	Vert %	36.09	41.94	40.24	43.05
	Index	100	116	112	119
Have Seen Product Placement in Movies - Past Month	Unwgt'd	11248	199	1280	912
	Weighted (000)	56256	1099	6150	4450
	Horz %	100.00	1.95	10.93	7.91
	Vert %	23.05	24.35	25.44	26.88
	Index	100	106	110	117

		Adults 18+	Would buy/lease new Toyota if making decision today
Adults 18+	Unwgted	48646	3413
	Weighted (000)	244084	16467
	Horz %	100.00	6.75
	Vert %	100.00	100.00
	Index	100	100
Male	Unwgted	24620	1641
	Weighted (000)	117785	7675
	Horz %	100.00	6.52
	Vert %	48.26	46.61
	Index	100	97
Female	Unwgted	24026	1772
	Weighted (000)	126299	8792
	Horz %	100.00	6.96
	Vert %	51.74	53.39
	Index	100	103
Age 18-24	Unwgted	3885	200
	Weighted (000)	30253	1615
	Horz %	100.00	5.34
	Vert %	12.39	9.81
	Index	100	79
Age 25-34	Unwgted	8183	504
	Weighted (000)	43389	2801
	Horz %	100.00	6.45
	Vert %	17.78	17.01
	Index	100	96
Age 35-44	Unwgted	8605	543
	Weighted (000)	40230	2536
	Horz %	100.00	6.30
	Vert %	16.48	15.40
	Index	100	93
Age 45-54	Unwgted	8861	629
	Weighted (000)	43105	2909
	Horz %	100.00	6.75
	Vert %	17.66	17.67
	Index	100	100
Age 55-64	Unwgted	8498	678
	Weighted (000)	40725	3182
	Horz %	100.00	7.81
	Vert %	16.68	19.32
	Index	100	116

		Adults 18+	Would buy/lease new Toyota if making decision today
Age 65+	Unwgted	10614	859
	Weighted (000)	46383	3424
	Horz %	100.00	7.38
	Vert %	19.00	20.79
	Index	100	109
Age 21+	Unwgted	47284	3342
	Weighted (000)	232046	15868
	Horz %	100.00	6.84
	Vert %	95.07	96.36
	Index	100	101
Age 18-34	Unwgted	12068	704
	Weighted (000)	73642	4416
	Horz %	100.00	6.00
	Vert %	30.17	26.82
	Index	100	89
Age 18-49	Unwgted	24996	1560
	Weighted (000)	134658	8358
	Horz %	100.00	6.21
	Vert %	55.17	50.76
	Index	100	92
Age 25-54	Unwgted	25649	1676
	Weighted (000)	126724	8246
	Horz %	100.00	6.51
	Vert %	51.92	50.07
	Index	100	96
Age 35-64	Unwgted	25964	1850
	Weighted (000)	124059	8627
	Horz %	100.00	6.95
	Vert %	50.83	52.39
	Index	100	103
Age 50+	Unwgted	23650	1853
	Weighted (000)	109426	8109
	Horz %	100.00	7.41
	Vert %	44.83	49.24
	Index	100	110
Median Age	Unwgted		
	Weighted (000)	47.00	49.60
	Horz %		
	Vert %		
	Index	100	106
Race: White Only	Unwgted	34564	2690
	Weighted (000)	179823	13445
	Horz %	100.00	7.48
	Vert %	73.67	81.65
	Index	100	111

		Adults 18+	Would buy/lease new Toyota if making decision today
Race: Black/African-American Only	Unwgted	5909	154
	Weighted (000)	29535	573
	Horz %	100.00	1.94
	Vert %	12.10	3.48
	Index	100	29
Race: Asian	Unwgted	2388	164
	Weighted (000)	8358	631
	Horz %	100.00	7.55
	Vert %	3.42	3.83
	Index	100	112
Race: Other Race/Multi-Racial	Unwgted	8173	569
	Weighted (000)	34726	2449
	Horz %	100.00	7.05
	Vert %	14.23	14.87
	Index	100	105
Hispanic, Latino, Spanish Origin or Descent	Unwgted	6851	493
	Weighted (000)	37743	2768
	Horz %	100.00	7.34
	Vert %	15.46	16.81
	Index	100	109
Hispanic, Personally Speak Only English at Home	Unwgted	1739	120
	Weighted (000)	6214	374
	Horz %	100.00	6.02
	Vert %	2.55	2.27
	Index	100	89
Hispanic, Personally Speak Mostly English, But Some Spanish at Home	Unwgted	2047	143
	Weighted (000)	9439	583
	Horz %	100.00	6.18
	Vert %	3.87	3.54
	Index	100	92
Hispanic, Personally Speak Only Spanish at Home	Unwgted	1280	84
	Weighted (000)	10474	797
	Horz %	100.00	7.61
	Vert %	4.29	4.84
	Index	100	113
Hispanic, Personally Speak Mostly Spanish, But Some English at Home	Unwgted	1668	139
	Weighted (000)	9512	871
	Horz %	100.00	9.15
	Vert %	3.90	5.29
	Index	100	136
Hispanic, Personally Speak Spanish and English Equally at Home			*
	Unwgted	99	5
	Weighted (000)	1751	104
	Horz %	100.00	5.91
	Vert %	0.72	0.63
Index	100	88	

		Adults 18+	Would buy/lease new Toyota if making decision today
Highest Level Education Completed/Highest Degree Received: Master's, Professional School or Doctorate Degree	Unwgted	6825	581
	Weighted (000)	26213	2319
	Horz %	100.00	8.85
	Vert %	10.74	14.09
	Index	100	131
Highest Level Education Completed/Highest Degree Received: Bachelor's Degree	Unwgted	10965	869
	Weighted (000)	46746	3680
	Horz %	100.00	7.87
	Vert %	19.15	22.35
	Index	100	117
Highest Level Education Completed/Highest Degree Received: Associate Degree, Academic	Unwgted	2649	204
	Weighted (000)	11210	932
	Horz %	100.00	8.31
	Vert %	4.59	5.66
	Index	100	123
Highest Level Education Completed/Highest Degree Received: Associate Degree, Occupational/Vocational	Unwgted	3407	253
	Weighted (000)	13775	1029
	Horz %	100.00	7.47
	Vert %	5.64	6.25
	Index	100	111
Highest Level Education Completed/Highest Degree Received: Some College, but No Degree	Unwgted	10089	658
	Weighted (000)	44682	2816
	Horz %	100.00	6.30
	Vert %	18.31	17.10
	Index	100	93
Respondent - Highest Level Education Completed/Highest Degree Received: High school graduate (High School Diploma or Equivalent, such as GED)	Unwgted	10356	616
	Weighted (000)	71816	4100
	Horz %	100.00	5.71
	Vert %	29.42	24.90
	Index	100	85
Respondent - Highest Level Education Completed/Highest Degree Received: 11th Grade or Less or 12th Grade, No Diploma	Unwgted	4355	232
	Weighted (000)	29641	1591
	Horz %	100.00	5.37
	Vert %	12.14	9.66
	Index	100	80
Currently Attending College or University	Unwgted	3403	198
	Weighted (000)	19372	1073
	Horz %	100.00	5.54
	Vert %	7.94	6.52
	Index	100	82
Employed Full Time	Unwgted	25438	1726
	Weighted (000)	119890	8095
	Horz %	100.00	6.75
	Vert %	49.12	49.16
	Index	100	100

		Adults 18+	Would buy/lease new Toyota if making decision today
Employed Part Time	Unwgted	5730	452
	Weighted (000)	28854	2046
	Horz %	100.00	7.09
	Vert %	11.82	12.43
	Index	100	105
Not Employed	Unwgted	17478	1235
	Weighted (000)	95339	6326
	Horz %	100.00	6.64
	Vert %	39.06	38.41
	Index	100	98
Temporarily Unemployed	Unwgted	1886	95
	Weighted (000)	12314	588
	Horz %	100.00	4.77
	Vert %	5.05	3.57
	Index	100	71
Retired from Employment	Unwgted	10143	814
	Weighted (000)	46820	3532
	Horz %	100.00	7.54
	Vert %	19.18	21.45
	Index	100	112
Not Employed, Principal Shopper for Household	Unwgted	2543	179
	Weighted (000)	16573	1235
	Horz %	100.00	7.45
	Vert %	6.79	7.50
	Index	100	110
Occupation: Professional and Related Occupations	Unwgted	7405	650
	Weighted (000)	34142	2838
	Horz %	100.00	8.31
	Vert %	13.99	17.23
	Index	100	123
Occupation: Management, Business and Financial Operations	Unwgted	6595	435
	Weighted (000)	24720	1650
	Horz %	100.00	6.68
	Vert %	10.13	10.02
	Index	100	99
Occupation: Sales and Office Occupations	Unwgted	5959	387
	Weighted (000)	32636	2150
	Horz %	100.00	6.59
	Vert %	13.37	13.05
	Index	100	98
Occupation: Natural Resources, Construction and Maintenance Occupations	Unwgted	2756	151
	Weighted (000)	13728	701
	Horz %	100.00	5.11
	Vert %	5.62	4.26
	Index	100	76

		Adults 18+	Would buy/lease new Toyota if making decision today
Occupation: Other Employed	Unwgted	8453	555
	Weighted (000)	43519	2802
	Horz %	100.00	6.44
	Vert %	17.83	17.02
	Index	100	95
Household Income: \$250,000+	Unwgted	1966	140
	Weighted (000)	7800	520
	Horz %	100.00	6.67
	Vert %	3.20	3.16
	Index	100	99
Household Income: \$200,000-\$249,999	Unwgted	1583	101
	Weighted (000)	7178	458
	Horz %	100.00	6.38
	Vert %	2.94	2.78
	Index	100	95
Household Income: \$150,000-\$199,999	Unwgted	3725	268
	Weighted (000)	18847	1486
	Horz %	100.00	7.89
	Vert %	7.72	9.03
	Index	100	117
Household Income: \$100,000-\$149,999	Unwgted	7038	530
	Weighted (000)	39997	3083
	Horz %	100.00	7.71
	Vert %	16.39	18.72
	Index	100	114
Household Income: \$75,000-\$99,999	Unwgted	6168	464
	Weighted (000)	32585	2419
	Horz %	100.00	7.42
	Vert %	13.35	14.69
	Index	100	110
Household Income: \$60,000-\$74,999	Unwgted	4945	405
	Weighted (000)	24958	1937
	Horz %	100.00	7.76
	Vert %	10.23	11.76
	Index	100	115
Household Income: \$50,000-\$59,999	Unwgted	3824	273
	Weighted (000)	18483	1296
	Horz %	100.00	7.01
	Vert %	7.57	7.87
	Index	100	104
Household Income: \$40,000-\$49,999	Unwgted	4928	340
	Weighted (000)	20001	1260
	Horz %	100.00	6.30
	Vert %	8.19	7.65
	Index	100	93

		Adults 18+	Would buy/lease new Toyota if making decision today
Household Income: \$30,000-\$39,999	Unwgted	4676	347
	Weighted (000)	21673	1502
	Horz %	100.00	6.93
	Vert %	8.88	9.12
	Index	100	103
Household Income: \$20,000-\$29,999	Unwgted	4378	281
	Weighted (000)	21286	1226
	Horz %	100.00	5.76
	Vert %	8.72	7.45
	Index	100	85
Household Income: Under \$20,000	Unwgted	5415	264
	Weighted (000)	31275	1279
	Horz %	100.00	4.09
	Vert %	12.81	7.77
	Index	100	61
Median Household Income	Unwgted		
	Weighted (000)	65.60	72.90
	Horz %		
	Vert %		
	Index	100	111
Marital Status: Single, Never Married	Unwgted	12107	700
	Weighted (000)	69105	3798
	Horz %	100.00	5.50
	Vert %	28.31	23.06
	Index	100	81
Marital Status: Currently Married	Unwgted	24506	1847
	Weighted (000)	129071	9667
	Horz %	100.00	7.49
	Vert %	52.88	58.71
	Index	100	111
Marital Status: Divorced or Legally Separated	Unwgted	8229	587
	Weighted (000)	31030	2063
	Horz %	100.00	6.65
	Vert %	12.71	12.53
	Index	100	99
Marital Status: Widowed	Unwgted	3804	279
	Weighted (000)	14879	939
	Horz %	100.00	6.31
	Vert %	6.10	5.70
	Index	100	94
Marital Status: Engaged to Be Married	Unwgted	2120	109
	Weighted (000)	11812	602
	Horz %	100.00	5.10
	Vert %	4.84	3.66
	Index	100	76

		Adults 18+	Would buy/lease new Toyota if making decision today
Marital Status: Living with Partner/Fiancé/Boyfriend or Girlfriend (Same or Opposite Sex)	Unwgted	3596	200
	Weighted (000)	21557	1213
	Horz %	100.00	5.63
	Vert %	8.83	7.37
	Index	100	83
Any Child(ren) Under Age 18 Living at Home	Unwgted	18201	1217
	Weighted (000)	94932	6213
	Horz %	100.00	6.54
	Vert %	38.89	37.73
	Index	100	97
1 Child Under Age 18 Currently Living at Home	Unwgted	7127	456
	Weighted (000)	38013	2465
	Horz %	100.00	6.48
	Vert %	15.57	14.97
	Index	100	96
2 Children Under Age 18 Currently Living at Home	Unwgted	6935	452
	Weighted (000)	34366	1997
	Horz %	100.00	5.81
	Vert %	14.08	12.13
	Index	100	86
3 Children Under Age 18 Currently Living at Home	Unwgted	2804	202
	Weighted (000)	14813	1110
	Horz %	100.00	7.49
	Vert %	6.07	6.74
	Index	100	111
4 Children Under Age 18 Currently Living at Home	Unwgted	872	72
	Weighted (000)	4873	374
	Horz %	100.00	7.67
	Vert %	2.00	2.27
	Index	100	114
5 or More Children Under Age 18 Currently Living at Home			*
	Unwgted	463	35
	Weighted (000)	2867	267
	Horz %	100.00	9.31
	Vert %	1.17	1.62
Own Home/Residence	Index	100	138
	Unwgted	32775	2483
	Weighted (000)	160976	11863
	Horz %	100.00	7.37
	Vert %	65.95	72.04
Rent Home/Residence	Index	100	109
	Unwgted	15306	894
	Weighted (000)	80205	4453
	Horz %	100.00	5.55
	Vert %	32.86	27.04
	Index	100	82

		Adults 18+	Would buy/lease new Toyota if making decision today
			*
Live Rent-Free in Home/Residence	Unwgted	565	36
	Weighted (000)	2903	151
	Horz %	100.00	5.21
	Vert %	1.19	0.92
	Index	100	77
Census Region: North East	Unwgted	11000	708
	Weighted (000)	44018	2771
	Horz %	100.00	6.29
	Vert %	18.03	16.83
	Index	100	93
Census Region: South	Unwgted	17645	1197
	Weighted (000)	92016	5832
	Horz %	100.00	6.34
	Vert %	37.70	35.42
	Index	100	94
Census Region: Midwest	Unwgted	9880	576
	Weighted (000)	52062	2832
	Horz %	100.00	5.44
	Vert %	21.33	17.20
	Index	100	81
Census Region: West	Unwgted	10121	932
	Weighted (000)	55988	5033
	Horz %	100.00	8.99
	Vert %	22.94	30.56
	Index	100	133
Census Sub-Region: New England	Unwgted	2748	285
	Weighted (000)	11567	1164
	Horz %	100.00	10.06
	Vert %	4.74	7.07
	Index	100	149
Census Sub-Region: Mid Atlantic	Unwgted	8252	423
	Weighted (000)	32451	1606
	Horz %	100.00	4.95
	Vert %	13.30	9.76
	Index	100	73
Census Sub-Region: South Atlantic	Unwgted	9812	705
	Weighted (000)	48740	3261
	Horz %	100.00	6.69
	Vert %	19.97	19.80
	Index	100	99
Census Sub-Region: East South Central	Unwgted	1890	127
	Weighted (000)	14067	899
	Horz %	100.00	6.39
	Vert %	5.76	5.46
	Index	100	95

		Adults 18+	Would buy/lease new Toyota if making decision today
Census Sub-Region: West South Central	Unwgted	5943	365
	Weighted (000)	29209	1672
	Horz %	100.00	5.73
	Vert %	11.97	10.16
	Index	100	85
Census Sub-Region: East North Central	Unwgted	7303	408
	Weighted (000)	36089	1735
	Horz %	100.00	4.81
	Vert %	14.79	10.54
	Index	100	71
Census Sub-Region: West North Central	Unwgted	2577	168
	Weighted (000)	15973	1097
	Horz %	100.00	6.87
	Vert %	6.54	6.66
	Index	100	102
Census Sub-Region: Mountain	Unwgted	2752	248
	Weighted (000)	18482	1458
	Horz %	100.00	7.89
	Vert %	7.57	8.85
	Index	100	117
Census Sub-Region: Pacific	Unwgted	7369	684
	Weighted (000)	37506	3575
	Horz %	100.00	9.53
	Vert %	15.37	21.71
	Index	100	141
County Size: A	Unwgted	26326	1830
	Weighted (000)	102649	6778
	Horz %	100.00	6.60
	Vert %	42.05	41.16
	Index	100	98
County Size: B	Unwgted	11709	851
	Weighted (000)	72000	5151
	Horz %	100.00	7.15
	Vert %	29.50	31.28
	Index	100	106
County Size: C/D	Unwgted	10611	732
	Weighted (000)	69435	4538
	Horz %	100.00	6.54
	Vert %	28.45	27.56
	Index	100	97
Radio Formats: AAA (subset of Alternative) (Monday-Sunday 24-Hour Cume)	Unwgted	1128	121
	Weighted (000)	4719	468
	Horz %	100.00	9.92
	Vert %	1.93	2.84
	Index	100	147

		Adults 18+	Would buy/lease new Toyota if making decision today
Radio Formats: Adult Contemporary (Monday-Sunday 24-Hour Cume)	Unwgted	7893	621
	Weighted (000)	38375	2876
	Horz %	100.00	7.50
	Vert %	15.72	17.47
	Index	100	111
Radio Formats: Adult Hits (Monday-Sunday 24-Hour Cume)	Unwgted	1220	86
	Weighted (000)	6399	400
	Horz %	100.00	6.26
	Vert %	2.62	2.43
	Index	100	93
UNTRENDED: Radio Formats: Adult Standards/Easy Listening (Monday-Sunday 24-Hour Cume)		*	*
	Unwgted	0	0
	Weighted (000)	0	0
	Horz %	0.00	0.00
	Index	0	0
Radio Formats: All News (Monday-Sunday 24-Hour Cume)	Unwgted	2726	228
	Weighted (000)	7983	726
	Horz %	100.00	9.09
	Vert %	3.27	4.41
	Index	100	135
Radio Formats: All Sports (Monday-Sunday 24-Hour Cume)	Unwgted	3232	249
	Weighted (000)	12837	1019
	Horz %	100.00	7.94
	Vert %	5.26	6.19
	Index	100	118
Radio Formats: All Talk (Monday-Sunday 24-Hour Cume)	Unwgted	850	91
	Weighted (000)	3908	329
	Horz %	100.00	8.41
	Vert %	1.60	2.00
	Index	100	125
Radio Formats: Alternative (Monday-Sunday 24-Hour Cume)	Unwgted	3051	285
	Weighted (000)	14357	1193
	Horz %	100.00	8.31
	Vert %	5.88	7.24
	Index	100	123
Radio Formats: CHR/Top 40 (Monday-Sunday 24-Hour Cume)	Unwgted	8136	543
	Weighted (000)	42891	2553
	Horz %	100.00	5.95
	Vert %	17.57	15.50
	Index	100	88
Radio Formats: Classic Hits (Monday-Sunday 24-Hour Cume)	Unwgted	2864	240
	Weighted (000)	14285	983
	Horz %	100.00	6.88
	Vert %	5.85	5.97
	Index	100	102

		Adults 18+	Would buy/lease new Toyota if making decision today
Radio Formats: Classic Rock (Monday-Sunday 24-Hour Cume)	Unwgted	3360	267
	Weighted (000)	16987	1291
	Horz %	100.00	7.60
	Vert %	6.96	7.84
	Index	100	113
Radio Formats: Classical (Monday-Sunday 24-Hour Cume)	Unwgted	1353	139
	Weighted (000)	5307	622
	Horz %	100.00	11.73
	Vert %	2.17	3.78
	Index	100	174
Radio Formats: Country (Monday-Sunday 24-Hour Cume)	Unwgted	7757	540
	Weighted (000)	44958	2960
	Horz %	100.00	6.58
	Vert %	18.42	17.98
	Index	100	98
Radio Formats: Ethnic (Monday-Sunday 24-Hour Cume)			*
	Unwgted	310	16
	Weighted (000)	1196	37
	Horz %	100.00	3.09
	Index	100	46
Radio Formats: Gospel (Monday-Sunday 24-Hour Cume)			*
	Unwgted	642	24
	Weighted (000)	3662	129
	Horz %	100.00	3.52
	Index	100	52
Radio Formats: Hispanic (All Genres) (Monday-Sunday 24-Hour Cume)	Unwgted	2577	204
	Weighted (000)	15181	1170
	Horz %	100.00	7.71
	Vert %	6.22	7.10
	Index	100	114
Radio Formats: Hot AC (Subset of "Adult Contemporary") (Monday-Sunday 24-Hour Cume)	Unwgted	3551	289
	Weighted (000)	17450	1430
	Horz %	100.00	8.20
	Vert %	7.15	8.69
	Index	100	121
Radio Formats: Jazz (Monday-Sunday 24-Hour Cume)	Unwgted	631	64
	Weighted (000)	2496	265
	Horz %	100.00	10.61
	Vert %	1.02	1.61
	Index	100	157
Radio Formats: Mexican/Tejano/Ranchera (Subset of "Hispanic") (Monday-Sunday 24-Hour Cume)	Unwgted	1108	86
	Weighted (000)	6328	491
	Horz %	100.00	7.76
	Vert %	2.59	2.98
	Index	100	115

		Adults 18+	Would buy/lease new Toyota if making decision today
Radio Formats: News/Talk (Monday-Sunday 24-Hour Cume)	Unwgted	5806	497
	Weighted (000)	23554	1991
	Horz %	100.00	8.45
	Vert %	9.65	12.09
	Index	100	125
Radio Formats: Oldies (Monday-Sunday 24-Hour Cume)	Unwgted	1456	83
	Weighted (000)	7376	429
	Horz %	100.00	5.82
	Vert %	3.02	2.61
	Index	100	86
Radio Formats: Public Radio/Non-Commercial (Monday-Sunday 24-Hour Cume)	Unwgted	2625	254
	Weighted (000)	10677	1131
	Horz %	100.00	10.60
	Vert %	4.37	6.87
	Index	100	157
Radio Formats: Religion/Christian (Monday-Sunday 24-Hour Cume)	Unwgted	3944	310
	Weighted (000)	20120	1543
	Horz %	100.00	7.67
	Vert %	8.24	9.37
	Index	100	114
Radio Formats: Rhythmic (Monday-Sunday 24-Hour Cume)	Unwgted	2569	143
	Weighted (000)	13480	642
	Horz %	100.00	4.76
	Vert %	5.52	3.90
	Index	100	71
Radio Formats: Rock (Monday-Sunday 24-Hour Cume)	Unwgted	3181	227
	Weighted (000)	16260	1188
	Horz %	100.00	7.31
	Vert %	6.66	7.22
	Index	100	108
Radio Formats: Soft Adult Contemporary/Lite Rock (Monday-Sunday 24-Hour Cume)	Unwgted	1106	85
	Weighted (000)	5735	448
	Horz %	100.00	7.82
	Vert %	2.35	2.72
	Index	100	116
Radio Formats: Spanish AC (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	Unwgted	906	77
	Weighted (000)	5268	451
	Horz %	100.00	8.56
	Vert %	2.16	2.74
	Index	100	127
Radio Formats: Tropical (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)			*
	Unwgted	302	21
	Weighted (000)	1893	122
	Horz %	100.00	6.43
	Index	100	95

		Adults 18+	Would buy/lease new Toyota if making decision today
Radio Formats: Urban (All Genres) (Monday-Sunday 24-Hour Cume)	Unwgted	5121	198
	Weighted (000)	26008	865
	Horz %	100.00	3.33
	Vert %	10.66	5.25
	Index	100	49
Radio Formats: Urban AC (Subset of Urban) (Monday-Sunday 24-Hour Cume)	Unwgted	2133	84
	Weighted (000)	10077	321
	Horz %	100.00	3.18
	Vert %	4.13	1.95
	Index	100	47
Radio Formats: Urban Contemporary (Subset of Urban) (Monday-Sunday 24-Hour Cume)	Unwgted	1989	65
	Weighted (000)	11746	371
	Horz %	100.00	3.16
	Vert %	4.81	2.25
	Index	100	47
Radio Formats: Variety/Other (Monday-Sunday 24-Hour Cume)	Unwgted	1303	106
	Weighted (000)	6945	489
	Horz %	100.00	7.04
	Vert %	2.85	2.97
	Index	100	104
Radio Daypart Cumes: Total Week Monday-Sunday 24 Hours	Unwgted	41037	2903
	Weighted (000)	204462	13795
	Horz %	100.00	6.75
	Vert %	83.77	83.77
	Index	100	100
Radio Daypart Cumes: Weekday 6:00 am - 10:00 am	Unwgted	25278	1807
	Weighted (000)	122460	8268
	Horz %	100.00	6.75
	Vert %	50.17	50.21
	Index	100	100
Radio Daypart Cumes: Weekday 10:00 am - 3:00 pm	Unwgted	18835	1321
	Weighted (000)	94930	6149
	Horz %	100.00	6.48
	Vert %	38.89	37.34
	Index	100	96
Radio Daypart Cumes: Weekday 3:00 pm - 7:00 pm	Unwgted	22339	1593
	Weighted (000)	109527	7447
	Horz %	100.00	6.80
	Vert %	44.87	45.22
	Index	100	101
Radio Daypart Cumes: Weekday 7:00 pm - Midnight	Unwgted	8087	517
	Weighted (000)	41055	2481
	Horz %	100.00	6.04
	Vert %	16.82	15.06
	Index	100	90

		Adults 18+	Would buy/lease new Toyota if making decision today
Radio Daypart Cumes: Weekday Midnight - 6:00 am	Unwgted	2418	137
	Weighted (000)	12268	607
	Horz %	100.00	4.95
	Vert %	5.03	3.69
	Index	100	73
Radio Daypart Cumes: Weekend 6:00 am - 10:00 am	Unwgted	16140	1157
	Weighted (000)	79167	5196
	Horz %	100.00	6.56
	Vert %	32.43	31.55
	Index	100	97
Radio Daypart Cumes: Weekend 10:00 am - 3:00 pm	Unwgted	21592	1511
	Weighted (000)	106532	7161
	Horz %	100.00	6.72
	Vert %	43.65	43.49
	Index	100	100
Radio Daypart Cumes: Weekend 3:00 pm - 7:00 pm	Unwgted	16960	1150
	Weighted (000)	85146	5408
	Horz %	100.00	6.35
	Vert %	34.88	32.84
	Index	100	94
Radio Daypart Cumes: Weekend 7:00 pm - Midnight	Unwgted	8346	511
	Weighted (000)	42195	2421
	Horz %	100.00	5.74
	Vert %	17.29	14.70
	Index	100	85
Radio Daypart Cumes: Weekend Midnight - 6:00 am	Unwgted	2161	121
	Weighted (000)	10847	541
	Horz %	100.00	4.99
	Vert %	4.44	3.28
	Index	100	74
Where Listen to Radio on Typical Weekday: Home	Unwgted	13605	938
	Weighted (000)	66444	4078
	Horz %	100.00	6.14
	Vert %	27.22	24.76
	Index	100	91
Where Listen to Radio on Typical Weekday: Car	Unwgted	37582	2762
	Weighted (000)	186198	13151
	Horz %	100.00	7.06
	Vert %	76.28	79.86
	Index	100	105
Where Listen to Radio on Typical Weekday: Work	Unwgted	6358	385
	Weighted (000)	32708	1928
	Horz %	100.00	5.89
	Vert %	13.40	11.71
	Index	100	87

		Adults 18+	Would buy/lease new Toyota if making decision today
Where Listen to Radio on Typical Weekday: Place Other Than Home, Car, Work	Unwgted	1490	97
	Weighted (000)	7844	429
	Horz %	100.00	5.47
	Vert %	3.21	2.61
	Index	100	81
Where Listen to Radio on Typical Weekend: Home	Unwgted	16122	1141
	Weighted (000)	79216	5251
	Horz %	100.00	6.63
	Vert %	32.45	31.89
	Index	100	98
Where Listen to Radio on Typical Weekend: Car	Unwgted	34584	2519
	Weighted (000)	172300	11985
	Horz %	100.00	6.96
	Vert %	70.59	72.78
	Index	100	103
Where Listen to Radio on Typical Weekend: Work	Unwgted	2377	131
	Weighted (000)	13032	631
	Horz %	100.00	4.84
	Vert %	5.34	3.83
	Index	100	72
Where Listen to Radio on Typical Weekend: Place Other Than Home, Car, Work	Unwgted	1550	87
	Weighted (000)	8439	397
	Horz %	100.00	4.70
	Vert %	3.46	2.41
	Index	100	70
Ever Listen to AM Radio (Terrestrial Radio)	Unwgted	8872	686
	Weighted (000)	37216	2744
	Horz %	100.00	7.37
	Vert %	15.25	16.66
	Index	100	109
Ever Listen to FM Radio (Terrestrial Radio)	Unwgted	35648	2568
	Weighted (000)	180517	12252
	Horz %	100.00	6.79
	Vert %	73.96	74.40
	Index	100	101
Ever Listen to Any Terrestrial Radio (AM/FM)	Unwgted	38624	2799
	Weighted (000)	192537	13173
	Horz %	100.00	6.84
	Vert %	78.88	79.99
	Index	100	101
Ever Listen to Satellite Radio (SiriusXM)	Unwgted	6808	408
	Weighted (000)	31804	1760
	Horz %	100.00	5.53
	Vert %	13.03	10.69
	Index	100	82

		Adults 18+	Would buy/lease new Toyota if making decision today
Household Subscribes to Satellite (SiriusXM) Radio	Unwgted	9333	570
	Weighted (000)	45323	2631
	Horz %	100.00	5.81
	Vert %	18.57	15.98
	Index	100	86
Any Vehicle Currently Owned/Leased Has Satellite Radio	Unwgted	15153	861
	Weighted (000)	76621	4668
	Horz %	100.00	6.09
	Vert %	31.39	28.35
	Index	100	90
Any Vehicle Currently Owned/Leased Has MP3 Player Connection	Unwgted	12633	906
	Weighted (000)	64670	4649
	Horz %	100.00	7.19
	Vert %	26.49	28.23
	Index	100	107
Listened to Online Streaming AM/FM Broadcast Radio Stations - Past Month	Unwgted	7343	518
	Weighted (000)	36346	2445
	Horz %	100.00	6.73
	Vert %	14.89	14.85
	Index	100	100
Listened to Internet-only radio or other online music or audio services (eg. Pandora, Spotify, etc.) - past month	Unwgted	19242	1274
	Weighted (000)	97996	6430
	Horz %	100.00	6.56
	Vert %	40.15	39.05
	Index	100	97
Listening to Any Radio on the Internet/Online - Past Month	Unwgted	21921	1452
	Weighted (000)	110983	7214
	Horz %	100.00	6.50
	Vert %	45.47	43.81
	Index	100	96
Visited a Radio Station, Radio Program or Radio Personality's website - Past Month	Unwgted	3452	235
	Weighted (000)	17001	1059
	Horz %	100.00	6.23
	Vert %	6.97	6.43
	Index	100	92
Downloaded Music - Past Month	Unwgted	9054	613
	Weighted (000)	47933	3139
	Horz %	100.00	6.55
	Vert %	19.64	19.06
	Index	100	97
Downloaded Podcasts/Engaged in Podcasting - Past Month	Unwgted	3700	289
	Weighted (000)	17081	1415
	Horz %	100.00	8.29
	Vert %	7.00	8.59
	Index	100	123

		Adults 18+	Would buy/lease new Toyota if making decision today
Visited iHeartRadio site - Past Month	Unwgted	4412	288
	Weighted (000)	21989	1298
	Horz %	100.00	5.90
	Vert %	9.01	7.88
	Index	100	87
Visited iTunes.com site - Past Month	Unwgted	8331	617
	Weighted (000)	40212	2858
	Horz %	100.00	7.11
	Vert %	16.47	17.35
	Index	100	105
Visited Pandora.com site - Past Month	Unwgted	16996	1097
	Weighted (000)	87700	5538
	Horz %	100.00	6.31
	Vert %	35.93	33.63
	Index	100	94
Visited Spotify site - Past Month	Unwgted	6074	394
	Weighted (000)	32588	2053
	Horz %	100.00	6.30
	Vert %	13.35	12.47
	Index	100	93
Advertising on radio provides me with useful information about bargains. Agree strongly or Agree somewhat	Unwgted	16507	1103
	Weighted (000)	83844	5302
	Horz %	100.00	6.32
	Vert %	34.35	32.20
	Index	100	94
Advertising on radio provides me with meaningful information about the product use of other consumers. Agree strongly or Agree somewhat	Unwgted	13908	900
	Weighted (000)	70343	4224
	Horz %	100.00	6.01
	Vert %	28.82	25.65
	Index	100	89
Advertising on radio provides me with useful information about new products and services. Agree strongly or Agree somewhat	Unwgted	17125	1140
	Weighted (000)	86850	5461
	Horz %	100.00	6.29
	Vert %	35.58	33.16
	Index	100	93
For me, advertising on radio is amusing. Agree strongly or Agree somewhat	Unwgted	12845	836
	Weighted (000)	65189	4082
	Horz %	100.00	6.26
	Vert %	26.71	24.79
	Index	100	93
Most trusted media: Radio	Unwgted	4143	331
	Weighted (000)	21056	1610
	Horz %	100.00	7.65
	Vert %	8.63	9.78
	Index	100	113

		Adults 18+	Would buy/lease new Toyota if making decision today
TV Dayparts: Total Week Prime Time Cume Audience	Unwgted	38598	2715
	Weighted (000)	190885	12863
	Horz %	100.00	6.74
	Vert %	78.20	78.11
	Index	100	100
TV Dayparts: Prime Time Weekdays Cume Audience: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)	Unwgted	30674	2149
	Weighted (000)	150599	10026
	Horz %	100.00	6.66
	Vert %	61.70	60.89
	Index	100	99
TV Dayparts: Prime Time Saturday Cume Audience: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)	Unwgted	26407	1872
	Weighted (000)	129573	8747
	Horz %	100.00	6.75
	Vert %	53.09	53.12
	Index	100	100
TV Dayparts: Prime Time Sunday Cume Audience: 7:00-11:00 pm (Eastern/Pacific), 6:00-10:00 pm (Central/Mountain)	Unwgted	30767	2211
	Weighted (000)	150356	10156
	Horz %	100.00	6.75
	Vert %	61.60	61.67
	Index	100	100
TV Dayparts: Weekdays Cume Audience: 9:00 am-4:00 pm (Eastern/Pacific) 9:00 am - 3:00 pm (Central/Mountain)	Unwgted	13588	905
	Weighted (000)	72467	4438
	Horz %	100.00	6.12
	Vert %	29.69	26.95
	Index	100	91
TV Dayparts: Weekdays Cume Audience: 4:00 pm-7:30 pm (Eastern/Pacific) 3:00 pm-6:30 pm (Central/Mountain)	Unwgted	24214	1706
	Weighted (000)	122899	8016
	Horz %	100.00	6.52
	Vert %	50.35	48.68
	Index	100	97
TV Dayparts: Weekdays Cume Audience: 11:30 pm-1:00 am (Eastern/Pacific) 10:30 pm-Midnight (Central/Mountain)	Unwgted	8203	531
	Weighted (000)	41009	2477
	Horz %	100.00	6.04
	Vert %	16.80	15.04
	Index	100	90
TV Dayparts: Weekend Children's Shows Cume Audience: Saturday-Sunday Morning	Unwgted	20426	1403
	Weighted (000)	102185	6521
	Horz %	100.00	6.38
	Vert %	41.86	39.60
	Index	100	95
TV Dayparts: Weekend Sports Cume Audience: Saturday-Sunday Afternoon	Unwgted	23818	1588
	Weighted (000)	120635	7597
	Horz %	100.00	6.30
	Vert %	49.42	46.13
	Index	100	93

		Adults 18+	Would buy/lease new Toyota if making decision today
Downloaded a TV Program - Past Month	Unwgted	2514	184
	Weighted (000)	11768	886
	Horz %	100.00	7.53
	Vert %	4.82	5.38
	Index	100	112
Watched a TV Program Online - Past Month	Unwgted	8915	646
	Weighted (000)	43431	3185
	Horz %	100.00	7.33
	Vert %	17.79	19.34
	Index	100	109
Visited a TV Network or TV Show's Web Site - Past Month	Unwgted	9786	735
	Weighted (000)	47213	3498
	Horz %	100.00	7.41
	Vert %	19.34	21.25
	Index	100	110
Looked at TV Listings Online - Past Month	Unwgted	5331	427
	Weighted (000)	24808	1873
	Horz %	100.00	7.55
	Vert %	10.16	11.37
	Index	100	112
Household Subscribes to Cable TV	Unwgted	22534	1574
	Weighted (000)	109088	7198
	Horz %	100.00	6.60
	Vert %	44.69	43.71
	Index	100	98
Household Subscribes to Cable, Satellite or Fiber Optic TV	Unwgted	37894	2689
	Weighted (000)	188357	12694
	Horz %	100.00	6.74
	Vert %	77.17	77.08
	Index	100	100
Viewed Any Cable TV (Including Pay) - Past Week	Unwgted	36344	2573
	Weighted (000)	180739	12113
	Horz %	100.00	6.70
	Vert %	74.05	73.56
	Index	100	99
Heavy Cable TV Viewer (Including Pay) - Past Week	Unwgted	26301	1771
	Weighted (000)	131456	8469
	Horz %	100.00	6.44
	Vert %	53.86	51.43
	Index	100	95
Viewed Any Premium Cable Channels - Past Month	Unwgted	15801	1057
	Weighted (000)	75868	4937
	Horz %	100.00	6.51
	Vert %	31.08	29.98
	Index	100	96

		Adults 18+	Would buy/lease new Toyota if making decision today
Viewed Any Pay-Per-View Programs or Events - Past Year	Unwgted	5693	391
	Weighted (000)	27121	1801
	Horz %	100.00	6.64
	Vert %	11.11	10.93
	Index	100	98
Viewed Any Video-On-Demand Programs or Events - Past Year	Unwgted	13030	951
	Weighted (000)	59121	4074
	Horz %	100.00	6.89
	Vert %	24.22	24.74
	Index	100	102
Household Has a Satellite Dish	Unwgted	10843	758
	Weighted (000)	61939	4126
	Horz %	100.00	6.66
	Vert %	25.38	25.06
	Index	100	99
Household Has a Digital Video Recorder (DVR)	Unwgted	23728	1697
	Weighted (000)	116768	7973
	Horz %	100.00	6.83
	Vert %	47.84	48.41
	Index	100	101
Any Internet/Online Activity - Past Month	Unwgted	42373	3066
	Weighted (000)	208554	14738
	Horz %	100.00	7.07
	Vert %	85.44	89.50
	Index	100	105
Played Games Online - Past Month	Unwgted	13852	943
	Weighted (000)	73850	4733
	Horz %	100.00	6.41
	Vert %	30.26	28.74
	Index	100	95
Downloaded a Video Game - Past Month	Unwgted	5083	312
	Weighted (000)	28601	1739
	Horz %	100.00	6.08
	Vert %	11.72	10.56
	Index	100	90
Downloaded a Movie - Past Month	Unwgted	4447	290
	Weighted (000)	21989	1470
	Horz %	100.00	6.69
	Vert %	9.01	8.93
	Index	100	99
Watched a Movie Online - Past Month	Unwgted	11540	808
	Weighted (000)	58047	4142
	Horz %	100.00	7.14
	Vert %	23.78	25.15
	Index	100	106

		Adults 18+	Would buy/lease new Toyota if making decision today
Watched Online Video (Not Movie, TV) - Past Month	Unwgted	10029	739
	Weighted (000)	50248	3887
	Horz %	100.00	7.74
	Vert %	20.59	23.61
	Index	100	115
Visited a Chat Room - Past Month	Unwgted	2194	150
	Weighted (000)	10601	647
	Horz %	100.00	6.10
	Vert %	4.34	3.93
	Index	100	90
Used e-Mail - Past Month	Unwgted	37148	2756
	Weighted (000)	177506	13070
	Horz %	100.00	7.36
	Vert %	72.72	79.37
	Index	100	109
Used Instant Messenger/IM Online - Past Month	Unwgted	29084	2035
	Weighted (000)	148723	10140
	Horz %	100.00	6.82
	Vert %	60.93	61.58
	Index	100	101
Visited Online Blogs - Past Month	Unwgted	6650	509
	Weighted (000)	32542	2570
	Horz %	100.00	7.90
	Vert %	13.33	15.61
	Index	100	117
Wrote an Online Blog - Past Month	Unwgted	1215	84
	Weighted (000)	5810	405
	Horz %	100.00	6.97
	Vert %	2.38	2.46
	Index	100	103
Uploaded or Added Video to a Web Site - Past Month	Unwgted	4085	252
	Weighted (000)	20569	1361
	Horz %	100.00	6.62
	Vert %	8.43	8.26
	Index	100	98
Social networking, photo or video-sharing services visited or used in the last 30 days: Any Social Networking/Photo/Video-sharing services	Unwgted	36787	2625
	Weighted (000)	184180	12880
	Horz %	100.00	6.99
	Vert %	75.46	78.22
	Index	100	104
Social networking, photo or video-sharing services visited or used in the last 30 days: Facebook	Unwgted	29944	2142
	Weighted (000)	152016	10516
	Horz %	100.00	6.92
	Vert %	62.28	63.86
	Index	100	103

		Adults 18+	Would buy/lease new Toyota if making decision today
			*
Foursquare	Unwgted	259	14
	Weighted (000)	1096	77
	Horz %	100.00	7.07
	Vert %	0.45	0.47
	Index	100	105
Google + (Google Plus)	Unwgted	7523	552
	Weighted (000)	37002	2616
	Horz %	100.00	7.07
	Vert %	15.16	15.89
	Index	100	105
Instagram	Unwgted	11180	709
	Weighted (000)	59923	3899
	Horz %	100.00	6.51
	Vert %	24.55	23.67
	Index	100	96
LinkedIn	Unwgted	7899	579
	Weighted (000)	31599	2445
	Horz %	100.00	7.74
	Vert %	12.95	14.85
	Index	100	115
Pinterest	Unwgted	9299	711
	Weighted (000)	49108	3628
	Horz %	100.00	7.39
	Vert %	20.12	22.03
	Index	100	110
Tumblr	Unwgted	1737	118
	Weighted (000)	9309	654
	Horz %	100.00	7.02
	Vert %	3.81	3.97
	Index	100	104
Twitter	Unwgted	6507	445
	Weighted (000)	32509	2094
	Horz %	100.00	6.44
	Vert %	13.32	12.72
	Index	100	95
Yelp	Unwgted	4238	343
	Weighted (000)	17049	1362
	Horz %	100.00	7.99
	Vert %	6.98	8.27
	Index	100	118
YouTube	Unwgted	24878	1756
	Weighted (000)	125197	8663
	Horz %	100.00	6.92
	Vert %	51.29	52.61
	Index	100	103

		Adults 18+	Would buy/lease new Toyota if making decision today
Activities done using a social networking, photo or video-sharing service in the last 30 days: Posted that you "Like" something	Unwgted	19391	1442
	Weighted (000)	98998	7339
	Horz %	100.00	7.41
	Vert %	40.56	44.57
	Index	100	110
"Follow" or become a "fan of" something or someone	Unwgted	9880	676
	Weighted (000)	51999	3536
	Horz %	100.00	6.80
	Vert %	21.30	21.47
	Index	100	101
Clicked on an advertisement	Unwgted	7250	500
	Weighted (000)	34609	2498
	Horz %	100.00	7.22
	Vert %	14.18	15.17
	Index	100	107
Watched a video	Unwgted	23931	1678
	Weighted (000)	121821	8575
	Horz %	100.00	7.04
	Vert %	49.91	52.07
	Index	100	104
Websites or apps visited or used in the last 30 days: Coupons	Unwgted	1642	118
	Weighted (000)	7736	523
	Horz %	100.00	6.76
	Vert %	3.17	3.18
	Index	100	100
Sent or Received Text Messages on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	40180	2785
	Weighted (000)	200974	13691
	Horz %	100.00	6.81
	Vert %	82.34	83.14
	Index	100	101
Sent or Received Instant Messages on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	20952	1387
	Weighted (000)	106707	7101
	Horz %	100.00	6.66
	Vert %	43.72	43.12
	Index	100	99
Recorded a Video on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	19339	1278
	Weighted (000)	97935	6492
	Horz %	100.00	6.63
	Vert %	40.12	39.43
	Index	100	98
Played Music on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	24725	1591
	Weighted (000)	126500	8209
	Horz %	100.00	6.49
	Vert %	51.83	49.85
	Index	100	96

		Adults 18+	Would buy/lease new Toyota if making decision today
Played a Game on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	15697	979
	Weighted (000)	84080	5180
	Horz %	100.00	6.16
	Vert %	34.45	31.46
	Index	100	91
Watched a Movie, TV Program or Other Video on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	11626	743
	Weighted (000)	61092	3843
	Horz %	100.00	6.29
	Vert %	25.03	23.34
	Index	100	93
Used a Mobile "App" - Past Month	Unwgted	25794	1764
	Weighted (000)	128777	8906
	Horz %	100.00	6.92
	Vert %	52.76	54.08
	Index	100	103
Read Any Daily Newspaper (Print/Paper/Hard Copy)	Unwgted	10912	822
	Weighted (000)	50128	3620
	Horz %	100.00	7.22
	Vert %	20.54	21.98
	Index	100	107
Read Any Sunday Newspaper (Print/Paper/Hard Copy)	Unwgted	14245	1072
	Weighted (000)	67106	4751
	Horz %	100.00	7.08
	Vert %	27.49	28.85
	Index	100	105
Read or Looked Into Any Electronic Version of a Newspaper, Including Web Site - Past Month	Unwgted	19488	1405
	Weighted (000)	91290	6523
	Horz %	100.00	7.15
	Vert %	37.40	39.61
	Index	100	106
Read Classified Advertising in Weekday Newspaper	Unwgted	3772	276
	Weighted (000)	20084	1365
	Horz %	100.00	6.80
	Vert %	8.23	8.29
	Index	100	101
Read Classified Advertising in Sunda/Weekend Newspaper	Unwgted	3758	287
	Weighted (000)	19510	1417
	Horz %	100.00	7.26
	Vert %	7.99	8.61
	Index	100	108
Read Advertisements in Weekday Newspaper	Unwgted	3812	305
	Weighted (000)	17916	1384
	Horz %	100.00	7.73
	Vert %	7.34	8.41
	Index	100	115

		Adults 18+	Would buy/lease new Toyota if making decision today
Read Advertisements in Sunday/Weekend Newspaper	Unwgted	4633	395
	Weighted (000)	22092	1834
	Horz %	100.00	8.30
	Vert %	9.05	11.13
	Index	100	123
Read Circulars/Inserts/Fliers in Weekday Newspaper	Unwgted	5068	411
	Weighted (000)	23852	1833
	Horz %	100.00	7.68
	Vert %	9.77	11.13
	Index	100	114
Read Circulars/Inserts/Fliers in Sunday/Weekend Newspaper	Unwgted	7203	624
	Weighted (000)	34013	2786
	Horz %	100.00	8.19
	Vert %	13.93	16.92
	Index	100	121
Received and/or Clipped Coupons from Weekday Newspaper - Past Year	Unwgted	4191	314
	Weighted (000)	20652	1460
	Horz %	100.00	7.07
	Vert %	8.46	8.86
	Index	100	105
Received and/or Clipped Coupons from Sunday/Weekend Newspaper - Past Year	Unwgted	9539	788
	Weighted (000)	47372	3499
	Horz %	100.00	7.39
	Vert %	19.41	21.25
	Index	100	109
UNTRENDED: Personally Referred to Paper Yellow Pages - Past Week		*	*
	Unwgted	0	0
	Weighted (000)	0	0
	Horz %	0.00	0.00
	Index	0	0
UNTRENDED: Personally Referred to Internet Yellow Pages - Past Week		*	*
	Unwgted	0	0
	Weighted (000)	0	0
	Horz %	0.00	0.00
	Index	0	0
UNTRENDED: Personally Referred to Paper or Internet Yellow Pages - Past Week		*	*
	Unwgted	0	0
	Weighted (000)	0	0
	Horz %	0.00	0.00
	Index	0	0
UNTRENDED: Accessed Yellowpages.com (YP.com) - Past Month		*	*
	Unwgted	0	0
	Weighted (000)	0	0
	Horz %	0.00	0.00
	Index	0	0

		Adults 18+	Would buy/lease new Toyota if making decision today
Have Seen Video Ads in Grocery Stores - Past Month	Unwgted	8175	574
	Weighted (000)	42062	2851
	Horz %	100.00	6.78
	Vert %	17.23	17.32
	Index	100	100
Have Seen Video Ads in Drug Stores - Past Month	Unwgted	5434	363
	Weighted (000)	27750	1885
	Horz %	100.00	6.79
	Vert %	11.37	11.44
	Index	100	101
Have Seen Video Ads in Convenience Stores - Past Month	Unwgted	5425	382
	Weighted (000)	27941	1960
	Horz %	100.00	7.01
	Vert %	11.45	11.90
	Index	100	104
Have Seen Video Ads in Large Discount/Department Stores - Past Month	Unwgted	5807	395
	Weighted (000)	30170	2051
	Horz %	100.00	6.80
	Vert %	12.36	12.46
	Index	100	101
Have Seen Video Ads in Warehouse/Club Stores - Past Month	Unwgted	5047	352
	Weighted (000)	24469	1767
	Horz %	100.00	7.22
	Vert %	10.02	10.73
	Index	100	107
Have Seen Video Ads in Other Stores - Past Month	Unwgted	4572	292
	Weighted (000)	23484	1569
	Horz %	100.00	6.68
	Vert %	9.62	9.53
	Index	100	99
Have Seen Video Ads in Shopping Malls - Past Month	Unwgted	6133	399
	Weighted (000)	30556	2110
	Horz %	100.00	6.90
	Vert %	12.52	12.81
	Index	100	102
Have Seen Video Ads in Bars/Pubs - Past Month	Unwgted	4212	236
	Weighted (000)	21008	1278
	Horz %	100.00	6.08
	Vert %	8.61	7.76
	Index	100	90
Have Seen Video Ads in Fast-Food or Family Restaurants - Past Month	Unwgted	6034	395
	Weighted (000)	31175	2017
	Horz %	100.00	6.47
	Vert %	12.77	12.25
	Index	100	96

		Adults 18+	Would buy/lease new Toyota if making decision today
Have Seen Video Ads in Coffee Shops, Cafes or Delis - Past Month	Unwgted	4611	287
	Weighted (000)	23019	1437
	Horz %	100.00	6.24
	Vert %	9.43	8.73
	Index	100	93
Have Seen Video Ads in Gym/Health Clubs - Past Month	Unwgted	4016	261
	Weighted (000)	19382	1266
	Horz %	100.00	6.53
	Vert %	7.94	7.69
	Index	100	97
Have Seen Video Ads in Medical Offices - Past Month	Unwgted	5499	350
	Weighted (000)	27407	1717
	Horz %	100.00	6.26
	Vert %	11.23	10.42
	Index	100	93
Have Seen Video Ads in Airports - Past Month	Unwgted	3929	260
	Weighted (000)	17909	1271
	Horz %	100.00	7.10
	Vert %	7.34	7.72
	Index	100	105
Have Seen Video Ads at Gas Stations - Past Month	Unwgted	8390	677
	Weighted (000)	41042	3227
	Horz %	100.00	7.86
	Vert %	16.81	19.59
	Index	100	117
Have Seen Video Ads in Office Building Lobbies - Past Month	Unwgted	3669	213
	Weighted (000)	18065	1063
	Horz %	100.00	5.88
	Vert %	7.40	6.45
	Index	100	87
Have Seen Video Ads in Office Building Elevators - Past Month	Unwgted	3552	205
	Weighted (000)	16785	1020
	Horz %	100.00	6.08
	Vert %	6.88	6.19
	Index	100	90
Have Seen Video Ads in Movie Theater Lobbies - Past Month	Unwgted	5092	339
	Weighted (000)	25878	1731
	Horz %	100.00	6.69
	Vert %	10.60	10.51
	Index	100	99
Have Seen Ads on Billboards - Past Month	Unwgted	23703	1932
	Weighted (000)	117973	9358
	Horz %	100.00	7.93
	Vert %	48.33	56.83
	Index	100	118

		Adults 18+	Would buy/lease new Toyota if making decision today
Have Seen Ads on Buses/Trains - Past Month	Unwgted	10886	798
	Weighted (000)	50330	3876
	Horz %	100.00	7.70
	Vert %	20.62	23.54
	Index	100	114
Have Seen Ads at Bus Stops or Train Stations - Past Month	Unwgted	7328	510
	Weighted (000)	32843	2333
	Horz %	100.00	7.10
	Vert %	13.46	14.17
	Index	100	105
Have Seen Ads Inside Taxis - Past Month	Unwgted	3849	217
	Weighted (000)	17102	916
	Horz %	100.00	5.36
	Vert %	7.01	5.56
	Index	100	79
Have Seen Ads on Top of Taxis - Past Month	Unwgted	5892	393
	Weighted (000)	26219	1695
	Horz %	100.00	6.47
	Vert %	10.74	10.30
	Index	100	96
Have Seen Ads on Phone Booths - Past Month	Unwgted	3008	174
	Weighted (000)	14451	946
	Horz %	100.00	6.54
	Vert %	5.92	5.74
	Index	100	97
Have Seen Ads at Sports or Entertainment Events - Past Month	Unwgted	7405	539
	Weighted (000)	36191	2726
	Horz %	100.00	7.53
	Vert %	14.83	16.56
	Index	100	112
Have Seen Ads on Postcards - Past Month	Unwgted	5576	458
	Weighted (000)	26312	2137
	Horz %	100.00	8.12
	Vert %	10.78	12.98
	Index	100	120
Have Seen Ads Sent to a Cellphone or Other Mobile Device - Past Month	Unwgted	13421	1045
	Weighted (000)	66442	5146
	Horz %	100.00	7.75
	Vert %	27.22	31.25
	Index	100	115
Have Seen Ads on Posters at Movie Theaters - Past Month	Unwgted	8606	686
	Weighted (000)	42087	3294
	Horz %	100.00	7.83
	Vert %	17.24	20.01
	Index	100	116

		Adults 18+	Would buy/lease new Toyota if making decision today
Have Seen Ads Shown On-Screen Before Start of a Movie - Past Month	Unwgted	10943	897
	Weighted (000)	53139	4228
	Horz %	100.00	7.96
	Vert %	21.77	25.68
	Index	100	118
Have Seen Ads in Stores (Not Video Ads) - Past Month	Unwgted	15171	1199
	Weighted (000)	76102	5932
	Horz %	100.00	7.79
	Vert %	31.18	36.02
	Index	100	116
Have Seen Ads in Shopping Malls (Not Video Ads) - Past Month	Unwgted	10587	801
	Weighted (000)	52205	3988
	Horz %	100.00	7.64
	Vert %	21.39	24.22
	Index	100	113
Have Seen Infomercials - Past Month	Unwgted	9871	763
	Weighted (000)	49119	3804
	Horz %	100.00	7.74
	Vert %	20.12	23.10
	Index	100	115
Have Seen Offers or Ads Sent to Home by Mail - Past Month	Unwgted	19632	1664
	Weighted (000)	96299	8123
	Horz %	100.00	8.44
	Vert %	39.45	49.33
	Index	100	125
Have Seen Product Placement in Video Games - Past Month	Unwgted	4596	263
	Weighted (000)	24167	1420
	Horz %	100.00	5.88
	Vert %	9.90	8.62
	Index	100	87
Have Seen Product Placement in TV Shows - Past Month	Unwgted	17823	1438
	Weighted (000)	88092	7214
	Horz %	100.00	8.19
	Vert %	36.09	43.81
	Index	100	121
Have Seen Product Placement in Movies - Past Month	Unwgted	11248	861
	Weighted (000)	56256	4461
	Horz %	100.00	7.93
	Vert %	23.05	27.09
	Index	100	118