

RAB / GfK MRI AUTO PROFILE: TOYOTA CARS

	A	B	C	D	E	F	G	H	I	J
			U.S. Adults 18+	Own/Lease Toyota Avalon	Own/Lease Toyota Camry	Own/Lease Toyota Corolla	Own/Lease Toyota Matrix	Own/Lease Toyota Prius	Own/Lease Toyota Yaris	Own/Lease Any Toyota
1										
2										
3										
4	U.S. Adults 18+	Unwgted	49770	359	2111	1244	160	565	141	8020
5		Weighted (000)	232658	1560	9250	5696	617	2202	624	35035
6		Horz %	100.00	0.67	3.98	2.45	0.27	0.95	0.27	15.06
7		Vert %	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00
8		Index	100	100	100	100	100	100	100	100
9										
10	Male	Unwgted	25657	188	1073	626	80	291	75	4256
11		Weighted (000)	112593	667	4415	2666	298	1069	307	17470
12		Horz %	100.00	0.59	3.92	2.37	0.26	0.95	0.27	15.52
13		Vert %	48.39	42.73	47.74	46.81	48.26	48.55	49.17	49.86
14		Index	100	88	99	97	100	100	102	103
15										
16	Female	Unwgted	24113	171	1038	618	80	274	66	3764
17		Weighted (000)	120065	893	4834	3029	319	1133	317	17566
18		Horz %	100.00	0.74	4.03	2.52	0.27	0.94	0.26	14.63
19		Vert %	51.61	57.27	52.26	53.19	51.74	51.45	50.83	50.14
20		Index	100	111	101	103	100	100	99	97
21				*			*	*	*	
22	Age 18-24	Unwgted	3992	21	141	132	9	32	10	563
23		Weighted (000)	29809	194	1139	876	36	183	49	4101
24		Horz %	100.00	0.65	3.82	2.94	0.12	0.61	0.17	13.76
25		Vert %	12.81	12.41	12.31	15.38	5.90	8.32	7.92	11.71
26		Index	100	97	96	120	46	65	62	91
27				*			*	*	*	
28	Age 25-34	Unwgted	7846	27	262	265	41	66	28	1149
29		Weighted (000)	41562	137	1331	1296	204	353	115	5873
30		Horz %	100.00	0.33	3.20	3.12	0.49	0.85	0.28	14.13
31		Vert %	17.86	8.81	14.39	22.76	33.05	16.04	18.37	16.76
32		Index	100	49	81	127	185	90	103	94
33				*			*	*	*	
34	Age 35-44	Unwgted	9076	35	379	237	35	88	30	1568
35		Weighted (000)	40205	183	1655	1033	121	327	165	6487
36		Horz %	100.00	0.45	4.12	2.57	0.30	0.81	0.41	16.14
37		Vert %	17.28	11.72	17.89	18.14	19.60	14.86	26.47	18.52
38		Index	100	68	104	105	113	86	153	107
39				*			*	*	*	
40	Age 45-54	Unwgted	9951	61	453	237	23	124	35	1685
41		Weighted (000)	44287	304	1953	1066	75	484	166	7068
42		Horz %	100.00	0.69	4.41	2.41	0.17	1.09	0.37	15.96
43		Vert %	19.04	19.46	21.12	18.71	12.24	21.97	26.58	20.17
44		Index	100	102	111	98	64	115	140	106
45				*			*	*	*	
46	Age 55-64	Unwgted	8429	72	425	208	27	122	23	1538
47		Weighted (000)	36984	299	1813	779	85	450	73	6211
48		Horz %	100.00	0.81	4.90	2.11	0.23	1.22	0.20	16.79
49		Vert %	15.90	19.15	19.60	13.67	13.85	20.42	11.67	17.73
50		Index	100	120	123	86	87	128	73	112
51				*			*	*	*	
52	Age 65+	Unwgted	10476	143	451	165	25	133	15	1517
53		Weighted (000)	39811	444	1359	646	95	405	56	5295
54		Horz %	100.00	1.11	3.41	1.62	0.24	1.02	0.14	13.30
55		Vert %	17.11	28.44	14.69	11.35	15.36	18.39	8.99	15.11
56		Index	100	166	86	66	90	107	53	88

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1										
2										
57										
58		Unwgted	48230	348	2055	1204	156	551	139	7794
59	Age 21+	Weighted (000)	219529	1423	8786	5392	595	2130	609	33162
60		Horz %	100.00	0.65	4.00	2.46	0.27	0.97	0.28	15.11
61		Vert %	94.36	91.19	94.99	94.66	96.40	96.71	97.70	94.65
62		Index	100	97	101	100	102	102	104	100
63				*					*	
64	Age 18-34	Unwgted	11838	48	403	397	50	98	38	1712
65		Weighted (000)	71371	331	2470	2172	240	536	164	9974
66		Horz %	100.00	0.46	3.46	3.04	0.34	0.75	0.23	13.97
67		Vert %	30.68	21.22	26.70	38.13	38.95	24.36	26.30	28.47
68		Index	100	69	87	124	127	79	86	93
69										
70	Age 18-49	Unwgted	25802	109	1015	757	101	254	82	4154
71		Weighted (000)	133716	660	5181	3734	417	1152	378	20212
72		Horz %	100.00	0.49	3.87	2.79	0.31	0.86	0.28	15.12
73		Vert %	57.47	42.34	56.01	65.56	67.55	52.33	60.68	57.69
74		Index	100	74	97	114	118	91	106	100
75										
76	Age 25-54	Unwgted	26873	123	1094	739	99	278	93	4402
77		Weighted (000)	126054	624	4939	3395	400	1165	445	19428
78		Horz %	100.00	0.49	3.92	2.69	0.32	0.92	0.35	15.41
79		Vert %	54.18	39.99	53.40	59.61	64.90	52.88	71.41	55.45
80		Index	100	74	99	110	120	98	132	102
81										
82	Age 35-64	Unwgted	27456	168	1257	682	85	334	88	4791
83		Weighted (000)	121476	785	5420	2877	282	1261	404	19766
84		Horz %	100.00	0.65	4.46	2.37	0.23	1.04	0.33	16.27
85		Vert %	52.21	50.33	58.60	50.51	45.69	57.25	64.71	56.42
86		Index	100	96	112	97	88	110	124	108
87										
88	Age 50+	Unwgted	23968	250	1096	487	59	311	59	3866
89		Weighted (000)	98943	900	4069	1961	200	1050	245	14823
90		Horz %	100.00	0.91	4.11	1.98	0.20	1.06	0.25	14.98
91		Vert %	42.53	57.66	43.99	34.44	32.45	47.67	39.32	42.31
92		Index	100	136	103	81	76	112	92	99
93										
94	Median Age	Unwgted								
95		Weighted (000)	46.10	53.80	47.40	41.80	41.70	49.10	44.20	46.40
96		Horz %								
97		Vert %								
98	Index									
99										
100	Race: White Only	Unwgted	37561	299	1614	862	125	489	120	6167
101		Weighted (000)	173640	1303	7025	3875	466	1962	521	26802
102		Horz %	100.00	0.75	4.05	2.23	0.27	1.13	0.30	15.44
103		Vert %	74.63	83.53	75.95	68.04	75.53	89.09	83.55	76.50
104	Index	100	112	102	91	101	119	112	103	
105				*		*	*	*	*	
106	Race: Black/African-American Only	Unwgted	5482	24	168	67	14	9	2	445
107		Weighted (000)	26574	98	788	384	56	14	8	2142
108		Horz %	100.00	0.37	2.97	1.45	0.21	0.05	0.03	8.06
109		Vert %	11.42	6.27	8.52	6.75	9.03	0.64	1.28	6.11
110	Index	100	55	75	59	79	6	11	54	

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2										
111				*			*		*	
112	Race: Other Race/Multi-Racial	Unwgted	6727	36	329	315	21	67	19	1408
113		Weighted (000)	32444	159	1436	1436	95	226	95	6091
114		Horz %	100.00	0.49	4.43	4.43	0.29	0.70	0.29	18.77
115		Vert %	13.94	10.20	15.53	25.22	15.44	10.27	15.17	17.39
116		Index	100	73	111	181	111	74	109	125
117				*			*	*	*	
118	Spanish, Hispanic, Latino Origin or Descent	Unwgted	5180	20	179	203	12	40	14	859
119		Weighted (000)	33135	77	1106	1187	56	196	72	4733
120		Horz %	100.00	0.23	3.34	3.58	0.17	0.59	0.22	14.29
121		Vert %	14.24	4.93	11.96	20.84	9.16	8.90	11.59	13.51
122		Index	100	35	84	146	64	62	81	95
123				*			*	*	*	
124	Hispanic, Personally Speak Only English at Home	Unwgted	1491	7	52	54	5	17	5	265
125		Weighted (000)	4909	17	173	131	10	36	10	786
126		Horz %	100.00	0.34	3.51	2.67	0.20	0.74	0.20	16.01
127		Vert %	2.11	1.07	1.87	2.30	1.57	1.65	1.56	2.24
128		Index	100	51	88	109	74	78	74	106
129				*			*	*	*	
130	Hispanic, Speak Mostly English, but Some Spanish at Home	Unwgted	1543	10	60	65	2	12	5	273
131		Weighted (000)	8114	44	320	400	4	65	25	1340
132		Horz %	100.00	0.54	3.94	4.93	0.05	0.80	0.31	16.51
133		Vert %	3.49	2.82	3.46	7.03	0.68	2.94	4.06	3.82
134		Index	100	81	99	201	20	84	116	110
135				*	*	*	*	*	*	
136	Hispanic, Speak Only Spanish at Home	Unwgted	822	0	23	24	3	1	2	106
137		Weighted (000)	9468	0	236	262	29	2	15	1048
138		Horz %	100.00	0.00	2.49	2.76	0.31	0.02	0.16	11.07
139		Vert %	4.07	0.00	2.55	4.59	4.76	0.08	2.48	2.99
140		Index	100	0	63	113	117	2	61	73
141				*	*	*	*	*	*	
142	Hispanic, Speak Mostly Spanish, but Some English at Home	Unwgted	1201	3	35	57	1	10	2	194
143		Weighted (000)	9104	16	258	364	3	93	22	1298
144		Horz %	100.00	0.18	2.84	4.00	0.03	1.02	0.24	14.26
145		Vert %	3.91	1.04	2.79	6.39	0.52	4.23	3.49	3.71
146		Index	100	27	71	163	13	108	89	95
147				*	*	*	*	*	*	
148	Hispanic, Speak Spanish and English Equally at Home	Unwgted	102	0	8	3	1	0	0	19
149		Weighted (000)	1207	0	105	30	10	0	0	242
150		Horz %	100.00	0.00	8.72	2.49	0.83	0.00	0.00	20.05
151		Vert %	0.52	0.00	1.14	0.53	1.63	0.00	0.00	0.69
152		Index	100	0	219	102	315	0	0	133
153							*		*	
154	Highest Level Education Completed/Highest Degree: Master's, Professional School, or Doctorate Degree	Unwgted	6676	85	411	230	29	156	29	1556
155		Weighted (000)	22400	272	1331	770	98	550	136	5200
156		Horz %	100.00	1.21	5.94	3.44	0.44	2.45	0.61	23.21
157		Vert %	9.63	17.43	14.39	13.51	15.89	24.95	21.78	14.84
158		Index	100	181	149	140	165	259	226	154
159							*		*	
160	Highest Level Education Completed/Highest Degree: Bachelor's	Unwgted	11244	95	569	312	48	194	36	2208
161		Weighted (000)	42168	365	2252	1312	194	718	152	8440
162		Horz %	100.00	0.87	5.34	3.11	0.46	1.70	0.36	20.02
163		Vert %	18.12	23.38	24.35	23.04	31.46	32.58	24.32	24.09
164		Index	100	129	134	127	174	180	134	133

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1										
2										
165				*			*	*	*	
166	Highest Level Education Completed/Highest Degree: Associate Degree, Academic	Unwgt'd	2520	19	120	65	8	33	9	458
167		Weighted (000)	10009	107	436	293	39	135	25	1866
168		Horz %	100.00	1.07	4.36	2.92	0.39	1.35	0.25	18.65
169		Vert %	4.30	6.84	4.72	5.14	6.39	6.13	4.03	5.33
170		Index	100	159	110	119	148	142	94	124
171				*			*	*	*	
172	Highest Level Education Completed/Highest Degree: Associate Degree, Occupational/Vocational	Unwgt'd	3028	19	105	73	7	23	8	452
173		Weighted (000)	11548	65	404	311	20	92	10	1721
174		Horz %	100.00	0.57	3.50	2.69	0.17	0.80	0.09	14.91
175		Vert %	4.96	4.19	4.37	5.46	3.27	4.18	1.65	4.91
176		Index	100	84	88	110	66	84	33	99
177							*		*	
178	Highest Level Education Completed/Highest Degree: Some College, but No Degree	Unwgt'd	10786	71	421	255	26	94	36	1599
179		Weighted (000)	44447	253	1906	1049	71	330	125	6757
180		Horz %	100.00	0.57	4.29	2.36	0.16	0.74	0.28	15.20
181		Vert %	19.10	16.19	20.61	18.41	11.53	14.97	19.99	19.29
182		Index	100	85	108	96	60	78	105	101
183							*		*	
184	Highest Level Education Completed/Highest Degree: High School Diploma or Equivalent, such as GED	Unwgt'd	11139	60	368	240	30	52	18	1339
185		Weighted (000)	70869	450	2142	1464	109	274	140	8262
186		Horz %	100.00	0.63	3.02	2.07	0.15	0.39	0.20	11.66
187		Vert %	30.46	28.84	23.15	25.70	17.67	12.43	22.38	23.58
188		Index	100	95	76	84	58	41	73	77
189				*			*	*	*	
190	Highest Level Education Completed/Highest Degree: Did Not Graduate High School	Unwgt'd	4377	10	117	69	12	13	5	408
191		Weighted (000)	31216	49	779	497	85	105	36	2789
192		Horz %	100.00	0.16	2.49	1.59	0.27	0.34	0.12	8.93
193		Vert %	13.42	3.13	8.42	8.73	13.79	4.76	5.85	7.96
194		Index	100	23	63	65	103	35	44	59
195				*			*	*	*	
196	Currently Attending College or University	Unwgt'd	3789	22	176	123	15	46	14	639
197		Weighted (000)	19371	118	960	569	57	212	52	3153
198		Horz %	100.00	0.61	4.95	2.94	0.30	1.09	0.27	16.28
199		Vert %	8.33	7.56	10.37	9.98	9.29	9.63	8.36	9.00
200		Index	100	91	125	120	112	116	100	108
201										
202	Employed Full Time	Unwgt'd	25685	144	1156	741	99	319	94	4525
203		Weighted (000)	111571	661	4818	3300	350	1191	416	18937
204		Horz %	100.00	0.59	4.32	2.96	0.31	1.07	0.37	16.97
205		Vert %	47.95	42.35	52.09	57.94	56.80	54.09	66.75	54.05
206		Index	100	88	109	121	118	113	139	113
207				*			*		*	
208	Employed Part Time	Unwgt'd	5783	49	244	144	23	65	21	962
209		Weighted (000)	27808	195	1149	688	92	259	101	4232
210		Horz %	100.00	0.70	4.13	2.47	0.33	0.93	0.36	15.22
211		Vert %	11.95	12.51	12.42	12.08	14.92	11.78	16.15	12.08
212		Index	100	105	104	101	125	99	135	101
213							*		*	
214	Not Employed	Unwgt'd	18302	166	711	359	38	181	26	2533
215		Weighted (000)	93279	704	3283	1708	174	752	107	11867
216		Horz %	100.00	0.75	3.52	1.83	0.19	0.81	0.11	12.72
217		Vert %	40.09	45.14	35.49	29.98	28.27	34.13	17.10	33.87
218		Index	100	113	89	75	71	85	43	84

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1										
2										
219	Temporarily Unemployed			*			*	*	*	
220		Unwgt'd	2652	11	99	59	6	14	3	319
221		Weighted (000)	17118	58	620	320	31	108	10	1911
222		Horz %	100.00	0.34	3.62	1.87	0.18	0.63	0.06	11.16
223		Vert %	7.36	3.72	6.71	5.62	4.97	4.88	1.54	5.45
224		Index	100	51	91	76	68	66	21	74
225	Retired from Employment						*		*	
226		Unwgt'd	10196	130	419	174	20	127	14	1484
227		Weighted (000)	41403	418	1511	679	69	410	64	5676
228		Horz %	100.00	1.01	3.65	1.64	0.17	0.99	0.16	13.71
229		Vert %	17.80	26.80	16.34	11.92	11.19	18.63	10.32	16.20
230		Index	100	151	92	67	63	105	58	91
231	Not Employed, Principal Shopper for Household			*			*	*	*	
232		Unwgt'd	2485	14	106	54	8	23	5	398
233		Weighted (000)	15574	105	535	305	50	138	21	2159
234		Horz %	100.00	0.67	3.43	1.96	0.32	0.89	0.14	13.86
235		Vert %	6.69	6.73	5.78	5.36	8.16	6.28	3.38	6.16
236		Index	100	101	86	80	122	94	50	92
237	Occupation: Professional and Related Occupations						*		*	
238		Unwgt'd	7586	55	388	254	37	129	34	1541
239		Weighted (000)	30853	266	1629	1106	141	566	173	6268
240		Horz %	100.00	0.86	5.28	3.58	0.46	1.83	0.56	20.32
241		Vert %	13.26	17.02	17.61	19.42	22.92	25.68	27.66	17.89
242		Index	100	128	133	146	173	194	209	135
243	Occupation: Management, Business and Financial Operations			*			*		*	
244		Unwgt'd	6460	43	340	168	25	114	27	1333
245		Weighted (000)	22244	114	1067	553	62	373	105	4354
246		Horz %	100.00	0.51	4.80	2.48	0.28	1.68	0.47	19.57
247		Vert %	9.56	7.31	11.53	9.70	10.09	16.93	16.90	12.43
248		Index	100	76	121	101	105	177	177	130
249	Occupation: Sales and Office Occupations			*			*		*	
250		Unwgt'd	6429	42	280	178	23	74	20	1071
251		Weighted (000)	32312	232	1359	992	95	301	86	5340
252		Horz %	100.00	0.72	4.21	3.07	0.29	0.93	0.27	16.53
253		Vert %	13.89	14.85	14.69	17.41	15.34	13.67	13.74	15.24
254		Index	100	107	106	125	110	98	99	110
255	Occupation: Natural Resources, Construction and Maintenance Operations			*			*	*	*	
256		Unwgt'd	2797	11	99	76	7	12	8	396
257		Weighted (000)	12733	49	483	322	34	31	20	1724
258		Horz %	100.00	0.38	3.79	2.53	0.27	0.24	0.16	13.54
259		Vert %	5.47	3.11	5.22	5.65	5.58	1.41	3.27	4.92
260		Index	100	57	95	103	102	26	60	90
261	Occupation: Other Employed			*			*		*	
262		Unwgt'd	8196	42	293	209	30	55	26	1146
263		Weighted (000)	41237	196	1430	1016	110	180	133	5483
264		Horz %	100.00	0.48	3.47	2.46	0.27	0.44	0.32	13.30
265		Vert %	17.72	12.56	15.46	17.84	17.80	8.18	21.34	15.65
266		Index	100	71	87	101	100	46	120	88
267	Household Income: \$250,000+			*		*	*	*	*	
268		Unwgt'd	1605	14	75	39	7	39	5	346
269		Weighted (000)	5395	49	289	139	24	144	15	1165
270		Horz %	100.00	0.90	5.35	2.58	0.44	2.66	0.27	21.59
271		Vert %	2.32	3.12	3.12	2.45	3.85	6.52	2.34	3.32
272		Index	100	134	135	106	166	281	101	143

RAB / GfK MRI AUTO PROFILE: TOYOTA CARS

	A	B	C	D	E	F	G	H	I	J
			U.S. Adults 18+	Own/Lease Toyota Avalon	Own/Lease Toyota Camry	Own/Lease Toyota Corolla	Own/Lease Toyota Matrix	Own/Lease Toyota Prius	Own/Lease Toyota Yaris	Own/Lease Any Toyota
1										
2										
273				*		*	*	*	*	*
274		Unwgt'd	1437	8	85	40	7	31	10	310
275	Household Income: \$200,000- \$249,999	Weighted (000)	5234	29	313	155	22	105	47	1168
276		Horz %	100.00	0.56	5.97	2.96	0.42	2.01	0.91	22.31
277		Vert %	2.25	1.88	3.38	2.72	3.56	4.77	7.61	3.33
278		Index	100	84	150	121	158	212	338	148
279					*		*		*	*
280		Unwgt'd	3411	41	206	110	9	77	5	788
281	Household Income: \$150,000- \$199,999	Weighted (000)	13835	137	863	500	28	330	28	3211
282		Horz %	100.00	0.99	6.24	3.61	0.20	2.39	0.20	23.21
283		Vert %	5.95	8.81	9.33	8.78	4.51	15.00	4.48	9.17
284		Index	100	148	157	148	76	252	75	154
285					*		*		*	*
286		Unwgt'd	7284	75	401	207	42	142	26	1594
287	Household Income: \$100,000- \$149,999	Weighted (000)	34565	348	1742	1022	191	626	149	7261
288		Horz %	100.00	1.01	5.04	2.96	0.55	1.81	0.43	21.01
289		Vert %	14.86	22.31	18.83	17.94	30.93	28.45	23.88	20.73
290		Index	100	150	127	121	208	191	161	140
291					*		*		*	*
292		Unwgt'd	6644	68	342	192	21	100	24	1313
293	Household Income: \$75,000- \$99,999	Weighted (000)	30873	314	1480	940	89	408	136	5916
294		Horz %	100.00	1.02	4.79	3.05	0.29	1.32	0.44	19.16
295		Vert %	13.27	20.14	16.00	16.51	14.44	18.52	21.79	16.88
296		Index	100	152	121	124	109	140	164	127
297					*		*		*	*
298		Unwgt'd	5323	48	223	123	22	63	16	872
299	Household Income: \$60,000- \$74,999	Weighted (000)	25061	240	1156	589	66	227	58	3959
300		Horz %	100.00	0.96	4.61	2.35	0.26	0.90	0.23	15.80
301		Vert %	10.77	15.36	12.50	10.33	10.71	10.29	9.29	11.30
302		Index	100	143	116	96	99	95	86	105
303					*		*		*	*
304		Unwgt'd	3952	24	194	99	11	43	15	659
305	Household Income: \$50,000- \$59,999	Weighted (000)	18965	88	950	481	48	158	53	3139
306		Horz %	100.00	0.46	5.01	2.54	0.25	0.83	0.28	16.55
307		Vert %	8.15	5.64	10.27	8.45	7.83	7.16	8.56	8.96
308		Index	100	69	126	104	96	88	105	110
309					*		*		*	*
310		Unwgt'd	4961	32	216	139	14	35	14	762
311	Household Income: \$40,000- \$49,999	Weighted (000)	20385	120	867	547	52	113	40	2898
312		Horz %	100.00	0.59	4.25	2.68	0.25	0.56	0.19	14.21
313		Vert %	8.76	7.72	9.38	9.60	8.41	5.15	6.35	8.27
314		Index	100	88	107	110	96	59	73	94
315					*		*		*	*
316		Unwgt'd	4730	27	150	115	12	18	14	561
317	Household Income: \$30,000- \$39,999	Weighted (000)	22440	130	666	488	50	42	54	2513
318		Horz %	100.00	0.58	2.97	2.17	0.22	0.19	0.24	11.20
319		Vert %	9.64	8.36	7.20	8.57	8.16	1.93	8.69	7.17
320		Index	100	87	75	89	85	20	90	74
321					*		*		*	*
322		Unwgt'd	4582	14	116	89	9	10	5	424
323	Household Income: \$20,000- \$29,999	Weighted (000)	23131	60	436	393	23	19	8	1773
324		Horz %	100.00	0.26	1.88	1.70	0.10	0.08	0.03	7.66
325		Vert %	9.94	3.87	4.71	6.91	3.68	0.88	1.26	5.06
326		Index	100	39	47	69	37	9	13	51

RAB / GfK MRI AUTO PROFILE: TOYOTA CARS

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			U.S. Adults 18+	Own/Lease Toyota Avalon	Own/Lease Toyota Camry	Own/Lease Toyota Corolla	Own/Lease Toyota Matrix	Own/Lease Toyota Prius	Own/Lease Toyota Yaris	Own/Lease Any Toyota
1										
2										
327				*			*	*	*	
328		Unwgted	5841	8	103	91	6	7	7	391
329	Household Income: Under \$20,000	Weighted (000)	32774	44	489	441	24	29	36	2034
330		Horz %	100.00	0.13	1.49	1.35	0.07	0.09	0.11	6.21
331		Vert %	14.09	2.80	5.28	7.75	3.91	1.34	5.75	5.81
332		Index	100	20	38	55	28	9	41	41
333										
334	Median Household Income	Unwgted								
335		Weighted (000)	59.30	82.80	76.00	72.70	87.60	108.30	86.60	80.10
336		Horz %								
337		Vert %								
338		Index								
339				*			*		*	
340	Marital Status: Single, Never Married	Unwgted	11433	48	395	311	37	102	31	1517
341		Weighted (000)	63468	328	2319	1639	140	401	168	8297
342		Horz %	100.00	0.52	3.65	2.58	0.22	0.63	0.27	13.07
343		Vert %	27.28	21.03	25.07	28.78	22.78	18.19	26.97	23.68
344		Index	100	77	92	106	83	67	99	87
345										
346	Marital Status: Currently Married	Unwgted	26074	252	1306	691	94	381	81	5024
347		Weighted (000)	124913	1041	5738	3167	408	1594	384	22069
348		Horz %	100.00	0.83	4.59	2.54	0.33	1.28	0.31	17.67
349		Vert %	53.69	66.73	62.04	55.61	66.17	72.40	61.50	62.99
350		Index	100	124	116	104	123	135	115	117
351							*		*	
352	Marital Status: Legally Separated, Divorced, Widowed	Unwgted	12263	59	410	242	29	82	29	1479
353		Weighted (000)	44277	191	1193	889	68	207	72	4670
354		Horz %	100.00	0.43	2.69	2.01	0.15	0.47	0.16	10.55
355		Vert %	19.03	12.24	12.90	15.61	11.06	9.41	11.53	13.33
356		Index	100	64	68	82	58	49	61	70
357				*			*	*	*	
358	Marital Status: Engaged to Be Married	Unwgted	2070	10	68	62	9	18	5	277
359		Weighted (000)	11487	78	300	347	35	40	40	1445
360		Horz %	100.00	0.68	2.61	3.02	0.30	0.35	0.35	12.58
361		Vert %	4.94	5.00	3.24	6.09	5.62	1.83	6.41	4.12
362		Index	100	101	66	123	114	37	130	84
363				*			*	*	*	
364	Marital Status: Single Parent (Sole Parent)	Unwgted	3510	9	100	63	10	16	12	396
365		Weighted (000)	12288	56	426	217	30	57	17	1284
366		Horz %	100.00	0.46	3.47	1.76	0.25	0.47	0.14	10.45
367		Vert %	5.28	3.60	4.61	3.80	4.90	2.60	2.80	3.67
368		Index	100	68	87	72	93	49	53	69
369										
370	Any Child(ren) Under Age 18 Living in Household	Unwgted	18451	95	820	518	69	195	58	3252
371		Weighted (000)	93434	508	3893	2546	323	858	274	15031
372		Horz %	100.00	0.54	4.17	2.72	0.35	0.92	0.29	16.09
373		Vert %	40.16	32.59	42.09	44.70	52.45	38.96	43.97	42.90
374		Index	100	81	105	111	131	97	109	107
375				*			*	*	*	
376	1 Child Under Age 18 Living in Household	Unwgted	7467	43	344	213	30	76	31	1266
377		Weighted (000)	38799	248	1721	1142	151	319	133	6152
378		Horz %	100.00	0.64	4.44	2.94	0.39	0.82	0.34	15.86
379		Vert %	16.68	15.91	18.60	20.06	24.44	14.50	21.27	17.56
380		Index	100	95	112	120	147	87	128	105

RAB / GfK MRI AUTO PROFILE: TOYOTA CARS

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1										
2										
381				*			*		*	
382		Unwgted	6890	28	324	199	27	95	18	1293
383	2 Children Under Age 18	Weighted (000)	32693	129	1368	875	119	435	77	5504
384	Living in Household	Horz %	100.00	0.40	4.18	2.68	0.36	1.33	0.24	16.83
385		Vert %	14.05	8.30	14.79	15.36	19.34	19.77	12.37	15.71
386		Index	100	59	105	109	138	141	88	112
387				*			*	*	*	
388		Unwgted	2857	17	114	75	11	19	6	512
389	3 Children Under Age 18	Weighted (000)	14884	93	615	382	50	83	41	2507
390	Living in Household	Horz %	100.00	0.62	4.13	2.57	0.34	0.56	0.28	16.84
391		Vert %	6.40	5.93	6.64	6.71	8.10	3.77	6.61	7.15
392		Index	100	93	104	105	127	59	103	112
393				*	*	*	*	*	*	
394		Unwgted	363	4	8	9	0	1	1	50
395	4 or More Children Under Age 18	Weighted (000)	2226	27	33	34	0	8	18	251
396	Living in Household	Horz %	100.00	1.21	1.48	1.53	0.00	0.36	0.79	11.26
397		Vert %	0.96	1.72	0.36	0.60	0.00	0.36	2.82	0.72
398		Index	100	180	37	63	0	38	295	75
399										
400		Unwgted	31319	264	1291	726	91	370	83	4768
401	No Children Under Age 18	Weighted (000)	139224	1052	5356	3150	293	1344	349	20004
402	Living in Household	Horz %	100.00	0.76	3.85	2.26	0.21	0.97	0.25	14.37
403		Vert %	59.84	67.41	57.91	55.30	47.55	61.04	56.03	57.10
404		Index	100	113	97	92	79	102	94	95
405										
406		Unwgted	35509	325	1716	872	130	487	97	6420
407	Own Residence	Weighted (000)	157974	1342	7332	3789	512	1931	454	27243
408		Horz %	100.00	0.85	4.64	2.40	0.32	1.22	0.29	17.25
409		Vert %	67.90	86.00	79.27	66.52	83.04	87.68	72.84	77.76
410		Index	100	127	117	98	122	129	107	115
411				*			*		*	
412		Unwgted	13763	32	380	363	28	78	43	1539
413	Rent Residence	Weighted (000)	72395	209	1858	1868	101	271	162	7576
414		Horz %	100.00	0.29	2.57	2.58	0.14	0.37	0.22	10.46
415		Vert %	31.12	13.42	20.09	32.80	16.44	12.32	25.90	21.62
416		Index	100	43	65	105	53	40	83	69
417				*	*	*	*	*	*	
418		Unwgted	498	2	15	9	2	0	1	61
419	Live Rent-Free in Residence	Weighted (000)	2290	9	60	39	3	0	8	217
420		Horz %	100.00	0.40	2.60	1.69	0.14	0.00	0.35	9.46
421		Vert %	0.98	0.58	0.64	0.68	0.52	0.00	1.27	0.62
422		Index	100	59	66	69	53	0	129	63
423							*		*	
424		Unwgted	11338	54	528	311	40	151	38	1907
425	Census Region: North East	Weighted (000)	42507	195	1737	985	132	519	126	6533
426		Horz %	100.00	0.46	4.09	2.32	0.31	1.22	0.30	15.37
427		Vert %	18.27	12.48	18.78	17.29	21.47	23.55	20.20	18.65
428		Index	100	68	103	95	118	129	111	102
429									*	
430		Unwgted	16171	151	694	375	57	122	32	2502
431	Census Region: South	Weighted (000)	86599	707	3575	1946	244	594	194	12383
432		Horz %	100.00	0.82	4.13	2.25	0.28	0.69	0.22	14.30
433		Vert %	37.22	45.32	38.65	34.16	39.52	26.98	31.07	35.34
434		Index	100	122	104	92	106	72	83	95

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1										
2										
435							*		*	
436	Census Region: Midwest	Unwgted	11596	75	374	222	30	91	20	1254
437		Weighted (000)	50651	311	1497	945	126	311	93	5201
438		Horz %	100.00	0.61	2.96	1.87	0.25	0.61	0.18	10.27
439		Vert %	21.77	19.95	16.18	16.59	20.37	14.12	14.95	14.85
440		Index	100	92	74	76	94	65	69	68
441							*			
442	Census Region: West	Unwgted	10665	79	515	336	33	201	51	2357
443		Weighted (000)	52900	347	2441	1820	115	779	211	10919
444		Horz %	100.00	0.66	4.61	3.44	0.22	1.47	0.40	20.64
445		Vert %	22.74	22.25	26.39	31.95	18.64	35.35	33.78	31.17
446		Index	100	98	116	141	82	155	149	137
447				*			*	*	*	
448	Census Sub-Region: New England	Unwgted	2874	10	161	81	20	43	17	588
449		Weighted (000)	11121	56	561	268	71	165	66	2118
450		Horz %	100.00	0.51	5.04	2.41	0.63	1.48	0.60	19.05
451		Vert %	4.78	3.61	6.06	4.71	11.45	7.48	10.64	6.05
452		Index	100	76	127	98	239	157	223	126
453				*			*		*	
454	Census Sub-Region: Mid Atlantic	Unwgted	8464	44	367	230	20	108	21	1319
455		Weighted (000)	31387	138	1176	717	62	354	60	4414
456		Horz %	100.00	0.44	3.75	2.28	0.20	1.13	0.19	14.06
457		Vert %	13.49	8.86	12.72	12.59	10.02	16.06	9.56	12.60
458		Index	100	66	94	93	74	119	71	93
459				*			*		*	
460	Census Sub-Region: South Atlantic	Unwgted	9159	95	412	231	40	86	17	1467
461		Weighted (000)	43806	378	1948	1072	167	394	106	6521
462		Horz %	100.00	0.86	4.45	2.45	0.38	0.90	0.24	14.89
463		Vert %	18.83	24.24	21.06	18.82	27.08	17.91	16.95	18.61
464		Index	100	129	112	100	144	95	90	99
465				*		*	*	*	*	
466	Census Sub-Region: East South Central	Unwgted	2303	16	95	37	5	6	4	324
467		Weighted (000)	16103	151	651	233	22	38	22	2152
468		Horz %	100.00	0.94	4.04	1.45	0.14	0.24	0.14	13.36
469		Vert %	6.92	9.67	7.04	4.09	3.59	1.72	3.59	6.14
470		Index	100	140	102	59	52	25	52	89
471				*		*	*	*	*	
472	Census Sub-Region: West South Central	Unwgted	4709	40	187	107	12	30	11	711
473		Weighted (000)	26690	178	976	641	55	162	66	3709
474		Horz %	100.00	0.67	3.66	2.40	0.20	0.61	0.25	13.90
475		Vert %	11.47	11.41	10.55	11.25	8.86	7.35	10.53	10.59
476		Index	100	99	92	98	77	64	92	92
477				*		*	*	*	*	
478	Census Sub-Region: East North Central	Unwgted	8911	54	272	176	19	71	16	927
479		Weighted (000)	34973	175	888	679	84	201	48	3374
480		Horz %	100.00	0.50	2.54	1.94	0.24	0.57	0.14	9.65
481		Vert %	15.03	11.22	9.60	11.92	13.62	9.12	7.63	9.63
482		Index	100	75	64	79	91	61	51	64
483				*		*	*	*	*	
484	Census Sub-Region: West North Central	Unwgted	2685	21	102	46	11	20	4	327
485		Weighted (000)	15678	136	609	266	42	110	46	1827
486		Horz %	100.00	0.87	3.89	1.70	0.27	0.70	0.29	11.65
487		Vert %	6.74	8.73	6.59	4.67	6.76	5.00	7.32	5.21
488		Index	100	130	98	69	100	74	109	77

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1										
2										
489				*			*	*	*	
490	Census Sub-Region: Mountain	Unwgted	2609	18	91	66	5	30	6	469
491		Weighted (000)	16434	125	543	379	20	145	34	2739
492		Horz %	100.00	0.76	3.31	2.31	0.12	0.88	0.21	16.67
493		Vert %	7.06	8.01	5.87	6.66	3.23	6.58	5.44	7.82
494		Index	100	113	83	94	46	93	77	111
495							*		*	
496	Census Sub-Region: Pacific	Unwgted	8056	61	424	270	28	171	45	1888
497		Weighted (000)	36466	222	1898	1441	95	634	177	8180
498		Horz %	100.00	0.61	5.20	3.95	0.26	1.74	0.48	22.43
499		Vert %	15.67	14.24	20.52	25.29	15.40	28.78	28.34	23.35
500		Index	100	91	131	161	98	184	181	149
501										
502	County Size: A	Unwgted	27973	212	1289	814	105	372	90	4843
503		Weighted (000)	95670	711	4176	2999	373	1114	308	16438
504		Horz %	100.00	0.74	4.36	3.14	0.39	1.16	0.32	17.18
505		Vert %	41.12	45.60	45.15	52.66	60.52	50.57	49.38	46.92
506		Index	100	111	110	128	147	123	120	114
507							*		*	
508	County Size: B	Unwgted	12162	78	520	270	27	124	31	1958
509		Weighted (000)	71160	417	3075	1644	108	614	179	10634
510		Horz %	100.00	0.59	4.32	2.31	0.15	0.86	0.25	14.94
511		Vert %	30.59	26.71	33.25	28.86	17.59	27.88	28.62	30.35
512		Index	100	87	109	94	58	91	94	99
513				*			*	*	*	
514	County Size: C	Unwgted	5416	46	199	103	18	48	10	772
515		Weighted (000)	33938	280	1139	647	82	329	72	4551
516		Horz %	100.00	0.82	3.36	1.91	0.24	0.97	0.21	13.41
517		Vert %	14.59	17.93	12.32	11.35	13.36	14.94	11.47	12.99
518		Index	100	123	84	78	92	102	79	89
519				*			*	*	*	
520	County Size: D	Unwgted	4219	23	103	57	10	21	10	447
521		Weighted (000)	31890	152	859	406	53	145	66	3413
522		Horz %	100.00	0.48	2.69	1.27	0.17	0.46	0.21	10.70
523		Vert %	13.71	9.76	9.29	7.12	8.53	6.61	10.53	9.74
524		Index	100	71	68	52	62	48	77	71
525							*	*	*	
526	Radio Formats: Adult Contemporary (Mon-Sun 24- Hour Cume)	Unwgted	8450	63	420	257	33	118	24	1587
527		Weighted (000)	38741	318	1883	1247	133	470	105	6932
528		Horz %	100.00	0.82	4.86	3.22	0.34	1.21	0.27	17.89
529		Vert %	16.65	20.38	20.35	21.90	21.49	21.34	16.87	19.78
530		Index	100	122	122	132	129	128	101	119
531				*	*	*	*	*	*	
532	Radio Formats: Adult Standards/Easy Listening (Mon-Sun 24-Hour Cume)	Unwgted	470	5	23	6	1	9	0	91
533		Weighted (000)	2250	16	102	24	6	32	0	369
534		Horz %	100.00	0.70	4.55	1.07	0.25	1.44	0.00	16.41
535		Vert %	0.97	1.01	1.11	0.42	0.93	1.47	0.00	1.05
536		Index	100	104	115	44	96	152	0	109
537				*			*	*	*	
538	Radio Formats: All-News (Mon- Sun 24-Hour Cume)	Unwgted	3676	39	224	105	17	84	9	770
539		Weighted (000)	9871	104	570	312	58	197	40	2067
540		Horz %	100.00	1.06	5.77	3.17	0.59	2.00	0.40	20.94
541		Vert %	4.24	6.69	6.16	5.49	9.40	8.96	6.34	5.90
542		Index	100	158	145	129	222	211	149	139

RAB / GfK MRI AUTO PROFILE: TOYOTA CARS

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			U.S. Adults 18+	Own/Lease Toyota Avalon	Own/Lease Toyota Camry	Own/Lease Toyota Corolla	Own/Lease Toyota Matrix	Own/Lease Toyota Prius	Own/Lease Toyota Yaris	Own/Lease Any Toyota
1										
2										
543				*			*		*	
544	Radio Formats: All-Sports (Mon-Sun 24-Hour Cume)	Unwgted	3738	25	186	101	13	54	18	741
545		Weighted (000)	12988	113	581	357	37	146	71	2605
546		Horz %	100.00	0.87	4.47	2.75	0.28	1.12	0.54	20.05
547		Vert %	5.58	7.22	6.28	6.26	5.97	6.62	11.34	7.43
548		Index	100	129	113	112	107	119	203	133
549				*		*	*	*	*	
550	Radio Formats: All-Talk (Mon-Sun 24-Hour Cume)	Unwgted	1270	15	75	28	4	26	3	272
551		Weighted (000)	5020	42	263	91	13	59	16	955
552		Horz %	100.00	0.84	5.24	1.82	0.25	1.17	0.31	19.03
553		Vert %	2.16	2.69	2.84	1.60	2.06	2.66	2.50	2.73
554		Index	100	125	132	74	96	123	116	126
555				*			*		*	
556	Radio Formats: Alternative (Mon-Sun 24-Hour Cume)	Unwgted	3365	12	168	108	17	62	17	689
557		Weighted (000)	14751	41	757	464	58	191	49	2940
558		Horz %	100.00	0.28	5.13	3.14	0.39	1.30	0.33	19.93
559		Vert %	6.34	2.66	8.19	8.14	9.44	8.68	7.78	8.39
560		Index	100	42	129	128	149	137	123	132
561				*			*		*	
562	Radio Formats: CHR/Top 40 (Mon-Sun 24-Hour Cume)	Unwgted	8872	47	397	282	30	90	27	1517
563		Weighted (000)	45597	266	2096	1385	126	372	100	7468
564		Horz %	100.00	0.58	4.60	3.04	0.28	0.82	0.22	16.38
565		Vert %	19.60	17.06	22.66	24.32	20.41	16.88	16.09	21.32
566		Index	100	87	116	124	104	86	82	109
567				*			*	*	*	
568	Radio Formats: Classic Hits (Mon-Sun 24-Hour Cume)	Unwgted	2975	19	147	82	13	27	10	541
569		Weighted (000)	13678	100	594	344	53	158	50	2304
570		Horz %	100.00	0.73	4.34	2.52	0.39	1.16	0.36	16.85
571		Vert %	5.88	6.44	6.42	6.04	8.65	7.19	7.99	6.58
572		Index	100	109	109	103	147	122	136	112
573				*			*		*	
574	Radio Formats: Classic Rock (Mon-Sun 24-Hour Cume)	Unwgted	4319	22	173	99	21	57	16	708
575		Weighted (000)	20038	133	718	482	72	246	66	2993
576		Horz %	100.00	0.66	3.58	2.41	0.36	1.23	0.33	14.94
577		Vert %	8.61	8.50	7.76	8.46	11.67	11.17	10.58	8.54
578		Index	100	99	90	98	135	130	123	99
579				*			*	*	*	
580	Radio Formats: Classical (Mon-Sun 24-Hour Cume)	Unwgted	1619	23	92	51	7	47	6	357
581		Weighted (000)	5613	58	306	156	15	144	10	1234
582		Horz %	100.00	1.04	5.44	2.77	0.28	2.56	0.18	21.99
583		Vert %	2.41	3.74	3.30	2.73	2.51	6.53	1.60	3.52
584		Index	100	155	137	113	104	271	66	146
585							*	*	*	
586	Radio Formats: Country (24-Hour Cume)	Unwgted	8620	50	330	172	21	49	26	1272
587		Weighted (000)	47067	277	1834	849	88	258	148	6618
588		Horz %	100.00	0.59	3.90	1.80	0.19	0.55	0.31	14.06
589		Vert %	20.23	17.73	19.83	14.90	14.27	11.71	23.68	18.89
590		Index	100	88	98	74	71	58	117	93
591				*	*	*	*	*	*	
592	Radio Formats: Ethnic (Mon-Sun 24-Hour Cume)	Unwgted	245	4	19	11	2	6	1	69
593		Weighted (000)	901	12	55	31	8	15	9	210
594		Horz %	100.00	1.33	6.11	3.48	0.88	1.70	0.95	23.29
595		Vert %	0.39	0.77	0.60	0.55	1.28	0.70	1.37	0.60
596		Index	100	199	154	142	332	179	353	155

RAB / GfK MRI AUTO PROFILE: TOYOTA CARS

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1										
2										
597				*	*	*	*	*	*	*
598		Unwgted	879	6	26	14	2	1	1	92
599	Radio Formats: Gospel (Mon-Sun 24-Hour Cume)	Weighted (000)	4302	37	103	76	4	3	2	454
600		Horz %	100.00	0.87	2.39	1.77	0.10	0.06	0.04	10.55
601		Vert %	1.85	2.39	1.11	1.34	0.67	0.12	0.30	1.30
602		Index	100	129	60	72	36	6	16	70
603					*			*	*	*
604	Radio Formats: Hispanic (All Genres) (Mon-Sun 24-Hour Cume)	Unwgted	2263	7	91	85	4	19	8	399
605		Weighted (000)	16131	28	593	574	18	92	37	2513
606		Horz %	100.00	0.17	3.68	3.56	0.11	0.57	0.23	15.58
607		Vert %	6.93	1.81	6.41	10.08	2.96	4.17	5.91	7.17
608		Index	100	26	92	145	43	60	85	103
609				*			*	*	*	
610	Radio Formats: Hot AC (Mon-Sun 24-Hour Cume)	Unwgted	2728	15	132	89	11	38	6	523
611		Weighted (000)	13239	90	615	409	43	167	18	2398
612		Horz %	100.00	0.68	4.64	3.09	0.32	1.26	0.14	18.11
613		Vert %	5.69	5.78	6.65	7.18	6.95	7.58	2.95	6.84
614		Index	100	102	117	126	122	133	52	120
615				*		*	*	*	*	
616	Radio Formats: Hot Country (Mon-Sun 24-Hour Cume)	Unwgted	1901	10	78	47	7	7	8	285
617		Weighted (000)	11069	85	456	224	35	54	29	1606
618		Horz %	100.00	0.77	4.12	2.03	0.31	0.49	0.26	14.51
619		Vert %	4.76	5.44	4.93	3.94	5.60	2.47	4.63	4.58
620		Index	100	114	104	83	118	52	97	96
621				*	*	*	*	*	*	
622	Radio Formats: Hurban (Mon-Sun 24-Hour Cume)	Unwgted	334	0	11	12	1	1	2	55
623		Weighted (000)	2274	0	103	93	1	1	7	341
624		Horz %	100.00	0.00	4.54	4.09	0.03	0.03	0.30	15.00
625		Vert %	0.98	0.00	1.12	1.64	0.11	0.03	1.11	0.97
626		Index	100	0	114	167	12	3	113	100
627				*	*	*	*	*	*	
628	Radio Formats: Jazz (Mon-Sun 24-Hour Cume)	Unwgted	990	10	44	31	6	30	6	211
629		Weighted (000)	3503	23	139	114	27	76	11	675
630		Horz %	100.00	0.65	3.98	3.25	0.77	2.18	0.32	19.27
631		Vert %	1.51	1.46	1.51	2.00	4.38	3.47	1.82	1.93
632		Index	100	97	100	133	291	231	121	128
633				*	*	*	*	*	*	
634	Radio Formats: Mexican/Tejano/Ranchera (subset of Hispanic) (Mon-Sun 24-Hour Cume)	Unwgted	954	1	41	39	2	4	3	163
635		Weighted (000)	7177	3	278	275	13	18	24	1086
636		Horz %	100.00	0.05	3.87	3.83	0.18	0.24	0.33	15.13
637		Vert %	3.08	0.22	3.00	4.83	2.15	0.79	3.81	3.10
638		Index	100	7	97	156	70	26	124	100
639							*		*	
640	Radio Formats: News/Talk (Mon-Sun 24-Hour Cume)	Unwgted	7246	93	413	196	31	142	23	1480
641		Weighted (000)	25331	297	1360	695	100	401	72	5003
642		Horz %	100.00	1.17	5.37	2.75	0.40	1.58	0.29	19.75
643		Vert %	10.89	19.01	14.71	12.21	16.25	18.22	11.61	14.28
644		Index	100	175	135	112	149	167	107	131
645				*			*	*	*	
646	Radio Formats: Oldies (Mon-Sun 24-Hour Cume)	Unwgted	2366	13	115	56	4	23	6	395
647		Weighted (000)	11235	34	397	279	10	102	17	1665
648		Horz %	100.00	0.30	3.54	2.48	0.09	0.91	0.16	14.82
649		Vert %	4.83	2.16	4.29	4.90	1.66	4.63	2.80	4.75
650		Index	100	45	89	101	34	96	58	98

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1										
2										
651				*			*		*	
652		Unwgted	2595	20	163	94	15	79	11	620
653	Radio Formats: Public Radio (Mon-Sun 24-Hour Cume)	Weighted (000)	9674	88	615	386	46	285	45	2249
654		Horz %	100.00	0.91	6.36	3.99	0.47	2.94	0.47	23.25
655		Vert %	4.16	5.62	6.65	6.78	7.38	12.93	7.27	6.42
656		Index	100	135	160	163	178	311	175	154
657				*			*	*	*	
658		Unwgted	3954	34	184	116	11	40	7	723
659	Radio Formats: Religion/Christian (Mon-Sun 24-Hour Cume)	Weighted (000)	19182	166	872	603	58	205	61	3478
660		Horz %	100.00	0.87	4.54	3.14	0.30	1.07	0.32	18.13
661		Vert %	8.24	10.67	9.42	10.59	9.34	9.32	9.76	9.93
662		Index	100	129	114	128	113	113	118	120
663				*			*	*	*	
664		Unwgted	2741	9	124	102	12	26	7	484
665	Radio Formats: Rhythmic (Mon-Sun 24-Hour Cume)	Weighted (000)	14058	35	650	501	47	86	26	2242
666		Horz %	100.00	0.25	4.62	3.57	0.33	0.61	0.19	15.95
667		Vert %	6.04	2.26	7.02	8.80	7.64	3.90	4.19	6.40
668		Index	100	37	116	146	126	65	69	106
669				*			*	*	*	
670		Unwgted	4819	20	210	119	26	46	20	810
671	Radio Formats: Rock (Mon- Sun 24-Hour Cume)	Weighted (000)	21971	108	905	570	98	196	88	3595
672		Horz %	100.00	0.49	4.12	2.60	0.45	0.89	0.40	16.36
673		Vert %	9.44	6.93	9.78	10.01	15.88	8.89	14.07	10.26
674		Index	100	73	104	106	168	94	149	109
675				*			*	*	*	
676		Unwgted	1841	11	84	54	7	15	5	327
677	Radio Formats: Soft Adult Contemporary/Lite Rock (Mon- Sun 24-Hour Cume)	Weighted (000)	8128	39	384	259	27	48	29	1409
678		Horz %	100.00	0.48	4.72	3.18	0.34	0.59	0.36	17.33
679		Vert %	3.49	2.49	4.15	4.54	4.42	2.17	4.65	4.02
680		Index	100	71	119	130	127	62	133	115
681				*	*	*	*	*	*	*
682		Unwgted	677	4	26	27	2	6	4	142
683	Radio Formats: Spanish AC (subset of Hispanic) (Mon-Sun 24-Hour Cume)	Weighted (000)	4639	14	133	197	8	18	10	766
684		Horz %	100.00	0.31	2.88	4.25	0.16	0.40	0.21	16.50
685		Vert %	1.99	0.92	1.44	3.46	1.22	0.84	1.56	2.18
686		Index	100	46	72	173	61	42	78	110
687				*	*	*	*	*	*	*
688		Unwgted	270	1	8	11	0	0	0	32
689	Radio Formats: Tropical (subset of Hispanic) (Mon-Sun 24-Hour Cume)	Weighted (000)	1938	9	41	74	0	0	0	167
690		Horz %	100.00	0.46	2.13	3.81	0.00	0.00	0.00	8.62
691		Vert %	0.83	0.57	0.45	1.30	0.00	0.00	0.00	0.48
692		Index	100	68	54	156	0	0	0	57
693				*			*	*	*	
694		Unwgted	5391	24	179	117	13	18	9	617
695	Radio Formats: Urban (All Genres) (Mon-Sun 24-Hour Cume)	Weighted (000)	27496	94	901	581	54	75	34	2986
696		Horz %	100.00	0.34	3.28	2.11	0.20	0.27	0.12	10.86
697		Vert %	11.82	6.04	9.74	10.20	8.75	3.39	5.45	8.52
698		Index	100	51	82	86	74	29	46	72
699				*	*	*	*	*	*	*
700		Unwgted	807	3	28	18	4	6	2	115
701	Radio Formats: Urban AC (Mon-Sun 24-Hour Cume)	Weighted (000)	4038	28	145	94	15	35	10	615
702		Horz %	100.00	0.69	3.59	2.33	0.36	0.87	0.26	15.22
703		Vert %	1.74	1.77	1.57	1.65	2.37	1.60	1.67	1.75
704		Index	100	102	90	95	136	92	96	101

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1										
2										
705				*	*	*	*	*	*	*
706		Unwgted	231	0	9	4	1	2	2	39
707	Radio Formats: Urban Oldies (Mon-Sun 24-Hour Cume)	Weighted (000)	1384	0	33	26	1	23	7	194
708		Horz %	100.00	0.00	2.41	1.91	0.05	1.68	0.48	14.04
709		Vert %	0.59	0.00	0.36	0.46	0.11	1.05	1.07	0.55
710		Index	100	0	61	78	19	177	180	93
711					*	*	*	*	*	*
712		Unwgted	1372	8	52	43	4	25	3	252
713	Radio Formats: Variety/Other (Mon-Sun 24-Hour Cume)	Weighted (000)	6443	20	342	181	18	81	26	1178
714		Horz %	100.00	0.31	5.30	2.81	0.28	1.25	0.40	18.28
715		Vert %	2.77	1.27	3.69	3.18	2.89	3.66	4.18	3.36
716		Index	100	46	133	115	104	132	151	121
717										
718		Unwgted	27896	223	1339	743	94	362	85	4970
719	Listened to Traffic Reports - Past Year	Weighted (000)	120384	928	5741	3329	368	1276	360	20363
720		Horz %	100.00	0.77	4.77	2.77	0.31	1.06	0.30	16.92
721		Vert %	51.74	59.50	62.07	58.45	59.62	57.95	57.76	58.12
722		Index	100	115	120	113	115	112	112	112
723										
724		Unwgted	41249	297	1780	1035	138	486	123	6826
725	Radio Daypart Cumes: Total Week Monday-Sunday 24- Hours	Weighted (000)	190765	1222	7728	4626	515	1811	547	29428
726		Horz %	100.00	0.64	4.05	2.43	0.27	0.95	0.29	15.43
727		Vert %	81.99	78.33	83.56	81.23	83.58	82.24	87.69	84.00
728		Index	100	96	102	99	102	100	107	102
729										
730		Unwgted	25642	169	1189	659	100	319	85	4487
731	Radio Daypart Cumes: Weekday 6:00 am - 10:00 am	Weighted (000)	113470	671	4883	2862	366	1194	374	18650
732		Horz %	100.00	0.59	4.30	2.52	0.32	1.05	0.33	16.44
733		Vert %	48.77	43.04	52.80	50.25	59.35	54.23	59.99	53.23
734		Index	100	88	108	103	122	111	123	109
735										*
736		Unwgted	18484	135	757	448	60	207	40	3000
737	Radio Daypart Cumes: Weekday 10:00 am - 3:00 pm	Weighted (000)	86385	549	3351	2108	254	711	178	13046
738		Horz %	100.00	0.64	3.88	2.44	0.29	0.82	0.21	15.10
739		Vert %	37.13	35.18	36.23	37.01	41.19	32.29	28.48	37.24
740		Index	100	95	98	100	111	87	77	100
741										
742		Unwgted	22345	154	998	576	82	279	70	3843
743	Radio Daypart Cumes: Weekday 3:00 pm - 7:00 pm	Weighted (000)	101190	686	4249	2570	320	1039	327	16387
744		Horz %	100.00	0.68	4.20	2.54	0.32	1.03	0.32	16.19
745		Vert %	43.49	43.99	45.94	45.12	51.84	47.20	52.50	46.77
746		Index	100	101	106	104	119	109	121	108
747					*	*	*	*	*	*
748		Unwgted	7627	48	292	172	27	72	22	1147
749	Radio Daypart Cumes: Weekday 7:00 pm - Midnight	Weighted (000)	37246	246	1414	829	102	287	101	5385
750		Horz %	100.00	0.66	3.80	2.22	0.27	0.77	0.27	14.46
751		Vert %	16.01	15.79	15.29	14.55	16.52	13.05	16.15	15.37
752		Index	100	99	96	91	103	82	101	96
753					*	*	*	*	*	*
754		Unwgted	2420	12	96	55	10	19	6	340
755	Radio Daypart Cumes: Weekday Midnight - 6:00 am	Weighted (000)	11870	35	511	266	52	53	31	1549
756		Horz %	100.00	0.29	4.30	2.24	0.44	0.45	0.26	13.05
757		Vert %	5.10	2.21	5.52	4.66	8.50	2.42	4.96	4.42
758		Index	100	43	108	91	167	47	97	87

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1										
2										
759									*	
760		Unwgted	15631	125	667	355	59	180	44	2523
761	Radio Daypart Cumes:	Weighted (000)	70556	490	2816	1603	221	619	150	10490
762	Weekend 6:00 am - 10:00 am	Horz %	100.00	0.69	3.99	2.27	0.31	0.88	0.21	14.87
763		Vert %	30.33	31.39	30.44	28.15	35.84	28.09	24.02	29.94
764		Index	100	104	100	93	118	93	79	99
765										
766		Unwgted	21356	159	911	555	70	245	72	3543
767	Radio Daypart Cumes:	Weighted (000)	98600	585	3775	2558	298	922	308	15039
768	Weekend 10:00 am - 3:00 pm	Horz %	100.00	0.59	3.83	2.59	0.30	0.94	0.31	15.25
769		Vert %	42.38	37.49	40.81	44.91	48.37	41.89	49.35	42.93
770		Index	100	88	96	106	114	99	116	101
771									*	
772		Unwgted	15789	105	626	416	50	182	45	2539
773	Radio Daypart Cumes:	Weighted (000)	74921	421	2760	1953	210	652	207	11135
774	Weekend 3:00 pm - 7:00 pm	Horz %	100.00	0.56	3.68	2.61	0.28	0.87	0.28	14.86
775		Vert %	32.20	26.96	29.84	34.30	34.08	29.61	33.21	31.78
776		Index	100	84	93	107	106	92	103	99
777							*		*	
778		Unwgted	7924	50	305	191	26	75	21	1167
779	Radio Daypart Cumes:	Weighted (000)	39650	185	1557	949	101	307	77	5476
780	Weekend 7:00 pm - Midnight	Horz %	100.00	0.47	3.93	2.39	0.25	0.77	0.20	13.81
781		Vert %	17.04	11.88	16.84	16.67	16.33	13.94	12.42	15.63
782		Index	100	70	99	98	96	82	73	92
783				*			*	*	*	
784		Unwgted	1942	7	89	55	7	9	3	265
785	Radio Daypart Cumes:	Weighted (000)	9554	29	488	335	24	31	21	1312
786	Weekend Midnight - 6:00 am	Horz %	100.00	0.31	5.11	3.51	0.25	0.32	0.22	13.73
787		Vert %	4.11	1.89	5.28	5.88	3.90	1.40	3.40	3.74
788		Index	100	46	129	143	95	34	83	91
789							*		*	
790		Unwgted	8374	56	314	152	22	76	16	1092
791	Most Often Listen to Radio at	Weighted (000)	40414	223	1299	687	66	275	52	4654
792	Home - Typical Weekday	Horz %	100.00	0.55	3.22	1.70	0.16	0.68	0.13	11.52
793		Vert %	17.37	14.27	14.05	12.06	10.71	12.47	8.38	13.28
794		Index	100	82	81	69	62	72	48	76
795										
796		Unwgted	30600	245	1411	800	103	414	97	5404
797	Most Often Listen to Radio in	Weighted (000)	139187	1062	6099	3555	388	1624	457	23335
798	Vehicle - Typical Weekday	Horz %	100.00	0.76	4.38	2.55	0.28	1.17	0.33	16.77
799		Vert %	59.82	68.05	65.94	62.41	62.92	73.75	73.24	66.60
800		Index	100	114	110	104	105	123	122	111
801				*			*	*	*	
802		Unwgted	4652	19	172	136	20	34	14	724
803	Most Often Listen to Radio at	Weighted (000)	23245	97	865	691	79	118	54	3399
804	Work - Typical Weekday	Horz %	100.00	0.42	3.72	2.97	0.34	0.51	0.23	14.62
805		Vert %	9.99	6.24	9.35	12.14	12.87	5.35	8.67	9.70
806		Index	100	62	94	121	129	54	87	97
807				*	*	*	*	*	*	*
808	Most Often Listen to Radio in	Unwgted	321	1	10	10	1	0	1	44
809	Other Place (Not Home,	Weighted (000)	1786	1	44	38	6	0	2	207
810	Vehicle, Workplace) - Typical	Horz %	100.00	0.06	2.48	2.12	0.31	0.00	0.10	11.58
811	Weekday	Vert %	0.77	0.07	0.48	0.66	0.90	0.00	0.28	0.59
812		Index	100	9	62	87	117	0	36	77

RAB / GfK MRI AUTO PROFILE: TOYOTA CARS

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1										
2										
813							*		*	
814		Unwgted	10926	62	405	211	29	106	26	1501
815	Most Often Listen to Radio at Home - Typical Weekend	Weighted (000)	52088	252	1681	938	92	330	95	6317
816		Horz %	100.00	0.48	3.23	1.80	0.18	0.63	0.18	12.13
817		Vert %	22.39	16.16	18.17	16.47	14.91	14.98	15.18	18.03
818		Index	100	72	81	74	67	67	68	81
819										
820		Unwgted	28652	235	1297	772	103	373	84	5028
821	Most Often Listen to Radio in Vehicle - Typical Weekend	Weighted (000)	131413	973	5687	3472	386	1509	407	21889
822		Horz %	100.00	0.74	4.33	2.64	0.29	1.15	0.31	16.66
823		Vert %	56.48	62.39	61.49	60.95	62.62	68.51	65.20	62.48
824		Index	100	110	109	108	111	121	115	111
825					*	*	*	*	*	*
826		Unwgted	1363	7	48	40	7	6	5	188
827	Most Often Listen to Radio at Work - Typical Weekend	Weighted (000)	7266	26	235	245	28	15	9	916
828		Horz %	100.00	0.35	3.24	3.37	0.38	0.20	0.12	12.61
829		Vert %	3.12	1.65	2.54	4.30	4.48	0.67	1.39	2.61
830		Index	100	53	81	138	143	21	44	84
831					*	*	*	*	*	*
832	Most Often Listen to Radio in Other Place (Not Home, Vehicle, Workplace) - Typical Weekend	Unwgted	450	2	10	11	0	2	0	61
833		Weighted (000)	2438	28	72	48	0	9	0	344
834		Horz %	100.00	1.14	2.94	1.98	0.00	0.38	0.00	14.11
835		Vert %	1.05	1.77	0.77	0.85	0.00	0.42	0.00	0.98
836		Index	100	169	74	81	0	40	0	94
837							*		*	
838		Unwgted	11618	126	618	296	34	185	41	2199
839	Ever Listen to AM Radio (Terrestrial Radio)	Weighted (000)	43754	441	2175	1181	112	516	189	8000
840		Horz %	100.00	1.01	4.97	2.70	0.26	1.18	0.43	18.28
841		Vert %	18.81	28.28	23.51	20.73	18.20	23.42	30.23	22.83
842		Index	100	150	125	110	97	125	161	121
843										
844		Unwgted	38084	264	1614	987	128	445	104	6298
845	Ever Listen to FM Radio (Terrestrial Radio)	Weighted (000)	180950	1157	7276	4485	490	1713	471	27770
846		Horz %	100.00	0.64	4.02	2.48	0.27	0.95	0.26	15.35
847		Vert %	77.77	74.19	78.67	78.75	79.51	77.76	75.50	79.26
848		Index	100	95	101	101	102	100	97	102
849										
850		Unwgted	41682	308	1811	1059	136	487	124	6929
851	Ever Listen to Any Terrestrial Radio (AM/FM)	Weighted (000)	194237	1294	7884	4753	516	1826	550	30012
852		Horz %	100.00	0.67	4.06	2.45	0.27	0.94	0.28	15.45
853		Vert %	83.49	82.98	85.24	83.45	83.70	82.93	88.20	85.66
854		Index	100	99	102	100	100	99	106	103
855					*			*		*
856		Unwgted	5791	41	217	116	18	81	17	902
857	Ever Listen to Satellite Radio (Sirius XM)	Weighted (000)	23564	143	845	525	82	322	66	3628
858		Horz %	100.00	0.61	3.58	2.23	0.35	1.37	0.28	15.40
859		Vert %	10.13	9.18	9.13	9.21	13.27	14.61	10.60	10.35
860		Index	100	91	90	91	131	144	105	102
861								*		*
862		Unwgted	7953	63	313	160	21	118	22	1297
863	Household Subscribes to Satellite Radio (Sirius XM)	Weighted (000)	33638	252	1291	724	87	468	64	5320
864		Horz %	100.00	0.75	3.84	2.15	0.26	1.39	0.19	15.81
865		Vert %	14.46	16.16	13.96	12.70	14.10	21.24	10.25	15.18
866		Index	100	112	97	88	98	147	71	105

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1										
2										
867							*		*	
868	Listened to Radio Online - Past Month (Streamed AM/FM and/or Pure-Play Internet Radio)	Unwgted	11030	62	518	326	48	158	41	2039
869		Weighted (000)	50212	222	2505	1603	184	583	183	8769
870		Horz %	100.00	0.44	4.99	3.19	0.37	1.16	0.36	17.46
871		Vert %	21.58	14.21	27.08	28.15	29.91	26.45	29.28	25.03
872		Index	100	66	125	130	139	123	136	116
873				*			*		*	
874	Visited a Radio Station, Radio Program, or Radio Personality's Web Site - Past Month	Unwgted	3424	29	156	94	13	53	8	635
875		Weighted (000)	15176	99	754	457	45	198	50	2726
876		Horz %	100.00	0.65	4.97	3.01	0.29	1.31	0.33	17.96
877		Vert %	6.52	6.34	8.15	8.03	7.22	9.01	7.94	7.78
878	Index	100	97	125	123	111	138	122	119	
879				*			*		*	
880	Visited Pandora.com - Past Month	Unwgted	6986	37	302	231	29	89	31	1266
881		Weighted (000)	33350	150	1585	1110	108	368	142	5770
882		Horz %	100.00	0.45	4.75	3.33	0.32	1.10	0.43	17.30
883		Vert %	14.33	9.61	17.13	19.48	17.51	16.70	22.76	16.47
884		Index	100	67	120	136	122	117	159	115
885									*	
886	Advertising on radio provides me with useful information about bargains - Agree with statement	Unwgted	17915	125	732	442	63	204	47	2823
887		Weighted (000)	86641	599	3299	2132	292	795	228	12837
888		Horz %	100.00	0.69	3.81	2.46	0.34	0.92	0.26	14.82
889		Vert %	37.24	38.37	35.67	37.44	47.36	36.10	36.49	36.64
890		Index	100	103	96	101	127	97	98	98
891							*		*	
892	Advertising on radio provides me with meaningful information about the product use of other consumers - Agree with statement	Unwgted	14299	92	576	354	49	147	36	2221
893		Weighted (000)	69344	448	2515	1692	219	571	159	10077
894		Horz %	100.00	0.65	3.63	2.44	0.32	0.82	0.23	14.53
895		Vert %	29.81	28.70	27.19	29.70	35.47	25.92	25.57	28.76
896		Index	100	96	91	100	119	87	86	97
897										
898	Advertising on radio provides me with useful information about new products and services - Agree with statement	Unwgted	18152	137	749	451	66	200	50	2914
899		Weighted (000)	85306	662	3196	1996	300	782	225	12726
900		Horz %	100.00	0.78	3.75	2.34	0.35	0.92	0.26	14.92
901		Vert %	36.67	42.41	34.56	35.04	48.60	35.52	36.05	36.32
902		Index	100	116	94	96	133	97	98	99
903							*		*	
904	For me, advertising on radio is amusing - Agree with statement	Unwgted	14489	89	618	347	46	180	40	2287
905		Weighted (000)	69953	437	2755	1721	204	655	176	10206
906		Horz %	100.00	0.62	3.94	2.46	0.29	0.94	0.25	14.59
907		Vert %	30.07	27.98	29.78	30.23	33.11	29.75	28.17	29.13
908		Index	100	93	99	101	110	99	94	97
909										
910	Vehicle Currently Owned/Leased Has AM/FM Radio	Unwgted	38194	341	1916	1114	142	514	127	7181
911		Weighted (000)	173228	1492	8364	5095	513	2014	573	30857
912		Horz %	100.00	0.86	4.83	2.94	0.30	1.16	0.33	17.81
913		Vert %	74.46	95.64	90.43	89.46	83.21	91.46	91.89	88.07
914		Index	100	128	121	120	112	123	123	118
915							*		*	
916	Vehicle Currently Owned/Leased Has Satellite Radio	Unwgted	9032	72	332	141	32	153	14	1386
917		Weighted (000)	38210	313	1440	707	157	626	62	5902
918		Horz %	100.00	0.82	3.77	1.85	0.41	1.64	0.16	15.45
919		Vert %	16.42	20.04	15.57	12.41	25.40	28.45	9.90	16.84
920		Index	100	122	95	76	155	173	60	103

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1										
2										
921							*		*	
922	Vehicle Currently Owned/Leased Has AM/FM and Satellite Radio	Unwgted	9598	82	357	164	30	167	15	1510
923		Weighted (000)	41600	384	1610	808	140	711	62	6613
924		Horz %	100.00	0.92	3.87	1.94	0.34	1.71	0.15	15.90
925		Vert %	17.88	24.60	17.41	14.19	22.71	32.28	10.01	18.87
926		Index	100	138	97	79	127	181	56	106
927										
928	Vehicle Currently Owned/Leased Has CD Player (Single CD or Multi-Disc)	Unwgted	37628	338	1907	1091	148	537	128	7203
929		Weighted (000)	170549	1436	8446	5032	551	2109	548	31181
930		Horz %	100.00	0.84	4.95	2.95	0.32	1.24	0.32	18.28
931		Vert %	73.30	92.06	91.31	88.35	89.31	95.76	87.88	89.00
932		Index	100	126	125	121	122	131	120	121
933							*		*	
934	Vehicle Currently Owned/Leased Has MP3 Player Connection	Unwgted	9670	68	519	287	35	213	40	2007
935		Weighted (000)	44278	328	2316	1380	161	825	154	8825
936		Horz %	100.00	0.74	5.23	3.12	0.36	1.86	0.35	19.93
937		Vert %	19.03	21.04	25.04	24.23	26.11	37.47	24.66	25.19
938		Index	100	111	132	127	137	197	130	132
939							*		*	
940	Vehicle Currently Owned/Leased Has DVD Player	Unwgted	5731	64	258	123	12	72	4	1008
941		Weighted (000)	24740	308	1171	570	43	275	10	4186
942		Horz %	100.00	1.25	4.73	2.30	0.17	1.11	0.04	16.92
943		Vert %	10.63	19.75	12.66	10.00	6.99	12.47	1.57	11.95
944		Index	100	186	119	94	66	117	15	112
945			*		*	*	*	*	*	
946		Unwgted	1529	11	65	36	4	16	4	241
947	TV Dayparts: Total Prime time Mon-Sun	Weighted (000)	103765	728	4077	2292	254	818	226	14732
948		Horz %	100.00	0.70	3.93	2.21	0.25	0.79	0.22	14.20
949		Vert %	44.60	46.70	44.07	40.24	41.23	37.13	36.27	42.05
950		Index	100	105	99	90	92	83	81	94
951			*			*		*	*	
952	TV Dayparts: Prime Time Weekdays: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)	Unwgted	5533	43	236	129	17	59	14	875
953		Weighted (000)	107565	768	4221	2396	257	860	233	15288
954		Horz %	100.00	0.71	3.92	2.23	0.24	0.80	0.22	14.21
955		Vert %	46.23	49.23	45.64	42.07	41.73	39.04	37.41	43.64
956		Index	100	106	99	91	90	84	81	94
957			*			*	*	*	*	
958	TV Dayparts: Prime Time Saturday: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)	Unwgted	4636	35	191	107	15	47	10	719
959		Weighted (000)	92075	619	3468	2066	242	681	177	12995
960		Horz %	100.00	0.67	3.77	2.24	0.26	0.74	0.19	14.11
961		Vert %	39.58	39.67	37.49	36.27	39.20	30.93	28.41	37.09
962		Index	100	100	95	92	99	78	72	94
963			*			*	*	*	*	
964	TV Dayparts: Prime Time Sunday: 7:00-11:00 pm (Eastern/Pacific), 6:00-10:00 pm (Central/Mountain)	Unwgted	4074	30	178	92	12	44	10	643
965		Weighted (000)	98284	662	3991	2071	252	762	236	13951
966		Horz %	100.00	0.67	4.06	2.11	0.26	0.78	0.24	14.19
967		Vert %	42.24	42.46	43.15	36.37	40.87	34.60	37.90	39.82
968		Index	100	101	102	86	97	82	90	94
969			*		*	*	*	*	*	
970	TV Dayparts: Weekdays: 9:00 am-4:00 pm (Eastern/Pacific) 9:00 am - 3:00 pm (Central/Mountain)	Unwgted	1291	9	45	23	2	9	2	168
971		Weighted (000)	32634	191	927	532	62	146	59	3601
972		Horz %	100.00	0.59	2.84	1.63	0.19	0.45	0.18	11.03
973		Vert %	14.03	12.25	10.02	9.34	10.04	6.62	9.43	10.28
974		Index	100	87	71	67	72	47	67	73

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1										
2										
975				*			*	*	*	
976	TV Dayparts: Weekdays: 4:00	Unwgted	3652	29	151	83	11	36	8	554
977	pm-7:30 pm (Eastern/Pacific)	Weighted (000)	62194	454	2156	1297	142	412	149	8300
978	3:00 pm-6:30 pm	Horz %	100.00	0.73	3.47	2.09	0.23	0.66	0.24	13.34
979	(Central/Mountain)	Vert %	26.73	29.12	23.31	22.77	22.98	18.69	23.86	23.69
980		Index	100	109	87	85	86	70	89	89
981				*			*	*	*	
982	TV Dayparts: Weekdays:	Unwgted	2885	20	107	61	8	24	7	405
983	11:30 pm-1:00 am	Weighted (000)	29072	177	978	639	60	203	50	3864
984	(Eastern/Pacific) 10:30 pm-	Horz %	100.00	0.61	3.36	2.20	0.21	0.70	0.17	13.29
985	Midnight (Central/Mountain)	Vert %	12.50	11.33	10.57	11.21	9.79	9.22	7.98	11.03
986		Index	100	91	85	90	78	74	64	88
987				*		*	*	*	*	
988		Unwgted	1508	10	61	35	4	12	3	222
989	TV Dayparts: Weekend	Weighted (000)	52172	322	1901	1102	108	296	134	6639
990	Sports: Saturday-Sunday	Horz %	100.00	0.62	3.64	2.11	0.21	0.57	0.26	12.73
991	afternoon	Vert %	22.42	20.61	20.56	19.34	17.55	13.43	21.53	18.95
992		Index	100	92	92	86	78	60	96	85
993				*	*	*	*	*	*	
994		Unwgted	1104	7	43	24	3	8	2	159
995	TV Dayparts: Weekend	Weighted (000)	30079	161	1054	612	71	171	70	3745
996	children's shows: Saturday-	Horz %	100.00	0.54	3.50	2.04	0.24	0.57	0.23	12.45
997	Sunday morning	Vert %	12.93	10.33	11.40	10.75	11.57	7.76	11.24	10.69
998		Index	100	80	88	83	90	60	87	83
999				*			*	*	*	
1000		Unwgted	2067	13	95	62	6	24	8	373
1001	Downloaded a TV Program	Weighted (000)	9280	60	456	277	35	95	31	1595
1002	from Internet - Past Month	Horz %	100.00	0.65	4.91	2.98	0.38	1.02	0.33	17.19
1003		Vert %	3.99	3.87	4.93	4.86	5.69	4.30	4.92	4.55
1004		Index	100	97	123	122	143	108	123	114
1005				*			*	*	*	
1006		Unwgted	6535	40	311	224	20	92	22	1183
1007	Watched a TV Program Online	Weighted (000)	30108	204	1615	1042	92	367	72	5149
1008	- Past Month	Horz %	100.00	0.68	5.37	3.46	0.30	1.22	0.24	17.10
1009		Vert %	12.94	13.09	17.46	18.29	14.86	16.69	11.61	14.70
1010		Index	100	101	135	141	115	129	90	114
1011				*			*	*	*	
1012		Unwgted	9923	69	460	282	47	159	33	1767
1013	Visited a TV Network or TV	Weighted (000)	44513	296	2192	1259	194	618	113	7565
1014	Show's Website - Past Month	Horz %	100.00	0.67	4.92	2.83	0.43	1.39	0.25	17.00
1015		Vert %	19.13	18.99	23.70	22.11	31.40	28.06	18.13	21.59
1016		Index	100	99	124	116	164	147	95	113
1017				*			*	*	*	
1018		Unwgted	4934	38	252	132	25	71	19	899
1019	Looked at TV Listings Online -	Weighted (000)	20536	171	1192	529	89	247	76	3509
1020	Past Month	Horz %	100.00	0.83	5.81	2.57	0.43	1.20	0.37	17.09
1021		Vert %	8.83	10.94	12.89	9.28	14.37	11.20	12.22	10.01
1022		Index	100	124	146	105	163	127	138	113
1023				*			*	*	*	
1024		Unwgted	26310	202	1140	669	76	299	75	4225
1025	Household Subscribes to	Weighted (000)	117569	933	4788	3004	301	1161	282	18128
1026	Cable TV	Horz %	100.00	0.79	4.07	2.55	0.26	0.99	0.24	15.42
1027		Vert %	50.53	59.83	51.76	52.74	48.84	52.71	45.28	51.74
1028		Index	100	118	102	104	97	104	90	102

RAB / GfK MRI AUTO PROFILE: TOYOTA CARS

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1										
2										
1029										
1030		Unwgted	21229	175	942	545	64	251	60	3521
1031	Household Subscribes to Digital Cable TV	Weighted (000)	92583	826	3941	2435	256	942	235	14847
1032		Horz %	100.00	0.89	4.26	2.63	0.28	1.02	0.25	16.04
1033		Vert %	39.79	52.93	42.60	42.76	41.44	42.79	37.65	42.38
1034		Index	100	133	107	107	104	108	95	106
1035										
1036		Unwgted	41229	328	1805	1011	133	469	121	6809
1037	Viewed Any Cable TV (including Pay) - Past Week	Weighted (000)	189120	1372	7866	4607	520	1821	568	29656
1038		Horz %	100.00	0.73	4.16	2.44	0.28	0.96	0.30	15.68
1039		Vert %	81.29	87.97	85.04	80.88	84.38	82.68	91.14	84.65
1040		Index	100	108	105	100	104	102	112	104
1041										
1042		Unwgted	30677	239	1314	701	92	298	80	4820
1043	Heavy Cable TV Viewing (including Pay) - Past Week	Weighted (000)	142700	967	5832	3322	340	1193	366	21491
1044		Horz %	100.00	0.68	4.09	2.33	0.24	0.84	0.26	15.06
1045		Vert %	61.33	61.96	63.05	58.33	55.11	54.16	58.75	61.34
1046		Index	100	101	103	95	90	88	96	100
1047							*		*	
1048		Unwgted	16901	141	715	398	47	189	43	2697
1049	Viewed Any Premium Cable Channels - Past Month	Weighted (000)	77601	609	3146	1843	167	669	185	11723
1050		Horz %	100.00	0.78	4.05	2.38	0.22	0.86	0.24	15.11
1051		Vert %	33.35	39.02	34.01	32.36	27.11	30.38	29.59	33.46
1052		Index	100	117	102	97	81	91	89	100
1053				*			*		*	
1054		Unwgted	6703	45	296	180	17	81	21	1201
1055	Watched Any Pay-Per-View - Past Year	Weighted (000)	30993	184	1374	873	61	332	99	5458
1056		Horz %	100.00	0.59	4.43	2.82	0.20	1.07	0.32	17.61
1057		Vert %	13.32	11.79	14.85	15.33	9.81	15.07	15.80	15.58
1058		Index	100	88	111	115	74	113	119	117
1059				*			*		*	
1060		Unwgted	5244	39	237	134	16	72	17	956
1061	Watched Any Pay-Per-View Movies - Past Year	Weighted (000)	23441	157	1026	608	57	300	82	4133
1062		Horz %	100.00	0.67	4.38	2.59	0.24	1.28	0.35	17.63
1063		Vert %	10.08	10.04	11.09	10.68	9.19	13.63	13.21	11.80
1064		Index	100	100	110	106	91	135	131	117
1065				*			*		*	
1066		Unwgted	2214	7	102	74	3	20	8	402
1067	Watched Any Pay-Per-View Sports Events - Past Year	Weighted (000)	11547	28	573	442	9	95	42	2106
1068		Horz %	100.00	0.24	4.97	3.83	0.08	0.82	0.37	18.24
1069		Vert %	4.96	1.80	6.20	7.76	1.53	4.32	6.80	6.01
1070		Index	100	36	125	156	31	87	137	121
1071							*		*	
1072		Unwgted	10757	79	475	294	37	163	44	1925
1073	Watched Any Video-On- Demand Programs - Past Month	Weighted (000)	44455	366	1890	1287	132	583	156	7511
1074		Horz %	100.00	0.82	4.25	2.89	0.30	1.31	0.35	16.90
1075		Vert %	19.11	23.43	20.44	22.59	21.33	26.49	24.96	21.44
1076		Index	100	123	107	118	112	139	131	112
1077				*			*		*	
1078		Unwgted	6752	42	308	206	22	111	33	1219
1079	Watched Any Video-On- Demand TV Shows - Past Month	Weighted (000)	27575	169	1192	906	71	385	115	4645
1080		Horz %	100.00	0.61	4.32	3.29	0.26	1.40	0.42	16.85
1081		Vert %	11.85	10.84	12.89	15.91	11.57	17.48	18.51	13.26
1082		Index	100	91	109	134	98	148	156	112

RAB / GfK MRI AUTO PROFILE: TOYOTA CARS

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1										
2										
1083							*		*	
1084		Unwgted	8740	63	372	223	28	120	34	1522
1085	Watched Any Video-On-Demand Movies - Past Month	Weighted (000)	36381	296	1498	966	104	458	106	5992
1086		Horz %	100.00	0.81	4.12	2.65	0.29	1.26	0.29	16.47
1087		Vert %	15.64	18.99	16.19	16.96	16.86	20.78	16.97	17.10
1088		Index	100	121	104	108	108	133	109	109
1089								*		*
1090		Unwgted	11970	88	495	258	47	126	37	1933
1091	Household Has a Satellite Dish	Weighted (000)	63862	359	2589	1358	188	555	238	9660
1092		Horz %	100.00	0.56	4.05	2.13	0.30	0.87	0.37	15.13
1093		Vert %	27.45	23.00	27.99	23.84	30.56	25.20	38.14	27.57
1094		Index	100	84	102	87	111	92	139	100
1095										
1096		Unwgted	23012	202	1081	574	80	321	76	4123
1097	Household Has a Digital Video Recorder (DVR)	Weighted (000)	101668	799	4786	2532	314	1215	366	17520
1098		Horz %	100.00	0.79	4.71	2.49	0.31	1.19	0.36	17.23
1099		Vert %	43.70	51.23	51.74	44.45	50.97	55.16	58.76	50.01
1100		Index	100	117	118	102	117	126	134	114
1101				*	*	*	*	*	*	
1102		Unwgted	446	7	24	10	1	12	0	94
1103	Household Has a TiVo-Brand DVR (Stand-Alone)	Weighted (000)	1770	23	99	58	3	39	0	340
1104		Horz %	100.00	1.27	5.61	3.27	0.15	2.18	0.00	19.20
1105		Vert %	0.76	1.45	1.07	1.02	0.43	1.75	0.00	0.97
1106		Index	100	190	141	134	56	230	0	128
1107										
1108		Unwgted	41245	311	1862	1106	150	536	128	7188
1109	Any Internet/Online Activity - Past Month	Weighted (000)	185701	1274	8154	4934	566	2049	551	30661
1110		Horz %	100.00	0.69	4.39	2.66	0.30	1.10	0.30	16.51
1111		Vert %	79.82	81.68	88.15	86.63	91.81	93.02	88.31	87.51
1112		Index	100	102	110	109	115	117	111	110
1113							*		*	
1114		Unwgted	12362	85	539	309	38	139	36	1962
1115	Played Video Games Online - Past Month	Weighted (000)	61466	392	2620	1571	182	529	184	9277
1116		Horz %	100.00	0.64	4.26	2.56	0.30	0.86	0.30	15.09
1117		Vert %	26.42	25.14	28.32	27.58	29.53	24.01	29.50	26.48
1118		Index	100	95	107	104	112	91	112	100
1119				*			*	*	*	
1120		Unwgted	3685	18	161	84	17	38	13	596
1121	Downloaded a Video Game Online - Past Month	Weighted (000)	19370	109	906	389	75	205	56	2988
1122		Horz %	100.00	0.56	4.68	2.01	0.39	1.06	0.29	15.43
1123		Vert %	8.33	6.97	9.79	6.83	12.19	9.29	9.00	8.53
1124		Index	100	84	118	82	146	112	108	102
1125							*		*	
1126		Unwgted	10477	60	466	312	39	124	33	1836
1127	Downloaded Music from Internet - Past Month	Weighted (000)	50449	335	2382	1572	170	491	144	8649
1128		Horz %	100.00	0.66	4.72	3.12	0.34	0.97	0.29	17.14
1129		Vert %	21.68	21.46	25.75	27.60	27.60	22.30	23.12	24.69
1130		Index	100	99	119	127	127	103	107	114
1131				*			*	*	*	
1132		Unwgted	1880	15	99	55	8	41	6	385
1133	Downloaded Podcasts/Podcasting from Internet - Past Month	Weighted (000)	7942	97	420	238	30	119	21	1542
1134		Horz %	100.00	1.22	5.29	2.99	0.37	1.50	0.26	19.42
1135		Vert %	3.41	6.20	4.54	4.18	4.81	5.41	3.34	4.40
1136		Index	100	182	133	122	141	158	98	129

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1										
2										
1137				*			*	*	*	
1138		Unwgted	2067	13	95	62	6	24	8	373
1139	Downloaded a TV Program from Internet - Past Month	Weighted (000)	9280	60	456	277	35	95	31	1595
1140		Horz %	100.00	0.65	4.91	2.98	0.38	1.02	0.33	17.19
1141		Vert %	3.99	3.87	4.93	4.86	5.69	4.30	4.92	4.55
1142		Index	100	97	123	122	143	108	123	114
1143					*			*		*
1144		Unwgted	6535	40	311	224	20	92	22	1183
1145	Watched a TV Program Online - Past Month	Weighted (000)	30108	204	1615	1042	92	367	72	5149
1146		Horz %	100.00	0.68	5.37	3.46	0.30	1.22	0.24	17.10
1147		Vert %	12.94	13.09	17.46	18.29	14.86	16.69	11.61	14.70
1148		Index	100	101	135	141	115	129	90	114
1149					*			*	*	*
1150		Unwgted	3129	13	134	100	13	41	12	547
1151	Downloaded a Movie from Internet - Past Month	Weighted (000)	14622	76	654	415	62	162	39	2359
1152		Horz %	100.00	0.52	4.47	2.84	0.43	1.11	0.27	16.14
1153		Vert %	6.28	4.87	7.07	7.29	10.10	7.34	6.28	6.73
1154		Index	100	78	113	116	161	117	100	107
1155					*			*		*
1156		Unwgted	6273	31	293	205	20	98	19	1134
1157	Watched a Movie Online - Past Month	Weighted (000)	30063	176	1496	1054	94	419	81	5313
1158		Horz %	100.00	0.59	4.98	3.51	0.31	1.39	0.27	17.67
1159		Vert %	12.92	11.28	16.17	18.51	15.27	19.01	13.00	15.16
1160		Index	100	87	125	143	118	147	101	117
1161					*			*		*
1162		Unwgted	6468	36	292	186	22	93	20	1135
1163	Watched Other Online Video (not TV or Movie) - Past Month	Weighted (000)	30400	176	1400	943	100	348	71	5134
1164		Horz %	100.00	0.58	4.61	3.10	0.33	1.15	0.23	16.89
1165		Vert %	13.07	11.26	15.14	16.56	16.20	15.81	11.36	14.65
1166		Index	100	86	116	127	124	121	87	112
1167					*			*	*	*
1168		Unwgted	2374	10	98	63	8	22	4	363
1169	Visited a Chat Room Online - Past Month	Weighted (000)	12251	43	499	224	38	83	12	1721
1170		Horz %	100.00	0.35	4.07	1.83	0.31	0.68	0.10	14.05
1171		Vert %	5.27	2.73	5.39	3.93	6.21	3.78	2.00	4.91
1172		Index	100	52	102	75	118	72	38	93
1173										
1174		Unwgted	37139	292	1721	1011	138	511	122	6638
1175	Used e-Mail - Past Month	Weighted (000)	162282	1182	7328	4438	512	1943	507	27827
1176		Horz %	100.00	0.73	4.52	2.73	0.32	1.20	0.31	17.15
1177		Vert %	69.75	75.80	79.23	77.92	83.02	88.22	81.22	79.43
1178		Index	100	109	114	112	119	126	116	114
1179										
1180		Unwgted	21679	136	930	613	87	267	60	3735
1181	Used Instant Messenger/IM - Past Month	Weighted (000)	104685	643	4330	2921	352	1110	313	16941
1182		Horz %	100.00	0.61	4.14	2.79	0.34	1.06	0.30	16.18
1183		Vert %	45.00	41.20	46.81	51.28	57.09	50.41	50.26	48.35
1184		Index	100	92	104	114	127	112	112	107
1185										
1186		Unwgted	31568	211	1405	872	120	423	106	5507
1187	Visited Any Social Networking, Photo or Video-Sharing Site - Past Month	Weighted (000)	146580	889	6547	4009	474	1683	459	24339
1188		Horz %	100.00	0.61	4.47	2.74	0.32	1.15	0.31	16.60
1189		Vert %	63.00	57.00	70.78	70.40	76.79	76.42	73.67	69.47
1190		Index	100	90	112	112	122	121	117	110

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1										
2										
1191										
1192		Unwgted	25107	164	1093	711	96	320	83	4250
1193	Visited Facebook.com - Past Month	Weighted (000)	119617	740	5138	3422	397	1270	369	19246
1194		Horz %	100.00	0.62	4.30	2.86	0.33	1.06	0.31	16.09
1195		Vert %	51.41	47.41	55.54	60.08	64.34	57.69	59.20	54.93
1196		Index	100	92	108	117	125	112	115	107
1197					*		*		*	
1198		Unwgted	1114	5	51	25	7	14	9	204
1199	Visited Flickr.com - Past Month	Weighted (000)	4821	39	253	138	29	34	28	929
1200		Horz %	100.00	0.81	5.25	2.86	0.60	0.70	0.58	19.27
1201		Vert %	2.07	2.51	2.74	2.42	4.65	1.54	4.45	2.65
1202		Index	100	121	132	117	225	74	215	128
1203					*	*	*	*	*	*
1204		Unwgted	420	1	14	14	1	4	2	70
1205	Visited Foursquare Web Site - Past Month	Weighted (000)	1850	1	62	50	1	18	11	273
1206		Horz %	100.00	0.04	3.34	2.69	0.06	0.97	0.60	14.78
1207		Vert %	0.80	0.04	0.67	0.87	0.17	0.81	1.79	0.78
1208		Index	100	6	84	110	22	102	226	98
1209					*		*		*	
1210		Unwgted	5396	38	288	159	23	115	30	1115
1211	Visited LinkedIn.com - Past Month	Weighted (000)	18240	113	1008	503	78	348	96	3547
1212		Horz %	100.00	0.62	5.53	2.76	0.43	1.91	0.52	19.45
1213		Vert %	7.84	7.22	10.90	8.83	12.71	15.79	15.32	10.12
1214		Index	100	92	139	113	162	201	195	129
1215					*	*	*	*	*	*
1216		Unwgted	815	2	32	16	4	3	1	104
1217	Visited MySpace.com - Past Month	Weighted (000)	4747	7	215	114	16	13	6	560
1218		Horz %	100.00	0.14	4.54	2.39	0.33	0.28	0.13	11.80
1219		Vert %	2.04	0.43	2.33	1.99	2.53	0.61	1.00	1.60
1220		Index	100	21	114	98	124	30	49	78
1221					*	*	*	*	*	*
1222		Unwgted	1051	6	31	28	3	9	7	158
1223	Visited Photobucket.com - Past Month	Weighted (000)	5429	47	197	147	10	17	19	773
1224		Horz %	100.00	0.87	3.62	2.71	0.18	0.32	0.36	14.23
1225		Vert %	2.33	3.02	2.13	2.58	1.56	0.79	3.09	2.21
1226		Index	100	129	91	111	67	34	133	95
1227					*		*		*	
1228		Unwgted	1648	16	99	60	9	40	5	366
1229	Visited Picasa Web Site - Past Month	Weighted (000)	6361	43	425	194	22	141	15	1325
1230		Horz %	100.00	0.67	6.68	3.04	0.35	2.22	0.24	20.83
1231		Vert %	2.73	2.74	4.59	3.40	3.57	6.41	2.46	3.78
1232		Index	100	100	168	124	131	235	90	138
1233					*		*		*	
1234		Unwgted	1780	15	79	47	8	26	10	343
1235	Visited Shutterfly.com - Past Month	Weighted (000)	7009	45	304	184	26	130	29	1293
1236		Horz %	100.00	0.64	4.34	2.62	0.37	1.85	0.41	18.45
1237		Vert %	3.01	2.88	3.29	3.23	4.25	5.89	4.59	3.69
1238		Index	100	96	109	107	141	196	152	123
1239					*	*	*	*	*	*
1240		Unwgted	974	6	47	27	6	16	2	165
1241	Visited Tumblr Web Site - Past Month	Weighted (000)	5065	42	294	106	26	53	6	796
1242		Horz %	100.00	0.83	5.80	2.09	0.52	1.05	0.12	15.72
1243		Vert %	2.18	2.70	3.18	1.86	4.24	2.41	1.00	2.27
1244		Index	100	124	146	85	195	111	46	104

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1										
2										
1245				*			*	*	*	
1246		Unwgted	4129	23	175	113	18	49	11	675
1247	Visited Twitter.com - Past Month	Weighted (000)	19735	85	850	573	75	197	39	2960
1248		Horz %	100.00	0.43	4.31	2.90	0.38	1.00	0.20	15.00
1249		Vert %	8.48	5.47	9.19	10.06	12.22	8.94	6.21	8.45
1250		Index	100	64	108	119	144	105	73	100
1251					*			*	*	*
1252		Unwgted	1760	10	70	63	8	43	7	338
1253	Visited Yelp Web Site - Past Month	Weighted (000)	6612	52	341	270	24	132	23	1300
1254		Horz %	100.00	0.78	5.16	4.08	0.36	2.00	0.34	19.67
1255		Vert %	2.84	3.31	3.69	4.73	3.91	6.01	3.64	3.71
1256		Index	100	117	130	167	137	211	128	131
1257										
1258		Unwgted	20127	125	883	590	73	269	65	3566
1259	Visited YouTube.com - Past Month	Weighted (000)	94239	540	4403	2686	284	1041	254	15895
1260		Horz %	100.00	0.57	4.67	2.85	0.30	1.10	0.27	16.87
1261		Vert %	40.51	34.62	47.61	47.16	46.10	47.28	40.71	45.37
1262		Index	100	85	118	116	114	117	101	112
1263					*			*	*	*
1264		Unwgted	1798	7	65	54	4	16	4	293
1265	Rated or Reviewed a Product or Service on Any Social Network - Past Month	Weighted (000)	8075	52	328	266	26	78	17	1292
1266		Horz %	100.00	0.65	4.06	3.29	0.32	0.97	0.21	16.00
1267		Vert %	3.47	3.34	3.55	4.67	4.17	3.55	2.74	3.69
1268		Index	100	96	102	134	120	102	79	106
1269										*
1270		Unwgted	12348	63	538	365	53	153	40	2086
1271	Posted "Like" on Social Network - Past Month	Weighted (000)	60333	297	2757	1784	264	624	182	9798
1272		Horz %	100.00	0.49	4.57	2.96	0.44	1.03	0.30	16.24
1273		Vert %	25.93	19.03	29.80	31.31	42.88	28.31	29.11	27.97
1274		Index	100	73	115	121	165	109	112	108
1275					*			*	*	*
1276		Unwgted	4908	21	194	139	23	48	14	776
1277	"Followed" or became a "Fan of" Something or Someone on Social Network - Past Month	Weighted (000)	24068	110	1032	653	104	197	65	3559
1278		Horz %	100.00	0.46	4.29	2.71	0.43	0.82	0.27	14.79
1279		Vert %	10.34	7.06	11.16	11.47	16.93	8.93	10.47	10.16
1280		Index	100	68	108	111	164	86	101	98
1281					*			*	*	*
1282		Unwgted	2997	26	136	74	11	33	9	521
1283	Clicked on an Advertisement on Social Network - Past Month	Weighted (000)	13475	178	715	319	32	129	31	2206
1284		Horz %	100.00	1.32	5.31	2.36	0.23	0.96	0.23	16.37
1285		Vert %	5.79	11.43	7.73	5.59	5.12	5.85	4.95	6.30
1286		Index	100	197	133	97	88	101	86	109
1287										
1288	Ever Used Text Messaging on Cellular/Mobile Phone/Smartphone to Communicate with Friends or Family	Unwgted	30531	194	1343	822	117	372	95	5231
1289		Weighted (000)	142509	904	6240	3773	448	1491	396	23232
1290		Horz %	100.00	0.63	4.38	2.65	0.31	1.05	0.28	16.30
1291		Vert %	61.25	57.96	67.47	66.24	72.66	67.69	63.43	66.31
1292		Index	100	95	110	108	119	111	104	108
1293				*			*	*	*	
1294		Unwgted	4424	17	162	120	12	38	11	673
1295	Ever Used Text Messaging on Cellular/Mobile Phone/Smartphone to Vote in Contest, Make a Choice, Give an Opinion	Weighted (000)	21637	103	753	616	52	183	74	3184
1296		Horz %	100.00	0.48	3.48	2.85	0.24	0.85	0.34	14.72
1297		Vert %	9.30	6.59	8.14	10.82	8.44	8.33	11.85	9.09
1298		Index	100	71	88	116	91	90	127	98

RAB / GfK MRI AUTO PROFILE: TOYOTA CARS

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			U.S. Adults 18+	Own/Lease Toyota Avalon	Own/Lease Toyota Camry	Own/Lease Toyota Corolla	Own/Lease Toyota Matrix	Own/Lease Toyota Prius	Own/Lease Toyota Yaris	Own/Lease Any Toyota
1										
2										
1299				*			*	*	*	
1300	Ever Used Text Messaging on Cellular/Mobile Phone/Smartphone to Look at an Advertisement Sent with Text Message	Unwgted	4791	24	174	130	9	45	11	720
1301		Weighted (000)	23648	119	926	660	43	195	86	3510
1302		Horz %	100.00	0.51	3.91	2.79	0.18	0.83	0.36	14.84
1303		Vert %	10.16	7.66	10.01	11.58	6.90	8.87	13.73	10.02
1304		Index	100	75	98	114	68	87	135	99
1305				*			*	*	*	
1306	Ever Used Text Messaging on Cellular/Mobile Phone/Smartphone to Respond to an Advertisement or Make a Purchase	Unwgted	2313	7	89	67	4	20	6	338
1307		Weighted (000)	11476	33	410	310	15	102	25	1524
1308		Horz %	100.00	0.28	3.57	2.70	0.13	0.89	0.22	13.28
1309		Vert %	4.93	2.09	4.43	5.45	2.38	4.62	3.97	4.35
1310		Index	100	42	90	110	48	94	80	88
1311				*			*	*	*	
1312	Ever Singed Up for a Text Message "Alert" Service on Cellular/Mobile Phone/Smartphone	Unwgted	4975	16	206	134	11	55	12	798
1313		Weighted (000)	24258	73	988	645	43	265	70	3670
1314		Horz %	100.00	0.30	4.07	2.66	0.18	1.09	0.29	15.13
1315		Vert %	10.43	4.67	10.69	11.32	7.02	12.03	11.26	10.47
1316		Index	100	45	102	109	67	115	108	100
1317				*			*	*	*	
1318	Ever Received a Text Message "Alert" on Cellular/Mobile Phone/Smartphone	Unwgted	10177	53	466	269	27	122	29	1713
1319		Weighted (000)	48432	260	2349	1287	105	558	132	8006
1320		Horz %	100.00	0.54	4.85	2.66	0.22	1.15	0.27	16.53
1321		Vert %	20.82	16.64	25.40	22.60	16.98	25.35	21.12	22.85
1322		Index	100	80	122	109	82	122	101	110
1323				*			*	*	*	
1324	Ever Received a Mobile Coupon on Cellular/Mobile Phone/Smartphone	Unwgted	3260	16	132	99	6	38	8	550
1325		Weighted (000)	15984	63	596	451	17	184	51	2421
1326		Horz %	100.00	0.39	3.73	2.82	0.10	1.15	0.32	15.15
1327		Vert %	6.87	4.03	6.44	7.92	2.70	8.33	8.13	6.91
1328		Index	100	59	94	115	39	121	118	101
1329				*			*	*	*	
1330	Ever Took a Picture of a QR Code or Other "Tag" with Cellular/Mobile Phone/Smartphone	Unwgted	3115	22	150	75	15	39	10	551
1331		Weighted (000)	14586	101	766	376	65	163	23	2463
1332		Horz %	100.00	0.69	5.25	2.58	0.44	1.12	0.15	16.88
1333		Vert %	6.27	6.49	8.28	6.61	10.49	7.42	3.62	7.03
1334		Index	100	104	132	105	167	118	58	112
1335				*			*	*	*	
1336	Ever Listened to a Podcast on Cellular/Mobile Phone/Smartphone	Unwgted	2126	9	99	53	10	43	3	379
1337		Weighted (000)	10139	34	393	256	49	164	10	1645
1338		Horz %	100.00	0.34	3.87	2.53	0.48	1.62	0.10	16.23
1339		Vert %	4.36	2.21	4.24	4.50	7.93	7.45	1.63	4.70
1340		Index	100	51	97	103	182	171	37	108
1341				*			*	*	*	
1342	Ever Listened to Music on Cellular/Mobile Phone/Smartphone	Unwgted	11178	64	525	304	50	139	37	1964
1343		Weighted (000)	54140	297	2537	1451	216	591	141	8960
1344		Horz %	100.00	0.55	4.69	2.68	0.40	1.09	0.26	16.55
1345		Vert %	23.27	19.07	27.43	25.48	35.02	26.82	22.68	25.57
1346		Index	100	82	118	109	150	115	97	110
1347				*			*	*	*	
1348	Ever Visited a Website for News on Cellular/Mobile Phone/Smartphone	Unwgted	13848	77	626	376	65	187	40	2496
1349		Weighted (000)	61339	305	2785	1556	252	727	149	10362
1350		Horz %	100.00	0.50	4.54	2.54	0.41	1.18	0.24	16.89
1351		Vert %	26.36	19.58	30.11	27.32	40.88	33.00	23.84	29.57
1352		Index	100	74	114	104	155	125	90	112

RAB / GfK MRI AUTO PROFILE: TOYOTA CARS

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1										
2										
1353							*		*	
1354	Ever Visited a Website for Sports on Cellular/Mobile Phone/Smartphone	Unwgted	9177	53	399	252	47	106	29	1631
1355		Weighted (000)	40108	202	1702	1147	175	413	128	6624
1356		Horz %	100.00	0.50	4.24	2.86	0.44	1.03	0.32	16.52
1357		Vert %	17.24	12.95	18.40	20.13	28.36	18.73	20.58	18.91
1358		Index	100	75	107	117	164	109	119	110
1359									*	
1360	Ever Visited a Website for Weather on Cellular/Mobile Phone/Smartphone	Unwgted	15160	84	669	410	65	207	47	2690
1361		Weighted (000)	68043	342	3007	1777	266	811	194	11297
1362		Horz %	100.00	0.50	4.42	2.61	0.39	1.19	0.28	16.60
1363		Vert %	29.25	21.91	32.51	31.20	43.19	36.80	31.03	32.25
1364		Index	100	75	111	107	148	126	106	110
1365				*			*		*	
1366	Ever Searched for Information About a Product on Cellular/Mobile Phone/Smartphone	Unwgted	8907	44	387	249	45	136	33	1635
1367		Weighted (000)	40399	195	1842	1093	183	523	138	7136
1368		Horz %	100.00	0.48	4.56	2.71	0.45	1.29	0.34	17.66
1369		Vert %	17.36	12.48	19.92	19.19	29.73	23.74	22.06	20.37
1370		Index	100	72	115	111	171	137	127	117
1371				*			*		*	
1372	Cellular/Mobile Phone/Smartphone Has FM Radio Feature	Unwgted	7151	41	292	196	28	54	21	1140
1373		Weighted (000)	35090	251	1469	918	106	254	65	5462
1374		Horz %	100.00	0.72	4.19	2.62	0.30	0.72	0.18	15.57
1375		Vert %	15.08	16.08	15.89	16.11	17.15	11.52	10.39	15.59
1376		Index	100	107	105	107	114	76	69	103
1377							*			
1378	Read Any Daily Newspaper	Unwgted	15909	161	742	347	46	219	50	2633
1379		Weighted (000)	66536	592	3041	1387	157	790	183	10405
1380		Horz %	100.00	0.89	4.57	2.08	0.24	1.19	0.27	15.64
1381		Vert %	28.60	37.95	32.87	24.36	25.49	35.86	29.28	29.70
1382		Index	100	133	115	85	89	125	102	104
1383									*	
1384	Read Any Sunday Newspaper	Unwgted	20427	189	969	475	61	257	45	3364
1385		Weighted (000)	88342	722	4056	2034	208	921	196	13630
1386		Horz %	100.00	0.82	4.59	2.30	0.24	1.04	0.22	15.43
1387		Vert %	37.97	46.28	43.85	35.71	33.76	41.81	31.37	38.90
1388		Index	100	122	115	94	89	110	83	102
1389										
1390	Read or Looked Into Any Electronic Version of a Newspaper, including Web Site - Past Month	Unwgted	16848	128	846	490	70	271	59	3160
1391		Weighted (000)	72437	492	3608	2103	280	1110	221	12868
1392		Horz %	100.00	0.68	4.98	2.90	0.39	1.53	0.30	17.76
1393		Vert %	31.13	31.54	39.01	36.92	45.33	50.38	35.39	36.73
1394		Index	100	101	125	119	146	162	114	118
1395				*			*	*	*	
1396	Newspaper Reading: Classified Advertising Read in Weekday Newspaper	Unwgted	5507	31	228	94	16	43	13	740
1397		Weighted (000)	28423	196	1150	479	73	182	41	3777
1398		Horz %	100.00	0.69	4.05	1.69	0.26	0.64	0.15	13.29
1399		Vert %	12.22	12.57	12.43	8.41	11.86	8.26	6.62	10.78
1400		Index	100	103	102	69	97	68	54	88
1401				*			*		*	
1402	Newspaper Reading: Advertisements Read in Weekday Newspaper	Unwgted	5598	49	258	106	17	59	13	853
1403		Weighted (000)	25867	165	1150	505	79	226	45	3755
1404		Horz %	100.00	0.64	4.45	1.95	0.31	0.87	0.17	14.51
1405		Vert %	11.12	10.58	12.43	8.86	12.86	10.26	7.26	10.72
1406		Index	100	95	112	80	116	92	65	96

RAB / GfK MRI AUTO PROFILE: TOYOTA CARS

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1										
2										
1407							*		*	
1408	Newspaper Reading: Circulars/Inserts/Fliers Read in Weekday Newspaper	Unwgt'd	7389	76	363	136	18	82	18	1177
1409		Weighted (000)	32860	309	1438	602	75	250	71	4892
1410		Horz %	100.00	0.94	4.38	1.83	0.23	0.76	0.22	14.89
1411		Vert %	14.12	19.81	15.55	10.58	12.14	11.36	11.38	13.96
1412		Index	100	140	110	75	86	80	81	99
1413				*			*		*	
1414	Newspaper Reading: Classified Advertising Read in Sunday/Weekend Newspaper	Unwgt'd	6170	36	263	117	15	56	12	932
1415		Weighted (000)	31027	176	1174	568	88	247	46	4473
1416		Horz %	100.00	0.57	3.78	1.83	0.28	0.79	0.15	14.42
1417		Vert %	13.34	11.29	12.69	9.96	14.21	11.19	7.39	12.77
1418		Index	100	85	95	75	107	84	55	96
1419							*		*	
1420	Newspaper Reading: Advertisements Read in Sunday/Weekend Newspaper	Unwgt'd	7256	53	367	154	21	85	18	1193
1421		Weighted (000)	32774	206	1524	698	97	317	72	5212
1422		Horz %	100.00	0.63	4.65	2.13	0.30	0.97	0.22	15.90
1423		Vert %	14.09	13.23	16.47	12.25	15.80	14.39	11.54	14.88
1424		Index	100	94	117	87	112	102	82	106
1425							*		*	
1426	Newspaper Reading: Circulars/Inserts/Fliers Read in Sunday/Weekend Newspaper	Unwgt'd	11152	105	559	241	41	138	29	1882
1427		Weighted (000)	48338	420	2236	1013	171	487	118	7809
1428		Horz %	100.00	0.87	4.63	2.10	0.35	1.01	0.24	16.15
1429		Vert %	20.78	26.90	24.17	17.79	27.74	22.10	18.93	22.29
1430		Index	100	129	116	86	134	106	91	107
1431				*			*		*	
1432	Personally Referred to Paper Yellow Pages - Past Week	Unwgt'd	5353	41	237	98	10	62	11	775
1433		Weighted (000)	25866	163	1051	494	42	272	49	3563
1434		Horz %	100.00	0.63	4.06	1.91	0.16	1.05	0.19	13.78
1435		Vert %	11.12	10.44	11.36	8.67	6.88	12.33	7.81	10.17
1436		Index	100	94	102	78	62	111	70	91
1437				*			*	*	*	
1438	Personally Referred to Internet Yellow Pages - Past Wee	Unwgt'd	3353	27	172	83	8	39	9	595
1439		Weighted (000)	15586	176	781	416	43	174	45	2704
1440		Horz %	100.00	1.13	5.01	2.67	0.28	1.12	0.29	17.35
1441		Vert %	6.70	11.26	8.44	7.31	6.98	7.91	7.22	7.72
1442		Index	100	168	126	109	104	118	108	115
1443							*		*	
1444	Personally Referred to Yellow Pages (Paper or Internet) - Past Week	Unwgt'd	7971	64	380	168	16	93	19	1255
1445		Weighted (000)	37986	315	1679	848	71	421	86	5739
1446		Horz %	100.00	0.83	4.42	2.23	0.19	1.11	0.23	15.11
1447		Vert %	16.33	20.22	18.16	14.89	11.49	19.13	13.76	16.38
1448		Index	100	124	111	91	70	117	84	100
1449							*		*	
1450	Have Personally Seen Video Ads in Grocery Stores - Past Month	Unwgt'd	9675	59	446	272	36	93	33	1557
1451		Weighted (000)	45772	299	2123	1340	135	408	187	7191
1452		Horz %	100.00	0.65	4.64	2.93	0.29	0.89	0.41	15.71
1453		Vert %	19.67	19.15	22.96	23.52	21.85	18.54	29.95	20.52
1454		Index	100	97	117	120	111	94	152	104
1455				*			*		*	
1456	Have Personally Seen Video Ads in Drug Stores - Past Month	Unwgt'd	5964	32	241	170	20	51	18	893
1457		Weighted (000)	28848	161	1014	916	90	225	90	4211
1458		Horz %	100.00	0.56	3.52	3.18	0.31	0.78	0.31	14.60
1459		Vert %	12.40	10.31	10.96	16.09	14.58	10.22	14.50	12.02
1460		Index	100	83	88	130	118	82	117	97

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1										
2										
1461				*			*		*	
1462	Have Personally Seen Video Ads in Convenience Stores - Past Month	Unwgted	5713	29	221	163	16	54	21	844
1463		Weighted (000)	28316	127	919	809	64	223	114	3975
1464		Horz %	100.00	0.45	3.25	2.86	0.23	0.79	0.40	14.04
1465		Vert %	12.17	8.13	9.94	14.20	10.43	10.12	18.28	11.34
1466		Index	100	67	82	117	86	83	150	93
1467				*			*		*	
1468	Have Personally Seen Video Ads in Large Discount/Department Stores - Past Month	Unwgted	6766	37	276	185	24	59	23	1047
1469		Weighted (000)	33563	189	1308	960	121	251	135	4967
1470		Horz %	100.00	0.56	3.90	2.86	0.36	0.75	0.40	14.80
1471		Vert %	14.43	12.09	14.14	16.86	19.59	11.39	21.67	14.18
1472		Index	100	84	98	117	136	79	150	98
1473				*			*		*	
1474	Have Personally Seen Video Ads in Warehouse/Club Stores - Past Month	Unwgted	5094	32	222	149	19	53	14	829
1475		Weighted (000)	24492	142	968	865	103	230	81	3851
1476		Horz %	100.00	0.58	3.95	3.53	0.42	0.94	0.33	15.72
1477		Vert %	10.53	9.12	10.47	15.18	16.77	10.44	12.94	10.99
1478		Index	100	87	99	144	159	99	123	104
1479				*			*	*	*	
1480	Have Personally Seen Video Ads in Other Stores - Past Month	Unwgted	4975	28	176	153	14	42	15	716
1481		Weighted (000)	24981	137	734	886	65	173	67	3363
1482		Horz %	100.00	0.55	2.94	3.55	0.26	0.69	0.27	13.46
1483		Vert %	10.74	8.79	7.93	15.55	10.47	7.84	10.82	9.60
1484		Index	100	82	74	145	98	73	101	89
1485				*			*		*	
1486	Have Personally Seen Video Ads in Shopping Malls - Past Month	Unwgted	7146	40	327	233	28	73	24	1226
1487		Weighted (000)	34045	219	1382	1235	131	308	156	5540
1488		Horz %	100.00	0.64	4.06	3.63	0.39	0.91	0.46	16.27
1489		Vert %	14.63	14.01	14.94	21.68	21.26	14.00	25.09	15.81
1490		Index	100	96	102	148	145	96	171	108
1491				*			*	*	*	
1492	Have Personally Seen Video Ads in Bars/Pubs - Past Month	Unwgted	4270	21	173	132	14	42	15	655
1493		Weighted (000)	20501	105	840	745	56	194	98	3132
1494		Horz %	100.00	0.51	4.10	3.63	0.27	0.95	0.48	15.28
1495		Vert %	8.81	6.72	9.08	13.08	9.06	8.82	15.70	8.94
1496		Index	100	76	103	148	103	100	178	101
1497				*			*	*	*	
1498	Have Personally Seen Video Ads in Fast-Food or Family Restaurants - Past Month	Unwgted	5914	22	260	161	23	54	18	927
1499		Weighted (000)	29591	72	1246	927	99	255	104	4596
1500		Horz %	100.00	0.24	4.21	3.13	0.34	0.86	0.35	15.53
1501		Vert %	12.72	4.61	13.47	16.28	16.09	11.58	16.60	13.12
1502		Index	100	36	106	128	126	91	130	103
1503				*			*	*	*	
1504	Have Personally Seen Video Ads in Coffee Shops, Cafes or Delis - Past Month	Unwgted	4221	21	168	125	10	47	14	664
1505		Weighted (000)	20334	106	749	724	36	195	83	3183
1506		Horz %	100.00	0.52	3.68	3.56	0.18	0.96	0.41	15.65
1507		Vert %	8.74	6.82	8.09	12.71	5.77	8.85	13.28	9.08
1508		Index	100	78	93	145	66	101	152	104
1509				*			*	*	*	
1510	Have Personally Seen Video Ads in Gym/Health Clubs - Past Month	Unwgted	3804	24	149	125	5	50	16	625
1511		Weighted (000)	17889	94	595	616	24	227	117	2814
1512		Horz %	100.00	0.52	3.32	3.45	0.14	1.27	0.66	15.73
1513		Vert %	7.69	6.02	6.43	10.82	3.94	10.33	18.79	8.03
1514		Index	100	78	84	141	51	134	244	104

RAB / GfK MRI AUTO PROFILE: TOYOTA CARS

	A	B	C	D	E	F	G	H	I	J
			U.S. Adults 18+	Own/Lease Toyota Avalon	Own/Lease Toyota Camry	Own/Lease Toyota Corolla	Own/Lease Toyota Matrix	Own/Lease Toyota Prius	Own/Lease Toyota Yaris	Own/Lease Any Toyota
1										
2										
1515				*			*		*	
1516	Have Personally Seen Video Ads in Medical Offices - Past Month	Unwgted	5622	41	231	147	16	59	12	870
1517		Weighted (000)	27774	169	1052	773	73	251	52	4048
1518		Horz %	100.00	0.61	3.79	2.78	0.26	0.90	0.19	14.57
1519		Vert %	11.94	10.82	11.37	13.58	11.78	11.41	8.34	11.55
1520		Index	100	91	95	114	99	96	70	97
1521				*			*		*	
1522	Have Personally Seen Video Ads in Airports - Past Month	Unwgted	4304	21	179	129	18	62	13	721
1523		Weighted (000)	18970	73	771	647	68	233	72	3072
1524		Horz %	100.00	0.39	4.07	3.41	0.36	1.23	0.38	16.19
1525		Vert %	8.15	4.71	8.34	11.36	10.96	10.58	11.49	8.77
1526		Index	100	58	102	139	134	130	141	108
1527				*			*		*	
1528	Have Personally Seen Video Ads at Gas Stations - Past Month	Unwgted	7896	46	341	230	34	91	29	1355
1529		Weighted (000)	35885	166	1414	1080	139	357	167	5880
1530		Horz %	100.00	0.46	3.94	3.01	0.39	0.99	0.47	16.39
1531		Vert %	15.42	10.63	15.28	18.97	22.50	16.19	26.81	16.78
1532		Index	100	69	99	123	146	105	174	109
1533				*			*	*	*	
1534	Have Personally Seen Video Ads in Office Building Lobbies Past Month	Unwgted	3487	18	135	96	6	31	9	522
1535		Weighted (000)	16853	66	550	474	17	129	39	2386
1536		Horz %	100.00	0.39	3.26	2.81	0.10	0.76	0.23	14.16
1537		Vert %	7.24	4.23	5.95	8.33	2.72	5.84	6.28	6.81
1538		Index	100	58	82	115	38	81	87	94
1539				*			*	*	*	
1540	Have Personally Seen Video Ads in Office Building Elevators - Past Month	Unwgted	3287	10	119	91	5	36	10	491
1541		Weighted (000)	15521	50	471	405	14	133	46	2101
1542		Horz %	100.00	0.33	3.03	2.61	0.09	0.86	0.30	13.54
1543		Vert %	6.67	3.23	5.09	7.11	2.32	6.03	7.37	6.00
1544		Index	100	48	76	107	35	90	110	90
1545				*			*		*	
1546	Have Personally Seen Video Ads in Movie Theater Lobbies Past Month	Unwgted	5335	32	239	163	13	57	13	881
1547		Weighted (000)	25485	154	1082	903	43	264	56	4000
1548		Horz %	100.00	0.60	4.25	3.54	0.17	1.04	0.22	15.69
1549		Vert %	10.95	9.87	11.70	15.85	7.00	12.00	8.97	11.42
1550		Index	100	90	107	145	64	110	82	104
1551										
1552	Have Seen Any Billboards - Past Month	Unwgted	26099	196	1217	692	96	343	84	4617
1553		Weighted (000)	118648	907	5303	3234	393	1369	386	20184
1554		Horz %	100.00	0.76	4.47	2.73	0.33	1.15	0.33	17.01
1555		Vert %	51.00	58.16	57.33	56.78	63.73	62.18	61.93	57.61
1556		Index	100	114	112	111	125	122	121	113
1557							*		*	
1558	Have Seen Any Ads on Buses/Trains - Past Month	Unwgted	11791	79	566	324	43	158	40	2050
1559		Weighted (000)	51726	399	2395	1447	173	609	136	8626
1560		Horz %	100.00	0.77	4.63	2.80	0.33	1.18	0.26	16.68
1561		Vert %	22.23	25.55	25.89	25.41	27.99	27.66	21.78	24.62
1562		Index	100	115	116	114	126	124	98	111
1563				*			*		*	
1564	Have Seen Any Ads at Bus Stops or Train Stations - Past Month	Unwgted	7817	37	342	227	27	109	29	1335
1565		Weighted (000)	34319	195	1375	1011	103	382	106	5488
1566		Horz %	100.00	0.57	4.01	2.94	0.30	1.11	0.31	15.99
1567		Vert %	14.75	12.51	14.87	17.74	16.67	17.33	16.94	15.66
1568		Index	100	85	101	120	113	118	115	106

RAB / GfK MRI AUTO PROFILE: TOYOTA CARS

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1										
2										
1569				*			*	*	*	
1570		Unwgted	3501	17	135	98	9	42	12	517
1571	Have Seen Any Ads Inside Taxis - Past Month	Weighted (000)	15704	98	531	446	22	182	54	2153
1572		Horz %	100.00	0.62	3.38	2.84	0.14	1.16	0.34	13.71
1573		Vert %	6.75	6.28	5.75	7.83	3.59	8.29	8.68	6.15
1574		Index	100	93	85	116	53	123	129	91
1575					*			*		*
1576		Unwgted	6629	38	262	188	25	85	21	1089
1577	Have Seen Any Ads on Top of Taxis - Past Month	Weighted (000)	29031	211	1023	877	89	299	90	4521
1578		Horz %	100.00	0.73	3.52	3.02	0.31	1.03	0.31	15.57
1579		Vert %	12.48	13.52	11.06	15.40	14.41	13.56	14.49	12.90
1580		Index	100	108	89	123	115	109	116	103
1581				*			*	*	*	
1582		Unwgted	3025	12	106	91	9	31	10	437
1583	Have Seen Any Ads on Phone Booths - Past Month	Weighted (000)	14729	75	424	424	35	143	41	1895
1584		Horz %	100.00	0.51	2.88	2.88	0.24	0.97	0.28	12.87
1585		Vert %	6.33	4.84	4.59	7.44	5.71	6.50	6.52	5.41
1586		Index	100	76	72	118	90	103	103	85
1587				*			*		*	
1588		Unwgted	8668	55	392	219	32	105	29	1472
1589	Have Seen Any Ads at Sports or Entertainment Events - Past Month	Weighted (000)	39772	228	1799	1067	138	453	153	6549
1590		Horz %	100.00	0.57	4.52	2.68	0.35	1.14	0.39	16.47
1591		Vert %	17.09	14.59	19.45	18.74	22.44	20.57	24.55	18.69
1592		Index	100	85	114	110	131	120	144	109
1593				*			*		*	
1594		Unwgted	6268	42	288	179	25	92	21	1099
1595	Have Seen Any Ads on Postcards - Past Month	Weighted (000)	27837	189	1208	808	99	329	94	4595
1596		Horz %	100.00	0.68	4.34	2.90	0.36	1.18	0.34	16.51
1597		Vert %	11.96	12.14	13.06	14.18	16.11	14.95	15.08	13.12
1598		Index	100	101	109	119	135	125	126	110
1599				*			*		*	
1600		Unwgted	9611	80	416	262	34	107	29	1676
1601	Have Seen Any Ads Sent to a Cellphone or Other Mobile Device - Past Month	Weighted (000)	45591	406	1879	1203	135	463	130	7313
1602		Horz %	100.00	0.89	4.12	2.64	0.30	1.02	0.29	16.04
1603		Vert %	19.60	26.00	20.31	21.12	21.90	21.02	20.84	20.87
1604		Index	100	133	104	108	112	107	106	107
1605				*			*		*	
1606		Unwgted	9449	62	455	272	40	127	37	1682
1607	Have Seen Any Ads on Posters at Movie Theater - Past Month	Weighted (000)	44152	300	2010	1265	181	506	160	7431
1608		Horz %	100.00	0.68	4.55	2.87	0.41	1.15	0.36	16.83
1609		Vert %	18.98	19.25	21.73	22.21	29.35	22.96	25.71	21.21
1610		Index	100	101	115	117	155	121	135	112
1611				*			*		*	
1612		Unwgted	12305	91	602	334	54	171	40	2219
1613	Have Seen Any Ads Shown On-Screen Before Start of Movie - Past Month	Weighted (000)	57491	438	2700	1590	215	666	166	9845
1614		Horz %	100.00	0.76	4.70	2.77	0.37	1.16	0.29	17.12
1615		Vert %	24.71	28.08	29.19	27.92	34.80	30.22	26.58	28.10
1616		Index	100	114	118	113	141	122	108	114
1617				*			*		*	
1618		Unwgted	17949	128	819	496	66	215	59	3101
1619	Have Seen Any Ads in Stores (Not Video Ads) - Past Month	Weighted (000)	83367	611	3546	2226	281	857	305	13616
1620		Horz %	100.00	0.73	4.25	2.67	0.34	1.03	0.37	16.33
1621		Vert %	35.83	39.16	38.34	39.09	45.59	38.90	48.93	38.86
1622		Index	100	109	107	109	127	109	137	108

RAB / GfK MRI AUTO PROFILE: TOYOTA CARS

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1										
2										
1623							*		*	
1624		Unwgted	11294	82	498	327	39	130	37	1935
1625	Have Seen Any Infomercials - Past Month	Weighted (000)	53386	422	2384	1717	179	508	199	8838
1626		Horz %	100.00	0.79	4.46	3.22	0.33	0.95	0.37	16.56
1627		Vert %	22.95	27.05	25.77	30.14	28.96	23.09	31.93	25.23
1628		Index	100	118	112	131	126	101	139	110
1629										
1630	Have Seen Any Offers or Ads Sent to Home By Mail - Past Month	Unwgted	21425	184	981	599	76	272	71	3796
1631		Weighted (000)	97473	809	4230	2813	306	1045	345	16556
1632		Horz %	100.00	0.83	4.34	2.89	0.31	1.07	0.35	16.98
1633		Vert %	41.90	51.87	45.73	49.39	49.56	47.46	55.28	47.25
1634	Index	100	124	109	118	118	113	132	113	
1635				*			*	*	*	
1636	Have Seen Any Product Placement in Video Games - Past Month	Unwgted	4091	19	172	116	9	39	10	605
1637		Weighted (000)	21298	108	838	669	34	151	47	2936
1638		Horz %	100.00	0.51	3.93	3.14	0.16	0.71	0.22	13.79
1639		Vert %	9.15	6.90	9.06	11.74	5.54	6.86	7.56	8.38
1640	Index	100	75	99	128	60	75	83	92	
1641										
1642	Have Seen Any Product Placement in TV Shows - Past Month	Unwgted	20006	151	888	544	69	245	67	3459
1643		Weighted (000)	91471	637	3811	2572	277	895	363	15041
1644		Horz %	100.00	0.70	4.17	2.81	0.30	0.98	0.40	16.44
1645		Vert %	39.32	40.86	41.20	45.15	44.95	40.64	58.15	42.93
1646	Index	100	104	105	115	114	103	148	109	
1647										
1648	Have Seen Any Product Placement in Movies - Past Month	Unwgted	12007	76	548	343	55	161	50	2093
1649		Weighted (000)	57224	342	2514	1790	220	672	241	9449
1650		Horz %	100.00	0.60	4.39	3.13	0.38	1.17	0.42	16.51
1651		Vert %	24.60	21.93	27.18	31.42	35.64	30.53	38.66	26.97
1652	Index	100	89	110	128	145	124	157	110	
1653										
1654	Automotive Attitudes: I want a vehicle that has both the comforts of a car and the capabilities of a truck.	Unwgted	30058	172	1112	677	98	275	83	4629
1655		Weighted (000)	143934	729	5131	3097	389	1104	388	20589
1656		Horz %	100.00	0.51	3.56	2.15	0.27	0.77	0.27	14.30
1657		Vert %	61.87	46.71	55.47	54.38	63.09	50.14	62.18	58.77
1658	Index	100	75	90	88	102	81	101	95	
1659										
1660	Automotive Attitudes: I plan to buy the vehicle that best meets my needs no matter who makes it or in what country it is produced.	Unwgted	29871	243	1373	832	112	405	95	5319
1661		Weighted (000)	139627	1013	6066	3724	436	1628	411	22794
1662		Horz %	100.00	0.73	4.34	2.67	0.31	1.17	0.29	16.33
1663		Vert %	60.01	64.96	65.58	65.39	70.73	73.91	65.95	65.06
1664	Index	100	108	109	109	118	123	110	108	
1665										
1666	Automotive Attitudes: The vehicle a person owns says a lot about him or her.	Unwgted	26259	190	1072	653	92	322	65	4210
1667		Weighted (000)	122035	778	4848	3012	349	1283	296	18507
1668		Horz %	100.00	0.64	3.97	2.47	0.29	1.05	0.24	15.17
1669		Vert %	52.45	49.89	52.41	52.88	56.61	58.27	47.42	52.82
1670	Index	100	95	100	101	108	111	90	101	
1671							*		*	
1672	Automotive Attitudes: I often take the opportunity to discuss my knowledge of automobiles with others.	Unwgted	15463	86	581	376	44	127	30	2324
1673		Weighted (000)	74913	329	2743	1903	186	510	105	10606
1674		Horz %	100.00	0.44	3.66	2.54	0.25	0.68	0.14	14.16
1675		Vert %	32.20	21.12	29.66	33.41	30.09	23.16	16.89	30.27
1676	Index	100	66	92	104	93	72	52	94	

RAB / GfK MRI AUTO PROFILE: TOYOTA CARS

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1										
2										
1677										
1678	Automotive Attitudes: I'm loyal to my vehicle brands and stick with them.	Unwgt'd	23769	176	979	613	78	242	62	3776
1679		Weighted (000)	111002	779	4367	2862	332	908	296	16625
1680		Horz %	100.00	0.70	3.93	2.58	0.30	0.82	0.27	14.98
1681		Vert %	47.71	49.94	47.22	50.25	53.83	41.25	47.40	47.45
1682		Index	100	105	99	105	113	86	99	99
1683							*		*	
1684	Automotive Attitudes: I consider myself to be an automotive enthusiast.	Unwgt'd	13766	75	480	340	36	132	30	1997
1685		Weighted (000)	66230	282	2189	1632	148	471	118	8954
1686		Horz %	100.00	0.43	3.31	2.46	0.22	0.71	0.18	13.52
1687		Vert %	28.47	18.06	23.67	28.65	23.92	21.37	18.94	25.56
1688		Index	100	63	83	101	84	75	67	90
1689									*	
1690	Automotive Attitudes: I buy vehicles that reflect my commitment to support the environment.	Unwgt'd	16588	120	685	453	56	311	47	2756
1691		Weighted (000)	76783	513	2998	1997	223	1218	191	11701
1692		Horz %	100.00	0.67	3.90	2.60	0.29	1.59	0.25	15.24
1693		Vert %	33.00	32.88	32.41	35.07	36.18	55.32	30.64	33.40
1694		Index	100	100	98	106	110	168	93	101
1695									*	
1696	Automotive Attitudes: I seek out vehicles with bold, innovative designs that stand apart from others on the road.	Unwgt'd	14576	93	552	349	52	145	38	2180
1697		Weighted (000)	70750	351	2574	1557	233	565	169	9940
1698		Horz %	100.00	0.50	3.64	2.20	0.33	0.80	0.24	14.05
1699		Vert %	30.41	22.48	27.82	27.34	37.79	25.64	27.03	28.37
1700		Index	100	74	91	90	124	84	89	93
1701										
1702	Automotive Attitudes: I think of vehicles as basic transportation.	Unwgt'd	38102	278	1642	963	120	466	108	6213
1703		Weighted (000)	179016	1191	7128	4375	457	1798	480	27073
1704		Horz %	100.00	0.67	3.98	2.44	0.26	1.00	0.27	15.12
1705		Vert %	76.94	76.34	77.07	76.82	74.15	81.63	77.04	77.27
1706		Index	100	99	100	100	96	106	100	100
1707										
1708	Automotive Attitudes: I look forward to technology advances in new vehicles.	Unwgt'd	31998	249	1401	779	110	414	99	5308
1709		Weighted (000)	145826	1049	6139	3470	454	1605	490	22793
1710		Horz %	100.00	0.72	4.21	2.38	0.31	1.10	0.34	15.63
1711		Vert %	62.68	67.21	66.37	60.93	73.55	72.87	78.53	65.06
1712		Index	100	107	106	97	117	116	125	104
1713										
1714	Automotive Attitudes: The quality of workmanship/construction of a vehicle is more important than anything else.	Unwgt'd	37605	286	1613	945	116	442	94	6219
1715		Weighted (000)	171664	1167	6947	4256	456	1693	411	26749
1716		Horz %	100.00	0.68	4.05	2.48	0.27	0.99	0.24	15.58
1717		Vert %	73.78	74.79	75.11	74.73	74.01	76.88	65.88	76.35
1718		Index	100	101	102	101	100	104	89	103
1719										
1720	Automotive Attitudes: I enjoy learning about automobiles from others.	Unwgt'd	23645	180	975	569	75	245	62	3719
1721		Weighted (000)	110251	758	4274	2622	278	952	237	16183
1722		Horz %	100.00	0.69	3.88	2.38	0.25	0.86	0.22	14.68
1723		Vert %	47.39	48.57	46.21	46.04	45.02	43.24	38.06	46.19
1724		Index	100	103	98	97	95	91	80	97
1725										
1726	Automotive Attitudes: I research and compare as many vehicles as possible before making my final purchase decision.	Unwgt'd	31539	239	1377	818	104	388	89	5288
1727		Weighted (000)	145691	1061	6068	3741	430	1481	384	22900
1728		Horz %	100.00	0.73	4.16	2.57	0.30	1.02	0.26	15.72
1729		Vert %	62.62	68.01	65.60	65.68	69.79	67.23	61.59	65.36
1730		Index	100	109	105	105	111	107	98	104

RAB / GfK MRI AUTO PROFILE: TOYOTA CARS

	A	B	C	D	E	F	G	H	I	J
			U.S. Adults 18+	Own/Lease Toyota Avalon	Own/Lease Toyota Camry	Own/Lease Toyota Corolla	Own/Lease Toyota Matrix	Own/Lease Toyota Prius	Own/Lease Toyota Yaris	Own/Lease Any Toyota
1										
2										
1731										
1732	Automotive Attitudes: When I find a vehicle that I like, I typically recommend it to people I know.	Unwgted	31878	250	1371	791	105	377	98	5285
1733		Weighted (000)	149572	1078	6001	3608	419	1533	448	23113
1734		Horz %	100.00	0.72	4.01	2.41	0.28	1.02	0.30	15.45
1735		Vert %	64.29	69.11	64.88	63.35	68.00	69.60	71.77	65.97
1736		Index	100	108	101	99	106	108	112	103
1737										
1738	Automotive Attitudes: My first consideration in choosing a vehicle is its exterior styling.	Unwgted	22438	154	904	502	60	180	54	3356
1739		Weighted (000)	105794	674	4020	2331	226	733	262	14928
1740		Horz %	100.00	0.64	3.80	2.20	0.21	0.69	0.25	14.11
1741		Vert %	45.47	43.23	43.47	40.93	36.64	33.28	41.94	42.61
1742		Index	100	95	96	90	81	73	92	94
1743									*	
1744	Automotive Attitudes: I look for vehicles that offer spirited performance and powerful acceleration.	Unwgted	22128	151	863	515	57	184	46	3309
1745		Weighted (000)	106385	654	4089	2505	242	738	212	15171
1746		Horz %	100.00	0.61	3.84	2.35	0.23	0.69	0.20	14.26
1747		Vert %	45.73	41.91	44.20	43.97	39.21	33.49	33.99	43.30
1748		Index	100	92	97	96	86	73	74	95
1749										
1750	Automotive Attitudes: I typically look at several vehicle brands when shopping for a new vehicle.	Unwgted	33885	260	1437	829	110	403	99	5545
1751		Weighted (000)	157653	1081	6399	3737	455	1533	432	24046
1752		Horz %	100.00	0.69	4.06	2.37	0.29	0.97	0.27	15.25
1753		Vert %	67.76	69.31	69.18	65.61	73.75	69.59	69.25	68.63
1754		Index	100	102	102	97	109	103	102	101
1755										
1756	Automotive Attitudes: Having a vehicle that is fun to drive is a top consideration in my purchasing decision.	Unwgted	24563	193	961	535	67	235	58	3721
1757		Weighted (000)	115664	772	4410	2425	256	903	205	16205
1758		Horz %	100.00	0.67	3.81	2.10	0.22	0.78	0.18	14.01
1759		Vert %	49.71	49.51	47.68	42.58	41.49	41.01	32.81	46.25
1760		Index	100	100	96	86	83	82	66	93
1761										
1762	Automotive Attitudes: I enjoy personalizing my vehicle to reflect my individual tastes.	Unwgted	21142	133	804	484	63	202	57	3090
1763		Weighted (000)	104313	507	3820	2353	241	766	239	13866
1764		Horz %	100.00	0.49	3.66	2.26	0.23	0.73	0.23	13.29
1765		Vert %	44.84	32.47	41.29	41.31	39.13	34.79	38.37	39.58
1766		Index	100	72	92	92	87	78	86	88
1767										
1768	Automotive Attitudes: I often ask the advice of others when it comes to automobiles.	Unwgted	28810	210	1231	758	96	321	79	4667
1769		Weighted (000)	136503	876	5361	3460	373	1254	332	20496
1770		Horz %	100.00	0.64	3.93	2.53	0.27	0.92	0.24	15.01
1771		Vert %	58.67	56.16	57.97	60.74	60.48	56.92	53.25	58.50
1772		Index	100	96	99	104	103	97	91	100
1773										
1774	Automotive Attitudes: I prefer buying models of vehicles that I or people I know have owned and like.	Unwgted	30641	225	1349	815	99	349	87	5028
1775		Weighted (000)	143988	957	6101	3717	403	1304	380	22322
1776		Horz %	100.00	0.66	4.24	2.58	0.28	0.91	0.26	15.50
1777		Vert %	61.89	61.34	65.96	65.27	65.31	59.20	60.96	63.71
1778		Index	100	99	107	105	106	96	99	103
1779										
1780	Automotive Attitudes: I want the cheapest and easiest to maintain vehicle I can find.	Unwgted	22837	133	951	644	79	258	69	3570
1781		Weighted (000)	111664	554	4270	2903	291	989	289	15612
1782		Horz %	100.00	0.50	3.82	2.60	0.26	0.89	0.26	13.98
1783		Vert %	47.99	35.52	46.17	50.97	47.24	44.88	46.37	44.56
1784		Index	100	74	96	106	98	94	97	93

	A	B	C	D	E	F	G	H	I	J
			U.S. Adults 18+	Own/Lease Toyota Avalon	Own/Lease Toyota Camry	Own/Lease Toyota Corolla	Own/Lease Toyota Matrix	Own/Lease Toyota Prius	Own/Lease Toyota Yaris	Own/Lease Any Toyota
1										
2										
1785							*			*
1786	Automotive Attitudes: I generally purchase the most expensive model with all the luxury appointments and options.	Unwgted	10026	73	367	219	22	93	16	1405
1787		Weighted (000)	49267	251	1760	1098	74	389	67	6444
1788		Horz %	100.00	0.51	3.57	2.23	0.15	0.79	0.14	13.08
1789		Vert %	21.18	16.06	19.03	19.28	11.96	17.64	10.81	18.39
1790		Index	100	76	90	91	56	83	51	87
1791							*			*
1792	Automotive Attitudes: People often ask my advice when it comes to automobiles.	Unwgted	13888	73	528	347	45	121	32	2053
1793		Weighted (000)	67372	322	2446	1740	187	448	131	9287
1794		Horz %	100.00	0.48	3.63	2.58	0.28	0.67	0.19	13.78
1795		Vert %	28.96	20.66	26.45	30.55	30.34	20.36	21.00	26.51
1796		Index	100	71	91	106	105	70	73	92
1797										
1798	Automotive Attitudes: Having a versatile vehicle to accommodate my busy lifestyle is important to me.	Unwgted	33134	236	1348	792	121	401	91	5390
1799		Weighted (000)	154255	1022	5928	3599	473	1491	366	23343
1800		Horz %	100.00	0.66	3.84	2.33	0.31	0.97	0.24	15.13
1801		Vert %	66.30	65.52	64.09	63.19	76.64	67.69	58.74	66.63
1802		Index	100	99	97	95	116	102	89	100
1803										
1804	Automotive Attitudes: Rebates and incentives strongly influence my new vehicle purchase decisions.	Unwgted	26795	168	1141	639	86	301	81	4177
1805		Weighted (000)	124458	680	5031	2802	330	1181	307	17998
1806		Horz %	100.00	0.55	4.04	2.25	0.26	0.95	0.25	14.46
1807		Vert %	53.49	43.56	54.39	49.19	53.44	53.61	49.30	51.37
1808		Index	100	81	102	92	100	100	92	96
1809										
1810	Automotive Attitudes: I consider safety first when shopping for a new vehicle.	Unwgted	36801	271	1565	901	121	426	92	5902
1811		Weighted (000)	171639	1184	6730	4052	475	1646	383	25485
1812		Horz %	100.00	0.69	3.92	2.36	0.28	0.96	0.22	14.85
1813		Vert %	73.77	75.92	72.76	71.15	77.02	74.72	61.39	72.74
1814		Index	100	103	99	96	104	101	83	99
1815										
1816	Automotive Attitudes: I always follow the advice of my mechanic.	Unwgted	30840	223	1277	779	92	355	77	4854
1817		Weighted (000)	146119	921	5666	3612	340	1370	328	21238
1818		Horz %	100.00	0.63	3.88	2.47	0.23	0.94	0.22	14.53
1819		Vert %	62.80	59.07	61.26	63.42	55.15	62.22	52.58	60.62
1820		Index	100	94	98	101	88	99	84	97
1821										
1822	Automotive Attitudes: I always maintain my vehicle as recommended by the manufacturer's manual.	Unwgted	38290	293	1662	929	126	451	100	6262
1823		Weighted (000)	176712	1208	7204	4153	473	1744	401	26948
1824		Horz %	100.00	0.68	4.08	2.35	0.27	0.99	0.23	15.25
1825		Vert %	75.95	77.44	77.88	72.92	76.69	79.21	64.26	76.92
1826		Index	100	102	103	96	101	104	85	101
1827										
1828										

RAB / GfK MRI AUTO PROFILE: TOYOTA CARS

	A	B	K	L	M
1			Most Recent Vehicle Bought/Leased: Any Toyota	Decision-Maker For Any Toyota Vehicle Bought/Leased New	If Making Purchase Decision Today, Would Buy Toyota Vehicle
2					
3					
4	U.S. Adults 18+	Unwgted	5049	4152	3461
5		Weighted (000)	21038	16308	14715
6		Horz %	9.04	7.01	6.32
7		Vert %	100.00	100.00	100.00
8		Index	100	100	100
9					
10	Male	Unwgted	2550	2171	1762
11		Weighted (000)	10304	7916	6981
12		Horz %	9.15	7.03	6.20
13		Vert %	48.98	48.54	47.44
14		Index	101	100	98
15					
16	Female	Unwgted	2499	1981	1699
17		Weighted (000)	10735	8392	7734
18		Horz %	8.94	6.99	6.44
19		Vert %	51.02	51.46	52.56
20		Index	99	100	102
21					
22	Age 18-24	Unwgted	306	161	176
23		Weighted (000)	2155	1160	1334
24		Horz %	7.23	3.89	4.47
25		Vert %	10.24	7.12	9.06
26		Index	80	56	71
27					
28	Age 25-34	Unwgted	721	470	502
29		Weighted (000)	3635	2223	2356
30		Horz %	8.75	5.35	5.67
31		Vert %	17.28	13.63	16.01
32		Index	97	76	90
33					
34	Age 35-44	Unwgted	972	769	610
35		Weighted (000)	3874	2932	2473
36		Horz %	9.63	7.29	6.15
37		Vert %	18.41	17.98	16.81
38		Index	107	104	97
39					
40	Age 45-54	Unwgted	984	885	691
41		Weighted (000)	4145	3322	2884
42		Horz %	9.36	7.50	6.51
43		Vert %	19.70	20.37	19.60
44		Index	103	107	103
45					
46	Age 55-64	Unwgted	980	878	685
47		Weighted (000)	3670	3403	2912
48		Horz %	9.92	9.20	7.87
49		Vert %	17.44	20.87	19.79
50		Index	110	131	124
51					
52	Age 65+	Unwgted	1086	989	797
53		Weighted (000)	3560	3268	2756
54		Horz %	8.94	8.21	6.92
55		Vert %	16.92	20.04	18.73
56		Index	99	117	109

RAB / GfK MRI AUTO PROFILE: TOYOTA CARS

	A	B	K	L	M
			Most Recent Vehicle Bought/Leased: Any Toyota	Decision-Maker For Any Toyota Vehicle Bought/Leased New	If Making Purchase Decision Today, Would Buy Toyota Vehicle
1					
2					
57	Age 21+				
58		Unwgted	4930	4083	3395
59		Weighted (000)	20082	15758	14117
60		Horz %	9.15	7.18	6.43
61		Vert %	95.46	96.63	95.93
62	Index	101	102	102	
63	Age 18-34				
64		Unwgted	1027	631	678
65		Weighted (000)	5791	3383	3690
66		Horz %	8.11	4.74	5.17
67		Vert %	27.52	20.75	25.08
68	Index	90	68	82	
69	Age 18-49				
70		Unwgted	2508	1834	1637
71		Weighted (000)	11798	7938	7653
72		Horz %	8.82	5.94	5.72
73		Vert %	56.08	48.67	52.01
74	Index	98	85	90	
75	Age 25-54				
76		Unwgted	2677	2124	1803
77		Weighted (000)	11654	8477	7713
78		Horz %	9.25	6.72	6.12
79		Vert %	55.39	51.98	52.42
80	Index	102	96	97	
81	Age 35-64				
82		Unwgted	2936	2532	1986
83		Weighted (000)	11688	9657	8269
84		Horz %	9.62	7.95	6.81
85		Vert %	55.56	59.22	56.19
86	Index	106	113	108	
87	Age 50+				
88		Unwgted	2541	2318	1824
89		Weighted (000)	9240	8370	7062
90		Horz %	9.34	8.46	7.14
91		Vert %	43.92	51.33	47.99
92	Index	103	121	113	
93	Median Age				
94		Unwgted			
95		Weighted (000)	47.00	50.60	49.00
96		Horz %			
97		Vert %			
98	Index				
99	Race: White Only				
100		Unwgted	3883	3245	2780
101		Weighted (000)	16084	12607	11782
102		Horz %	9.26	7.26	6.79
103		Vert %	76.45	77.31	80.07
104	Index	102	104	107	
105	Race: Black/African-American Only				
106		Unwgted	303	185	190
107		Weighted (000)	1347	835	847
108		Horz %	5.07	3.14	3.19
109		Vert %	6.40	5.12	5.76
110	Index	56	45	50	

RAB / GfK MRI AUTO PROFILE: TOYOTA CARS

	A	B	K	L	M
1			Most Recent Vehicle Bought/Leased: Any Toyota	Decision-Maker For Any Toyota Vehicle Bought/Leased New	If Making Purchase Decision Today, Would Buy Toyota Vehicle
2					
111	Race: Other Race/Multi-Racial				
112		Unwgted	863	722	491
113		Weighted (000)	3608	2866	2086
114		Horz %	11.12	8.83	6.43
115		Vert %	17.15	17.57	14.18
116		Index	123	126	102
117	Spanish, Hispanic, Latino Origin or Descent				
118		Unwgted	534	388	356
119		Weighted (000)	2871	2058	1882
120		Horz %	8.67	6.21	5.68
121		Vert %	13.65	12.62	12.79
122	Index	96	89	90	
123	Hispanic, Personally Speak Only English at Home				
124		Unwgted	169	122	111
125		Weighted (000)	517	303	302
126		Horz %	10.54	6.17	6.15
127		Vert %	2.46	1.86	2.05
128	Index	117	88	97	
129	Hispanic, Speak Mostly English, but Some Spanish at Home				
130		Unwgted	153	121	121
131		Weighted (000)	726	535	588
132		Horz %	8.95	6.60	7.25
133		Vert %	3.45	3.28	4.00
134	Index	99	94	115	
135	Hispanic, Speak Only Spanish at Home				*
136		Unwgted	67	50	44
137		Weighted (000)	604	592	398
138		Horz %	6.38	6.25	4.20
139		Vert %	2.87	3.63	2.70
140	Index	71	89	66	
141	Hispanic, Speak Mostly Spanish, but Some English at Home				
142		Unwgted	128	88	71
143		Weighted (000)	834	533	470
144		Horz %	9.16	5.85	5.16
145		Vert %	3.96	3.27	3.19
146	Index	101	83	82	
147	Hispanic, Speak Spanish and English Equally at Home		*	*	*
148		Unwgted	16	6	7
149		Weighted (000)	186	80	87
150		Horz %	15.41	6.61	7.25
151		Vert %	0.88	0.49	0.59
152	Index	170	94	115	
153	Highest Level Education Completed/Highest Degree: Master's, Professional School, or Doctorate Degree				
154		Unwgted	1008	956	687
155		Weighted (000)	3307	3089	2452
156		Horz %	14.76	13.79	10.95
157		Vert %	15.72	18.94	16.66
158	Index	163	197	173	
159	Highest Level Education Completed/Highest Degree: Bachelor's				
160		Unwgted	1350	1223	942
161		Weighted (000)	4827	4293	3425
162		Horz %	11.45	10.18	8.12
163		Vert %	22.95	26.33	23.28
164	Index	127	145	128	

RAB / GfK MRI AUTO PROFILE: TOYOTA CARS

	A	B	K	L	M
			Most Recent Vehicle Bought/Leased: Any Toyota	Decision-Maker For Any Toyota Vehicle Bought/Leased New	If Making Purchase Decision Today, Would Buy Toyota Vehicle
1					
2					
165					
166	Highest Level Education Completed/Highest Degree: Associate Degree, Academic	Unwgt'd	288	230	177
167		Weighted (000)	1126	787	633
168		Horz %	11.25	7.86	6.33
169		Vert %	5.35	4.83	4.30
170		Index	124	112	100
171					
172	Highest Level Education Completed/Highest Degree: Associate Degree, Occupational/Vocational	Unwgt'd	281	226	221
173		Weighted (000)	1037	822	917
174		Horz %	8.98	7.12	7.94
175		Vert %	4.93	5.04	6.23
176		Index	99	102	126
177					
178	Highest Level Education Completed/Highest Degree: Some College, but No Degree	Unwgt'd	997	723	641
179		Weighted (000)	3932	2756	2595
180		Horz %	8.85	6.20	5.84
181		Vert %	18.69	16.90	17.63
182		Index	98	88	92
183					
184	Highest Level Education Completed/Highest Degree: High School Diploma or Equivalent, such as GED	Unwgt'd	870	635	596
185		Weighted (000)	5126	3491	3432
186		Horz %	7.23	4.93	4.84
187		Vert %	24.37	21.41	23.32
188		Index	80	70	77
189					
190	Highest Level Education Completed/Highest Degree: Did Not Graduate High School	Unwgt'd	255	159	197
191		Weighted (000)	1683	1069	1261
192		Horz %	5.39	3.43	4.04
193		Vert %	8.00	6.56	8.57
194		Index	60	49	64
195					
196	Currently Attending College or University	Unwgt'd	379	245	236
197		Weighted (000)	1754	1118	1192
198		Horz %	9.06	5.77	6.15
199		Vert %	8.34	6.85	8.10
200		Index	100	82	97
201					
202	Employed Full Time	Unwgt'd	2739	2337	1811
203		Weighted (000)	11147	9006	7476
204		Horz %	9.99	8.07	6.70
205		Vert %	52.98	55.22	50.81
206		Index	110	115	106
207					
208	Employed Part Time	Unwgt'd	588	437	409
209		Weighted (000)	2440	1664	1790
210		Horz %	8.78	5.99	6.44
211		Vert %	11.60	10.21	12.16
212		Index	97	85	102
213					
214	Not Employed	Unwgt'd	1722	1378	1241
215		Weighted (000)	7451	5637	5449
216		Horz %	7.99	6.04	5.84
217		Vert %	35.42	34.57	37.03
218		Index	88	86	92

RAB / GfK MRI AUTO PROFILE: TOYOTA CARS

	A	B	K	L	M
1			Most Recent Vehicle Bought/Leased: Any Toyota	Decision-Maker For Any Toyota Vehicle Bought/Leased New	If Making Purchase Decision Today, Would Buy Toyota Vehicle
2					
219	Temporarily Unemployed				
220		Unwgted	206	102	149
221		Weighted (000)	1150	483	805
222		Horz %	6.72	2.82	4.71
223		Vert %	5.47	2.96	5.47
224		Index	74	40	74
225	Retired from Employment				
226		Unwgted	1071	961	784
227		Weighted (000)	3821	3459	2867
228		Horz %	9.23	8.36	6.92
229		Vert %	18.16	21.21	19.48
230		Index	102	119	109
231	Not Employed, Principal Shopper for Household				
232		Unwgted	231	204	157
233		Weighted (000)	1263	1026	861
234		Horz %	8.11	6.59	5.53
235		Vert %	6.00	6.29	5.85
236		Index	90	94	87
237	Occupation: Professional and Related Occupations				
238		Unwgted	947	847	652
239		Weighted (000)	3753	3211	2839
240		Horz %	12.16	10.41	9.20
241		Vert %	17.84	19.69	19.29
242		Index	135	148	145
243	Occupation: Management, Business and Financial Operations				
244		Unwgted	783	753	504
245		Weighted (000)	2435	2387	1664
246		Horz %	10.95	10.73	7.48
247		Vert %	11.57	14.64	11.31
248		Index	121	153	118
249	Occupation: Sales and Office Occupations				
250		Unwgted	676	539	430
251		Weighted (000)	3280	2398	2015
252		Horz %	10.15	7.42	6.24
253		Vert %	15.59	14.71	13.70
254		Index	112	106	99
255	Occupation: Natural Resources, Construction and Maintenance Operations				
256		Unwgted	225	175	166
257		Weighted (000)	942	657	730
258		Horz %	7.40	5.16	5.73
259		Vert %	4.48	4.03	4.96
260		Index	82	74	91
261	Occupation: Other Employed				
262		Unwgted	696	460	468
263		Weighted (000)	3177	2018	2017
264		Horz %	7.70	4.89	4.89
265		Vert %	15.10	12.37	13.71
266		Index	85	70	77
267	Household Income: \$250,000+				
268		Unwgted	177	210	120
269		Weighted (000)	592	669	475
270		Horz %	10.97	12.39	8.80
271		Vert %	2.81	4.10	3.23
272		Index	121	177	139

RAB / GfK MRI AUTO PROFILE: TOYOTA CARS

	A	B	K	L	M
			Most Recent Vehicle Bought/Leased: Any Toyota	Decision-Maker For Any Toyota Vehicle Bought/Leased New	If Making Purchase Decision Today, Would Buy Toyota Vehicle
1					
2					
273					
274		Unwgted	164	172	108
275	Household Income: \$200,000- \$249,999	Weighted (000)	599	615	382
276		Horz %	11.44	11.75	7.31
277		Vert %	2.85	3.77	2.60
278		Index	126	168	116
279					
280		Unwgted	436	464	262
281	Household Income: \$150,000- \$199,999	Weighted (000)	1741	1784	1086
282		Horz %	12.59	12.89	7.85
283		Vert %	8.28	10.94	7.38
284		Index	139	184	124
285					
286		Unwgted	933	931	580
287	Household Income: \$100,000- \$149,999	Weighted (000)	4102	3863	2602
288		Horz %	11.87	11.18	7.53
289		Vert %	19.50	23.69	17.68
290		Index	131	159	119
291					
292		Unwgted	793	739	520
293	Household Income: \$75,000- \$99,999	Weighted (000)	3410	3057	2267
294		Horz %	11.05	9.90	7.34
295		Vert %	16.21	18.75	15.40
296		Index	122	141	116
297					
298		Unwgted	549	405	375
299	Household Income: \$60,000- \$74,999	Weighted (000)	2357	1590	1500
300		Horz %	9.40	6.34	5.99
301		Vert %	11.20	9.75	10.20
302		Index	104	91	95
303					
304		Unwgted	434	335	303
305	Household Income: \$50,000- \$59,999	Weighted (000)	1876	1521	1438
306		Horz %	9.89	8.02	7.58
307		Vert %	8.91	9.33	9.77
308		Index	109	114	120
309					
310		Unwgted	521	348	364
311	Household Income: \$40,000- \$49,999	Weighted (000)	1864	1141	1261
312		Horz %	9.15	5.60	6.19
313		Vert %	8.86	7.00	8.57
314		Index	101	80	98
315					
316		Unwgted	414	252	310
317	Household Income: \$30,000- \$39,999	Weighted (000)	1638	910	1278
318		Horz %	7.30	4.05	5.69
319		Vert %	7.78	5.58	8.68
320		Index	81	58	90
321					
322		Unwgted	318	182	265
323	Household Income: \$20,000- \$29,999	Weighted (000)	1240	638	1155
324		Horz %	5.36	2.76	4.99
325		Vert %	5.89	3.91	7.85
326		Index	59	39	79

RAB / GfK MRI AUTO PROFILE: TOYOTA CARS

	A	B	K	L	M
1			Most Recent Vehicle Bought/Leased: Any Toyota	Decision-Maker For Any Toyota Vehicle Bought/Leased New	If Making Purchase Decision Today, Would Buy Toyota Vehicle
2					
327					
328		Unwgted	310	114	254
329	Household Income: Under \$20,000	Weighted (000)	1621	520	1272
330		Horz %	4.95	1.59	3.88
331		Vert %	7.70	3.19	8.64
332		Index	55	23	61
333					
334		Unwgted			
335	Median Household Income	Weighted (000)	74.50	90.00	69.50
336		Horz %			
337		Vert %			
338		Index			
339					
340		Unwgted	981	591	651
341	Marital Status: Single, Never Married	Weighted (000)	4898	2744	3219
342		Horz %	7.72	4.32	5.07
343		Vert %	23.28	16.83	21.88
344		Index	85	62	80
345					
346		Unwgted	2934	2796	2011
347	Marital Status: Currently Married	Weighted (000)	12703	11445	8939
348		Horz %	10.17	9.16	7.16
349		Vert %	60.38	70.18	60.75
350		Index	112	131	113
351					
352		Unwgted	1134	765	799
353	Marital Status: Legally Separated, Divorced, Widowed	Weighted (000)	3437	2119	2557
354		Horz %	7.76	4.79	5.77
355		Vert %	16.34	12.99	17.38
356		Index	86	68	91
357					
358		Unwgted	172	94	114
359	Marital Status: Engaged to Be Married	Weighted (000)	850	363	558
360		Horz %	7.40	3.16	4.86
361		Vert %	4.04	2.23	3.79
362		Index	82	45	77
363					
364		Unwgted	282	167	225
365	Marital Status: Single Parent (Sole Parent)	Weighted (000)	793	432	691
366		Horz %	6.45	3.52	5.63
367		Vert %	3.77	2.65	4.70
368		Index	71	50	89
369					
370		Unwgted	1925	1539	1251
371	Any Child(ren) Under Age 18 Living in Household	Weighted (000)	8766	6501	5672
372		Horz %	9.38	6.96	6.07
373		Vert %	41.67	39.86	38.55
374		Index	104	99	96
375					
376		Unwgted	762	559	510
377	1 Child Under Age 18 Living in Household	Weighted (000)	3658	2586	2500
378		Horz %	9.43	6.67	6.44
379		Vert %	17.39	15.86	16.99
380		Index	104	95	102

RAB / GfK MRI AUTO PROFILE: TOYOTA CARS

	A	B	K	L	M
1			Most Recent Vehicle Bought/ Leased: Any Toyota	Decision-Maker For Any Toyota Vehicle Bought/ Leased New	If Making Purchase Decision Today, Would Buy Toyota Vehicle
2					
381					
382		Unwgted	748	666	477
383	2 Children Under Age 18	Weighted (000)	2985	2552	1985
384	Living in Household	Horz %	9.13	7.81	6.07
385		Vert %	14.19	15.65	13.49
386		Index	101	111	96
387					
388		Unwgted	320	237	202
389	3 Children Under Age 18	Weighted (000)	1641	1063	955
390	Living in Household	Horz %	11.02	7.14	6.41
391		Vert %	7.80	6.52	6.49
392		Index	122	102	101
393			*	*	*
394		Unwgted	27	24	21
395	4 or More Children Under Age 18	Weighted (000)	149	112	87
396	Living in Household	Horz %	6.68	5.02	3.93
397		Vert %	0.71	0.68	0.59
398		Index	74	72	62
399					
400		Unwgted	3124	2613	2210
401	No Children Under Age 18	Weighted (000)	12272	9807	9043
402	Living in Household	Horz %	8.81	7.04	6.50
403		Vert %	58.33	60.14	61.45
404		Index	97	100	103
405					
406		Unwgted	3952	3579	2686
407	Own Residence	Weighted (000)	15970	13901	11150
408		Horz %	10.11	8.80	7.06
409		Vert %	75.91	85.24	75.77
410		Index	112	126	112
411					
412		Unwgted	1048	548	736
413	Rent Residence	Weighted (000)	4897	2313	3342
414		Horz %	6.76	3.19	4.62
415		Vert %	23.28	14.18	22.71
416		Index	75	46	73
417			*	*	*
418		Unwgted	49	25	39
419	Live Rent-Free in Residence	Weighted (000)	171	94	224
420		Horz %	7.46	4.09	9.77
421		Vert %	0.81	0.57	1.52
422		Index	82	58	154
423					
424		Unwgted	1265	1072	753
425	Census Region: North East	Weighted (000)	4240	3412	2612
426		Horz %	9.97	8.03	6.14
427		Vert %	20.15	20.92	17.75
428		Index	110	115	97
429					
430		Unwgted	1539	1244	1085
431	Census Region: South	Weighted (000)	7151	5486	5222
432		Horz %	8.26	6.34	6.03
433		Vert %	33.99	33.64	35.49
434		Index	91	90	95

RAB / GfK MRI AUTO PROFILE: TOYOTA CARS

	A	B	K	L	M
1			Most Recent Vehicle Bought/Leased: Any Toyota	Decision-Maker For Any Toyota Vehicle Bought/Leased New	If Making Purchase Decision Today, Would Buy Toyota Vehicle
2					
435	Census Region: Midwest				
436		Unwgted	795	701	560
437		Weighted (000)	3209	2662	2221
438		Horz %	6.34	5.26	4.38
439		Vert %	15.25	16.32	15.09
440		Index	70	75	69
441	Census Region: West				
442		Unwgted	1450	1135	1063
443		Weighted (000)	6438	4748	4661
444		Horz %	12.17	8.97	8.81
445		Vert %	30.60	29.11	31.67
446		Index	135	128	139
447	Census Sub-Region: New England				
448		Unwgted	423	332	248
449		Weighted (000)	1481	1060	822
450		Horz %	13.31	9.53	7.39
451		Vert %	7.04	6.50	5.58
452		Index	147	136	117
453	Census Sub-Region: Mid Atlantic				
454		Unwgted	842	740	505
455		Weighted (000)	2759	2352	1790
456		Horz %	8.79	7.49	5.70
457		Vert %	13.11	14.42	12.16
458		Index	97	107	90
459	Census Sub-Region: South Atlantic				
460		Unwgted	891	735	629
461		Weighted (000)	3785	3002	2699
462		Horz %	8.64	6.85	6.16
463		Vert %	17.99	18.41	18.34
464		Index	96	98	97
465	Census Sub-Region: East South Central				
466		Unwgted	197	135	138
467		Weighted (000)	1171	759	871
468		Horz %	7.27	4.72	5.41
469		Vert %	5.57	4.66	5.92
470		Index	80	67	85
471	Census Sub-Region: West South Central				
472		Unwgted	451	374	318
473		Weighted (000)	2195	1725	1652
474		Horz %	8.22	6.46	6.19
475		Vert %	10.43	10.58	11.23
476		Index	91	92	98
477	Census Sub-Region: East North Central				
478		Unwgted	566	525	395
479		Weighted (000)	1984	1719	1398
480		Horz %	5.67	4.92	4.00
481		Vert %	9.43	10.54	9.50
482		Index	63	70	63
483	Census Sub-Region: West North Central				
484		Unwgted	229	176	165
485		Weighted (000)	1226	943	823
486		Horz %	7.82	6.01	5.25
487		Vert %	5.83	5.78	5.59
488		Index	86	86	83

RAB / GfK MRI AUTO PROFILE: TOYOTA CARS

	A	B	K	L	M
1			Most Recent Vehicle Bought/Leased: Any Toyota	Decision-Maker For Any Toyota Vehicle Bought/Leased New	If Making Purchase Decision Today, Would Buy Toyota Vehicle
2					
489	Census Sub-Region: Mountain				
490		Unwgted	284	227	225
491		Weighted (000)	1537	1178	1232
492		Horz %	9.35	7.17	7.50
493		Vert %	7.31	7.22	8.37
494		Index	103	102	119
495	Census Sub-Region: Pacific				
496		Unwgted	1166	908	838
497		Weighted (000)	4901	3570	3429
498		Horz %	13.44	9.79	9.40
499		Vert %	23.30	21.89	23.30
500		Index	149	140	149
501	County Size: A				
502		Unwgted	3059	2601	1993
503		Weighted (000)	10056	8082	6478
504		Horz %	10.51	8.45	6.77
505		Vert %	47.80	49.56	44.02
506		Index	116	121	107
507	County Size: B				
508		Unwgted	1210	981	881
509		Weighted (000)	6198	4934	4749
510		Horz %	8.71	6.93	6.67
511		Vert %	29.46	30.25	32.28
512		Index	96	99	106
513	County Size: C				
514		Unwgted	498	390	372
515		Weighted (000)	2754	2101	1978
516		Horz %	8.12	6.19	5.83
517		Vert %	13.09	12.88	13.44
518		Index	90	88	92
519	County Size: D				
520		Unwgted	282	180	215
521		Weighted (000)	2030	1191	1510
522		Horz %	6.37	3.74	4.73
523		Vert %	9.65	7.30	10.26
524		Index	70	53	75
525	Radio Formats: Adult Contemporary (Mon-Sun 24-Hour Cume)				
526		Unwgted	961	808	610
527		Weighted (000)	3928	3148	2511
528		Horz %	10.14	8.12	6.48
529		Vert %	18.67	19.30	17.07
530		Index	112	116	102
531	Radio Formats: Adult Standards/Easy Listening (Mon-Sun 24-Hour Cume)				
532		Unwgted	66	56	55
533		Weighted (000)	252	231	190
534		Horz %	11.22	10.28	8.45
535		Vert %	1.20	1.42	1.29
536		Index	124	147	134
537	Radio Formats: All-News (Mon-Sun 24-Hour Cume)				
538		Unwgted	507	466	297
539		Weighted (000)	1345	1168	827
540		Horz %	13.63	11.83	8.38
541		Vert %	6.39	7.16	5.62
542		Index	151	169	132

RAB / GfK MRI AUTO PROFILE: TOYOTA CARS

	A	B	K	L	M
			Most Recent Vehicle Bought/Leased: Any Toyota	Decision-Maker For Any Toyota Vehicle Bought/Leased New	If Making Purchase Decision Today, Would Buy Toyota Vehicle
1					
2					
543					
544		Unwgted	442	418	263
545	Radio Formats: All-Sports (Mon-Sun 24-Hour Cume)	Weighted (000)	1481	1459	841
546		Horz %	11.40	11.23	6.47
547		Vert %	7.04	8.94	5.71
548		Index	126	160	102
549					
550		Unwgted	172	158	118
551	Radio Formats: All-Talk (Mon-Sun 24-Hour Cume)	Weighted (000)	601	530	407
552		Horz %	11.98	10.56	8.11
553		Vert %	2.86	3.25	2.77
554		Index	132	151	128
555					
556		Unwgted	438	347	316
557	Radio Formats: Alternative (Mon-Sun 24-Hour Cume)	Weighted (000)	1760	1424	1242
558		Horz %	11.93	9.66	8.42
559		Vert %	8.36	8.73	8.44
560		Index	132	138	133
561					
562		Unwgted	915	703	566
563	Radio Formats: CHR/Top 40 (Mon-Sun 24-Hour Cume)	Weighted (000)	4315	3001	2668
564		Horz %	9.46	6.58	5.85
565		Vert %	20.51	18.40	18.13
566		Index	105	94	93
567					
568		Unwgted	341	287	205
569	Radio Formats: Classic Hits (Mon-Sun 24-Hour Cume)	Weighted (000)	1391	1145	845
570		Horz %	10.17	8.37	6.17
571		Vert %	6.61	7.02	5.74
572		Index	112	119	98
573					
574		Unwgted	418	341	297
575	Radio Formats: Classic Rock (Mon-Sun 24-Hour Cume)	Weighted (000)	1853	1323	1274
576		Horz %	9.25	6.60	6.36
577		Vert %	8.81	8.11	8.66
578		Index	102	94	101
579					
580		Unwgted	256	208	192
581	Radio Formats: Classical (Mon-Sun 24-Hour Cume)	Weighted (000)	810	694	620
582		Horz %	14.44	12.37	11.05
583		Vert %	3.85	4.26	4.22
584		Index	160	177	175
585					
586		Unwgted	769	594	539
587	Radio Formats: Country (24-Hour Cume)	Weighted (000)	3874	2735	2729
588		Horz %	8.23	5.81	5.80
589		Vert %	18.42	16.77	18.54
590		Index	91	83	92
591			*	*	*
592		Unwgted	41	38	27
593	Radio Formats: Ethnic (Mon-Sun 24-Hour Cume)	Weighted (000)	129	117	105
594		Horz %	14.33	13.00	11.63
595		Vert %	0.61	0.72	0.71
596		Index	158	186	184

RAB / GfK MRI AUTO PROFILE: TOYOTA CARS

	A	B	K	L	M
			Most Recent Vehicle Bought/Leased: Any Toyota	Decision-Maker For Any Toyota Vehicle Bought/Leased New	If Making Purchase Decision Today, Would Buy Toyota Vehicle
1					
2					
597				*	*
598		Unwgted	61	41	39
599	Radio Formats: Gospel (Mon-Sun 24-Hour Cume)	Weighted (000)	302	212	189
600		Horz %	7.01	4.93	4.39
601		Vert %	1.43	1.30	1.28
602		Index	78	70	69
603					
604	Radio Formats: Hispanic (All Genres) (Mon-Sun 24-Hour Cume)	Unwgted	243	181	162
605		Weighted (000)	1465	1124	932
606		Horz %	9.08	6.97	5.78
607		Vert %	6.96	6.89	6.33
608		Index	100	99	91
609					
610	Radio Formats: Hot AC (Mon-Sun 24-Hour Cume)	Unwgted	313	250	174
611		Weighted (000)	1309	1027	768
612		Horz %	9.89	7.76	5.80
613		Vert %	6.22	6.30	5.22
614		Index	109	111	92
615					
616	Radio Formats: Hot Country (Mon-Sun 24-Hour Cume)	Unwgted	161	118	109
617		Weighted (000)	874	575	593
618		Horz %	7.89	5.19	5.35
619		Vert %	4.15	3.52	4.03
620		Index	87	74	85
621			*	*	*
622	Radio Formats: Hurban (Mon-Sun 24-Hour Cume)	Unwgted	33	30	19
623		Weighted (000)	202	169	141
624		Horz %	8.90	7.42	6.22
625		Vert %	0.96	1.04	0.96
626		Index	98	106	98
627					
628	Radio Formats: Jazz (Mon-Sun 24-Hour Cume)	Unwgted	141	123	110
629		Weighted (000)	436	380	335
630		Horz %	12.44	10.85	9.56
631		Vert %	2.07	2.33	2.28
632		Index	138	155	151
633					
634	Radio Formats: Mexican/Tejano/Ranchera (subset of Hispanic) (Mon-Sun 24-Hour Cume)	Unwgted	95	68	72
635		Weighted (000)	625	473	413
636		Horz %	8.71	6.59	5.76
637		Vert %	2.97	2.90	2.81
638		Index	96	94	91
639					
640	Radio Formats: News/Talk (Mon-Sun 24-Hour Cume)	Unwgted	922	868	676
641		Weighted (000)	2992	2758	2406
642		Horz %	11.81	10.89	9.50
643		Vert %	14.22	16.91	16.35
644		Index	131	155	150
645					
646	Radio Formats: Oldies (Mon-Sun 24-Hour Cume)	Unwgted	259	208	176
647		Weighted (000)	1036	814	729
648		Horz %	9.22	7.24	6.49
649		Vert %	4.92	4.99	4.95
650		Index	102	103	103

RAB / GfK MRI AUTO PROFILE: TOYOTA CARS

	A	B	K	L	M
			Most Recent Vehicle Bought/Leased: Any Toyota	Decision-Maker For Any Toyota Vehicle Bought/Leased New	If Making Purchase Decision Today, Would Buy Toyota Vehicle
1					
2					
651					
652		Unwgted	409	360	298
653	Radio Formats: Public Radio (Mon-Sun 24-Hour Cume)	Weighted (000)	1446	1209	1157
654		Horz %	14.94	12.50	11.95
655		Vert %	6.87	7.41	7.86
656		Index	165	178	189
657					
658		Unwgted	447	352	299
659	Radio Formats: Religion/Christian (Mon-Sun 24-Hour Cume)	Weighted (000)	2103	1624	1451
660		Horz %	10.96	8.47	7.57
661		Vert %	9.99	9.96	9.86
662		Index	121	121	120
663					
664		Unwgted	287	207	158
665	Radio Formats: Rhythmic (Mon-Sun 24-Hour Cume)	Weighted (000)	1327	791	734
666		Horz %	9.44	5.62	5.22
667		Vert %	6.31	4.85	4.99
668		Index	104	80	83
669					
670		Unwgted	477	366	293
671	Radio Formats: Rock (Mon-Sun 24-Hour Cume)	Weighted (000)	2122	1430	1170
672		Horz %	9.66	6.51	5.32
673		Vert %	10.09	8.77	7.95
674		Index	107	93	84
675					
676		Unwgted	193	182	145
677	Radio Formats: Soft Adult Contemporary/Lite Rock (Mon-Sun 24-Hour Cume)	Weighted (000)	796	744	608
678		Horz %	9.79	9.15	7.48
679		Vert %	3.78	4.56	4.13
680		Index	108	131	118
681					*
682		Unwgted	87	68	46
683	Radio Formats: Spanish AC (subset of Hispanic) (Mon-Sun 24-Hour Cume)	Weighted (000)	431	362	258
684		Horz %	9.29	7.81	5.55
685		Vert %	2.05	2.22	1.75
686		Index	103	111	88
687			*	*	*
688		Unwgted	20	12	7
689	Radio Formats: Tropical (subset of Hispanic) (Mon-Sun 24-Hour Cume)	Weighted (000)	95	48	54
690		Horz %	4.92	2.48	2.77
691		Vert %	0.45	0.29	0.36
692		Index	54	35	44
693					
694		Unwgted	372	254	224
695	Radio Formats: Urban (All Genres) (Mon-Sun 24-Hour Cume)	Weighted (000)	1722	1049	1133
696		Horz %	6.26	3.81	4.12
697		Vert %	8.18	6.43	7.70
698		Index	69	54	65
699				*	*
700		Unwgted	60	44	43
701	Radio Formats: Urban AC (Mon-Sun 24-Hour Cume)	Weighted (000)	307	201	204
702		Horz %	7.61	4.97	5.05
703		Vert %	1.46	1.23	1.38
704		Index	84	71	80

RAB / GfK MRI AUTO PROFILE: TOYOTA CARS

	A	B	K	L	M
			Most Recent Vehicle Bought/Leased: Any Toyota	Decision-Maker For Any Toyota Vehicle Bought/Leased New	If Making Purchase Decision Today, Would Buy Toyota Vehicle
1					
2					
705			*	*	*
706		Unwgted	20	22	13
707	Radio Formats: Urban Oldies (Mon-Sun 24-Hour Cume)	Weighted (000)	94	67	63
708		Horz %	6.76	4.83	4.55
709		Vert %	0.44	0.41	0.43
710		Index	75	69	72
711					
712		Unwgted	175	127	123
713	Radio Formats: Variety/Other (Mon-Sun 24-Hour Cume)	Weighted (000)	831	537	552
714		Horz %	12.89	8.33	8.57
715		Vert %	3.95	3.29	3.75
716		Index	143	119	135
717					
718		Unwgted	3114	2634	2061
719	Listened to Traffic Reports - Past Year	Weighted (000)	12181	9840	8320
720		Horz %	10.12	8.17	6.91
721		Vert %	57.90	60.34	56.54
722		Index	112	117	109
723					
724		Unwgted	4264	3566	2896
725	Radio Daypart Cumes: Total Week Monday-Sunday 24-Hours	Weighted (000)	17642	13871	12140
726		Horz %	9.25	7.27	6.36
727		Vert %	83.86	85.05	82.50
728		Index	102	104	101
729					
730		Unwgted	2789	2401	1864
731	Radio Daypart Cumes: Weekday 6:00 am - 10:00 am	Weighted (000)	11171	9182	7638
732		Horz %	9.84	8.09	6.73
733		Vert %	53.10	56.31	51.91
734		Index	109	115	106
735					
736		Unwgted	1880	1563	1291
737	Radio Daypart Cumes: Weekday 10:00 am - 3:00 pm	Weighted (000)	7848	6070	5424
738		Horz %	9.09	7.03	6.28
739		Vert %	37.31	37.22	36.86
740		Index	100	100	99
741					
742		Unwgted	2364	2037	1617
743	Radio Daypart Cumes: Weekday 3:00 pm - 7:00 pm	Weighted (000)	9595	7963	6653
744		Horz %	9.48	7.87	6.58
745		Vert %	45.61	48.83	45.21
746		Index	105	112	104
747					
748		Unwgted	675	531	465
749	Radio Daypart Cumes: Weekday 7:00 pm - Midnight	Weighted (000)	3071	2192	1948
750		Horz %	8.25	5.88	5.23
751		Vert %	14.60	13.44	13.24
752		Index	91	84	83
753					
754		Unwgted	208	166	150
755	Radio Daypart Cumes: Weekday Midnight - 6:00 am	Weighted (000)	947	643	646
756		Horz %	7.98	5.41	5.44
757		Vert %	4.50	3.94	4.39
758		Index	88	77	86

RAB / GfK MRI AUTO PROFILE: TOYOTA CARS

	A	B	K	L	M
			Most Recent Vehicle Bought/Leased: Any Toyota	Decision-Maker For Any Toyota Vehicle Bought/Leased New	If Making Purchase Decision Today, Would Buy Toyota Vehicle
1					
2					
759					
760		Unwgted	1575	1336	1121
761	Radio Daypart Cumes:	Weighted (000)	6193	5078	4564
762	Weekend 6:00 am - 10:00 am	Horz %	8.78	7.20	6.47
763		Vert %	29.44	31.14	31.02
764		Index	97	103	102
765					
766		Unwgted	2196	1818	1494
767	Radio Daypart Cumes:	Weighted (000)	9025	6980	6064
768	Weekend 10:00 am - 3:00 pm	Horz %	9.15	7.08	6.15
769		Vert %	42.90	42.80	41.21
770		Index	101	101	97
771					
772		Unwgted	1572	1268	1063
773	Radio Daypart Cumes:	Weighted (000)	6626	5089	4474
774	Weekend 3:00 pm - 7:00 pm	Horz %	8.84	6.79	5.97
775		Vert %	31.50	31.20	30.40
776		Index	98	97	94
777					
778		Unwgted	708	545	472
779	Radio Daypart Cumes:	Weighted (000)	3138	2292	2052
780	Weekend 7:00 pm - Midnight	Horz %	7.91	5.78	5.18
781		Vert %	14.92	14.05	13.95
782		Index	88	82	82
783					
784		Unwgted	168	106	103
785	Radio Daypart Cumes:	Weighted (000)	847	423	454
786	Weekend Midnight - 6:00 am	Horz %	8.87	4.43	4.75
787		Vert %	4.03	2.59	3.08
788		Index	98	63	75
789					
790		Unwgted	727	584	568
791	Most Often Listen to Radio at	Weighted (000)	2838	2215	2262
792	Home - Typical Weekday	Horz %	7.02	5.48	5.60
793		Vert %	13.49	13.59	15.37
794		Index	78	78	89
795					
796		Unwgted	3344	2795	2224
797	Most Often Listen to Radio in	Weighted (000)	14010	10862	9307
798	Vehicle - Typical Weekday	Horz %	10.07	7.80	6.69
799		Vert %	66.59	66.61	63.25
800		Index	111	111	106
801					
802		Unwgted	450	358	282
803	Most Often Listen to Radio at	Weighted (000)	2008	1472	1408
804	Work - Typical Weekday	Horz %	8.64	6.33	6.06
805		Vert %	9.55	9.03	9.57
806		Index	96	90	96
807			*	*	*
808	Most Often Listen to Radio in	Unwgted	27	25	15
809	Other Place (Not Home,	Weighted (000)	122	111	81
810	Vehicle, Workplace) - Typical	Horz %	6.82	6.24	4.53
811	Weekday	Vert %	0.58	0.68	0.55
812		Index	75	89	72

RAB / GfK MRI AUTO PROFILE: TOYOTA CARS

	A	B	K	L	M
			Most Recent Vehicle Bought/Leased: Any Toyota	Decision-Maker For Any Toyota Vehicle Bought/Leased New	If Making Purchase Decision Today, Would Buy Toyota Vehicle
1					
2					
813					
814		Unwgted	969	794	727
815	Most Often Listen to Radio at Home - Typical Weekend	Weighted (000)	3842	2950	2803
816		Horz %	7.38	5.66	5.38
817		Vert %	18.26	18.09	19.05
818		Index	82	81	85
819					
820		Unwgted	3103	2601	2068
821	Most Often Listen to Radio in Vehicle - Typical Weekend	Weighted (000)	13041	10212	8970
822		Horz %	9.92	7.77	6.83
823		Vert %	61.99	62.62	60.95
824		Index	110	111	108
825					
826		Unwgted	118	83	73
827	Most Often Listen to Radio at Work - Typical Weekend	Weighted (000)	551	361	364
828		Horz %	7.58	4.97	5.02
829		Vert %	2.62	2.21	2.48
830		Index	84	71	79
831			*	*	*
832	Most Often Listen to Radio in Other Place (Not Home, Vehicle, Workplace) - Typical Weekend	Unwgted	33	24	19
833		Weighted (000)	149	94	98
834		Horz %	6.12	3.85	4.01
835		Vert %	0.71	0.58	0.66
836		Index	68	55	63
837					
838		Unwgted	1411	1275	921
839	Ever Listen to AM Radio (Terrestrial Radio)	Weighted (000)	4952	4375	3290
840		Horz %	11.32	10.00	7.52
841		Vert %	23.54	26.83	22.36
842		Index	125	143	119
843					
844		Unwgted	3934	3211	2691
845	Ever Listen to FM Radio (Terrestrial Radio)	Weighted (000)	16607	12656	11476
846		Horz %	9.18	6.99	6.34
847		Vert %	78.94	77.61	77.98
848		Index	101	100	100
849					
850		Unwgted	4360	3597	2962
851	Ever Listen to Any Terrestrial Radio (AM/FM)	Weighted (000)	18102	13909	12428
852		Horz %	9.32	7.16	6.40
853		Vert %	86.04	85.29	84.45
854		Index	103	102	101
855					
856		Unwgted	495	524	347
857	Ever Listen to Satellite Radio (Sirius XM)	Weighted (000)	1976	2035	1462
858		Horz %	8.39	8.64	6.21
859		Vert %	9.39	12.48	9.94
860		Index	93	123	98
861					
862		Unwgted	699	768	486
863	Household Subscribes to Satellite Radio (Sirius XM)	Weighted (000)	2835	3047	2073
864		Horz %	8.43	9.06	6.16
865		Vert %	13.48	18.69	14.09
866		Index	93	129	97

RAB / GfK MRI AUTO PROFILE: TOYOTA CARS

	A	B	K	L	M
1			Most Recent Vehicle Bought/Leased: Any Toyota	Decision-Maker For Any Toyota Vehicle Bought/Leased New	If Making Purchase Decision Today, Would Buy Toyota Vehicle
2					
867					
868	Listened to Radio Online - Past Month (Streamed AM/FM and/or Pure-Play Internet Radio)	Unwgted	1230	956	820
869		Weighted (000)	5122	3786	3409
870		Horz %	10.20	7.54	6.79
871		Vert %	24.35	23.22	23.17
872		Index	113	108	107
873					
874	Visited a Radio Station, Radio Program, or Radio Personality's Web Site - Past Month	Unwgted	371	297	264
875		Weighted (000)	1523	1112	1068
876		Horz %	10.04	7.33	7.03
877		Vert %	7.24	6.82	7.25
878			111	105	111
879					
880	Visited Pandora.com - Past Month	Unwgted	761	565	495
881		Weighted (000)	3365	2369	2225
882		Horz %	10.09	7.10	6.67
883		Vert %	16.00	14.53	15.12
884		Index	112	101	105
885					
886	Advertising on radio provides me with useful information about bargains - Agree with statement	Unwgted	1775	1397	1184
887		Weighted (000)	7764	5636	5238
888		Horz %	8.96	6.50	6.05
889		Vert %	36.90	34.56	35.60
890			99	93	96
891					
892	Advertising on radio provides me with meaningful information about the product use of other consumers - Agree with statement	Unwgted	1361	1103	908
893		Weighted (000)	5898	4460	4172
894		Horz %	8.51	6.43	6.02
895		Vert %	28.04	27.35	28.35
896			94	92	95
897					
898	Advertising on radio provides me with useful information about new products and services - Agree with statement	Unwgted	1825	1472	1251
899		Weighted (000)	7615	5880	5481
900		Horz %	8.93	6.89	6.42
901		Vert %	36.19	36.06	37.25
902			99	98	102
903					
904	For me, advertising on radio is amusing - Agree with statement	Unwgted	1425	1140	967
905		Weighted (000)	6162	4727	4198
906		Horz %	8.81	6.76	6.00
907		Vert %	29.29	28.99	28.53
908			97	96	95
909					
910	Vehicle Currently Owned/Leased Has AM/FM Radio	Unwgted	4506	3800	2999
911		Weighted (000)	18473	14772	12634
912		Horz %	10.66	8.53	7.29
913		Vert %	87.81	90.58	85.86
914			118	122	115
915					
916	Vehicle Currently Owned/Leased Has Satellite Radio	Unwgted	692	952	516
917		Weighted (000)	2886	4106	2227
918		Horz %	7.55	10.74	5.83
919		Vert %	13.72	25.18	15.13
920			84	153	92

RAB / GfK MRI AUTO PROFILE: TOYOTA CARS

	A	B	K	L	M
			Most Recent Vehicle Bought/Leased: Any Toyota	Decision-Maker For Any Toyota Vehicle Bought/Leased New	If Making Purchase Decision Today, Would Buy Toyota Vehicle
1					
2					
921	Vehicle Currently Owned/Leased Has AM/FM and Satellite Radio				
922		Unwgted	723	971	563
923		Weighted (000)	3126	4214	2540
924		Horz %	7.51	10.13	6.11
925		Vert %	14.86	25.84	17.26
926	Index	83	145	97	
927	Vehicle Currently Owned/Leased Has CD Player (Single CD or Multi-Disc)				
928		Unwgted	4462	3850	2963
929		Weighted (000)	18384	15039	12464
930		Horz %	10.78	8.82	7.31
931		Vert %	87.39	92.22	84.70
932	Index	119	126	116	
933	Vehicle Currently Owned/Leased Has MP3 Player Connection				
934		Unwgted	1144	1148	745
935		Weighted (000)	4901	4701	3199
936		Horz %	11.07	10.62	7.23
937		Vert %	23.30	28.83	21.74
938	Index	122	151	114	
939	Vehicle Currently Owned/Leased Has DVD Player				
940		Unwgted	555	576	325
941		Weighted (000)	2237	2268	1337
942		Horz %	9.04	9.17	5.40
943		Vert %	10.63	13.91	9.09
944	Index	100	131	85	
945	TV Dayparts: Total Prime time Mon-Sun				
946		Unwgted	152	128	104
947		Weighted (000)	8904	7025	6310
948		Horz %	8.58	6.77	6.08
949		Vert %	42.32	43.08	42.88
950	Index	95	97	96	
951	TV Dayparts: Prime Time Weekdays: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)				
952		Unwgted	550	469	381
953		Weighted (000)	9205	7315	6578
954		Horz %	8.56	6.80	6.12
955		Vert %	43.75	44.85	44.70
956	Index	95	97	97	
957	TV Dayparts: Prime Time Saturday: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)				
958		Unwgted	458	385	313
959		Weighted (000)	7871	6194	5573
960		Horz %	8.55	6.73	6.05
961		Vert %	37.41	37.98	37.87
962	Index	95	96	96	
963	TV Dayparts: Prime Time Sunday: 7:00-11:00 pm (Eastern/Pacific), 6:00-10:00 pm (Central/Mountain)				
964		Unwgted	406	342	278
965		Weighted (000)	8549	6563	5859
966		Horz %	8.70	6.68	5.96
967		Vert %	40.64	40.24	39.82
968	Index	96	95	94	
969	TV Dayparts: Weekdays: 9:00 am-4:00 pm (Eastern/Pacific) 9:00 am - 3:00 pm (Central/Mountain)				
970		Unwgted	111	85	79
971		Weighted (000)	2262	1579	1678
972		Horz %	6.93	4.84	5.14
973		Vert %	10.75	9.68	11.40
974	Index	77	69	81	

RAB / GfK MRI AUTO PROFILE: TOYOTA CARS

	A	B	K	L	M
			Most Recent Vehicle Bought/Leased: Any Toyota	Decision-Maker For Any Toyota Vehicle Bought/Leased New	If Making Purchase Decision Today, Would Buy Toyota Vehicle
1					
2					
975					
976	TV Dayparts: Weekdays: 4:00	Unwgted	358	294	250
977	pm-7:30 pm (Eastern/Pacific)	Weighted (000)	5175	3887	3807
978	3:00 pm-6:30 pm	Horz %	8.32	6.25	6.12
979	(Central/Mountain)	Vert %	24.60	23.84	25.87
980		Index	92	89	97
981					
982	TV Dayparts: Weekdays:	Unwgted	263	212	183
983	11:30 pm-1:00 am	Weighted (000)	2353	1734	1617
984	(Eastern/Pacific) 10:30 pm-	Horz %	8.09	5.96	5.56
985	Midnight (Central/Mountain)	Vert %	11.19	10.63	10.99
986		Index	90	85	88
987					
988	TV Dayparts: Weekend	Unwgted	142	113	95
989	Sports: Saturday-Sunday	Weighted (000)	4120	3042	2850
990	afternoon	Horz %	7.90	5.83	5.46
991		Vert %	19.58	18.65	19.37
992		Index	87	83	86
993					
994	TV Dayparts: Weekend	Unwgted	102	83	70
995	children's shows: Saturday-	Weighted (000)	2285	1695	1639
996	Sunday morning	Horz %	7.60	5.64	5.45
997		Vert %	10.86	10.39	11.14
998		Index	84	80	86
999					
1000		Unwgted	216	158	156
1001	Downloaded a TV Program	Weighted (000)	932	624	663
1002	from Internet - Past Month	Horz %	10.04	6.72	7.14
1003		Vert %	4.43	3.83	4.50
1004		Index	111	96	113
1005					
1006		Unwgted	717	550	517
1007	Watched a TV Program Online	Weighted (000)	3013	2092	2321
1008	- Past Month	Horz %	10.01	6.95	7.71
1009		Vert %	14.32	12.83	15.77
1010		Index	111	99	122
1011					
1012		Unwgted	1074	895	767
1013	Visited a TV Network or TV	Weighted (000)	4354	3481	3285
1014	Show's Website - Past Month	Horz %	9.78	7.82	7.38
1015		Vert %	20.70	21.34	22.32
1016		Index	108	112	117
1017					
1018		Unwgted	579	465	385
1019	Looked at TV Listings Online -	Weighted (000)	2193	1642	1590
1020	Past Month	Horz %	10.68	8.00	7.74
1021		Vert %	10.42	10.07	10.80
1022		Index	118	114	122
1023					
1024		Unwgted	2738	2242	1794
1025	Household Subscribes to	Weighted (000)	11106	8555	7498
1026	Cable TV	Horz %	9.45	7.28	6.38
1027		Vert %	52.79	52.46	50.95
1028		Index	104	104	101

RAB / GfK MRI AUTO PROFILE: TOYOTA CARS

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			Most Recent Vehicle Bought/Leased: Any Toyota	Decision-Maker For Any Toyota Vehicle Bought/Leased New	If Making Purchase Decision Today, Would Buy Toyota Vehicle
1					
2					
1029					
1030		Unwgted	2247	1873	1465
1031	Household Subscribes to Digital Cable TV	Weighted (000)	9048	7133	5998
1032		Horz %	9.77	7.70	6.48
1033		Vert %	43.01	43.74	40.76
1034		Index	108	110	102
1035					
1036		Unwgted	4250	3607	2811
1037	Viewed Any Cable TV (including Pay) - Past Week	Weighted (000)	17578	14058	11938
1038		Horz %	9.29	7.43	6.31
1039		Vert %	83.55	86.20	81.13
1040		Index	103	106	100
1041					
1042		Unwgted	3038	2547	1986
1043	Heavy Cable TV Viewing (including Pay) - Past Week	Weighted (000)	12940	10236	8597
1044		Horz %	9.07	7.17	6.02
1045		Vert %	61.51	62.77	58.42
1046		Index	100	102	95
1047					
1048		Unwgted	1669	1443	1057
1049	Viewed Any Premium Cable Channels - Past Month	Weighted (000)	7074	5613	4391
1050		Horz %	9.12	7.23	5.66
1051		Vert %	33.62	34.42	29.84
1052		Index	101	103	89
1053					
1054		Unwgted	696	604	454
1055	Watched Any Pay-Per-View - Past Year	Weighted (000)	3064	2413	2078
1056		Horz %	9.89	7.79	6.71
1057		Vert %	14.56	14.80	14.12
1058		Index	109	111	106
1059					
1060		Unwgted	554	493	353
1061	Watched Any Pay-Per-View Movies - Past Year	Weighted (000)	2312	1883	1535
1062		Horz %	9.86	8.03	6.55
1063		Vert %	10.99	11.55	10.43
1064		Index	109	115	104
1065					
1066		Unwgted	227	196	138
1067	Watched Any Pay-Per-View Sports Events - Past Year	Weighted (000)	1169	905	721
1068		Horz %	10.12	7.84	6.25
1069		Vert %	5.55	5.55	4.90
1070		Index	112	112	99
1071					
1072		Unwgted	1152	1007	745
1073	Watched Any Video-On-Demand Programs - Past Month	Weighted (000)	4472	3521	2909
1074		Horz %	10.06	7.92	6.54
1075		Vert %	21.26	21.59	19.77
1076		Index	111	113	103
1077					
1078		Unwgted	736	640	474
1079	Watched Any Video-On-Demand TV Shows - Past Month	Weighted (000)	2800	2205	1848
1080		Horz %	10.16	8.00	6.70
1081		Vert %	13.31	13.52	12.56
1082		Index	112	114	106

RAB / GfK MRI AUTO PROFILE: TOYOTA CARS

	A	B	K	L	M
			Most Recent Vehicle Bought/Leased: Any Toyota	Decision-Maker For Any Toyota Vehicle Bought/Leased New	If Making Purchase Decision Today, Would Buy Toyota Vehicle
1					
2					
1083					
1084		Unwgted	912	781	588
1085	Watched Any Video-On-Demand Movies - Past Month	Weighted (000)	3559	2712	2241
1086		Horz %	9.78	7.45	6.16
1087		Vert %	16.91	16.63	15.23
1088		Index	108	106	97
1089					
1090		Unwgted	1122	992	784
1091	Household Has a Satellite Dish	Weighted (000)	5453	4532	3822
1092		Horz %	8.54	7.10	5.99
1093		Vert %	25.92	27.79	25.98
1094		Index	94	101	95
1095					
1096		Unwgted	2476	2229	1643
1097	Household Has a Digital Video Recorder (DVR)	Weighted (000)	10078	8777	6816
1098		Horz %	9.91	8.63	6.70
1099		Vert %	47.90	53.82	46.32
1100		Index	110	123	106
1101					*
1102		Unwgted	62	50	43
1103	Household Has a TiVo-Brand DVR (Stand-Alone)	Weighted (000)	199	157	142
1104		Horz %	11.22	8.89	8.01
1105		Vert %	0.94	0.97	0.96
1106		Index	124	127	127
1107					
1108		Unwgted	4462	3736	3033
1109	Any Internet/Online Activity - Past Month	Weighted (000)	18158	14390	12522
1110		Horz %	9.78	7.75	6.74
1111		Vert %	86.31	88.24	85.09
1112		Index	108	111	107
1113					
1114		Unwgted	1218	943	819
1115	Played Video Games Online - Past Month	Weighted (000)	5467	4021	3859
1116		Horz %	8.89	6.54	6.28
1117		Vert %	25.99	24.66	26.23
1118		Index	98	93	99
1119					
1120		Unwgted	352	254	215
1121	Downloaded a Video Game Online - Past Month	Weighted (000)	1789	1146	1025
1122		Horz %	9.24	5.92	5.29
1123		Vert %	8.50	7.03	6.96
1124		Index	102	84	84
1125					
1126		Unwgted	1100	863	725
1127	Downloaded Music from Internet - Past Month	Weighted (000)	4818	3746	3288
1128		Horz %	9.55	7.43	6.52
1129		Vert %	22.90	22.97	22.34
1130		Index	106	106	103
1131					
1132		Unwgted	242	193	153
1133	Downloaded Podcasts/Podcasting from Internet - Past Month	Weighted (000)	934	687	619
1134		Horz %	11.77	8.66	7.79
1135		Vert %	4.44	4.22	4.21
1136		Index	130	123	123

RAB / GfK MRI AUTO PROFILE: TOYOTA CARS

	A	B	K	L	M
1			Most Recent Vehicle Bought/Leased: Any Toyota	Decision-Maker For Any Toyota Vehicle Bought/Leased New	If Making Purchase Decision Today, Would Buy Toyota Vehicle
2					
1137					
1138		Unwgted	216	158	156
1139	Downloaded a TV Program from Internet - Past Month	Weighted (000)	932	624	663
1140		Horz %	10.04	6.72	7.14
1141		Vert %	4.43	3.83	4.50
1142		Index	111	96	113
1143					
1144		Unwgted	717	550	517
1145	Watched a TV Program Online - Past Month	Weighted (000)	3013	2092	2321
1146		Horz %	10.01	6.95	7.71
1147		Vert %	14.32	12.83	15.77
1148		Index	111	99	122
1149					
1150		Unwgted	345	222	206
1151	Downloaded a Movie from Internet - Past Month	Weighted (000)	1456	909	847
1152		Horz %	9.96	6.22	5.79
1153		Vert %	6.92	5.58	5.75
1154		Index	110	89	92
1155					
1156		Unwgted	668	489	461
1157	Watched a Movie Online - Past Month	Weighted (000)	3006	2069	2065
1158		Horz %	10.00	6.88	6.87
1159		Vert %	14.29	12.69	14.03
1160		Index	111	98	109
1161					
1162	Watched Other Online Video (not TV or Movie) - Past Month	Unwgted	700	522	504
1163		Weighted (000)	3138	2060	2106
1164		Horz %	10.32	6.78	6.93
1165		Vert %	14.91	12.63	14.31
1166		Index	114	97	110
1167					
1168		Unwgted	234	166	158
1169	Visited a Chat Room Online - Past Month	Weighted (000)	1047	699	742
1170		Horz %	8.55	5.70	6.06
1171		Vert %	4.98	4.28	5.04
1172		Index	95	81	96
1173					
1174		Unwgted	4107	3491	2802
1175	Used e-Mail - Past Month	Weighted (000)	16432	13296	11440
1176		Horz %	10.13	8.19	7.05
1177		Vert %	78.10	81.53	77.74
1178		Index	112	117	111
1179					
1180		Unwgted	2316	1856	1505
1181	Used Instant Messenger/IM - Past Month	Weighted (000)	9991	7614	6642
1182		Horz %	9.54	7.27	6.34
1183		Vert %	47.49	46.69	45.14
1184		Index	106	104	100
1185					
1186	Visited Any Social Networking, Photo or Video-Sharing Site - Past Month	Unwgted	3397	2776	2304
1187		Weighted (000)	14530	11078	9903
1188		Horz %	9.91	7.56	6.76
1189		Vert %	69.06	67.93	67.30
1190		Index	110	108	107

RAB / GfK MRI AUTO PROFILE: TOYOTA CARS

	A	B	K	L	M
			Most Recent Vehicle Bought/Leased: Any Toyota	Decision-Maker For Any Toyota Vehicle Bought/Leased New	If Making Purchase Decision Today, Would Buy Toyota Vehicle
1					
2					
1191					
1192		Unwgted	2641	2099	1768
1193	Visited Facebook.com - Past Month	Weighted (000)	11436	8551	7931
1194		Horz %	9.56	7.15	6.63
1195		Vert %	54.36	52.43	53.89
1196		Index	106	102	105
1197					
1198		Unwgted	117	84	85
1199	Visited Flickr.com - Past Month	Weighted (000)	475	341	343
1200		Horz %	9.86	7.08	7.11
1201		Vert %	2.26	2.09	2.33
1202		Index	109	101	112
1203				*	*
1204		Unwgted	36	30	25
1205	Visited Foursquare Web Site - Past Month	Weighted (000)	134	111	106
1206		Horz %	7.26	5.98	5.75
1207		Vert %	0.64	0.68	0.72
1208		Index	80	85	91
1209					
1210		Unwgted	704	619	460
1211	Visited LinkedIn.com - Past Month	Weighted (000)	2073	1868	1596
1212		Horz %	11.37	10.24	8.75
1213		Vert %	9.85	11.46	10.84
1214		Index	126	146	138
1215					*
1216		Unwgted	62	46	39
1217	Visited MySpace.com - Past Month	Weighted (000)	337	216	203
1218		Horz %	7.09	4.54	4.27
1219		Vert %	1.60	1.32	1.38
1220		Index	78	65	68
1221					
1222		Unwgted	89	67	68
1223	Visited Photobucket.com - Past Month	Weighted (000)	403	282	306
1224		Horz %	7.42	5.19	5.64
1225		Vert %	1.91	1.73	2.08
1226		Index	82	74	89
1227					
1228		Unwgted	236	200	139
1229	Visited Picasa Web Site - Past Month	Weighted (000)	810	650	509
1230		Horz %	12.73	10.21	8.01
1231		Vert %	3.85	3.98	3.46
1232		Index	141	146	127
1233					
1234		Unwgted	207	191	149
1235	Visited Shutterfly.com - Past Month	Weighted (000)	769	630	514
1236		Horz %	10.97	8.99	7.34
1237		Vert %	3.66	3.86	3.49
1238		Index	121	128	116
1239					
1240		Unwgted	95	66	69
1241	Visited Tumblr Web Site - Past Month	Weighted (000)	435	269	316
1242		Horz %	8.59	5.32	6.24
1243		Vert %	2.07	1.65	2.15
1244		Index	95	76	99

RAB / GfK MRI AUTO PROFILE: TOYOTA CARS

	A	B	K	L	M
1			Most Recent Vehicle Bought/Leased: Any Toyota	Decision-Maker For Any Toyota Vehicle Bought/Leased New	If Making Purchase Decision Today, Would Buy Toyota Vehicle
2					
1245					
1246		Unwgted	403	317	268
1247	Visited Twitter.com - Past Month	Weighted (000)	1727	1229	1169
1248		Horz %	8.75	6.23	5.92
1249		Vert %	8.21	7.53	7.94
1250		Index	97	89	94
1251					
1252		Unwgted	203	167	146
1253	Visited Yelp Web Site - Past Month	Weighted (000)	756	580	552
1254		Horz %	11.43	8.78	8.34
1255		Vert %	3.59	3.56	3.75
1256		Index	126	125	132
1257					
1258		Unwgted	2149	1709	1460
1259	Visited YouTube.com - Past Month	Weighted (000)	9172	6758	6288
1260		Horz %	9.73	7.17	6.67
1261		Vert %	43.59	41.44	42.73
1262		Index	108	102	105
1263					
1264		Unwgted	162	132	125
1265	Rated or Reviewed a Product or Service on Any Social Network - Past Month	Weighted (000)	700	569	515
1266		Horz %	8.66	7.04	6.37
1267		Vert %	3.33	3.49	3.50
1268		Index	96	100	101
1269					
1270		Unwgted	1278	998	926
1271	Posted "Like" on Social Network - Past Month	Weighted (000)	5718	4315	4263
1272		Horz %	9.48	7.15	7.07
1273		Vert %	27.18	26.46	28.97
1274		Index	105	102	112
1275					
1276		Unwgted	464	348	331
1277	"Followed" or became a "Fan of" Something or Someone on Social Network - Past Month	Weighted (000)	1999	1447	1480
1278		Horz %	8.30	6.01	6.15
1279		Vert %	9.50	8.87	10.06
1280		Index	92	86	97
1281					
1282		Unwgted	325	242	202
1283	Clicked on an Advertisement on Social Network - Past Month	Weighted (000)	1279	908	875
1284		Horz %	9.49	6.74	6.50
1285		Vert %	6.08	5.57	5.95
1286		Index	105	96	103
1287					
1288		Unwgted	3151	2596	2113
1289	Ever Used Text Messaging on Cellular/Mobile Phone/Smartphone to Communicate with Friends or Family	Weighted (000)	13408	10392	9081
1290		Horz %	9.41	7.29	6.37
1291		Vert %	63.73	63.73	61.71
1292		Index	104	104	101
1293					
1294		Unwgted	432	316	241
1295	Ever Used Text Messaging on Cellular/Mobile Phone/Smartphone to Vote in Contest, Make a Choice, Give an Opinion	Weighted (000)	1961	1355	1124
1296		Horz %	9.06	6.26	5.20
1297		Vert %	9.32	8.31	7.64
1298		Index	100	89	82

RAB / GfK MRI AUTO PROFILE: TOYOTA CARS

	A	B	K	L	M
			Most Recent Vehicle Bought/Leased: Any Toyota	Decision-Maker For Any Toyota Vehicle Bought/Leased New	If Making Purchase Decision Today, Would Buy Toyota Vehicle
1					
2					
1299					
1300	Ever Used Text Messaging on Cellular/Mobile	Unwgted	427	330	281
1301	Phone/Smartphone to Look at an Advertisement Sent with Text Message	Weighted (000)	2078	1425	1232
1302		Horz %	8.79	6.02	5.21
1303		Vert %	9.88	8.74	8.37
1304		Index	97	86	82
1305					
1306	Ever Used Text Messaging on Cellular/Mobile	Unwgted	214	163	119
1307	Phone/Smartphone to Respond to an Advertisement or Make a Purchase	Weighted (000)	923	639	486
1308		Horz %	8.05	5.57	4.24
1309		Vert %	4.39	3.92	3.30
1310		Index	89	79	67
1311					
1312	Ever Singed Up for a Text Message "Alert" Service on Cellular/Mobile	Unwgted	506	381	286
1313	Phone/Smartphone	Weighted (000)	2217	1458	1292
1314		Horz %	9.14	6.01	5.33
1315		Vert %	10.54	8.94	8.78
1316		Index	101	86	84
1317					
1318	Ever Received a Text Message "Alert" on Cellular/Mobile	Unwgted	1071	855	698
1319	Phone/Smartphone	Weighted (000)	4652	3556	3088
1320		Horz %	9.60	7.34	6.38
1321		Vert %	22.11	21.81	20.99
1322		Index	106	105	101
1323					
1324	Ever Received a Mobile Coupon on Cellular/Mobile	Unwgted	331	264	209
1325	Phone/Smartphone	Weighted (000)	1316	1009	974
1326		Horz %	8.23	6.31	6.09
1327		Vert %	6.25	6.19	6.62
1328		Index	91	90	96
1329					
1330	Ever Took a Picture of a QR Code or Other "Tag" with Cellular/Mobile	Unwgted	330	255	212
1331	Phone/Smartphone	Weighted (000)	1372	977	863
1332		Horz %	9.41	6.70	5.92
1333		Vert %	6.52	5.99	5.86
1334		Index	104	96	94
1335					
1336	Ever Listened to a Podcast on Cellular/Mobile	Unwgted	239	189	151
1337	Phone/Smartphone	Weighted (000)	1022	765	574
1338		Horz %	10.08	7.54	5.66
1339		Vert %	4.86	4.69	3.90
1340		Index	112	108	89
1341					
1342	Ever Listened to Music on Cellular/Mobile	Unwgted	1193	941	810
1343	Phone/Smartphone	Weighted (000)	5253	3860	3613
1344		Horz %	9.70	7.13	6.67
1345		Vert %	24.97	23.67	24.56
1346		Index	107	102	106
1347					
1348	Ever Visited a Website for News on Cellular/Mobile	Unwgted	1518	1269	977
1349	Phone/Smartphone	Weighted (000)	6202	4690	3938
1350		Horz %	10.11	7.65	6.42
1351		Vert %	29.48	28.76	26.76
1352		Index	112	109	102

RAB / GfK MRI AUTO PROFILE: TOYOTA CARS

	A	B	K	L	M
1			Most Recent Vehicle Bought/Leased: Any Toyota	Decision-Maker For Any Toyota Vehicle Bought/Leased New	If Making Purchase Decision Today, Would Buy Toyota Vehicle
2					
1353					
1354	Ever Visited a Website for Sports on Cellular/Mobile Phone/Smartphone	Unwgted	984	807	604
1355		Weighted (000)	3848	2939	2415
1356		Horz %	9.59	7.33	6.02
1357		Vert %	18.29	18.02	16.41
1358		Index	106	105	95
1359					
1360	Ever Visited a Website for Weather on Cellular/Mobile Phone/Smartphone	Unwgted	1634	1371	1056
1361		Weighted (000)	6673	5212	4372
1362		Horz %	9.81	7.66	6.42
1363		Vert %	31.72	31.96	29.71
1364		Index	108	109	102
1365					
1366	Ever Searched for Information About a Product on Cellular/Mobile Phone/Smartphone	Unwgted	992	817	668
1367		Weighted (000)	4160	3219	2756
1368		Horz %	10.30	7.97	6.82
1369		Vert %	19.77	19.74	18.73
1370		Index	114	114	108
1371					
1372	Cellular/Mobile Phone/Smartphone Has FM Radio Feature	Unwgted	720	537	407
1373		Weighted (000)	3335	2165	1783
1374		Horz %	9.50	6.17	5.08
1375		Vert %	15.85	13.27	12.11
1376		Index	105	88	80
1377					
1378	Read Any Daily Newspaper	Unwgted	1649	1518	1135
1379		Weighted (000)	6222	5439	4505
1380		Horz %	9.35	8.17	6.77
1381		Vert %	29.57	33.35	30.61
1382		Index	103	117	107
1383					
1384	Read Any Sunday Newspaper	Unwgted	2098	1894	1491
1385		Weighted (000)	8005	6908	5937
1386		Horz %	9.06	7.82	6.72
1387		Vert %	38.05	42.36	40.34
1388		Index	100	112	106
1389					
1390	Read or Looked Into Any Electronic Version of a Newspaper, including Web Site - Past Month	Unwgted	1959	1591	1349
1391		Weighted (000)	7544	5800	5227
1392		Horz %	10.41	8.01	7.22
1393		Vert %	35.86	35.57	35.52
1394		Index	115	114	114
1395					
1396	Newspaper Reading: Classified Advertising Read in Weekday Newspaper	Unwgted	486	368	339
1397		Weighted (000)	2313	1770	1708
1398		Horz %	8.14	6.23	6.01
1399		Vert %	11.00	10.86	11.61
1400		Index	90	89	95
1401					
1402	Newspaper Reading: Advertisements Read in Weekday Newspaper	Unwgted	563	482	409
1403		Weighted (000)	2327	2017	1719
1404		Horz %	9.00	7.80	6.65
1405		Vert %	11.06	12.37	11.68
1406		Index	100	111	105

RAB / GfK MRI AUTO PROFILE: TOYOTA CARS

	A	B	K	L	M
1			Most Recent Vehicle Bought/Leased: Any Toyota	Decision-Maker For Any Toyota Vehicle Bought/Leased New	If Making Purchase Decision Today, Would Buy Toyota Vehicle
2					
1407					
1408	Newspaper Reading: Circulars/Inserts/Fliers Read in Weekday Newspaper	Unwgted	776	676	574
1409		Weighted (000)	3068	2662	2335
1410		Horz %	9.34	8.10	7.11
1411		Vert %	14.58	16.32	15.87
1412		Index	103	116	112
1413					
1414	Newspaper Reading: Classified Advertising Read in Sunday/Weekend Newspaper	Unwgted	590	454	443
1415		Weighted (000)	2642	1957	2033
1416		Horz %	8.51	6.31	6.55
1417		Vert %	12.56	12.00	13.82
1418		Index	94	90	104
1419					
1420	Newspaper Reading: Advertisements Read in Sunday/Weekend Newspaper	Unwgted	755	663	586
1421		Weighted (000)	3016	2673	2403
1422		Horz %	9.20	8.16	7.33
1423		Vert %	14.33	16.39	16.33
1424		Index	102	116	116
1425					
1426	Newspaper Reading: Circulars/Inserts/Fliers Read in Sunday/Weekend Newspaper	Unwgted	1192	1058	912
1427		Weighted (000)	4701	4035	3574
1428		Horz %	9.73	8.35	7.39
1429		Vert %	22.35	24.74	24.29
1430		Index	108	119	117
1431					
1432	Personally Referred to Paper Yellow Pages - Past Week	Unwgted	526	416	390
1433		Weighted (000)	2229	1663	1769
1434		Horz %	8.62	6.43	6.84
1435		Vert %	10.60	10.20	12.02
1436		Index	95	92	108
1437					
1438	Personally Referred to Internet Yellow Pages - Past Wee	Unwgted	369	312	277
1439		Weighted (000)	1555	1270	1087
1440		Horz %	9.97	8.15	6.97
1441		Vert %	7.39	7.79	7.38
1442		Index	110	116	110
1443					
1444	Personally Referred to Yellow Pages (Paper or Internet) - Past Week	Unwgted	821	665	609
1445		Weighted (000)	3447	2640	2623
1446		Horz %	9.08	6.95	6.91
1447		Vert %	16.39	16.19	17.83
1448		Index	100	99	109
1449					
1450	Have Personally Seen Video Ads in Grocery Stores - Past Month	Unwgted	989	773	616
1451		Weighted (000)	4342	3138	2702
1452		Horz %	9.49	6.86	5.90
1453		Vert %	20.64	19.24	18.36
1454		Index	105	98	93
1455					
1456	Have Personally Seen Video Ads in Drug Stores - Past Month	Unwgted	577	438	353
1457		Weighted (000)	2541	1791	1621
1458		Horz %	8.81	6.21	5.62
1459		Vert %	12.08	10.98	11.02
1460		Index	97	89	89

RAB / GfK MRI AUTO PROFILE: TOYOTA CARS

	A	B	K	L	M
			Most Recent Vehicle Bought/Leased: Any Toyota	Decision-Maker For Any Toyota Vehicle Bought/Leased New	If Making Purchase Decision Today, Would Buy Toyota Vehicle
1					
2					
1461					
1462	Have Personally Seen Video Ads in Convenience Stores - Past Month	Unwgted	524	405	334
1463		Weighted (000)	2265	1689	1457
1464		Horz %	8.00	5.96	5.14
1465		Vert %	10.76	10.35	9.90
1466		Index	88	85	81
1467					
1468	Have Personally Seen Video Ads in Large Discount/Department Stores - Past Month	Unwgted	652	519	417
1469		Weighted (000)	3024	2138	1860
1470		Horz %	9.01	6.37	5.54
1471		Vert %	14.37	13.11	12.64
1472		Index	100	91	88
1473					
1474	Have Personally Seen Video Ads in Warehouse/Club Stores - Past Month	Unwgted	508	423	315
1475		Weighted (000)	2222	1692	1391
1476		Horz %	9.07	6.91	5.68
1477		Vert %	10.56	10.38	9.46
1478		Index	100	99	90
1479					
1480	Have Personally Seen Video Ads in Other Stores - Past Month	Unwgted	453	353	273
1481		Weighted (000)	1979	1511	1197
1482		Horz %	7.92	6.05	4.79
1483		Vert %	9.41	9.27	8.13
1484		Index	88	86	76
1485					
1486	Have Personally Seen Video Ads in Shopping Malls - Past Month	Unwgted	785	633	443
1487		Weighted (000)	3404	2538	1918
1488		Horz %	10.00	7.46	5.64
1489		Vert %	16.18	15.57	13.04
1490		Index	111	106	89
1491					
1492	Have Personally Seen Video Ads in Bars/Pubs - Past Month	Unwgted	409	309	242
1493		Weighted (000)	1927	1370	1083
1494		Horz %	9.40	6.68	5.28
1495		Vert %	9.16	8.40	7.36
1496		Index	104	95	84
1497					
1498	Have Personally Seen Video Ads in Fast-Food or Family Restaurants - Past Month	Unwgted	593	455	369
1499		Weighted (000)	2790	2037	1756
1500		Horz %	9.43	6.88	5.93
1501		Vert %	13.26	12.49	11.93
1502		Index	104	98	94
1503					
1504	Have Personally Seen Video Ads in Coffee Shops, Cafes or Delis - Past Month	Unwgted	418	332	245
1505		Weighted (000)	1943	1445	1141
1506		Horz %	9.56	7.11	5.61
1507		Vert %	9.24	8.86	7.76
1508		Index	106	101	89
1509					
1510	Have Personally Seen Video Ads in Gym/Health Clubs - Past Month	Unwgted	381	308	232
1511		Weighted (000)	1643	1274	953
1512		Horz %	9.19	7.12	5.32
1513		Vert %	7.81	7.81	6.47
1514		Index	102	102	84

RAB / GfK MRI AUTO PROFILE: TOYOTA CARS

	A	B	K	L	M
			Most Recent Vehicle Bought/Leased: Any Toyota	Decision-Maker For Any Toyota Vehicle Bought/Leased New	If Making Purchase Decision Today, Would Buy Toyota Vehicle
1					
2					
1515					
1516	Have Personally Seen Video Ads in Medical Offices - Past Month	Unwgted	534	465	389
1517		Weighted (000)	2383	1992	1838
1518		Horz %	8.58	7.17	6.62
1519		Vert %	11.33	12.21	12.49
1520		Index	95	102	105
1521					
1522		Unwgted	439	404	290
1523	Have Personally Seen Video Ads in Airports - Past Month	Weighted (000)	1827	1605	1123
1524		Horz %	9.63	8.46	5.92
1525		Vert %	8.69	9.84	7.63
1526		Index	107	121	94
1527					
1528	Have Personally Seen Video Ads at Gas Stations - Past Month	Unwgted	832	673	561
1529		Weighted (000)	3501	2712	2344
1530		Horz %	9.76	7.56	6.53
1531		Vert %	16.64	16.63	15.93
1532		Index	108	108	103
1533					
1534	Have Personally Seen Video Ads in Office Building Lobbies Past Month	Unwgted	312	271	198
1535		Weighted (000)	1362	1150	885
1536		Horz %	8.08	6.82	5.25
1537		Vert %	6.47	7.05	6.01
1538		Index	89	97	83
1539					
1540	Have Personally Seen Video Ads in Office Building Elevators - Past Month	Unwgted	289	253	197
1541		Weighted (000)	1171	998	822
1542		Horz %	7.54	6.43	5.30
1543		Vert %	5.57	6.12	5.59
1544		Index	83	92	84
1545					
1546	Have Personally Seen Video Ads in Movie Theater Lobbies Past Month	Unwgted	535	437	351
1547		Weighted (000)	2333	1787	1606
1548		Horz %	9.16	7.01	6.30
1549		Vert %	11.09	10.96	10.91
1550		Index	101	100	100
1551					
1552	Have Seen Any Billboards - Past Month	Unwgted	2881	2395	2099
1553		Weighted (000)	11964	9338	8986
1554		Horz %	10.08	7.87	7.57
1555		Vert %	56.87	57.26	61.06
1556		Index	112	112	120
1557					
1558	Have Seen Any Ads on Buses/Trains - Past Month	Unwgted	1281	1041	942
1559		Weighted (000)	5158	4005	3971
1560		Horz %	9.97	7.74	7.68
1561		Vert %	24.52	24.56	26.99
1562		Index	110	110	121
1563					
1564	Have Seen Any Ads at Bus Stops or Train Stations - Past Month	Unwgted	833	674	609
1565		Weighted (000)	3243	2450	2561
1566		Horz %	9.45	7.14	7.46
1567		Vert %	15.41	15.03	17.40
1568		Index	104	102	118

RAB / GfK MRI AUTO PROFILE: TOYOTA CARS

	A	B	K	L	M
			Most Recent Vehicle Bought/Leased: Any Toyota	Decision-Maker For Any Toyota Vehicle Bought/Leased New	If Making Purchase Decision Today, Would Buy Toyota Vehicle
1					
2					
1569					
1570		Unwgted	308	255	199
1571	Have Seen Any Ads Inside	Weighted (000)	1312	981	908
1572	Taxis - Past Month	Horz %	8.35	6.25	5.78
1573		Vert %	6.24	6.01	6.17
1574		Index	92	89	91
1575					
1576		Unwgted	662	560	465
1577	Have Seen Any Ads on Top of	Weighted (000)	2730	2093	1950
1578	Taxis - Past Month	Horz %	9.40	7.21	6.72
1579		Vert %	12.98	12.84	13.25
1580		Index	104	103	106
1581					
1582		Unwgted	253	203	168
1583	Have Seen Any Ads on Phone	Weighted (000)	1073	803	730
1584	Booths - Past Month	Horz %	7.29	5.45	4.95
1585		Vert %	5.10	4.93	4.96
1586		Index	81	78	78
1587					
1588		Unwgted	884	773	615
1589	Have Seen Any Ads at Sports or Entertainment Events - Past	Weighted (000)	3790	3100	2649
1590	Month	Horz %	9.53	7.80	6.66
1591		Vert %	18.02	19.01	18.00
1592		Index	105	111	105
1593					
1594		Unwgted	690	608	485
1595	Have Seen Any Ads on	Weighted (000)	2673	2270	1952
1596	Postcards - Past Month	Horz %	9.60	8.15	7.01
1597		Vert %	12.70	13.92	13.27
1598		Index	106	116	111
1599					
1600		Unwgted	1010	846	710
1601	Have Seen Any Ads Sent to a	Weighted (000)	4100	3376	3116
1602	Cellphone or Other Mobile	Horz %	8.99	7.40	6.84
1603	Device - Past Month	Vert %	19.49	20.70	21.18
1604		Index	99	106	108
1605					
1606		Unwgted	1016	878	749
1607	Have Seen Any Ads on	Weighted (000)	4199	3495	3231
1608	Posters at Movie Theater -	Horz %	9.51	7.92	7.32
1609	Past Month	Vert %	19.96	21.43	21.96
1610		Index	105	113	116
1611					
1612		Unwgted	1361	1173	993
1613	Have Seen Any Ads Shown	Weighted (000)	5677	4589	4311
1614	On-Screen Before Start of	Horz %	9.87	7.98	7.50
1615	Movie - Past Month	Vert %	26.98	28.14	29.29
1616		Index	109	114	119
1617					
1618		Unwgted	1913	1586	1414
1619	Have Seen Any Ads in Stores	Weighted (000)	8007	6144	6069
1620	(Not Video Ads) - Past Month	Horz %	9.60	7.37	7.28
1621		Vert %	38.06	37.68	41.24
1622		Index	106	105	115

RAB / GfK MRI AUTO PROFILE: TOYOTA CARS

	A	B	K	L	M
			Most Recent Vehicle Bought/Leased: Any Toyota	Decision-Maker For Any Toyota Vehicle Bought/Leased New	If Making Purchase Decision Today, Would Buy Toyota Vehicle
1					
2					
1623					
1624		Unwgted	1183	972	860
1625	Have Seen Any Infomercials - Past Month	Weighted (000)	4955	4062	3743
1626		Horz %	9.28	7.61	7.01
1627		Vert %	23.55	24.91	25.44
1628		Index	103	109	111
1629					
1630	Have Seen Any Offers or Ads Sent to Home By Mail - Past Month	Unwgted	2381	2018	1806
1631		Weighted (000)	9807	7960	7734
1632		Horz %	10.06	8.17	7.93
1633		Vert %	46.61	48.81	52.56
1634		Index	111	116	125
1635					
1636	Have Seen Any Product Placement in Video Games - Past Month	Unwgted	364	257	238
1637		Weighted (000)	1705	1045	1087
1638		Horz %	8.01	4.91	5.11
1639		Vert %	8.11	6.41	7.39
1640		Index	89	70	81
1641					
1642	Have Seen Any Product Placement in TV Shows - Past Month	Unwgted	2154	1812	1570
1643		Weighted (000)	8793	7131	6794
1644		Horz %	9.61	7.80	7.43
1645		Vert %	41.80	43.72	46.17
1646		Index	106	111	117
1647					
1648	Have Seen Any Product Placement in Movies - Past Month	Unwgted	1296	1058	942
1649		Weighted (000)	5562	4203	4186
1650		Horz %	9.72	7.35	7.32
1651		Vert %	26.44	25.78	28.45
1652		Index	107	105	116
1653					
1654	Automotive Attitudes: I want a vehicle that has both the comforts of a car and the capabilities of a truck.	Unwgted	2897	2329	2020
1655		Weighted (000)	12440	9350	8560
1656		Horz %	8.64	6.50	5.95
1657		Vert %	59.13	57.33	58.17
1658		Index	96	93	94
1659					
1660	Automotive Attitudes: I plan to buy the vehicle that best meets my needs no matter who makes it or in what country it is produced.	Unwgted	3374	2783	2369
1661		Weighted (000)	13869	10800	10243
1662		Horz %	9.93	7.74	7.34
1663		Vert %	65.92	66.23	69.61
1664		Index	110	110	116
1665					
1666	Automotive Attitudes: The vehicle a person owns says a lot about him or her.	Unwgted	2643	2213	1744
1667		Weighted (000)	11180	8622	7415
1668		Horz %	9.16	7.07	6.08
1669		Vert %	53.14	52.87	50.39
1670		Index	101	101	96
1671					
1672	Automotive Attitudes: I often take the opportunity to discuss my knowledge of automobiles with others.	Unwgted	1435	1131	902
1673		Weighted (000)	6359	4492	3814
1674		Horz %	8.49	6.00	5.09
1675		Vert %	30.23	27.54	25.92
1676		Index	94	86	80

RAB / GfK MRI AUTO PROFILE: TOYOTA CARS

	A	B	K	L	M
			Most Recent Vehicle Bought/Leased: Any Toyota	Decision-Maker For Any Toyota Vehicle Bought/Leased New	If Making Purchase Decision Today, Would Buy Toyota Vehicle
1					
2					
1677					
1678	Automotive Attitudes: I'm loyal to my vehicle brands and stick with them.	Unwgted	2409	1984	1599
1679		Weighted (000)	10174	7753	6687
1680		Horz %	9.17	6.98	6.02
1681		Vert %	48.36	47.54	45.44
1682		Index	101	100	95
1683					
1684	Automotive Attitudes: I consider myself to be an automotive enthusiast.	Unwgted	1215	974	769
1685		Weighted (000)	5343	3891	3295
1686		Horz %	8.07	5.88	4.98
1687		Vert %	25.40	23.86	22.39
1688		Index	89	84	79
1689					
1690	Automotive Attitudes: I buy vehicles that reflect my commitment to support the environment.	Unwgted	1788	1512	1241
1691		Weighted (000)	7192	5821	5093
1692		Horz %	9.37	7.58	6.63
1693		Vert %	34.19	35.70	34.61
1694		Index	104	108	105
1695					
1696	Automotive Attitudes: I seek out vehicles with bold, innovative designs that stand apart from others on the road.	Unwgted	1323	1072	790
1697		Weighted (000)	5753	4323	3276
1698		Horz %	8.13	6.11	4.63
1699		Vert %	27.35	26.51	22.26
1700		Index	90	87	73
1701					
1702	Automotive Attitudes: I think of vehicles as basic transportation.	Unwgted	3975	3207	2797
1703		Weighted (000)	16504	12544	11726
1704		Horz %	9.22	7.01	6.55
1705		Vert %	78.45	76.92	79.69
1706		Index	102	100	104
1707					
1708	Automotive Attitudes: I look forward to technology advances in new vehicles.	Unwgted	3322	2808	2258
1709		Weighted (000)	13550	10860	9304
1710		Horz %	9.29	7.45	6.38
1711		Vert %	64.41	66.60	63.23
1712		Index	103	106	101
1713					
1714	Automotive Attitudes: The quality of workmanship/construction of a vehicle is more important than anything else.	Unwgted	3909	3303	2724
1715		Weighted (000)	15977	12838	11355
1716		Horz %	9.31	7.48	6.61
1717		Vert %	75.94	78.72	77.16
1718		Index	103	107	105
1719					
1720	Automotive Attitudes: I enjoy learning about automobiles from others.	Unwgted	2291	1901	1509
1721		Weighted (000)	9594	7414	6313
1722		Horz %	8.70	6.73	5.73
1723		Vert %	45.61	45.47	42.90
1724		Index	96	96	91
1725					
1726	Automotive Attitudes: I research and compare as many vehicles as possible before making my final purchase decision.	Unwgted	3266	2751	2290
1727		Weighted (000)	13533	10718	9637
1728		Horz %	9.29	7.36	6.61
1729		Vert %	64.32	65.72	65.49
1730		Index	103	105	105

RAB / GfK MRI AUTO PROFILE: TOYOTA CARS

	A	B	K	L	M
			Most Recent Vehicle Bought/Leased: Any Toyota	Decision-Maker For Any Toyota Vehicle Bought/Leased New	If Making Purchase Decision Today, Would Buy Toyota Vehicle
1					
2					
1731					
1732	Automotive Attitudes: When I find a vehicle that I like, I typically recommend it to people I know.	Unwgted	3301	2738	2293
1733		Weighted (000)	13720	10765	9765
1734		Horz %	9.17	7.20	6.53
1735		Vert %	65.21	66.01	66.36
1736		Index	101	103	103
1737					
1738	Automotive Attitudes: My first consideration in choosing a vehicle is its exterior styling.	Unwgted	2043	1733	1287
1739		Weighted (000)	8582	7030	5501
1740		Horz %	8.11	6.64	5.20
1741		Vert %	40.79	43.11	37.38
1742		Index	90	95	82
1743					
1744	Automotive Attitudes: I look for vehicles that offer spirited performance and powerful acceleration.	Unwgted	2027	1635	1269
1745		Weighted (000)	8972	6763	5513
1746		Horz %	8.43	6.36	5.18
1747		Vert %	42.64	41.47	37.46
1748		Index	93	91	82
1749					
1750	Automotive Attitudes: I typically look at several vehicle brands when shopping for a new vehicle.	Unwgted	3428	2904	2407
1751		Weighted (000)	14184	11319	10151
1752		Horz %	9.00	7.18	6.44
1753		Vert %	67.42	69.41	68.98
1754		Index	99	102	102
1755					
1756	Automotive Attitudes: Having a vehicle that is fun to drive is a top consideration in my purchasing decision.	Unwgted	2303	1913	1451
1757		Weighted (000)	9583	7511	6149
1758		Horz %	8.29	6.49	5.32
1759		Vert %	45.55	46.06	41.78
1760		Index	92	93	84
1761					
1762	Automotive Attitudes: I enjoy personalizing my vehicle to reflect my individual tastes.	Unwgted	1911	1487	1235
1763		Weighted (000)	8232	5831	5544
1764		Horz %	7.89	5.59	5.31
1765		Vert %	39.13	35.75	37.68
1766		Index	87	80	84
1767					
1768	Automotive Attitudes: I often ask the advice of others when it comes to automobiles.	Unwgted	2903	2349	2030
1769		Weighted (000)	12129	9214	8598
1770		Horz %	8.89	6.75	6.30
1771		Vert %	57.65	56.50	58.43
1772		Index	98	96	100
1773					
1774	Automotive Attitudes: I prefer buying models of vehicles that I or people I know have owned and like.	Unwgted	3175	2555	2230
1775		Weighted (000)	13443	10109	9439
1776		Horz %	9.34	7.02	6.56
1777		Vert %	63.90	61.99	64.14
1778		Index	103	100	104
1779					
1780	Automotive Attitudes: I want the cheapest and easiest to maintain vehicle I can find.	Unwgted	2301	1719	1622
1781		Weighted (000)	9617	6641	7071
1782		Horz %	8.61	5.95	6.33
1783		Vert %	45.71	40.72	48.05
1784		Index	95	85	100

	A	B	K	L	M
			Most Recent Vehicle Bought/ Leased: Any Toyota	Decision-Maker For Any Toyota Vehicle Bought/ Leased New	If Making Purchase Decision Today, Would Buy Toyota Vehicle
1					
2					
1785	Automotive Attitudes: I generally purchase the most expensive model with all the luxury appointments and options.				
1786		Unwgted	876	712	454
1787		Weighted (000)	3811	2819	2060
1788		Horz %	7.74	5.72	4.18
1789		Vert %	18.12	17.29	14.00
1790		Index	86	82	66
1791					
1792	Automotive Attitudes: People often ask my advice when it comes to automobiles.	Unwgted	1278	985	737
1793		Weighted (000)	5576	3858	3130
1794		Horz %	8.28	5.73	4.65
1795		Vert %	26.50	23.66	21.27
1796		Index	92	82	73
1797					
1798	Automotive Attitudes: Having a versatile vehicle to accommodate my busy lifestyle is important to me.	Unwgted	3375	2824	2319
1799		Weighted (000)	13885	11066	9815
1800		Horz %	9.00	7.17	6.36
1801		Vert %	66.00	67.86	66.70
1802		Index	100	102	101
1803					
1804	Automotive Attitudes: Rebates and incentives strongly influence my new vehicle purchase decisions.	Unwgted	2603	2240	1762
1805		Weighted (000)	10700	8756	7352
1806		Horz %	8.60	7.04	5.91
1807		Vert %	50.86	53.69	49.96
1808		Index	95	100	93
1809					
1810	Automotive Attitudes: I consider safety first when shopping for a new vehicle.	Unwgted	3725	3121	2589
1811		Weighted (000)	15317	12224	10925
1812		Horz %	8.92	7.12	6.36
1813		Vert %	72.81	74.96	74.24
1814		Index	99	102	101
1815					
1816	Automotive Attitudes: I always follow the advice of my mechanic.	Unwgted	3099	2525	2114
1817		Weighted (000)	12900	9776	9069
1818		Horz %	8.83	6.69	6.21
1819		Vert %	61.32	59.95	61.63
1820		Index	98	95	98
1821					
1822	Automotive Attitudes: I always maintain my vehicle as recommended by the manufacturer's manual.	Unwgted	3965	3323	2680
1823		Weighted (000)	16241	12943	11213
1824		Horz %	9.19	7.32	6.35
1825		Vert %	77.20	79.37	76.20
1826		Index	102	104	100
1827					
1828					