

RAB / GfK MRI AUTO PROFILE: TOYOTA TRUCKS

		Adults 18+	Own/Lease Toyota Highlander	Own/Lease Toyota Sequoia	Own/Lease Toyota Sienna	Own/Lease Toyota Tacoma/Pickup
Adults 18+	Unwgt'd	48273	550	95	611	793
	Weighted (000)	240780	2580	535	2905	4204
	Horz %	100.00	1.07	0.22	1.21	1.75
	Vert %	100.00	100.00	100.00	100.00	100.00
	Index	100	100	100	100	100
Male				*		
	Unwgt'd	24392	282	46	328	488
	Weighted (000)	116178	1194	253	1432	2407
	Horz %	100.00	1.03	0.22	1.23	2.07
	Vert %	48.25	46.27	47.31	49.31	57.26
	Index	100	96	98	102	119
Female				*		
	Unwgt'd	23881	268	49	283	305
	Weighted (000)	124602	1386	282	1472	1797
	Horz %	100.00	1.11	0.23	1.18	1.44
	Vert %	51.75	53.73	52.69	50.69	42.74
	Index	100	104	102	98	83
Age 18-24			*	*	*	
	Unwgt'd	3822	24	2	35	69
	Weighted (000)	30214	227	17	319	608
	Horz %	100.00	0.75	0.06	1.06	2.01
	Vert %	12.55	8.79	3.22	11.00	14.46
	Index	100	70	26	88	115
Age 25-34				*		
	Unwgt'd	8153	62	14	84	120
	Weighted (000)	42657	355	93	458	701
	Horz %	100.00	0.83	0.22	1.07	1.64
	Vert %	17.72	13.74	17.39	15.76	16.67
	Index	100	78	98	89	94
Age 35-44				*		
	Unwgt'd	8482	109	32	198	129
	Weighted (000)	40077	535	155	868	567
	Horz %	100.00	1.33	0.39	2.17	1.42
	Vert %	16.64	20.71	29.02	29.89	13.50
	Index	100	124	174	180	81
Age 45-54				*		
	Unwgt'd	8893	146	27	149	167
	Weighted (000)	43246	596	149	591	854
	Horz %	100.00	1.38	0.35	1.37	1.97
	Vert %	17.96	23.08	27.92	20.34	20.31
	Index	100	129	155	113	113
Age 55-64				*		
	Unwgt'd	8384	102	14	88	157
	Weighted (000)	39759	477	95	422	775
	Horz %	100.00	1.20	0.24	1.06	1.95
	Vert %	16.51	18.47	17.74	14.53	18.44
	Index	100	112	107	88	112
Age 65+				*		
	Unwgt'd	10539	107	6	57	151
	Weighted (000)	44827	392	25	246	699
	Horz %	100.00	0.88	0.06	0.55	1.56
	Vert %	18.62	15.20	4.71	8.48	16.63
	Index	100	82	25	46	89

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Age 21+	Unwgt'd	46843	538	93	589	773
	Weighted (000)	228583	2472	518	2728	3996
	Horz %	100.00	1.08	0.23	1.19	1.75
	Vert %	94.93	95.78	96.78	93.94	95.06
	Index	100	101	102	99	100
Age 18-34				*		
	Unwgt'd	11975	86	16	119	189
	Weighted (000)	72871	581	110	777	1308
	Horz %	100.00	0.80	0.15	1.07	1.80
	Vert %	30.26	22.53	20.61	26.75	31.13
Index	100	74	68	88	103	
Age 18-49	Unwgt'd	24725	271	64	399	390
	Weighted (000)	133805	1439	348	1971	2199
	Horz %	100.00	1.08	0.26	1.47	1.64
	Vert %	55.57	55.78	65.01	67.86	52.30
	Index	100	100	117	122	94
Age 25-54	Unwgt'd	25528	317	73	431	416
	Weighted (000)	125979	1485	398	1917	2122
	Horz %	100.00	1.18	0.32	1.52	1.68
	Vert %	52.32	57.53	74.33	65.99	50.47
	Index	100	110	142	126	96
Age 35-64	Unwgt'd	25759	357	73	435	453
	Weighted (000)	123081	1607	399	1881	2196
	Horz %	100.00	1.31	0.32	1.53	1.78
	Vert %	51.12	62.27	74.68	64.76	52.24
	Index	100	122	146	127	102
Age 50+				*		
	Unwgt'd	23548	279	31	212	403
	Weighted (000)	106974	1141	187	934	2005
	Horz %	100.00	1.07	0.17	0.87	1.87
	Vert %	44.43	44.22	34.99	32.14	47.70
Index	100	100	79	72	107	
Median Age	Unwgt'd					
	Weighted (000)	46.80	47.70	45.10	43.10	48.50
	Horz %					
	Vert %					
	Index	100	102	96	92	104
Race: White Only	Unwgt'd	34938	451	81	451	616
	Weighted (000)	177950	2109	484	2235	3387
	Horz %	100.00	1.19	0.27	1.26	1.90
	Vert %	73.91	81.74	90.52	76.96	80.56
	Index	100	111	122	104	109
Race: Black/African-American Only			*	*	*	*
	Unwgt'd	5766	19	5	20	21
	Weighted (000)	29089	59	24	86	115
	Horz %	100.00	0.20	0.08	0.30	0.40
	Vert %	12.08	2.28	4.43	2.97	2.75
Index	100	19	37	25	23	

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				*	*	*
Race: Asian	Unwgt'd	2336	39	4	86	42
	Weighted (000)	8427	186	8	294	145
	Horz %	100.00	2.21	0.10	3.49	1.72
	Vert %	3.50	7.22	1.56	10.11	3.44
	Index	100	206	45	289	98
				*		
Race: Other Race/Multi-Racial	Unwgt'd	7569	80	9	140	156
	Weighted (000)	33741	413	27	583	702
	Horz %	100.00	1.22	0.08	1.73	2.08
	Vert %	14.01	15.99	5.06	20.07	16.69
	Index	100	114	36	143	119
				*		
Hispanic, Latino, Spanish Origin or Descent	Unwgt'd	6274	51	8	77	140
	Weighted (000)	36640	335	23	542	817
	Horz %	100.00	0.91	0.06	1.48	2.23
	Vert %	15.22	12.97	4.31	18.65	19.43
	Index	100	85	28	123	128
			*	*	*	*
Hispanic, Personally Speak Only English at Home	Unwgt'd	1651	19	4	20	39
	Weighted (000)	5719	55	11	39	138
	Horz %	100.00	0.96	0.20	0.68	2.42
	Vert %	2.38	2.13	2.13	1.35	3.29
	Index	100	90	90	57	138
			*	*	*	*
Hispanic, Personally Speak Mostly English, But Some Spanish at Home	Unwgt'd	1862	13	2	26	41
	Weighted (000)	9417	77	6	142	232
	Horz %	100.00	0.82	0.06	1.50	2.46
	Vert %	3.91	2.99	1.13	4.88	5.51
	Index	100	77	29	125	141
			*	*	*	*
Hispanic, Personally Speak Only Spanish at Home	Unwgt'd	1118	4	2	7	20
	Weighted (000)	10393	53	6	126	184
	Horz %	100.00	0.51	0.05	1.21	1.77
	Vert %	4.32	2.06	1.06	4.33	4.37
	Index	100	48	24	100	101
			*	*	*	*
Hispanic, Personally Speak Mostly Spanish, But Some English at Home	Unwgt'd	1522	14	0	23	39
	Weighted (000)	8987	110	0	211	224
	Horz %	100.00	1.22	0.00	2.35	2.49
	Vert %	3.73	4.26	0.00	7.27	5.32
	Index	100	114	0	195	143
			*	*	*	*
Hispanic, Personally Speak Spanish and English Equally at Home	Unwgt'd	95	1	0	1	1
	Weighted (000)	1661	39	0	24	39
	Horz %	100.00	2.37	0.00	1.45	2.37
	Vert %	0.69	1.52	0.00	0.83	0.94
	Index	100	221	0	120	136
			*			
Highest Level Education Completed/Highest Degree Received: Master's, Professional School or Doctorate Degree	Unwgt'd	6767	117	17	159	107
	Weighted (000)	25246	420	114	554	386
	Horz %	100.00	1.66	0.45	2.19	1.53
	Vert %	10.49	16.27	21.37	19.08	9.17
	Index	100	155	204	182	88

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Highest Level Education Completed/Highest Degree Received: Bachelor's Degree				*		
	Unwgt'd	11007	199	35	192	211
	Weighted (000)	45336	928	145	789	1006
	Horz %	100.00	2.05	0.32	1.74	2.22
	Vert %	18.83	35.96	27.06	27.16	23.94
Index	100	191	144	144	127	
Highest Level Education Completed/Highest Degree Received: Associate Degree, Academic			*	*	*	
	Unwgt'd	2525	27	9	29	55
	Weighted (000)	10486	90	53	79	260
	Horz %	100.00	0.86	0.51	0.76	2.48
	Vert %	4.36	3.50	9.95	2.73	6.18
Index	100	80	228	63	142	
Highest Level Education Completed/Highest Degree Received: Associate Degree, Occupational/Vocational			*	*	*	
	Unwgt'd	3281	33	8	23	59
	Weighted (000)	13387	154	27	80	239
	Horz %	100.00	1.15	0.20	0.60	1.79
	Vert %	5.56	5.96	5.04	2.77	5.69
Index	100	107	91	50	102	
Highest Level Education Completed/Highest Degree Received: Some College, but No Degree				*		
	Unwgt'd	10114	92	18	94	165
	Weighted (000)	45271	399	120	505	824
	Horz %	100.00	0.88	0.27	1.11	1.82
	Vert %	18.80	15.48	22.45	17.38	19.60
Index	100	82	119	92	104	
Respondent - Highest Level Education Completed/Highest Degree Received: High school graduate (High School Diploma or Equivalent, such as GED)				*		
	Unwgt'd	10354	67	4	95	139
	Weighted (000)	71224	496	30	763	1112
	Horz %	100.00	0.70	0.04	1.07	1.56
	Vert %	29.58	19.22	5.52	26.28	26.45
Index	100	65	19	89	89	
Respondent - Highest Level Education Completed/Highest Degree Received: 11th Grade or Less or 12th Grade, No Diploma			*	*	*	
	Unwgt'd	4225	15	4	19	57
	Weighted (000)	29828	93	46	134	377
	Horz %	100.00	0.31	0.15	0.45	1.27
	Vert %	12.39	3.60	8.62	4.61	8.98
Index	100	29	70	37	72	
Currently Attending College or University			*	*	*	
	Unwgt'd	3453	30	5	33	56
	Weighted (000)	19367	198	44	234	352
	Horz %	100.00	1.02	0.23	1.21	1.82
	Vert %	8.04	7.68	8.21	8.06	8.37
Index	100	95	102	100	104	
Employed Full Time						
	Unwgt'd	24928	326	60	372	448
	Weighted (000)	116486	1530	364	1586	2163
	Horz %	100.00	1.31	0.31	1.36	1.86
	Vert %	48.38	59.31	68.08	54.60	51.46
Index	100	123	141	113	106	
Employed Part Time				*		
	Unwgt'd	5673	70	13	86	117
	Weighted (000)	29663	336	58	533	735
	Horz %	100.00	1.13	0.20	1.80	2.48
	Vert %	12.32	13.03	10.85	18.35	17.48
Index	100	106	88	149	142	

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Not Employed					*	
	Unwgt'd	17672	154	22	153	228
	Weighted (000)	94631	714	113	786	1306
	Horz %	100.00	0.75	0.12	0.83	1.38
	Vert %	39.30	27.67	21.06	27.05	31.07
Index	100	70	54	69	79	
Temporarily Unemployed			*	*	*	*
	Unwgt'd	1992	10	1	20	21
	Weighted (000)	13071	59	7	97	121
	Horz %	100.00	0.45	0.05	0.74	0.93
	Vert %	5.43	2.29	1.30	3.34	2.88
Index	100	42	24	62	53	
Retired from Employment			*	*	*	*
	Unwgt'd	10157	95	8	55	147
	Weighted (000)	45370	374	31	270	792
	Horz %	100.00	0.82	0.07	0.59	1.75
	Vert %	18.84	14.49	5.84	9.29	18.85
Index	100	77	31	49	100	
Not Employed, Principal Shopper for Household			*	*	*	*
	Unwgt'd	2514	34	11	62	31
	Weighted (000)	16486	165	57	314	204
	Horz %	100.00	1.00	0.35	1.90	1.24
	Vert %	6.85	6.40	10.71	10.80	4.86
Index	100	93	156	158	71	
Occupation: Professional and Related Occupations			*	*	*	*
	Unwgt'd	7447	122	22	155	144
	Weighted (000)	33261	584	137	649	735
	Horz %	100.00	1.75	0.41	1.95	2.21
	Vert %	13.81	22.62	25.69	22.36	17.48
Index	100	164	186	162	127	
Occupation: Management, Business and Financial Operations			*	*	*	*
	Unwgt'd	6565	123	22	126	118
	Weighted (000)	24062	511	138	405	393
	Horz %	100.00	2.13	0.57	1.68	1.63
	Vert %	9.99	19.82	25.75	13.94	9.35
Index	100	198	258	139	94	
Occupation: Sales and Office Occupations			*	*	*	*
	Unwgt'd	5945	77	14	66	105
	Weighted (000)	32600	358	99	400	596
	Horz %	100.00	1.10	0.30	1.23	1.83
	Vert %	13.54	13.88	18.48	13.78	14.19
Index	100	103	136	102	105	
Occupation: Natural Resources, Construction and Maintenance Occupations			*	*	*	*
	Unwgt'd	2586	26	3	37	59
	Weighted (000)	13486	129	12	186	344
	Horz %	100.00	0.95	0.09	1.38	2.55
	Vert %	5.60	4.99	2.26	6.41	8.18
Index	100	89	40	114	146	
Occupation: Other Employed			*	*	*	*
	Unwgt'd	8058	48	12	74	139
	Weighted (000)	42740	284	36	478	830
	Horz %	100.00	0.67	0.08	1.12	1.94
	Vert %	17.75	11.02	6.77	16.47	19.74
Index	100	62	38	93	111	

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				*	*	*
Household Income: \$250,000+	Unwgt'd	1862	41	11	48	41
	Weighted (000)	7072	116	74	172	143
	Horz %	100.00	1.64	1.05	2.43	2.02
	Vert %	2.94	4.49	13.88	5.91	3.39
	Index	100	153	472	201	116
			*	*	*	*
Household Income: \$200,000-\$249,999	Unwgt'd	1511	45	6	48	30
	Weighted (000)	6244	180	44	179	89
	Horz %	100.00	2.88	0.70	2.87	1.43
	Vert %	2.59	6.96	8.20	6.18	2.12
	Index	100	269	316	238	82
				*		
Household Income: \$150,000-\$199,999	Unwgt'd	3595	82	16	79	81
	Weighted (000)	16937	364	84	268	454
	Horz %	100.00	2.15	0.50	1.58	2.68
	Vert %	7.03	14.12	15.78	9.23	10.79
	Index	100	201	224	131	153
				*		
Household Income: \$100,000-\$149,999	Unwgt'd	7160	142	24	150	181
	Weighted (000)	37688	709	112	687	950
	Horz %	100.00	1.88	0.30	1.82	2.52
	Vert %	15.65	27.49	20.89	23.66	22.59
	Index	100	176	133	151	144
				*		
Household Income: \$75,000-\$99,999	Unwgt'd	6228	95	14	104	128
	Weighted (000)	32225	498	116	563	749
	Horz %	100.00	1.55	0.36	1.75	2.32
	Vert %	13.38	19.31	21.76	19.40	17.82
	Index	100	144	163	145	133
			*	*		
Household Income: \$60,000-\$74,999	Unwgt'd	4977	44	7	64	82
	Weighted (000)	25163	232	22	304	455
	Horz %	100.00	0.92	0.09	1.21	1.81
	Vert %	10.45	8.99	4.20	10.45	10.81
	Index	100	86	40	100	103
			*	*	*	
Household Income: \$50,000-\$59,999	Unwgt'd	3803	48	8	42	77
	Weighted (000)	18770	228	37	291	491
	Horz %	100.00	1.22	0.20	1.55	2.62
	Vert %	7.80	8.85	6.91	10.03	11.68
	Index	100	114	89	129	150
			*	*	*	
Household Income: \$40,000-\$49,999	Unwgt'd	4778	22	6	29	63
	Weighted (000)	20586	103	32	109	307
	Horz %	100.00	0.50	0.16	0.53	1.49
	Vert %	8.55	3.98	6.00	3.77	7.30
	Index	100	47	70	44	85
			*	*	*	
Household Income: \$30,000-\$39,999	Unwgt'd	4643	16	2	24	41
	Weighted (000)	22039	72	11	145	188
	Horz %	100.00	0.33	0.05	0.66	0.85
	Vert %	9.15	2.78	1.97	5.01	4.47
	Index	100	30	22	55	49

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Household Income: \$20,000-\$29,999			*	*	*	*
	Unwgt'd	4346	10	1	11	40
	Weighted (000)	21849	65	2	96	203
	Horz %	100.00	0.30	0.01	0.44	0.93
	Vert %	9.07	2.53	0.41	3.29	4.84
	Index	100	28	5	36	53
Household Income: Under \$20,000			*	*	*	*
	Unwgt'd	5370	5	0	12	29
	Weighted (000)	32207	13	0	89	176
	Horz %	100.00	0.04	0.00	0.28	0.55
	Vert %	13.38	0.49	0.00	3.08	4.19
	Index	100	4	0	23	31
Median Household Income						
	Unwgt'd					
	Weighted (000)	62.90	105.60	120.90	93.50	84.40
	Horz %					
	Vert %					
	Index	100	168	192	149	134
Marital Status: Single, Never Married				*		
	Unwgt'd	11890	59	5	71	150
	Weighted (000)	67363	371	29	484	939
	Horz %	100.00	0.55	0.04	0.72	1.39
	Vert %	27.98	14.36	5.40	16.65	22.35
	Index	100	51	19	60	80
Marital Status: Currently Married						
	Unwgt'd	24640	423	85	498	528
	Weighted (000)	127911	1978	469	2252	2772
	Horz %	100.00	1.55	0.37	1.76	2.17
	Vert %	53.12	76.66	87.66	77.52	65.94
	Index	100	144	165	146	124
Marital Status: Divorced or Legally Separated				*	*	
	Unwgt'd	7948	53	5	33	89
	Weighted (000)	30646	172	37	143	366
	Horz %	100.00	0.56	0.12	0.47	1.20
	Vert %	12.73	6.68	6.94	4.91	8.71
	Index	100	52	55	39	68
Marital Status: Widowed			*	*	*	*
	Unwgt'd	3795	15	0	9	26
	Weighted (000)	14859	59	0	27	126
	Horz %	100.00	0.40	0.00	0.18	0.85
	Vert %	6.17	2.30	0.00	0.93	3.00
	Index	100	37	0	15	49
Marital Status: Engaged to Be Married			*	*	*	*
	Unwgt'd	1949	6	0	15	27
	Weighted (000)	10768	12	0	66	110
	Horz %	100.00	0.11	0.00	0.61	1.02
	Vert %	4.47	0.48	0.00	2.26	2.62
	Index	100	11	0	51	59
Marital Status: Living with Partner/Fiancé/Boyfriend or Girlfriend (Same or Opposite Sex)			*	*	*	*
	Unwgt'd	3390	23	2	27	42
	Weighted (000)	20609	85	5	145	226
	Horz %	100.00	0.41	0.02	0.70	1.10
	Vert %	8.56	3.30	0.94	4.98	5.39
	Index	100	39	11	58	63

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Any Child(ren) Under Age 18 Living at Home	Unwgt'd	18110	286	71	452	264
	Weighted (000)	95244	1400	401	2062	1383
	Horz %	100.00	1.47	0.42	2.16	1.45
	Vert %	39.56	54.26	74.95	70.98	32.89
	Index	100	137	189	179	83
1 Child Under Age 18 Currently Living at Home				*		
	Unwgt'd	7249	88	16	91	118
	Weighted (000)	38782	437	114	493	620
	Horz %	100.00	1.13	0.29	1.27	1.60
	Vert %	16.11	16.95	21.23	16.99	14.76
	Index	100	105	132	105	92
2 Children Under Age 18 Currently Living at Home				*		
	Unwgt'd	6875	133	31	187	99
	Weighted (000)	34084	589	163	740	493
	Horz %	100.00	1.73	0.48	2.17	1.45
	Vert %	14.16	22.84	30.40	25.47	11.73
	Index	100	161	215	180	83
3 Children Under Age 18 Currently Living at Home			*	*		*
	Unwgt'd	2656	45	15	124	31
	Weighted (000)	14443	202	88	543	135
	Horz %	100.00	1.40	0.61	3.76	0.93
	Vert %	6.00	7.81	16.48	18.68	3.21
	Index	100	130	275	311	54
4 Children Under Age 18 Currently Living at Home			*	*	*	*
	Unwgt'd	917	15	6	38	12
	Weighted (000)	5134	101	27	213	101
	Horz %	100.00	1.97	0.52	4.15	1.97
	Vert %	2.13	3.92	4.97	7.33	2.41
	Index	100	184	233	344	113
5 or More Children Under Age 18 Currently Living at Home			*	*	*	*
	Unwgt'd	413	5	3	12	4
	Weighted (000)	2801	71	10	73	33
	Horz %	100.00	2.53	0.36	2.60	1.17
	Vert %	1.16	2.74	1.88	2.50	0.78
	Index	100	236	162	215	67
Own Home/Residence	Unwgt'd	33144	486	82	520	640
	Weighted (000)	160200	2216	473	2496	3330
	Horz %	100.00	1.38	0.30	1.56	2.08
	Vert %	66.53	85.89	88.44	85.95	79.21
	Index	100	129	133	129	119
Rent Home/Residence				*		
	Unwgt'd	14554	63	12	88	151
	Weighted (000)	77579	361	55	402	867
	Horz %	100.00	0.47	0.07	0.52	1.12
	Vert %	32.22	14.00	10.22	13.82	20.62
	Index	100	43	32	43	64
Live Rent-Free in Home/Residence			*	*	*	*
	Unwgt'd	575	1	1	3	2
	Weighted (000)	3001	3	7	7	7
	Horz %	100.00	0.09	0.24	0.22	0.23
	Vert %	1.25	0.11	1.34	0.23	0.17
	Index	100	8	107	18	13

RAB / GfK MRI AUTO PROFILE: TOYOTA TRUCKS

		Adults 18+	Own/Lease Toyota Highlander	Own/Lease Toyota Sequoia	Own/Lease Toyota Sienna	Own/Lease Toyota Tacoma/Pickup
Census Region: North East				*		
	Unwgt'd	11292	121	11	156	114
	Weighted (000)	43596	395	37	562	431
	Horz %	100.00	0.91	0.08	1.29	0.99
	Vert %	18.11	15.31	6.91	19.34	10.25
Index	100	85	38	107	57	
Census Region: South				*		
	Unwgt'd	16777	168	36	189	309
	Weighted (000)	90561	757	185	962	1603
	Horz %	100.00	0.84	0.20	1.06	1.77
	Vert %	37.61	29.32	34.56	33.13	38.14
Index	100	78	92	88	101	
Census Region: Midwest				*		
	Unwgt'd	10348	113	20	103	61
	Weighted (000)	51575	556	124	478	425
	Horz %	100.00	1.08	0.24	0.93	0.82
	Vert %	21.42	21.56	23.15	16.46	10.11
Index	100	101	108	77	47	
Census Region: West				*		
	Unwgt'd	9856	148	28	163	309
	Weighted (000)	55047	872	189	903	1745
	Horz %	100.00	1.58	0.34	1.64	3.17
	Vert %	22.86	33.81	35.38	31.08	41.50
Index	100	148	155	136	182	
Census Sub-Region: New England			*	*		
	Unwgt'd	2902	43	3	51	50
	Weighted (000)	11431	129	14	193	147
	Horz %	100.00	1.13	0.12	1.68	1.29
	Vert %	4.75	5.00	2.66	6.63	3.50
Index	100	105	56	140	74	
Census Sub-Region: Mid Atlantic				*		
	Unwgt'd	8390	78	8	105	64
	Weighted (000)	32165	266	23	369	284
	Horz %	100.00	0.83	0.07	1.15	0.88
	Vert %	13.36	10.31	4.25	12.71	6.75
Index	100	77	32	95	51	
Census Sub-Region: South Atlantic				*		
	Unwgt'd	9468	99	22	126	151
	Weighted (000)	46537	374	91	541	700
	Horz %	100.00	0.80	0.20	1.16	1.50
	Vert %	19.33	14.49	17.04	18.62	16.65
Index	100	75	88	96	86	
Census Sub-Region: East South Central			*	*	*	*
	Unwgt'd	1936	17	5	14	37
	Weighted (000)	14894	130	51	153	288
	Horz %	100.00	0.88	0.34	1.03	1.94
	Vert %	6.19	5.05	9.46	5.27	6.86
Index	100	82	153	85	111	
Census Sub-Region: West South Central				*	*	
	Unwgt'd	5373	52	9	49	121
	Weighted (000)	29130	252	43	268	615
	Horz %	100.00	0.87	0.15	0.92	2.11
	Vert %	12.10	9.78	8.07	9.24	14.64
Index	100	81	67	76	121	

RAB / GfK MRI AUTO PROFILE: TOYOTA TRUCKS

		Adults 18+	Own/Lease Toyota Highlander	Own/Lease Toyota Sequoia	Own/Lease Toyota Sienna	Own/Lease Toyota Tacoma/Pickup
Census Sub-Region: East North Central				*		*
	Unwgt'd	7954	90	11	90	43
	Weighted (000)	35969	414	44	369	266
	Horz %	100.00	1.15	0.12	1.02	0.74
	Vert %	14.94	16.04	8.26	12.69	6.33
	Index	100	107	55	85	42
Census Sub-Region: West North Central			*	*	*	*
	Unwgt'd	2394	23	9	13	18
	Weighted (000)	15607	142	80	109	159
	Horz %	100.00	0.91	0.51	0.70	1.02
	Vert %	6.48	5.52	14.89	3.77	3.78
	Index	100	85	230	58	58
Census Sub-Region: Mountain			*	*	*	*
	Unwgt'd	2516	45	11	33	76
	Weighted (000)	17393	304	101	283	527
	Horz %	100.00	1.75	0.58	1.62	3.03
	Vert %	7.22	11.77	18.93	9.73	12.54
	Index	100	163	262	135	174
Census Sub-Region: Pacific				*		
	Unwgt'd	7340	103	17	130	233
	Weighted (000)	37654	569	88	620	1217
	Horz %	100.00	1.51	0.23	1.65	3.23
	Vert %	15.64	22.04	16.45	21.34	28.96
	Index	100	141	105	136	185
County Size: A				*		
	Unwgt'd	26336	321	46	397	412
	Weighted (000)	101038	1164	178	1577	1717
	Horz %	100.00	1.15	0.18	1.56	1.70
	Vert %	41.96	45.13	33.25	54.29	40.85
	Index	100	108	79	129	97
County Size: B				*		
	Unwgt'd	11787	144	27	133	219
	Weighted (000)	70879	861	200	781	1360
	Horz %	100.00	1.21	0.28	1.10	1.92
	Vert %	29.44	33.35	37.33	26.88	32.35
	Index	100	113	127	91	110
County Size: C/D				*		
	Unwgt'd	10150	85	22	81	162
	Weighted (000)	68862	555	157	547	1127
	Horz %	100.00	0.81	0.23	0.79	1.64
	Vert %	28.60	21.52	29.42	18.83	26.81
	Index	100	75	103	66	94
Radio Formats: AAA (subset of Alternative) (Monday-Sunday 24-Hour Cume)			*	*	*	*
	Unwgt'd	1208	25	7	19	19
	Weighted (000)	4881	96	26	52	82
	Horz %	100.00	1.98	0.53	1.07	1.67
	Vert %	2.03	3.74	4.81	1.80	1.94
	Index	100	184	237	89	96
Radio Formats: Adult Contemporary (Monday-Sunday 24-Hour Cume)				*		
	Unwgt'd	8156	110	23	130	144
	Weighted (000)	39455	514	161	628	705
	Horz %	100.00	1.30	0.41	1.59	1.79
	Vert %	16.39	19.93	30.11	21.63	16.76
	Index	100	122	184	132	102

RAB / GfK MRI AUTO PROFILE: TOYOTA TRUCKS

		Adults 18+	Own/Lease Toyota Highlander	Own/Lease Toyota Sequoia	Own/Lease Toyota Sienna	Own/Lease Toyota Tacoma/Pickup
				*	*	*
Radio Formats: Adult Hits (Monday-Sunday 24-Hour Cume)	Unwgted	1202	15	1	9	33
	Weighted (000)	6602	74	7	69	181
	Horz %	100.00	1.12	0.11	1.04	2.73
	Vert %	2.74	2.86	1.34	2.36	4.29
	Index	100	104	49	86	157
			*	*	*	*
Radio Formats: Adult Standards/Easy Listening (Monday-Sunday 24-Hour Cume)	Unwgted	287	2	0	1	4
	Weighted (000)	1442	9	0	4	13
	Horz %	100.00	0.62	0.00	0.30	0.93
	Vert %	0.60	0.35	0.00	0.15	0.32
	Index	100	58	0	24	54
			*	*	*	*
Radio Formats: All News (Monday-Sunday 24-Hour Cume)	Unwgted	2864	47	12	53	30
	Weighted (000)	8071	118	41	163	99
	Horz %	100.00	1.46	0.51	2.02	1.22
	Vert %	3.35	4.57	7.74	5.62	2.34
	Index	100	136	231	168	70
			*	*	*	*
Radio Formats: All Sports (Monday-Sunday 24-Hour Cume)	Unwgted	3437	60	9	74	66
	Weighted (000)	12832	257	34	296	251
	Horz %	100.00	2.00	0.27	2.31	1.96
	Vert %	5.33	9.95	6.45	10.19	5.98
	Index	100	187	121	191	112
			*	*	*	*
Radio Formats: All Talk (Monday-Sunday 24-Hour Cume)	Unwgted	884	15	1	12	22
	Weighted (000)	4021	65	1	57	106
	Horz %	100.00	1.62	0.02	1.42	2.64
	Vert %	1.67	2.53	0.13	1.97	2.52
	Index	100	152	8	118	151
			*	*	*	*
Radio Formats: Alternative (Monday-Sunday 24-Hour Cume)	Unwgted	3316	59	8	50	64
	Weighted (000)	15752	256	33	216	309
	Horz %	100.00	1.62	0.21	1.37	1.96
	Vert %	6.54	9.92	6.14	7.44	7.35
	Index	100	152	94	114	112
			*	*	*	*
Radio Formats: CHR/Top 40 (Monday-Sunday 24-Hour Cume)	Unwgted	8653	107	18	141	110
	Weighted (000)	45814	482	112	713	622
	Horz %	100.00	1.05	0.24	1.56	1.36
	Vert %	19.03	18.69	20.96	24.54	14.79
	Index	100	98	110	129	78
			*	*	*	*
Radio Formats: Classic Hits (Monday-Sunday 24-Hour Cume)	Unwgted	2973	40	6	35	71
	Weighted (000)	14188	185	67	178	314
	Horz %	100.00	1.30	0.47	1.25	2.21
	Vert %	5.89	7.16	12.50	6.12	7.46
	Index	100	121	212	104	127
			*	*	*	*
Radio Formats: Classic Rock (Monday-Sunday 24-Hour Cume)	Unwgted	3601	43	6	47	73
	Weighted (000)	18087	195	33	176	441
	Horz %	100.00	1.08	0.18	0.97	2.44
	Vert %	7.51	7.57	6.23	6.05	10.48
	Index	100	101	83	81	140

RAB / GfK MRI AUTO PROFILE: TOYOTA TRUCKS

		Adults 18+	Own/Lease Toyota Highlander	Own/Lease Toyota Sequoia	Own/Lease Toyota Sienna	Own/Lease Toyota Tacoma/Pickup
				*	*	*
Radio Formats: Classical (Monday-Sunday 24-Hour Cume)	Unwgt'd	1383	16	4	21	25
	Weighted (000)	5415	48	30	87	76
	Horz %	100.00	0.88	0.55	1.60	1.41
	Vert %	2.25	1.85	5.56	2.98	1.82
	Index	100	82	247	133	81
				*		
Radio Formats: Country (Monday-Sunday 24-Hour Cume)	Unwgt'd	8065	92	22	105	165
	Weighted (000)	46392	490	115	534	1032
	Horz %	100.00	1.06	0.25	1.15	2.22
	Vert %	19.27	18.97	21.50	18.38	24.55
	Index	100	98	112	95	127
				*		*
Radio Formats: Ethnic (Monday-Sunday 24-Hour Cume)	Unwgt'd	289	5	0	5	4
	Weighted (000)	1180	21	0	14	10
	Horz %	100.00	1.77	0.00	1.14	0.84
	Vert %	0.49	0.81	0.00	0.46	0.23
	Index	100	166	0	95	48
			*	*	*	*
Radio Formats: Gospel (Monday-Sunday 24-Hour Cume)	Unwgt'd	730	4	1	8	10
	Weighted (000)	4011	10	3	20	48
	Horz %	100.00	0.26	0.08	0.51	1.20
	Vert %	1.67	0.40	0.57	0.70	1.15
	Index	100	24	34	42	69
			*	*	*	*
Radio Formats: Hispanic (All Genres) (Monday-Sunday 24-Hour Cume)	Unwgt'd	2429	19	5	28	48
	Weighted (000)	15349	164	11	212	329
	Horz %	100.00	1.07	0.07	1.38	2.14
	Vert %	6.37	6.35	2.00	7.30	7.82
	Index	100	100	31	114	123
				*		
Radio Formats: Hot AC (Subset of "Adult Contemporary") (Monday-Sunday 24-Hour Cume)	Unwgt'd	3507	63	10	57	53
	Weighted (000)	16479	295	53	305	265
	Horz %	100.00	1.79	0.32	1.85	1.61
	Vert %	6.84	11.43	9.91	10.50	6.29
	Index	100	167	145	153	92
			*	*	*	*
Radio Formats: Jazz (Monday-Sunday 24-Hour Cume)	Unwgt'd	702	13	2	7	11
	Weighted (000)	2542	55	13	32	66
	Horz %	100.00	2.16	0.53	1.26	2.60
	Vert %	1.06	2.13	2.51	1.10	1.57
	Index	100	202	238	104	149
			*	*	*	*
Radio Formats: Mexican/Tejano/Ranchera (Subset of "Hispanic") (Monday-Sunday 24-Hour Cume)	Unwgt'd	991	8	2	10	17
	Weighted (000)	6494	105	6	106	107
	Horz %	100.00	1.62	0.09	1.62	1.65
	Vert %	2.70	4.08	1.12	3.63	2.55
	Index	100	151	41	135	95
				*		
Radio Formats: News/Talk (Monday-Sunday 24-Hour Cume)	Unwgt'd	5900	86	19	107	112
	Weighted (000)	23011	315	78	396	430
	Horz %	100.00	1.37	0.34	1.72	1.87
	Vert %	9.56	12.22	14.54	13.64	10.24
	Index	100	128	152	143	107

RAB / GfK MRI AUTO PROFILE: TOYOTA TRUCKS

		Adults 18+	Own/Lease Toyota Highlander	Own/Lease Toyota Sequoia	Own/Lease Toyota Sienna	Own/Lease Toyota Tacoma/Pickup
			*	*	*	*
Radio Formats: Oldies (Monday-Sunday 24-Hour Cume)	Unwgt'd	1671	26	3	15	31
	Weighted (000)	8714	123	19	70	214
	Horz %	100.00	1.41	0.21	0.80	2.45
	Vert %	3.62	4.76	3.48	2.40	5.09
	Index	100	132	96	66	141
				*	*	
Radio Formats: Public Radio/Non-Commercial (Monday-Sunday 24-Hour Cume)	Unwgt'd	2634	55	7	44	54
	Weighted (000)	10681	233	30	165	227
	Horz %	100.00	2.19	0.28	1.55	2.13
	Vert %	4.44	9.05	5.69	5.68	5.40
	Index	100	204	128	128	122
				*	*	
Radio Formats: Religion/Christian (Monday-Sunday 24-Hour Cume)	Unwgt'd	3953	58	12	66	63
	Weighted (000)	20069	344	58	411	354
	Horz %	100.00	1.71	0.29	2.05	1.76
	Vert %	8.34	13.34	10.77	14.15	8.41
	Index	100	160	129	170	101
			*	*	*	*
Radio Formats: Rhythmic (Monday-Sunday 24-Hour Cume)	Unwgt'd	2820	23	3	42	47
	Weighted (000)	14985	121	14	250	312
	Horz %	100.00	0.81	0.09	1.67	2.08
	Vert %	6.22	4.70	2.53	8.62	7.43
	Index	100	75	41	139	119
			*	*	*	*
Radio Formats: Rock (Monday-Sunday 24-Hour Cume)	Unwgt'd	3771	37	6	60	68
	Weighted (000)	18525	182	26	279	357
	Horz %	100.00	0.98	0.14	1.51	1.93
	Vert %	7.69	7.04	4.81	9.60	8.50
	Index	100	92	63	125	110
			*	*	*	*
Radio Formats: Soft Adult Contemporary/Lite Rock (Monday-Sunday 24-Hour Cume)	Unwgt'd	1166	16	5	20	16
	Weighted (000)	6001	85	30	131	83
	Horz %	100.00	1.42	0.50	2.19	1.38
	Vert %	2.49	3.31	5.65	4.53	1.97
	Index	100	133	227	182	79
			*	*	*	*
Radio Formats: Spanish AC (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	Unwgt'd	791	6	0	8	20
	Weighted (000)	4990	12	0	37	143
	Horz %	100.00	0.25	0.00	0.75	2.87
	Vert %	2.07	0.48	0.00	1.29	3.41
	Index	100	23	0	62	165
			*	*	*	*
Radio Formats: Tropical (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	Unwgt'd	315	0	0	4	5
	Weighted (000)	1793	0	0	8	18
	Horz %	100.00	0.00	0.00	0.47	1.01
	Vert %	0.74	0.00	0.00	0.29	0.43
	Index	100	0	0	39	58
			*	*	*	*
Radio Formats: Urban (All Genres) (Monday-Sunday 24-Hour Cume)	Unwgt'd	5190	30	4	48	39
	Weighted (000)	26664	108	21	256	219
	Horz %	100.00	0.40	0.08	0.96	0.82
	Vert %	11.07	4.18	3.99	8.80	5.21
	Index	100	38	36	79	47

RAB / GfK MRI AUTO PROFILE: TOYOTA TRUCKS

		Adults 18+	Own/Lease Toyota Highlander	Own/Lease Toyota Sequoia	Own/Lease Toyota Sienna	Own/Lease Toyota Tacoma/Pickup
			*	*	*	*
Radio Formats: Urban AC (Subset of Urban) (Monday-Sunday 24-Hour Cume)	Unwgt'd	2379	11	1	20	13
	Weighted (000)	11083	27	7	86	63
	Horz %	100.00	0.24	0.06	0.78	0.57
	Vert %	4.60	1.04	1.34	2.97	1.49
	Index	100	23	29	64	32
			*	*	*	*
Radio Formats: Urban Contemporary (Subset of Urban) (Monday-Sunday 24-Hour Cume)	Unwgt'd	1939	14	2	17	20
	Weighted (000)	11362	51	12	106	145
	Horz %	100.00	0.45	0.11	0.94	1.27
	Vert %	4.72	1.99	2.31	3.66	3.44
	Index	100	42	49	78	73
			*	*	*	*
Radio Formats: Variety/Other (Monday-Sunday 24-Hour Cume)	Unwgt'd	1269	11	2	9	37
	Weighted (000)	7051	81	12	28	175
	Horz %	100.00	1.14	0.17	0.39	2.49
	Vert %	2.93	3.13	2.20	0.95	4.17
	Index	100	107	75	33	142
Radio Daypart Cumes: Total Week Monday-Sunday 24 Hours	Unwgt'd	40314	482	85	543	674
	Weighted (000)	198598	2241	489	2556	3581
	Horz %	100.00	1.13	0.25	1.29	1.80
	Vert %	82.48	86.85	91.45	88.01	85.17
	Index	100	105	111	107	103
Radio Daypart Cumes: Weekday 6:00 am - 10:00 am	Unwgt'd	24949	337	62	366	446
	Weighted (000)	119900	1585	356	1749	2278
	Horz %	100.00	1.32	0.30	1.46	1.90
	Vert %	49.80	61.44	66.53	60.21	54.18
	Index	100	123	134	121	109
				*		
Radio Daypart Cumes: Weekday 10:00 am - 3:00 pm	Unwgt'd	18085	212	37	215	311
	Weighted (000)	89896	1089	207	990	1687
	Horz %	100.00	1.21	0.23	1.10	1.88
	Vert %	37.34	42.22	38.71	34.07	40.13
	Index	100	113	104	91	107
Radio Daypart Cumes: Weekday 3:00 pm - 7:00 pm	Unwgt'd	21647	295	55	304	389
	Weighted (000)	104254	1380	323	1429	2012
	Horz %	100.00	1.32	0.31	1.37	1.93
	Vert %	43.30	53.46	60.30	49.21	47.86
	Index	100	123	139	114	111
				*		
Radio Daypart Cumes: Weekday 7:00 pm - Midnight	Unwgt'd	7445	70	16	94	112
	Weighted (000)	38037	318	111	469	576
	Horz %	100.00	0.84	0.29	1.23	1.52
	Vert %	15.80	12.33	20.71	16.13	13.71
	Index	100	78	131	102	87
			*	*	*	*
Radio Daypart Cumes: Weekday Midnight - 6:00 am	Unwgt'd	2311	20	6	19	34
	Weighted (000)	11829	82	41	96	151
	Horz %	100.00	0.70	0.35	0.81	1.28
	Vert %	4.91	3.20	7.65	3.31	3.59
	Index	100	65	156	67	73

RAB / GfK MRI AUTO PROFILE: TOYOTA TRUCKS

		Adults 18+	Own/Lease Toyota Highlander	Own/Lease Toyota Sequoia	Own/Lease Toyota Sienna	Own/Lease Toyota Tacoma/Pickup
					*	
Radio Daypart Cumes: Weekend 6:00 am - 10:00 am	Unwgt'd	15558	181	31	195	243
	Weighted (000)	75340	831	189	914	1245
	Horz %	100.00	1.10	0.25	1.21	1.65
	Vert %	31.29	32.20	35.28	31.46	29.62
	Index	100	103	113	101	95
					*	
Radio Daypart Cumes: Weekend 10:00 am - 3:00 pm	Unwgt'd	21529	274	46	286	341
	Weighted (000)	103236	1138	281	1334	1767
	Horz %	100.00	1.10	0.27	1.29	1.71
	Vert %	42.88	44.08	52.45	45.93	42.02
	Index	100	103	122	107	98
					*	
Radio Daypart Cumes: Weekend 3:00 pm - 7:00 pm	Unwgt'd	16365	180	32	189	271
	Weighted (000)	81300	851	165	857	1453
	Horz %	100.00	1.05	0.20	1.05	1.79
	Vert %	33.77	32.99	30.86	29.49	34.55
	Index	100	98	91	87	102
					*	
Radio Daypart Cumes: Weekend 7:00 pm - Midnight	Unwgt'd	7820	92	14	87	116
	Weighted (000)	39381	417	88	420	641
	Horz %	100.00	1.06	0.22	1.07	1.63
	Vert %	16.36	16.15	16.40	14.47	15.25
	Index	100	99	100	88	93
			*	*	*	*
Radio Daypart Cumes: Weekend Midnight - 6:00 am	Unwgt'd	1948	19	2	15	20
	Weighted (000)	9954	80	17	67	88
	Horz %	100.00	0.81	0.17	0.67	0.88
	Vert %	4.13	3.11	3.17	2.29	2.09
	Index	100	75	77	55	51
					*	
Where Listen to Radio on Typical Weekday: Home	Unwgt'd	12806	131	16	133	174
	Weighted (000)	62580	571	83	675	970
	Horz %	100.00	0.91	0.13	1.08	1.55
	Vert %	25.99	22.12	15.43	23.25	23.06
	Index	100	85	59	89	89
					*	
Where Listen to Radio on Typical Weekday: Car	Unwgt'd	37001	474	86	533	661
	Weighted (000)	181109	2186	481	2515	3488
	Horz %	100.00	1.21	0.27	1.39	1.93
	Vert %	75.22	84.71	89.97	86.60	82.96
	Index	100	113	120	115	110
					*	
Where Listen to Radio on Typical Weekday: Work	Unwgt'd	5690	74	12	63	103
	Weighted (000)	29668	398	74	433	569
	Horz %	100.00	1.34	0.25	1.46	1.92
	Vert %	12.32	15.42	13.87	14.90	13.54
	Index	100	125	113	121	110
			*	*	*	*
Where Listen to Radio on Typical Weekday: Place Other Than Home, Car, Work	Unwgt'd	1158	13	1	15	16
	Weighted (000)	6331	121	9	96	110
	Horz %	100.00	1.91	0.14	1.51	1.73
	Vert %	2.63	4.69	1.64	3.29	2.61
	Index	100	178	62	125	99

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		Adults 18+	Own/Lease Toyota Highlander	Own/Lease Toyota Sequoia	Own/Lease Toyota Sienna	Own/Lease Toyota Tacoma/Pickup
Where Listen to Radio on Typical Weekend: Home				*		
	Unwgt'd	14791	157	20	157	200
	Weighted (000)	72174	777	84	780	1011
	Horz %	100.00	1.08	0.12	1.08	1.40
	Vert %	29.97	30.12	15.76	26.84	24.05
Index	100	100	53	90	80	
Where Listen to Radio on Typical Weekend: Car						
	Unwgt'd	33975	450	75	475	576
	Weighted (000)	166202	2040	417	2262	3105
	Horz %	100.00	1.23	0.25	1.36	1.87
	Vert %	69.03	79.05	77.95	77.88	73.86
Index	100	115	113	113	107	
Where Listen to Radio on Typical Weekend: Work			*	*	*	*
	Unwgt'd	2031	21	4	20	31
	Weighted (000)	11015	133	43	183	199
	Horz %	100.00	1.20	0.39	1.66	1.81
	Vert %	4.57	5.14	8.00	6.29	4.73
Index	100	112	175	138	103	
Where Listen to Radio on Typical Weekend: Place Other Than Home, Car, Work			*	*	*	*
	Unwgt'd	1137	10	0	9	18
	Weighted (000)	6306	99	0	91	122
	Horz %	100.00	1.58	0.00	1.45	1.94
	Vert %	2.62	3.85	0.00	3.14	2.91
Index	100	147	0	120	111	
Ever Listen to AM Radio (Terrestrial Radio)				*		
	Unwgt'd	9226	128	30	144	155
	Weighted (000)	37690	525	127	557	659
	Horz %	100.00	1.39	0.34	1.48	1.75
	Vert %	15.65	20.35	23.66	19.18	15.66
Index	100	130	151	123	100	
Ever Listen to FM Radio (Terrestrial Radio)						
	Unwgt'd	36061	431	73	495	610
	Weighted (000)	181675	2011	449	2327	3245
	Horz %	100.00	1.11	0.25	1.28	1.79
	Vert %	75.45	77.93	83.94	80.12	77.19
Index	100	103	111	106	102	
Ever Listen to Any Terrestrial Radio (AM/FM)						
	Unwgt'd	39115	468	81	529	653
	Weighted (000)	193871	2153	477	2462	3434
	Horz %	100.00	1.11	0.25	1.27	1.77
	Vert %	80.52	83.45	89.10	84.78	81.68
Index	100	104	111	105	101	
Ever Listen to Satellite Radio (SiriusXM)				*		
	Unwgt'd	6485	93	14	83	124
	Weighted (000)	28450	349	82	355	549
	Horz %	100.00	1.23	0.29	1.25	1.93
	Vert %	11.82	13.51	15.26	12.21	13.07
Index	100	114	129	103	111	
Household Subscribes to Satellite (SiriusXM) Radio				*		
	Unwgt'd	8939	135	26	128	172
	Weighted (000)	41160	583	150	605	813
	Horz %	100.00	1.42	0.37	1.47	1.97
	Vert %	17.09	22.59	28.13	20.82	19.33
Index	100	132	165	122	113	

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		Adults 18+	Own/Lease Toyota Highlander	Own/Lease Toyota Sequoia	Own/Lease Toyota Sienna	Own/Lease Toyota Tacoma/Pickup
					*	
Any Vehicle Currently Owned/Leased Has Satellite Radio	Unwgt'd	14712	209	28	204	249
	Weighted (000)	71398	1070	166	978	1333
	Horz %	100.00	1.50	0.23	1.37	1.87
	Vert %	29.65	41.48	31.12	33.67	31.70
	Index	100	140	105	114	107
					*	
Any Vehicle Currently Owned/Leased Has MP3 Player Connection	Unwgt'd	12557	165	29	257	269
	Weighted (000)	62882	777	139	1290	1442
	Horz %	100.00	1.24	0.22	2.05	2.29
	Vert %	26.12	30.13	26.08	44.41	34.31
	Index	100	115	100	170	131
					*	
Listened online to streaming AM/FM broadcast radio stations - Past Month	Unwgt'd	7450	98	23	94	146
	Weighted (000)	36486	545	94	393	811
	Horz %	100.00	1.49	0.26	1.08	2.22
	Vert %	15.15	21.12	17.61	13.54	19.30
	Index	100	139	116	89	127
					*	
Listened to Internet-only radio or other online music or audio services (eg. Pandora, Spotify, etc.) - Past Month	Unwgt'd	14104	173	32	199	247
	Weighted (000)	70596	831	175	919	1320
	Horz %	100.00	1.18	0.25	1.30	1.87
	Vert %	29.32	32.20	32.68	31.65	31.41
	Index	100	110	111	108	107
			*	*	*	
Visited a radio station, radio program or radio personality's website - Past Month	Unwgt'd	3495	37	9	48	73
	Weighted (000)	16642	135	39	212	344
	Horz %	100.00	0.81	0.23	1.28	2.07
	Vert %	6.91	5.23	7.28	7.31	8.18
	Index	100	76	105	106	118
					*	
Downloaded music - past month	Unwgt'd	10131	127	19	140	147
	Weighted (000)	53361	690	96	630	899
	Horz %	100.00	1.29	0.18	1.18	1.68
	Vert %	22.16	26.74	18.03	21.69	21.37
	Index	100	121	81	98	96
			*	*	*	
Downloaded or listened to podcasts/podcasting - past month	Unwgt'd	2692	41	9	41	51
	Weighted (000)	11952	196	63	171	248
	Horz %	100.00	1.64	0.53	1.43	2.07
	Vert %	4.96	7.60	11.86	5.88	5.90
	Index	100	153	239	119	119
			*	*	*	
Listened to iHeartRadio/visited website - past month	Unwgt'd	3490	38	7	36	51
	Weighted (000)	17709	181	32	179	290
	Horz %	100.00	1.02	0.18	1.01	1.64
	Vert %	7.36	7.01	5.89	6.15	6.90
	Index	100	95	80	84	94
					*	
Listened to iTunes/visited website - past month	Unwgt'd	7650	113	20	117	137
	Weighted (000)	36645	584	114	428	776
	Horz %	100.00	1.59	0.31	1.17	2.12
	Vert %	15.22	22.61	21.34	14.72	18.45
	Index	100	149	140	97	121

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		Adults 18+	Own/Lease Toyota Highlander	Own/Lease Toyota Sequoia	Own/Lease Toyota Sienna	Own/Lease Toyota Tacoma/Pickup
Listened to Pandora/visited website - past month				*		
	Unwgt'd	13348	157	25	175	227
	Weighted (000)	68670	745	149	940	1178
	Horz %	100.00	1.08	0.22	1.37	1.72
	Vert %	28.52	28.87	27.86	32.37	28.01
Index	100	101	98	113	98	
Listened to Spotify/visited website - past month			*	*		
	Unwgt'd	4026	41	7	53	61
	Weighted (000)	21138	260	54	286	407
	Horz %	100.00	1.23	0.25	1.35	1.93
	Vert %	8.78	10.09	10.08	9.85	9.68
Index	100	115	115	112	110	
Advertising on radio provides me with useful information about bargains. Agree strongly or Agree somewhat				*		
	Unwgt'd	16441	168	31	193	248
	Weighted (000)	83247	770	165	876	1336
	Horz %	100.00	0.93	0.20	1.05	1.60
	Vert %	34.57	29.84	30.86	30.16	31.77
Index	100	86	89	87	92	
Advertising on radio provides me with meaningful information about the product use of other consumers. Agree strongly or Agree somewhat				*		
	Unwgt'd	13568	142	27	151	197
	Weighted (000)	68583	659	163	652	1020
	Horz %	100.00	0.96	0.24	0.95	1.49
	Vert %	28.48	25.55	30.47	22.44	24.26
Index	100	90	107	79	85	
Advertising on radio provides me with useful information about new products and services. Agree strongly or Agree somewhat				*		
	Unwgt'd	16787	174	35	197	266
	Weighted (000)	84735	786	176	880	1407
	Horz %	100.00	0.93	0.21	1.04	1.66
	Vert %	35.19	30.45	32.81	30.30	33.48
Index	100	87	93	86	95	
For me, advertising on radio is amusing. Agree strongly or Agree somewhat				*		
	Unwgt'd	12871	130	28	157	208
	Weighted (000)	66195	631	165	608	1154
	Horz %	100.00	0.95	0.25	0.92	1.74
	Vert %	27.49	24.45	30.90	20.95	27.46
Index	100	89	112	76	100	
TV Dayparts: Total Week Prime Time Cume Audience						
	Unwgt'd	38660	452	78	467	629
	Weighted (000)	189912	2011	451	2154	3310
	Horz %	100.00	1.06	0.24	1.13	1.74
	Vert %	78.87	77.94	84.23	74.16	78.73
Index	100	99	107	94	100	
TV Dayparts: Prime Time Weekdays Cume Audience: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)						
	Unwgt'd	30696	387	58	386	491
	Weighted (000)	149196	1762	310	1806	2489
	Horz %	100.00	1.18	0.21	1.21	1.67
	Vert %	61.96	68.28	58.02	62.17	59.22
Index	100	110	94	100	96	
TV Dayparts: Prime Time Saturday Cume Audience: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)						
	Unwgt'd	26491	294	55	313	424
	Weighted (000)	129997	1327	292	1455	2355
	Horz %	100.00	1.02	0.22	1.12	1.81
	Vert %	53.99	51.42	54.52	50.09	56.02
Index	100	95	101	93	104	

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		Adults 18+	Own/Lease Toyota Highlander	Own/Lease Toyota Sequoia	Own/Lease Toyota Sienna	Own/Lease Toyota Tacoma/Pickup
TV Dayparts: Prime Time Sunday Cume Audience: 7:00-11:00 pm (Eastern/Pacific), 6:00-10:00 pm (Central/Mountain)	Unwgted	30904	368	62	347	507
	Weighted (000)	150311	1553	378	1481	2626
	Horz %	100.00	1.03	0.25	0.99	1.75
	Vert %	62.43	60.19	70.58	51.00	62.47
	Index	100	96	113	82	100
				*		
TV Dayparts: Weekdays Cume Audience: 9:00 am-4:00 pm (Eastern/Pacific) 9:00 am - 3:00 pm (Central/Mountain)	Unwgted	13385	105	12	105	180
	Weighted (000)	71448	486	59	536	1135
	Horz %	100.00	0.68	0.08	0.75	1.59
	Vert %	29.67	18.84	10.99	18.46	26.99
	Index	100	63	37	62	91
				*		
TV Dayparts: Weekdays Cume Audience: 4:00 pm-7:30 pm (Eastern/Pacific) 3:00 pm-6:30 pm (Central/Mountain)	Unwgted	23966	253	31	233	389
	Weighted (000)	120410	1137	147	1180	2103
	Horz %	100.00	0.94	0.12	0.98	1.75
	Vert %	50.01	44.07	27.46	40.62	50.02
	Index	100	88	55	81	100
				*		
TV Dayparts: Weekdays Cume Audience: 11:30 pm-1:00 am (Eastern/Pacific) 10:30 pm-Midnight (Central/Mountain)	Unwgted	7819	82	16	87	100
	Weighted (000)	39930	337	119	425	598
	Horz %	100.00	0.84	0.30	1.07	1.50
	Vert %	16.58	13.04	22.18	14.65	14.23
	Index	100	79	134	88	86
				*		
TV Dayparts: Weekend Children's Shows Cume Audience: Saturday-Sunday Morning	Unwgted	19776	212	36	214	341
	Weighted (000)	98663	916	184	1016	1749
	Horz %	100.00	0.93	0.19	1.03	1.77
	Vert %	40.98	35.52	34.35	34.99	41.61
	Index	100	87	84	85	102
				*		
TV Dayparts: Weekend Sports Cume Audience: Saturday-Sunday Afternoon	Unwgted	23713	261	32	245	379
	Weighted (000)	118404	1261	206	1292	1940
	Horz %	100.00	1.07	0.17	1.09	1.64
	Vert %	49.18	48.87	38.42	44.48	46.14
	Index	100	99	78	90	94
			*	*	*	*
Downloaded a TV Program - Past Month	Unwgted	2546	35	8	32	48
	Weighted (000)	12316	221	40	141	290
	Horz %	100.00	1.80	0.33	1.14	2.35
	Vert %	5.11	8.57	7.52	4.85	6.89
	Index	100	168	147	95	135
				*		
Watched a TV Program Online Past Month	Unwgted	8662	103	19	145	152
	Weighted (000)	42288	511	97	673	888
	Horz %	100.00	1.21	0.23	1.59	2.10
	Vert %	17.56	19.82	18.10	23.17	21.12
	Index	100	113	103	132	120
				*		
Visited a TV Network or TV Show's Web Site - Past Month	Unwgted	10361	145	31	146	154
	Weighted (000)	49642	754	139	663	821
	Horz %	100.00	1.52	0.28	1.33	1.65
	Vert %	20.62	29.23	25.98	22.81	19.53
	Index	100	142	126	111	95

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		Adults 18+	Own/Lease Toyota Highlander	Own/Lease Toyota Sequoia	Own/Lease Toyota Sienna	Own/Lease Toyota Tacoma/Pickup
					*	
Looked at TV Listings Online - Past Month	Unwgt'd	5556	61	8	85	85
	Weighted (000)	25739	281	37	338	380
	Horz %	100.00	1.09	0.14	1.31	1.48
	Vert %	10.69	10.89	6.96	11.64	9.04
	Index	100	102	65	109	85
					*	
Household Subscribes to Cable TV	Unwgt'd	22719	307	37	266	346
	Weighted (000)	108255	1381	183	1299	1782
	Horz %	100.00	1.28	0.17	1.20	1.65
	Vert %	44.96	53.52	34.26	44.73	42.38
	Index	100	119	76	99	94
Household Subscribes to Cable, Satellite or Fiber Optic TV	Unwgt'd	39029	491	78	499	662
	Weighted (000)	191150	2257	433	2319	3419
	Horz %	100.00	1.18	0.23	1.21	1.79
	Vert %	79.39	87.47	80.88	79.83	81.32
	Index	100	110	102	101	102
Viewed Any Cable TV (Including Pay) - Past Week	Unwgt'd	37639	473	75	486	635
	Weighted (000)	184440	2165	424	2231	3268
	Horz %	100.00	1.17	0.23	1.21	1.77
	Vert %	76.60	83.89	79.17	76.83	77.74
	Index	100	110	103	100	101
Heavy Cable TV Viewer (Including Pay) - Past Week	Unwgt'd	27789	324	54	328	454
	Weighted (000)	137528	1457	317	1512	2356
	Horz %	100.00	1.06	0.23	1.10	1.71
	Vert %	57.12	56.46	59.22	52.05	56.04
	Index	100	99	104	91	98
Viewed Any Premium Cable Channels - Past Month					*	
	Unwgt'd	16374	199	43	203	235
	Weighted (000)	77280	867	222	837	1219
	Horz %	100.00	1.12	0.29	1.08	1.58
	Index	100	105	129	90	90
Viewed Any Pay-Per-View Programs or Events - Past Year					*	
	Unwgt'd	6244	89	16	88	104
	Weighted (000)	29338	390	67	361	505
	Horz %	100.00	1.33	0.23	1.23	1.72
	Index	100	124	102	102	99
Viewed Any Video-On-Demand Programs or Events - Past Year					*	
	Unwgt'd	13643	216	45	219	226
	Weighted (000)	59903	861	225	836	1066
	Horz %	100.00	1.44	0.38	1.40	1.78
	Index	100	134	169	116	102
Household Has a Satellite Dish					*	
	Unwgt'd	10901	108	25	140	223
	Weighted (000)	62972	596	190	749	1303
	Horz %	100.00	0.95	0.30	1.19	2.07
	Index	100	88	136	99	118

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		Adults 18+	Own/Lease Toyota Highlander	Own/Lease Toyota Sequoia	Own/Lease Toyota Sienna	Own/Lease Toyota Tacoma/Pickup
Household Has a Digital Video Recorder (DVR)	Unwgt'd	24213	354	59	346	454
	Weighted (000)	117400	1521	363	1574	2384
	Horz %	100.00	1.30	0.31	1.34	2.03
	Vert %	48.76	58.96	67.90	54.19	56.71
	Index	100	121	139	111	116
Any Internet/Online Activity - Past Month	Unwgt'd	41735	529	94	589	719
	Weighted (000)	203627	2468	532	2746	3792
	Horz %	100.00	1.21	0.26	1.35	1.86
	Vert %	84.57	95.66	99.41	94.54	90.19
	Index	100	113	118	112	107
Played Games Online - Past Month	Unwgt'd	13858	140	28	181	208
	Weighted (000)	73582	744	161	910	1284
	Horz %	100.00	1.01	0.22	1.24	1.74
	Vert %	30.56	28.82	30.16	31.34	30.54
	Index	100	94	99	103	100
Downloaded a Video Game - Past Month	Unwgt'd	5181	58	12	71	85
	Weighted (000)	29277	301	98	294	566
	Horz %	100.00	1.03	0.33	1.00	1.93
	Vert %	12.16	11.67	18.28	10.12	13.47
	Index	100	96	150	83	111
Downloaded a Movie - Past Month	Unwgt'd	4298	57	13	75	80
	Weighted (000)	21411	301	80	331	395
	Horz %	100.00	1.41	0.37	1.55	1.85
	Vert %	8.89	11.66	15.01	11.40	9.41
	Index	100	131	169	128	106
Watched a Movie Online - Past Month	Unwgt'd	10210	123	21	160	178
	Weighted (000)	51231	554	134	689	1018
	Horz %	100.00	1.08	0.26	1.34	1.99
	Vert %	21.28	21.47	24.96	23.72	24.22
	Index	100	101	117	111	114
Watched Online Video (Not Movie, TV) - Past Month	Unwgt'd	8994	105	22	142	154
	Weighted (000)	44949	516	112	605	836
	Horz %	100.00	1.15	0.25	1.35	1.86
	Vert %	18.67	19.99	20.94	20.83	19.88
	Index	100	107	112	112	106
Visited a Chat Room - Past Month	Unwgt'd	2241	21	5	28	34
	Weighted (000)	11411	93	24	105	139
	Horz %	100.00	0.81	0.21	0.92	1.22
	Vert %	4.74	3.60	4.49	3.60	3.30
	Index	100	76	95	76	70
Used e-Mail - Past Month	Unwgt'd	36995	496	86	551	647
	Weighted (000)	174261	2316	486	2478	3234
	Horz %	100.00	1.33	0.28	1.42	1.86
	Vert %	72.37	89.75	90.85	85.32	76.92
	Index	100	124	126	118	106

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		Adults 18+	Own/Lease Toyota Highlander	Own/Lease Toyota Sequoia	Own/Lease Toyota Sienna	Own/Lease Toyota Tacoma/Pickup
Used Instant Messenger/IM Online - Past Month	Unwgt'd	26705	331	56	394	452
	Weighted (000)	135807	1652	307	1935	2459
	Horz %	100.00	1.22	0.23	1.43	1.81
	Vert %	56.40	64.01	57.32	66.63	58.49
	Index	100	113	102	118	104
Visited Online Blogs - Past Month				*		
	Unwgt'd	6524	83	22	112	114
	Weighted (000)	31710	402	110	548	643
	Horz %	100.00	1.27	0.35	1.73	2.03
	Vert %	13.17	15.59	20.51	18.88	15.29
Wrote an Online Blog - Past Month	Index	100	118	156	143	116
			*	*	*	*
	Unwgt'd	1311	14	0	20	19
	Weighted (000)	6536	57	0	111	123
	Horz %	100.00	0.87	0.00	1.70	1.89
Uploaded or Added Video to a Web Site - Past Month	Vert %	2.71	2.21	0.00	3.83	2.94
	Index	100	81	0	141	108
			*	*		
	Unwgt'd	3852	39	10	65	68
	Weighted (000)	19478	227	52	326	406
Accessed Any Social/Networking/Photo/Video Web Site - Past Month	Horz %	100.00	1.16	0.27	1.67	2.08
	Vert %	8.09	8.79	9.74	11.21	9.65
	Index	100	109	120	139	119
	Unwgt'd	35665	437	86	517	618
	Weighted (000)	177442	2119	475	2457	3225
Accessed Facebook.com - Past Month	Horz %	100.00	1.19	0.27	1.38	1.82
	Vert %	73.69	82.10	88.88	84.59	76.70
	Index	100	111	121	115	104
	Unwgt'd	28781	344	65	419	494
	Weighted (000)	145748	1675	355	2060	2617
Accessed Foursquare - Past Month	Horz %	100.00	1.15	0.24	1.41	1.80
	Vert %	60.53	64.92	66.31	70.93	62.25
	Index	100	107	110	117	103
			*	*	*	*
	Unwgt'd	326	8	0	6	5
Accessed Google+ (Google Plus) - Past Month	Weighted (000)	1536	35	0	45	21
	Horz %	100.00	2.26	0.00	2.95	1.34
	Vert %	0.64	1.35	0.00	1.56	0.49
	Index	100	211	0	245	77
				*		
Accessed LinkedIn.com - Past Month	Unwgt'd	8327	90	16	124	138
	Weighted (000)	41531	447	97	557	619
	Horz %	100.00	1.08	0.23	1.34	1.49
	Vert %	17.25	17.32	18.10	19.19	14.73
	Index	100	100	105	111	85
Accessed LinkedIn.com - Past Month				*		
	Unwgt'd	7880	148	25	141	130
	Weighted (000)	30933	678	97	490	547
	Horz %	100.00	2.19	0.31	1.58	1.77
	Vert %	12.85	26.27	18.17	16.85	13.01
Index	100	205	141	131	101	

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		Adults 18+	Own/Lease Toyota Highlander	Own/Lease Toyota Sequoia	Own/Lease Toyota Sienna	Own/Lease Toyota Tacoma/Pickup
Accessed Pinterest - Past Month				*		
	Unwgt'd	8547	130	23	121	148
	Weighted (000)	45015	655	117	701	846
	Horz %	100.00	1.45	0.26	1.56	1.88
	Vert %	18.70	25.37	21.88	24.15	20.11
	Index	100	136	117	129	108
Accessed Tumblr - Past Month			*	*	*	*
	Unwgt'd	1746	13	1	11	20
	Weighted (000)	9399	84	10	55	147
	Horz %	100.00	0.90	0.11	0.59	1.56
	Vert %	3.90	3.27	1.93	1.91	3.49
	Index	100	84	49	49	89
Accessed Twitter.com - Past Month				*		
	Unwgt'd	6090	78	9	79	87
	Weighted (000)	30973	357	69	380	581
	Horz %	100.00	1.15	0.22	1.23	1.88
	Vert %	12.86	13.82	12.96	13.10	13.82
	Index	100	107	101	102	107
Accessed Yelp - Past Month				*		
	Unwgt'd	3922	60	8	72	71
	Weighted (000)	15511	219	33	241	342
	Horz %	100.00	1.41	0.22	1.56	2.21
	Vert %	6.44	8.48	6.25	8.31	8.14
	Index	100	132	97	129	126
Accessed YouTube.com - Past Month				*		
	Unwgt'd	24628	298	59	378	439
	Weighted (000)	123561	1478	336	1750	2335
	Horz %	100.00	1.20	0.27	1.42	1.89
	Vert %	51.32	57.28	62.87	60.24	55.55
	Index	100	112	123	117	108
Posted "Like" on Social Network - Past Month				*		
	Unwgt'd	18263	227	49	268	305
	Weighted (000)	93304	1150	278	1309	1647
	Horz %	100.00	1.23	0.30	1.40	1.76
	Vert %	38.75	44.55	51.91	45.05	39.17
	Index	100	115	134	116	101
"Followed" or Became a "Fan" or Something or Someone on Social Network - Past Month				*		
	Unwgt'd	9077	110	21	142	146
	Weighted (000)	47933	594	112	614	862
	Horz %	100.00	1.24	0.23	1.28	1.80
	Vert %	19.91	23.01	20.97	21.13	20.51
	Index	100	116	105	106	103
Clicked on an Advertisement on Social Network - Past Month				*		
	Unwgt'd	6212	83	7	108	99
	Weighted (000)	29666	431	34	490	503
	Horz %	100.00	1.45	0.12	1.65	1.70
	Vert %	12.32	16.72	6.42	16.87	11.97
	Index	100	136	52	137	97
Watched a Video on Social Network - Past Month				*		
	Unwgt'd	22534	270	42	347	385
	Weighted (000)	114114	1305	280	1626	2133
	Horz %	100.00	1.14	0.25	1.43	1.87
	Vert %	47.39	50.56	52.32	55.99	50.73
	Index	100	107	110	118	107

RAB / GfK MRI AUTO PROFILE: TOYOTA TRUCKS

		Adults 18+	Own/Lease Toyota Highlander	Own/Lease Toyota Sequoia	Own/Lease Toyota Sienna	Own/Lease Toyota Tacoma/Pickup
Sent or Received Text Messages on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	38445	491	90	563	669
	Weighted (000)	190804	2354	514	2642	3544
	Horz %	100.00	1.23	0.27	1.38	1.86
	Vert %	79.24	91.23	96.04	90.96	84.29
	Index	100	115	121	115	106
				*		
Sent or Received Instant Messages on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	18075	239	42	267	318
	Weighted (000)	90847	1219	243	1263	1751
	Horz %	100.00	1.34	0.27	1.39	1.93
	Vert %	37.73	47.25	45.39	43.49	41.65
	Index	100	125	120	115	110
				*		
Recorded a Video on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	17311	227	41	302	302
	Weighted (000)	87270	1132	253	1437	1589
	Horz %	100.00	1.30	0.29	1.65	1.82
	Vert %	36.24	43.86	47.35	49.48	37.80
	Index	100	121	131	137	104
				*		
Played Music on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	22282	269	51	334	371
	Weighted (000)	113761	1364	293	1559	2047
	Horz %	100.00	1.20	0.26	1.37	1.80
	Vert %	47.25	52.87	54.76	53.66	48.70
	Index	100	112	116	114	103
				*		
Played a Game on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	15000	168	39	228	228
	Weighted (000)	79489	857	212	1074	1383
	Horz %	100.00	1.08	0.27	1.35	1.74
	Vert %	33.01	33.23	39.70	36.98	32.90
	Index	100	101	120	112	100
				*		
Watched a Movie, TV Program or Other Video on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	9852	103	24	172	150
	Weighted (000)	51013	546	123	749	905
	Horz %	100.00	1.07	0.24	1.47	1.77
	Vert %	21.19	21.16	22.95	25.79	21.52
	Index	100	100	108	122	102
				*		
Used a Mobile "App" - Past Month	Unwgt'd	23794	321	61	369	423
	Weighted (000)	116054	1557	393	1713	2249
	Horz %	100.00	1.34	0.34	1.48	1.94
	Vert %	48.20	60.34	73.54	58.99	53.51
	Index	100	125	153	122	111
				*		
Read Any Daily Newspaper (Print/Paper/Hard Copy)	Unwgt'd	11920	165	17	132	191
	Weighted (000)	53679	679	101	585	932
	Horz %	100.00	1.26	0.19	1.09	1.74
	Vert %	22.29	26.31	18.89	20.13	22.18
	Index	100	118	85	90	99
				*		
Read Any Sunday Newspaper (Print/Paper/Hard Copy)	Unwgt'd	15332	201	26	180	243
	Weighted (000)	70866	844	159	872	1159
	Horz %	100.00	1.19	0.22	1.23	1.64
	Vert %	29.43	32.70	29.64	30.03	27.58
	Index	100	111	101	102	94

RAB / GfK MRI AUTO PROFILE: TOYOTA TRUCKS

		Adults 18+	Own/Lease Toyota Highlander	Own/Lease Toyota Sequoia	Own/Lease Toyota Sienna	Own/Lease Toyota Tacoma/Pickup
					*	
Read or Looked Into Any Electronic Version of a Newspaper, Including Web Site - Past Month	Unwgt'd	18436	255	43	276	304
	Weighted (000)	84280	1191	213	1091	1538
	Horz %	100.00	1.41	0.25	1.29	1.82
	Vert %	35.00	46.15	39.81	37.56	36.57
	Index	100	132	114	107	104
Read Classified Advertising in Weekday Newspaper			*	*	*	
	Unwgt'd	3903	36	7	36	67
	Weighted (000)	21071	164	33	222	434
	Horz %	100.00	0.78	0.16	1.05	2.06
	Vert %	8.75	6.35	6.24	7.64	10.32
Index	100	73	71	87	118	
Read Classified Advertising in Sunda/Weekend Newspaper			*	*		
	Unwgt'd	4115	42	9	50	71
	Weighted (000)	21628	202	47	272	395
	Horz %	100.00	0.93	0.22	1.26	1.83
	Vert %	8.98	7.81	8.70	9.35	9.40
Index	100	87	97	104	105	
Read Advertisements in Weekday Newspaper				*	*	
	Unwgt'd	4150	54	6	45	65
	Weighted (000)	19673	200	48	226	353
	Horz %	100.00	1.02	0.24	1.15	1.79
	Vert %	8.17	7.74	8.90	7.80	8.40
Index	100	95	109	95	103	
Read Advertisements in Sunday/Weekend Newspaper				*		
	Unwgt'd	5230	77	15	75	86
	Weighted (000)	24675	323	109	426	433
	Horz %	100.00	1.31	0.44	1.73	1.75
	Vert %	10.25	12.54	20.47	14.68	10.30
Index	100	122	200	143	101	
Read Circulars/Inserts/Fliers in Weekday Newspaper				*		
	Unwgt'd	5482	73	11	67	92
	Weighted (000)	25536	289	110	297	540
	Horz %	100.00	1.13	0.43	1.16	2.11
	Vert %	10.61	11.20	20.60	10.21	12.84
Index	100	106	194	96	121	
Read Circulars/Inserts/Fliers in Sunday/Weekend Newspaper				*		
	Unwgt'd	8125	125	18	123	150
	Weighted (000)	36955	523	129	564	767
	Horz %	100.00	1.41	0.35	1.53	2.07
	Vert %	15.35	20.25	24.06	19.42	18.23
Index	100	132	157	127	119	
Received and/or Clipped Coupons from Weekday Newspaper - Past Year				*		
	Unwgt'd	4605	73	11	64	64
	Weighted (000)	22586	290	58	306	363
	Horz %	100.00	1.28	0.26	1.35	1.61
	Vert %	9.38	11.24	10.86	10.52	8.64
Index	100	120	116	112	92	
Received and/or Clipped Coupons from Sunday/Weekend Newspaper - Past Year				*		
	Unwgt'd	10890	147	25	179	161
	Weighted (000)	52963	702	138	887	896
	Horz %	100.00	1.33	0.26	1.67	1.69
	Vert %	22.00	27.21	25.88	30.54	21.30
Index	100	124	118	139	97	

RAB / GfK MRI AUTO PROFILE: TOYOTA TRUCKS

		Adults 18+	Own/Lease Toyota Highlander	Own/Lease Toyota Sequoia	Own/Lease Toyota Sienna	Own/Lease Toyota Tacoma/Pickup
				*	*	*
Personally Referred to Paper Yellow Pages - Past Week	Unwgt'd	3183	26	5	25	54
	Weighted (000)	15401	115	16	149	379
	Horz %	100.00	0.75	0.10	0.97	2.46
	Vert %	6.40	4.45	3.01	5.13	9.02
	Index	100	70	47	80	141
			*	*	*	*
Personally Referred to Internet Yellow Pages - Past Week	Unwgt'd	2624	25	2	27	31
	Weighted (000)	13074	127	19	141	155
	Horz %	100.00	0.97	0.14	1.08	1.18
	Vert %	5.43	4.91	3.53	4.85	3.68
	Index	100	90	65	89	68
			*	*	*	*
Personally Referred to Paper or Internet Yellow Pages - Past Week	Unwgt'd	5381	51	7	44	76
	Weighted (000)	26513	241	35	260	491
	Horz %	100.00	0.91	0.13	0.98	1.85
	Vert %	11.01	9.36	6.54	8.95	11.67
	Index	100	85	59	81	106
			*	*	*	*
Accessed Yellowpages.com (YP.com) - Past Month	Unwgt'd	2490	31	8	28	37
	Weighted (000)	12079	121	46	121	191
	Horz %	100.00	1.01	0.38	1.00	1.58
	Vert %	5.02	4.71	8.56	4.17	4.54
	Index	100	94	171	83	90
			*	*	*	*
Have Seen Video Ads in Grocery Stores - Past Month	Unwgt'd	8982	84	15	105	156
	Weighted (000)	46737	418	65	518	822
	Horz %	100.00	0.89	0.14	1.11	1.76
	Vert %	19.41	16.21	12.19	17.85	19.56
	Index	100	84	63	92	101
			*	*	*	*
Have Seen Video Ads in Drug Stores - Past Month	Unwgt'd	5976	56	12	67	87
	Weighted (000)	31131	277	55	385	491
	Horz %	100.00	0.89	0.18	1.24	1.58
	Vert %	12.93	10.72	10.36	13.27	11.68
	Index	100	83	80	103	90
			*	*	*	*
Have Seen Video Ads in Convenience Stores - Past Month	Unwgt'd	5902	55	13	63	102
	Weighted (000)	31417	262	62	275	562
	Horz %	100.00	0.84	0.20	0.87	1.79
	Vert %	13.05	10.17	11.59	9.46	13.36
	Index	100	78	89	73	102
			*	*	*	*
Have Seen Video Ads in Large Discount/Department Stores - Past Month	Unwgt'd	6287	58	15	64	94
	Weighted (000)	33490	280	63	324	568
	Horz %	100.00	0.84	0.19	0.97	1.70
	Vert %	13.91	10.85	11.73	11.15	13.52
	Index	100	78	84	80	97
			*	*	*	*
Have Seen Video Ads in Warehouse/Club Stores - Past Month	Unwgt'd	5223	69	12	79	87
	Weighted (000)	26008	343	48	398	451
	Horz %	100.00	1.32	0.18	1.53	1.73
	Vert %	10.80	13.31	8.99	13.69	10.72
	Index	100	123	83	127	99

RAB / GfK MRI AUTO PROFILE: TOYOTA TRUCKS

		Adults 18+	Own/Lease Toyota Highlander	Own/Lease Toyota Sequoia	Own/Lease Toyota Sienna	Own/Lease Toyota Tacoma/Pickup
				*	*	
Have Seen Video Ads in Other Stores - Past Month	Unwgt'd	4855	39	11	51	82
	Weighted (000)	25254	189	46	247	531
	Horz %	100.00	0.75	0.18	0.98	2.10
	Vert %	10.49	7.32	8.68	8.50	12.63
	Index	100	70	83	81	120
				*		
Have Seen Video Ads in Shopping Malls - Past Month	Unwgt'd	6785	66	17	98	105
	Weighted (000)	34124	292	78	421	537
	Horz %	100.00	0.86	0.23	1.23	1.57
	Vert %	14.17	11.33	14.54	14.50	12.78
	Index	100	80	103	102	90
				*		
Have Seen Video Ads in Bars/Pubs - Past Month	Unwgt'd	4286	45	11	50	80
	Weighted (000)	21507	202	56	252	388
	Horz %	100.00	0.94	0.26	1.17	1.80
	Vert %	8.93	7.82	10.51	8.66	9.23
	Index	100	88	118	97	103
				*		
Have Seen Video Ads in Fast-Food or Family Restaurants - Past Month	Unwgt'd	6264	52	13	73	104
	Weighted (000)	33395	263	61	365	547
	Horz %	100.00	0.79	0.18	1.09	1.64
	Vert %	13.87	10.19	11.31	12.57	13.01
	Index	100	73	82	91	94
				*		
Have Seen Video Ads in Coffee Shops, Cafes or Delis - Past Month	Unwgt'd	4657	41	12	55	63
	Weighted (000)	23645	187	52	294	325
	Horz %	100.00	0.79	0.22	1.24	1.37
	Vert %	9.82	7.26	9.73	10.13	7.73
	Index	100	74	99	103	79
				*		
Have Seen Video Ads in Gym/Health Clubs - Past Month	Unwgt'd	3958	45	9	49	63
	Weighted (000)	19616	186	39	253	314
	Horz %	100.00	0.95	0.20	1.29	1.60
	Vert %	8.15	7.22	7.34	8.72	7.46
	Index	100	89	90	107	92
				*		
Have Seen Video Ads in Medical Offices - Past Month	Unwgt'd	5541	66	11	64	96
	Weighted (000)	27802	332	40	277	506
	Horz %	100.00	1.19	0.14	1.00	1.82
	Vert %	11.55	12.86	7.42	9.54	12.03
	Index	100	111	64	83	104
				*		
Have Seen Video Ads in Airports - Past Month	Unwgt'd	4033	50	13	67	69
	Weighted (000)	18664	207	48	292	324
	Horz %	100.00	1.11	0.26	1.56	1.73
	Vert %	7.75	8.04	9.02	10.06	7.70
	Index	100	104	116	130	99
				*		
Have Seen Video Ads at Gas Stations - Past Month	Unwgt'd	8262	103	16	119	155
	Weighted (000)	40582	461	63	578	768
	Horz %	100.00	1.14	0.16	1.42	1.89
	Vert %	16.85	17.85	11.87	19.90	18.26
	Index	100	106	70	118	108

RAB / GfK MRI AUTO PROFILE: TOYOTA TRUCKS

		Adults 18+	Own/Lease Toyota Highlander	Own/Lease Toyota Sequoia	Own/Lease Toyota Sienna	Own/Lease Toyota Tacoma/Pickup
				*	*	*
Have Seen Video Ads in Office Building Lobbies - Past Month	Unwgt'd	3589	41	10	40	52
	Weighted (000)	18074	206	45	153	282
	Horz %	100.00	1.14	0.25	0.84	1.56
	Vert %	7.51	7.99	8.46	5.26	6.72
	Index	100	106	113	70	89
			*	*	*	*
Have Seen Video Ads in Office Building Elevators - Past Month	Unwgt'd	3463	34	9	30	49
	Weighted (000)	16741	158	40	138	219
	Horz %	100.00	0.94	0.24	0.82	1.31
	Vert %	6.95	6.13	7.48	4.74	5.21
	Index	100	88	108	68	75
				*		
Have Seen Video Ads in Movie Theater Lobbies - Past Month	Unwgt'd	5006	52	13	75	70
	Weighted (000)	25416	267	84	352	348
	Horz %	100.00	1.05	0.33	1.39	1.37
	Vert %	10.56	10.34	15.69	12.13	8.28
	Index	100	98	149	115	78
				*		
Have Seen Ads on Billboards - Past Month	Unwgt'd	24747	331	60	353	464
	Weighted (000)	122681	1578	333	1626	2515
	Horz %	100.00	1.29	0.27	1.33	2.05
	Vert %	50.95	61.16	62.21	55.99	59.83
	Index	100	120	122	110	117
				*		
Have Seen Ads on Buses/Trains - Past Month	Unwgt'd	11300	131	22	161	208
	Weighted (000)	52460	593	97	710	1075
	Horz %	100.00	1.13	0.18	1.35	2.05
	Vert %	21.79	23.00	18.06	24.46	25.56
	Index	100	106	83	112	117
				*		
Have Seen Ads at Bus Stops or Train Stations - Past Month	Unwgt'd	7513	81	16	116	117
	Weighted (000)	33802	333	56	403	639
	Horz %	100.00	0.99	0.17	1.19	1.89
	Vert %	14.04	12.91	10.52	13.86	15.21
	Index	100	92	75	99	108
				*		*
Have Seen Ads Inside Taxis - Past Month	Unwgt'd	3860	53	11	53	46
	Weighted (000)	17253	246	35	209	277
	Horz %	100.00	1.43	0.20	1.21	1.60
	Vert %	7.17	9.54	6.48	7.21	6.59
	Index	100	133	90	101	92
				*		
Have Seen Ads on Top of Taxis - Past Month	Unwgt'd	6144	76	14	98	109
	Weighted (000)	27714	370	50	415	590
	Horz %	100.00	1.33	0.18	1.50	2.13
	Vert %	11.51	14.33	9.27	14.29	14.04
	Index	100	125	81	124	122
			*	*	*	*
Have Seen Ads on Phone Booths - Past Month	Unwgt'd	2895	36	8	40	49
	Weighted (000)	14322	183	34	151	241
	Horz %	100.00	1.28	0.24	1.05	1.68
	Vert %	5.95	7.09	6.32	5.20	5.73
	Index	100	119	106	87	96

RAB / GfK MRI AUTO PROFILE: TOYOTA TRUCKS

		Adults 18+	Own/Lease Toyota Highlander	Own/Lease Toyota Sequoia	Own/Lease Toyota Sienna	Own/Lease Toyota Tacoma/Pickup
					*	
Have Seen Ads at Sports or Entertainment Events - Past Month	Unwgt'd	7781	99	20	118	133
	Weighted (000)	38266	518	84	586	660
	Horz %	100.00	1.35	0.22	1.53	1.72
	Vert %	15.89	20.07	15.70	20.19	15.70
	Index	100	126	99	127	99
					*	
Have Seen Ads on Postcards - Past Month	Unwgt'd	5833	90	15	85	98
	Weighted (000)	27321	381	73	332	480
	Horz %	100.00	1.40	0.27	1.21	1.76
	Vert %	11.35	14.77	13.57	11.43	11.43
	Index	100	130	120	101	101
					*	
Have Seen Ads Sent to a Cellphone or Other Mobile Device - Past Month	Unwgt'd	12452	177	34	188	222
	Weighted (000)	62134	813	206	930	1142
	Horz %	100.00	1.31	0.33	1.50	1.84
	Vert %	25.81	31.52	38.58	32.00	27.16
	Index	100	122	150	124	105
					*	
Have Seen Ads on Posters at Movie Theaters - Past Month	Unwgt'd	8769	116	28	145	159
	Weighted (000)	43591	541	168	773	768
	Horz %	100.00	1.24	0.39	1.77	1.76
	Vert %	18.10	20.98	31.50	26.63	18.28
	Index	100	116	174	147	101
					*	
Have Seen Ads Shown On-Screen Before Start of a Movie - Past Month	Unwgt'd	11245	161	31	172	190
	Weighted (000)	55588	725	167	851	927
	Horz %	100.00	1.30	0.30	1.53	1.67
	Vert %	23.09	28.11	31.15	29.30	22.06
	Index	100	122	135	127	96
					*	
Have Seen Ads in Stores (Not Video Ads) - Past Month	Unwgt'd	15945	198	40	213	286
	Weighted (000)	79810	985	213	1025	1619
	Horz %	100.00	1.23	0.27	1.28	2.03
	Vert %	33.15	38.19	39.80	35.29	38.51
	Index	100	115	120	106	116
					*	
Have Seen Ads in Shopping Malls (Not Video Ads) - Past Month	Unwgt'd	11680	149	27	169	191
	Weighted (000)	57496	699	134	783	975
	Horz %	100.00	1.22	0.23	1.36	1.70
	Vert %	23.88	27.09	24.99	26.97	23.19
	Index	100	113	105	113	97
					*	
Have Seen Infomercials - Past Month	Unwgt'd	9980	123	27	140	171
	Weighted (000)	49971	664	177	741	801
	Horz %	100.00	1.33	0.35	1.48	1.60
	Vert %	20.75	25.75	33.12	25.53	19.06
	Index	100	124	160	123	92
					*	
Have Seen Offers or Ads Sent to Home by Mail - Past Month	Unwgt'd	20473	273	52	291	351
	Weighted (000)	99869	1246	301	1422	1854
	Horz %	100.00	1.25	0.30	1.42	1.86
	Vert %	41.48	48.28	56.33	48.94	44.10
	Index	100	116	136	118	106

RAB / GfK MRI AUTO PROFILE: TOYOTA TRUCKS

		Adults 18+	Own/Lease Toyota Highlander	Own/Lease Toyota Sequoia	Own/Lease Toyota Sienna	Own/Lease Toyota Tacoma/Pickup
				*	*	
Have Seen Product Placement in Video Games - Past Month	Unwgt'd	4438	41	13	52	73
	Weighted (000)	24118	183	79	275	389
	Horz %	100.00	0.76	0.33	1.14	1.61
	Vert %	10.02	7.09	14.83	9.45	9.26
	Index	100	71	148	94	92
				*		
Have Seen Product Placement in TV Shows - Past Month	Unwgt'd	18649	242	43	270	319
	Weighted (000)	91632	1139	255	1390	1755
	Horz %	100.00	1.24	0.28	1.52	1.92
	Vert %	38.06	44.14	47.72	47.87	41.76
	Index	100	116	125	126	110
				*		
Have Seen Product Placement in Movies - Past Month	Unwgt'd	11567	149	27	181	198
	Weighted (000)	58165	718	173	992	994
	Horz %	100.00	1.23	0.30	1.71	1.71
	Vert %	24.16	27.83	32.39	34.15	23.64
	Index	100	115	134	141	98

RAB / GfK MRI AUTO PROFILE: TOYOTA TRUCKS

		Adults 18+	Decision Maker for Any New Toyota Bought/Leased	Most Recent Vehicle Bought/Leased Any Toyota	Would Buy/Lease Any Toyota If Making Decision Today
Adults 18+	Unwgt'd	48273	306	418	3437
	Weighted (000)	240780	1261	1949	16416
	Horz %	100.00	0.52	0.81	6.82
	Vert %	100.00	100.00	100.00	100.00
	Index	100	100	100	100
Male	Unwgt'd	24392	151	207	1705
	Weighted (000)	116178	604	920	7745
	Horz %	100.00	0.52	0.79	6.67
	Vert %	48.25	47.90	47.21	47.18
	Index	100	99	98	98
Female	Unwgt'd	23881	155	211	1732
	Weighted (000)	124602	657	1029	8670
	Horz %	100.00	0.53	0.83	6.96
	Vert %	51.75	52.10	52.79	52.82
	Index	100	101	102	102
Age 18-24			*	*	
	Unwgt'd	3822	13	21	185
	Weighted (000)	30214	91	140	1601
	Horz %	100.00	0.30	0.46	5.30
	Vert %	12.55	7.21	7.20	9.75
Age 25-34			*	*	
	Unwgt'd	8153	20	42	543
	Weighted (000)	42657	137	220	2842
	Horz %	100.00	0.32	0.52	6.66
	Vert %	17.72	10.86	11.28	17.32
Age 35-44			*	*	
	Unwgt'd	8482	24	47	560
	Weighted (000)	40077	77	178	2582
	Horz %	100.00	0.19	0.44	6.44
	Vert %	16.64	6.07	9.12	15.73
Age 45-54					
	Unwgt'd	8893	56	70	619
	Weighted (000)	43246	223	292	2997
	Horz %	100.00	0.52	0.68	6.93
	Vert %	17.96	17.70	15.00	18.26
Age 55-64					
	Unwgt'd	8384	62	82	687
	Weighted (000)	39759	219	428	3152
	Horz %	100.00	0.55	1.08	7.93
	Vert %	16.51	17.34	21.97	19.20
Age 65+					
	Unwgt'd	10539	131	156	843
	Weighted (000)	44827	515	691	3241
	Horz %	100.00	1.15	1.54	7.23
	Vert %	18.62	40.83	35.43	19.74
	Index	100	219	190	106

RAB / GfK MRI AUTO PROFILE: TOYOTA TRUCKS

		Adults 18+	Decision Maker for Any New Toyota Bought/Leased	Most Recent Vehicle Bought/Leased Any Toyota	Would Buy/Lease Any Toyota If Making Decision Today
Age 21+	Unwgt'd	46843	302	416	3373
	Weighted (000)	228583	1230	1943	15859
	Horz %	100.00	0.54	0.85	6.94
	Vert %	94.93	97.61	99.69	96.61
	Index	100	103	105	102
Age 18-34			*		
	Unwgt'd	11975	33	63	728
	Weighted (000)	72871	228	360	4443
	Horz %	100.00	0.31	0.49	6.10
	Vert %	30.26	18.07	18.48	27.07
Age 18-49	Index	100	60	61	89
	Unwgt'd	24725	83	138	1596
	Weighted (000)	133805	398	655	8483
	Horz %	100.00	0.30	0.49	6.34
	Vert %	55.57	31.60	33.59	51.67
Age 25-54	Index	100	57	60	93
	Unwgt'd	25528	100	159	1722
	Weighted (000)	125979	437	690	8422
	Horz %	100.00	0.35	0.55	6.68
	Vert %	52.32	34.63	35.40	51.30
Age 35-64	Index	100	66	68	98
	Unwgt'd	25759	142	199	1866
	Weighted (000)	123081	518	898	8731
	Horz %	100.00	0.42	0.73	7.09
	Vert %	51.12	41.10	46.09	53.19
Age 50+	Index	100	80	90	104
	Unwgt'd	23548	223	280	1841
	Weighted (000)	106974	862	1294	7933
	Horz %	100.00	0.81	1.21	7.42
	Vert %	44.43	68.40	66.41	48.33
Median Age	Index	100	154	149	109
	Unwgt'd	46.80	58.90	58.20	49.10
	Weighted (000)				
	Horz %				
	Vert %				
Race: White Only	Index	100	126	124	105
	Unwgt'd	34938	224	272	2740
	Weighted (000)	177950	960	1327	13330
	Horz %	100.00	0.54	0.75	7.49
	Vert %	73.91	76.14	68.07	81.20
Race: Black/African-American Only	Index	100	103	92	110
	Unwgt'd	5766	14	36	154
	Weighted (000)	29089	44	194	637
	Horz %	100.00	0.15	0.67	2.19
	Vert %	12.08	3.49	9.97	3.88
	Index	100	29	83	32

RAB / GfK MRI AUTO PROFILE: TOYOTA TRUCKS

		Adults 18+	Decision Maker for Any New Toyota Bought/Leased	Most Recent Vehicle Bought/Leased Any Toyota	Would Buy/Lease Any Toyota If Making Decision Today
			*	*	
Race: Asian	Unwgt'd	2336	27	33	176
	Weighted (000)	8427	115	113	643
	Horz %	100.00	1.36	1.35	7.63
	Vert %	3.50	9.12	5.82	3.92
	Index	100	261	166	112
Race: Other Race/Multi-Racial	Unwgt'd	7569	68	110	543
	Weighted (000)	33741	257	428	2449
	Horz %	100.00	0.76	1.27	7.26
	Vert %	14.01	20.37	21.96	14.92
	Index	100	145	157	106
Hispanic, Latino, Spanish Origin or Descent	Unwgt'd	6274	38	70	443
	Weighted (000)	36640	184	355	2669
	Horz %	100.00	0.50	0.97	7.28
	Vert %	15.22	14.59	18.21	16.26
	Index	100	96	120	107
Hispanic, Personally Speak Only English at Home	Unwgt'd	1651	8	14	99
	Weighted (000)	5719	21	32	271
	Horz %	100.00	0.37	0.55	4.74
	Vert %	2.38	1.67	1.63	1.65
	Index	100	70	69	70
Hispanic, Personally Speak Mostly English, But Some Spanish at Home	Unwgt'd	1862	11	24	122
	Weighted (000)	9417	46	86	512
	Horz %	100.00	0.49	0.91	5.44
	Vert %	3.91	3.68	4.40	3.12
	Index	100	94	112	80
Hispanic, Personally Speak Only Spanish at Home	Unwgt'd	1118	5	13	85
	Weighted (000)	10393	51	121	930
	Horz %	100.00	0.49	1.17	8.94
	Vert %	4.32	4.03	6.21	5.66
	Index	100	93	144	131
Hispanic, Personally Speak Mostly Spanish, But Some English at Home	Unwgt'd	1522	13	17	128
	Weighted (000)	8987	57	100	739
	Horz %	100.00	0.63	1.11	8.22
	Vert %	3.73	4.51	5.12	4.50
	Index	100	121	137	121
Hispanic, Personally Speak Spanish and English Equally at Home	Unwgt'd	95	1	1	7
	Weighted (000)	1661	9	1	154
	Horz %	100.00	0.53	0.06	9.25
	Vert %	0.69	0.70	0.05	0.94
	Index	100	101	7	136
Highest Level Education Completed/Highest Degree Received: Master's, Professional School or Doctorate Degree	Unwgt'd	6767	50	58	608
	Weighted (000)	25246	163	201	2337
	Horz %	100.00	0.65	0.79	9.26
	Vert %	10.49	12.96	10.29	14.24
	Index	100	124	98	136

RAB / GfK MRI AUTO PROFILE: TOYOTA TRUCKS

		Adults 18+	Decision Maker for Any New Toyota Bought/Leased	Most Recent Vehicle Bought/Leased Any Toyota	Would Buy/Lease Any Toyota If Making Decision Today
Highest Level Education Completed/Highest Degree Received: Bachelor's Degree	Unwgt'd	11007	65	84	903
	Weighted (000)	45336	206	304	3689
	Horz %	100.00	0.45	0.67	8.14
	Vert %	18.83	16.33	15.60	22.47
	Index	100	87	83	119
			*	*	
Highest Level Education Completed/Highest Degree Received: Associate Degree, Academic	Unwgt'd	2525	21	22	194
	Weighted (000)	10486	81	94	862
	Horz %	100.00	0.77	0.90	8.22
	Vert %	4.36	6.44	4.82	5.25
	Index	100	148	111	121
			*	*	
Highest Level Education Completed/Highest Degree Received: Associate Degree, Occupational/Vocational	Unwgt'd	3281	27	35	219
	Weighted (000)	13387	102	144	846
	Horz %	100.00	0.76	1.07	6.32
	Vert %	5.56	8.07	7.37	5.15
	Index	100	145	133	93
Highest Level Education Completed/Highest Degree Received: Some College, but No Degree	Unwgt'd	10114	56	80	665
	Weighted (000)	45271	175	269	2819
	Horz %	100.00	0.39	0.59	6.23
	Vert %	18.80	13.92	13.78	17.17
	Index	100	74	73	91
Respondent - Highest Level Education Completed/Highest Degree Received: High school graduate (High School Diploma or Equivalent, such as GED)	Unwgt'd	10354	66	100	626
	Weighted (000)	71224	391	636	4166
	Horz %	100.00	0.55	0.89	5.85
	Vert %	29.58	31.01	32.63	25.38
	Index	100	105	110	86
			*	*	
Respondent - Highest Level Education Completed/Highest Degree Received: 11th Grade or Less or 12th Grade, No Diploma	Unwgt'd	4225	21	39	222
	Weighted (000)	29828	142	302	1697
	Horz %	100.00	0.48	1.01	5.69
	Vert %	12.39	11.26	15.49	10.34
	Index	100	91	125	83
			*	*	
Currently Attending College or University	Unwgt'd	3453	18	18	195
	Weighted (000)	19367	94	95	1037
	Horz %	100.00	0.49	0.49	5.36
	Vert %	8.04	7.46	4.85	6.32
	Index	100	93	60	79
Employed Full Time	Unwgt'd	24928	124	175	1748
	Weighted (000)	116486	524	827	8152
	Horz %	100.00	0.45	0.71	7.00
	Vert %	48.38	41.59	42.42	49.66
	Index	100	86	88	103
			*	*	
Employed Part Time	Unwgt'd	5673	40	52	432
	Weighted (000)	29663	177	233	2010
	Horz %	100.00	0.60	0.78	6.78
	Vert %	12.32	14.07	11.94	12.25
	Index	100	114	97	99

RAB / GfK MRI AUTO PROFILE: TOYOTA TRUCKS

		Adults 18+	Decision Maker for Any New Toyota Bought/Leased	Most Recent Vehicle Bought/Leased Any Toyota	Would Buy/Lease Any Toyota If Making Decision Today
Not Employed					
	Unwgt'd	17672	142	191	1257
	Weighted (000)	94631	559	890	6254
	Horz %	100.00	0.59	0.94	6.61
	Vert %	39.30	44.33	45.64	38.10
	Index	100	113	116	97
Temporarily Unemployed			*	*	
	Unwgt'd	1992	5	11	109
	Weighted (000)	13071	44	63	651
	Horz %	100.00	0.34	0.48	4.98
	Vert %	5.43	3.49	3.24	3.96
	Index	100	64	60	73
Retired from Employment					
	Unwgt'd	10157	118	140	824
	Weighted (000)	45370	446	595	3455
	Horz %	100.00	0.98	1.31	7.61
	Vert %	18.84	35.36	30.51	21.05
	Index	100	188	162	112
Not Employed, Principal Shopper for Household			*	*	
	Unwgt'd	2514	11	20	171
	Weighted (000)	16486	31	97	1207
	Horz %	100.00	0.19	0.59	7.32
	Vert %	6.85	2.49	4.99	7.35
	Index	100	36	73	107
Occupation: Professional and Related Occupations			*	*	
	Unwgt'd	7447	36	53	618
	Weighted (000)	33261	123	216	2743
	Horz %	100.00	0.37	0.65	8.25
	Vert %	13.81	9.75	11.11	16.71
	Index	100	71	80	121
Occupation: Management, Business and Financial Operations			*	*	
	Unwgt'd	6565	37	38	467
	Weighted (000)	24062	117	130	1837
	Horz %	100.00	0.49	0.54	7.63
	Vert %	9.99	9.26	6.69	11.19
	Index	100	93	67	112
Occupation: Sales and Office Occupations			*	*	
	Unwgt'd	5945	35	39	409
	Weighted (000)	32600	144	186	2147
	Horz %	100.00	0.44	0.57	6.59
	Vert %	13.54	11.46	9.53	13.08
	Index	100	85	70	97
Occupation: Natural Resources, Construction and Maintenance Occupations			*	*	
	Unwgt'd	2586	8	15	153
	Weighted (000)	13486	45	53	744
	Horz %	100.00	0.34	0.39	5.51
	Vert %	5.60	3.60	2.71	4.53
	Index	100	64	48	81
Occupation: Other Employed			*	*	
	Unwgt'd	8058	48	82	533
	Weighted (000)	42740	272	474	2692
	Horz %	100.00	0.64	1.11	6.30
	Vert %	17.75	21.61	24.33	16.40
	Index	100	122	137	92

RAB / GfK MRI AUTO PROFILE: TOYOTA TRUCKS

		Adults 18+	Decision Maker for Any New Toyota Bought/Leased	Most Recent Vehicle Bought/Leased Any Toyota	Would Buy/Lease Any Toyota If Making Decision Today
			*	*	
Household Income: \$250,000+	Unwgt'd	1862	10	13	126
	Weighted (000)	7072	43	41	429
	Horz %	100.00	0.61	0.58	6.06
	Vert %	2.94	3.43	2.09	2.61
	Index	100	117	71	89
			*	*	
Household Income: \$200,000-\$249,999	Unwgt'd	1511	13	7	106
	Weighted (000)	6244	38	23	518
	Horz %	100.00	0.61	0.36	8.30
	Vert %	2.59	3.00	1.15	3.16
	Index	100	116	45	122
			*	*	
Household Income: \$150,000-\$199,999	Unwgt'd	3595	19	13	252
	Weighted (000)	16937	70	63	1267
	Horz %	100.00	0.41	0.37	7.48
	Vert %	7.03	5.58	3.23	7.72
	Index	100	79	46	110
			*	*	
Household Income: \$100,000-\$149,999	Unwgt'd	7160	54	65	561
	Weighted (000)	37688	234	364	2941
	Horz %	100.00	0.62	0.97	7.80
	Vert %	15.65	18.60	18.68	17.92
	Index	100	119	119	114
			*	*	
Household Income: \$75,000-\$99,999	Unwgt'd	6228	44	56	513
	Weighted (000)	32225	167	279	2775
	Horz %	100.00	0.52	0.86	8.61
	Vert %	13.38	13.28	14.29	16.91
	Index	100	99	107	126
			*	*	
Household Income: \$60,000-\$74,999	Unwgt'd	4977	26	40	400
	Weighted (000)	25163	137	211	1863
	Horz %	100.00	0.54	0.84	7.40
	Vert %	10.45	10.87	10.81	11.35
	Index	100	104	103	109
			*	*	
Household Income: \$50,000-\$59,999	Unwgt'd	3803	31	32	278
	Weighted (000)	18770	131	142	1296
	Horz %	100.00	0.70	0.75	6.91
	Vert %	7.80	10.39	7.26	7.90
	Index	100	133	93	101
			*	*	
Household Income: \$40,000-\$49,999	Unwgt'd	4778	40	56	341
	Weighted (000)	20586	169	232	1337
	Horz %	100.00	0.82	1.13	6.50
	Vert %	8.55	13.39	11.89	8.15
	Index	100	157	139	95
			*	*	
Household Income: \$30,000-\$39,999	Unwgt'd	4643	29	49	334
	Weighted (000)	22039	94	184	1419
	Horz %	100.00	0.43	0.83	6.44
	Vert %	9.15	7.49	9.44	8.65
	Index	100	82	103	94

RAB / GfK MRI AUTO PROFILE: TOYOTA TRUCKS

		Adults 18+	Decision Maker for Any New Toyota Bought/Leased	Most Recent Vehicle Bought/Leased Any Toyota	Would Buy/Lease Any Toyota If Making Decision Today
			*	*	
Household Income: \$20,000-\$29,999	Unwgt'd	4346	23	46	282
	Weighted (000)	21849	95	190	1292
	Horz %	100.00	0.44	0.87	5.91
	Vert %	9.07	7.55	9.75	7.87
	Index	100	83	107	87
			*	*	
Household Income: Under \$20,000	Unwgt'd	5370	17	41	244
	Weighted (000)	32207	81	222	1277
	Horz %	100.00	0.25	0.69	3.97
	Vert %	13.38	6.42	11.41	7.78
	Index	100	48	85	58
Median Household Income	Unwgt'd				
	Weighted (000)	62.90	66.60	60.30	72.80
	Horz %				
	Vert %				
	Index	100	106	96	116
			*		
Marital Status: Single, Never Married	Unwgt'd	11890	47	82	703
	Weighted (000)	67363	284	448	3679
	Horz %	100.00	0.42	0.66	5.46
	Vert %	27.98	22.50	22.97	22.41
	Index	100	80	82	80
Marital Status: Currently Married	Unwgt'd	24640	178	213	1905
	Weighted (000)	127911	668	995	9772
	Horz %	100.00	0.52	0.78	7.64
	Vert %	53.12	52.96	51.02	59.53
	Index	100	100	96	112
			*		
Marital Status: Divorced or Legally Separated	Unwgt'd	7948	48	75	564
	Weighted (000)	30646	183	305	2092
	Horz %	100.00	0.60	1.00	6.83
	Vert %	12.73	14.52	15.65	12.74
	Index	100	114	123	100
			*	*	
Marital Status: Widowed	Unwgt'd	3795	33	48	265
	Weighted (000)	14859	126	202	872
	Horz %	100.00	0.85	1.36	5.87
	Vert %	6.17	10.02	10.37	5.31
	Index	100	162	168	86
			*	*	
Marital Status: Engaged to Be Married	Unwgt'd	1949	9	16	94
	Weighted (000)	10768	47	83	559
	Horz %	100.00	0.44	0.77	5.19
	Vert %	4.47	3.73	4.24	3.40
	Index	100	84	95	76
			*	*	
Marital Status: Living with Partner/Fiancé/Boyfriend or Girlfriend (Same or Opposite Sex)	Unwgt'd	3390	16	34	184
	Weighted (000)	20609	86	189	1107
	Horz %	100.00	0.42	0.92	5.37
	Vert %	8.56	6.80	9.71	6.74
	Index	100	79	113	79

RAB / GfK MRI AUTO PROFILE: TOYOTA TRUCKS

		Adults 18+	Decision Maker for Any New Toyota Bought/Leased	Most Recent Vehicle Bought/Leased Any Toyota	Would Buy/Lease Any Toyota If Making Decision Today
Any Child(ren) Under Age 18 Living at Home	Unwgt'd	18110	67	110	1234
	Weighted (000)	95244	243	503	6330
	Horz %	100.00	0.25	0.53	6.65
	Vert %	39.56	19.26	25.80	38.56
	Index	100	49	65	97
1 Child Under Age 18 Currently Living at Home			*	*	
	Unwgt'd	7249	29	45	471
	Weighted (000)	38782	96	229	2445
	Horz %	100.00	0.25	0.59	6.30
	Vert %	16.11	7.59	11.74	14.89
2 Children Under Age 18 Currently Living at Home	Index	100	47	73	92
			*	*	
	Unwgt'd	6875	25	41	476
	Weighted (000)	34084	109	202	2351
	Horz %	100.00	0.32	0.59	6.90
3 Children Under Age 18 Currently Living at Home	Vert %	14.16	8.61	10.35	14.32
	Index	100	61	73	101
			*	*	
	Unwgt'd	2656	9	16	196
	Weighted (000)	14443	23	52	1000
4 Children Under Age 18 Currently Living at Home	Horz %	100.00	0.16	0.36	6.93
	Vert %	6.00	1.80	2.68	6.09
	Index	100	30	45	102
			*	*	
	Unwgt'd	917	2	6	63
5 or More Children Under Age 18 Currently Living at Home	Weighted (000)	5134	9	15	294
	Horz %	100.00	0.18	0.29	5.73
	Vert %	2.13	0.75	0.75	1.79
	Index	100	35	35	84
			*	*	*
Own Home/Residence	Unwgt'd	413	2	2	28
	Weighted (000)	2801	6	5	239
	Horz %	100.00	0.23	0.19	8.55
	Vert %	1.16	0.51	0.27	1.46
	Index	100	44	23	125
Rent Home/Residence					
	Unwgt'd	33144	249	288	2516
	Weighted (000)	160200	1018	1277	11786
	Horz %	100.00	0.64	0.80	7.36
	Vert %	66.53	80.76	65.53	71.80
Live Rent-Free in Home/Residence	Index	100	121	98	108
			*	*	*
	Unwgt'd	14554	54	126	882
	Weighted (000)	77579	232	662	4463
	Horz %	100.00	0.30	0.85	5.75
Live Rent-Free in Home/Residence	Vert %	32.22	18.40	33.96	27.19
	Index	100	57	105	84
			*	*	*
	Unwgt'd	575	3	4	39
	Weighted (000)	3001	11	10	167
Live Rent-Free in Home/Residence	Horz %	100.00	0.35	0.33	5.56
	Vert %	1.25	0.84	0.51	1.02
	Index	100	67	41	82

RAB / GfK MRI AUTO PROFILE: TOYOTA TRUCKS

		Adults 18+	Decision Maker for Any New Toyota Bought/Leased	Most Recent Vehicle Bought/Leased Any Toyota	Would Buy/Lease Any Toyota If Making Decision Today
Census Region: North East	Unwgt'd	11292	65	99	757
	Weighted (000)	43596	202	339	2500
	Horz %	100.00	0.46	0.78	5.73
	Vert %	18.11	16.00	17.37	15.23
	Index	100	88	96	84
Census Region: South	Unwgt'd	16777	112	147	1174
	Weighted (000)	90561	495	791	6047
	Horz %	100.00	0.55	0.87	6.68
	Vert %	37.61	39.28	40.56	36.84
	Index	100	104	108	98
Census Region: Midwest			*		
	Unwgt'd	10348	47	66	585
	Weighted (000)	51575	193	314	2841
	Horz %	100.00	0.37	0.61	5.51
	Vert %	21.42	15.30	16.09	17.31
Census Region: West	Index	100	71	75	81
	Unwgt'd	9856	82	106	921
	Weighted (000)	55047	371	507	5027
	Horz %	100.00	0.67	0.92	9.13
	Vert %	22.86	29.42	25.99	30.63
Census Sub-Region: New England	Index	100	129	114	134
			*	*	
	Unwgt'd	2902	23	35	281
	Weighted (000)	11431	104	138	875
	Horz %	100.00	0.91	1.21	7.65
Census Sub-Region: Mid Atlantic	Vert %	4.75	8.28	7.09	5.33
	Index	100	174	149	112
			*		
	Unwgt'd	8390	42	64	476
	Weighted (000)	32165	97	200	1625
Census Sub-Region: South Atlantic	Horz %	100.00	0.30	0.62	5.05
	Vert %	13.36	7.72	10.28	9.90
	Index	100	58	77	74
	Unwgt'd	9468	72	98	690
	Weighted (000)	46537	285	486	3205
Census Sub-Region: East South Central	Horz %	100.00	0.61	1.04	6.89
	Vert %	19.33	22.57	24.94	19.52
	Index	100	117	129	101
			*	*	
	Unwgt'd	1936	16	20	134
Census Sub-Region: West South Central	Weighted (000)	14894	127	161	1113
	Horz %	100.00	0.85	1.08	7.48
	Vert %	6.19	10.06	8.27	6.78
	Index	100	163	134	110
			*	*	
Census Sub-Region: West South Central	Unwgt'd	5373	24	29	350
	Weighted (000)	29130	84	143	1729
	Horz %	100.00	0.29	0.49	5.94
	Vert %	12.10	6.64	7.35	10.53
	Index	100	55	61	87

RAB / GfK MRI AUTO PROFILE: TOYOTA TRUCKS

		Adults 18+	Decision Maker for Any New Toyota Bought/Leased	Most Recent Vehicle Bought/Leased Any Toyota	Would Buy/Lease Any Toyota If Making Decision Today
			*	*	
Census Sub-Region: East North Central	Unwgt'd	7954	37	48	420
	Weighted (000)	35969	143	213	1779
	Horz %	100.00	0.40	0.59	4.94
	Vert %	14.94	11.35	10.92	10.83
	Index	100	76	73	73
			*	*	
Census Sub-Region: West North Central	Unwgt'd	2394	10	18	165
	Weighted (000)	15607	50	101	1063
	Horz %	100.00	0.32	0.65	6.81
	Vert %	6.48	3.95	5.17	6.47
	Index	100	61	80	100
			*	*	
Census Sub-Region: Mountain	Unwgt'd	2516	10	16	225
	Weighted (000)	17393	49	92	1384
	Horz %	100.00	0.28	0.53	7.96
	Vert %	7.22	3.90	4.73	8.43
	Index	100	54	65	117
Census Sub-Region: Pacific	Unwgt'd	7340	72	90	696
	Weighted (000)	37654	322	414	3643
	Horz %	100.00	0.85	1.10	9.67
	Vert %	15.64	25.52	21.26	22.19
	Index	100	163	136	142
County Size: A	Unwgt'd	26336	182	242	1853
	Weighted (000)	101038	612	893	6871
	Horz %	100.00	0.61	0.88	6.80
	Vert %	41.96	48.57	45.79	41.86
	Index	100	116	109	100
County Size: B	Unwgt'd	11787	79	96	873
	Weighted (000)	70879	401	552	4942
	Horz %	100.00	0.57	0.78	6.97
	Vert %	29.44	31.78	28.31	30.11
	Index	100	108	96	102
			*		
County Size: C/D	Unwgt'd	10150	45	80	711
	Weighted (000)	68862	248	505	4603
	Horz %	100.00	0.36	0.73	6.68
	Vert %	28.60	19.64	25.90	28.04
	Index	100	69	91	98
			*	*	
Radio Formats: AAA (subset of Alternative) (Monday-Sunday 24-Hour Cume)	Unwgt'd	1208	7	11	122
	Weighted (000)	4881	18	29	477
	Horz %	100.00	0.36	0.59	9.76
	Vert %	2.03	1.40	1.47	2.90
	Index	100	69	73	143
			*		
Radio Formats: Adult Contemporary (Monday-Sunday 24-Hour Cume)	Unwgt'd	8156	48	69	626
	Weighted (000)	39455	195	302	2802
	Horz %	100.00	0.50	0.77	7.10
	Vert %	16.39	15.51	15.49	17.07
	Index	100	95	95	104

RAB / GfK MRI AUTO PROFILE: TOYOTA TRUCKS

		Adults 18+	Decision Maker for Any New Toyota Bought/Leased	Most Recent Vehicle Bought/Leased Any Toyota	Would Buy/Lease Any Toyota If Making Decision Today
			*	*	
Radio Formats: Adult Hits (Monday-Sunday 24-Hour Cume)	Unwgt'd	1202	8	9	96
	Weighted (000)	6602	24	35	516
	Horz %	100.00	0.36	0.52	7.82
	Vert %	2.74	1.91	1.77	3.15
	Index	100	70	65	115
			*	*	*
Radio Formats: Adult Standards/Easy Listening (Monday-Sunday 24-Hour Cume)	Unwgt'd	287	2	2	21
	Weighted (000)	1442	3	3	70
	Horz %	100.00	0.23	0.20	4.85
	Vert %	0.60	0.27	0.15	0.43
	Index	100	45	24	71
			*	*	
Radio Formats: All News (Monday-Sunday 24-Hour Cume)	Unwgt'd	2864	24	32	230
	Weighted (000)	8071	53	98	678
	Horz %	100.00	0.66	1.21	8.40
	Vert %	3.35	4.22	5.01	4.13
	Index	100	126	150	123
			*	*	
Radio Formats: All Sports (Monday-Sunday 24-Hour Cume)	Unwgt'd	3437	20	27	264
	Weighted (000)	12832	71	86	961
	Horz %	100.00	0.56	0.67	7.49
	Vert %	5.33	5.67	4.41	5.85
	Index	100	106	83	110
			*	*	
Radio Formats: All Talk (Monday-Sunday 24-Hour Cume)	Unwgt'd	884	11	14	88
	Weighted (000)	4021	36	46	341
	Horz %	100.00	0.89	1.14	8.47
	Vert %	1.67	2.84	2.35	2.08
	Index	100	170	141	124
			*	*	
Radio Formats: Alternative (Monday-Sunday 24-Hour Cume)	Unwgt'd	3316	14	23	276
	Weighted (000)	15752	40	74	1158
	Horz %	100.00	0.25	0.47	7.35
	Vert %	6.54	3.15	3.81	7.05
	Index	100	48	58	108
			*	*	
Radio Formats: CHR/Top 40 (Monday-Sunday 24-Hour Cume)	Unwgt'd	8653	39	61	539
	Weighted (000)	45814	165	287	2536
	Horz %	100.00	0.36	0.63	5.53
	Vert %	19.03	13.05	14.74	15.45
	Index	100	69	77	81
			*	*	
Radio Formats: Classic Hits (Monday-Sunday 24-Hour Cume)	Unwgt'd	2973	15	24	241
	Weighted (000)	14188	35	91	905
	Horz %	100.00	0.25	0.64	6.38
	Vert %	5.89	2.81	4.69	5.51
	Index	100	48	80	94
			*	*	
Radio Formats: Classic Rock (Monday-Sunday 24-Hour Cume)	Unwgt'd	3601	16	23	273
	Weighted (000)	18087	85	147	1300
	Horz %	100.00	0.47	0.81	7.19
	Vert %	7.51	6.72	7.54	7.92
	Index	100	89	100	105

RAB / GfK MRI AUTO PROFILE: TOYOTA TRUCKS

		Adults 18+	Decision Maker for Any New Toyota Bought/Leased	Most Recent Vehicle Bought/Leased Any Toyota	Would Buy/Lease Any Toyota If Making Decision Today
			*	*	
Radio Formats: Classical (Monday-Sunday 24-Hour Cume)	Unwgt'd	1383	11	14	128
	Weighted (000)	5415	52	61	474
	Horz %	100.00	0.96	1.12	8.76
	Vert %	2.25	4.11	3.12	2.89
	Index	100	183	139	128
			*	*	
Radio Formats: Country (Monday-Sunday 24-Hour Cume)	Unwgt'd	8065	40	46	584
	Weighted (000)	46392	230	285	3222
	Horz %	100.00	0.49	0.61	6.95
	Vert %	19.27	18.21	14.61	19.63
	Index	100	95	76	102
			*	*	*
Radio Formats: Ethnic (Monday-Sunday 24-Hour Cume)	Unwgt'd	289	5	6	20
	Weighted (000)	1180	49	29	52
	Horz %	100.00	4.17	2.46	4.44
	Vert %	0.49	3.91	1.49	0.32
	Index	100	797	304	65
			*	*	*
Radio Formats: Gospel (Monday-Sunday 24-Hour Cume)	Unwgt'd	730	2	8	30
	Weighted (000)	4011	18	59	137
	Horz %	100.00	0.45	1.47	3.41
	Vert %	1.67	1.42	3.03	0.83
	Index	100	85	182	50
			*	*	
Radio Formats: Hispanic (All Genres) (Monday-Sunday 24-Hour Cume)	Unwgt'd	2429	18	24	178
	Weighted (000)	15349	119	159	1089
	Horz %	100.00	0.77	1.03	7.10
	Vert %	6.37	9.42	8.14	6.64
	Index	100	148	128	104
			*	*	
Radio Formats: Hot AC (Subset of "Adult Contemporary") (Monday-Sunday 24-Hour Cume)	Unwgt'd	3507	13	21	264
	Weighted (000)	16479	37	67	1162
	Horz %	100.00	0.22	0.41	7.05
	Vert %	6.84	2.92	3.46	7.08
	Index	100	43	51	103
			*	*	
Radio Formats: Jazz (Monday-Sunday 24-Hour Cume)	Unwgt'd	702	4	6	71
	Weighted (000)	2542	4	13	290
	Horz %	100.00	0.16	0.50	11.41
	Vert %	1.06	0.32	0.66	1.77
	Index	100	31	62	167
			*	*	
Radio Formats: Mexican/Tejano/Ranchera (Subset of "Hispanic") (Monday-Sunday 24-Hour Cume)	Unwgt'd	991	7	9	73
	Weighted (000)	6494	35	55	521
	Horz %	100.00	0.54	0.85	8.02
	Vert %	2.70	2.78	2.82	3.17
	Index	100	103	104	118
			*	*	
Radio Formats: News/Talk (Monday-Sunday 24-Hour Cume)	Unwgt'd	5900	48	54	500
	Weighted (000)	23011	164	194	1783
	Horz %	100.00	0.71	0.84	7.75
	Vert %	9.56	13.03	9.94	10.86
	Index	100	136	104	114

RAB / GfK MRI AUTO PROFILE: TOYOTA TRUCKS

		Adults 18+	Decision Maker for Any New Toyota Bought/Leased	Most Recent Vehicle Bought/Leased Any Toyota	Would Buy/Lease Any Toyota If Making Decision Today
			*	*	
Radio Formats: Oldies (Monday-Sunday 24-Hour Cume)	Unwgt'd	1671	11	13	114
	Weighted (000)	8714	28	62	525
	Horz %	100.00	0.32	0.71	6.02
	Vert %	3.62	2.21	3.18	3.20
	Index	100	61	88	88
			*	*	
Radio Formats: Public Radio/Non-Commercial (Monday-Sunday 24-Hour Cume)	Unwgt'd	2634	20	19	270
	Weighted (000)	10681	82	82	1129
	Horz %	100.00	0.77	0.77	10.57
	Vert %	4.44	6.54	4.20	6.88
	Index	100	147	95	155
			*	*	
Radio Formats: Religion/Christian (Monday-Sunday 24-Hour Cume)	Unwgt'd	3953	21	40	315
	Weighted (000)	20069	84	202	1444
	Horz %	100.00	0.42	1.01	7.19
	Vert %	8.34	6.70	10.36	8.80
	Index	100	80	124	106
			*	*	
Radio Formats: Rhythmic (Monday-Sunday 24-Hour Cume)	Unwgt'd	2820	12	17	154
	Weighted (000)	14985	65	69	715
	Horz %	100.00	0.44	0.46	4.77
	Vert %	6.22	5.18	3.56	4.36
	Index	100	83	57	70
			*	*	
Radio Formats: Rock (Monday-Sunday 24-Hour Cume)	Unwgt'd	3771	23	28	288
	Weighted (000)	18525	91	142	1455
	Horz %	100.00	0.49	0.76	7.85
	Vert %	7.69	7.23	7.26	8.86
	Index	100	94	94	115
			*	*	
Radio Formats: Soft Adult Contemporary/Lite Rock (Monday-Sunday 24-Hour Cume)	Unwgt'd	1166	5	11	79
	Weighted (000)	6001	13	39	369
	Horz %	100.00	0.22	0.64	6.15
	Vert %	2.49	1.03	1.98	2.25
	Index	100	41	79	90
			*	*	
Radio Formats: Spanish AC (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	Unwgt'd	791	9	12	61
	Weighted (000)	4990	91	103	408
	Horz %	100.00	1.82	2.07	8.17
	Vert %	2.07	7.22	5.31	2.48
	Index	100	349	256	120
			*	*	
Radio Formats: Tropical (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	Unwgt'd	315	0	0	16
	Weighted (000)	1793	0	0	59
	Horz %	100.00	0.00	0.00	3.28
	Vert %	0.74	0.00	0.00	0.36
	Index	100	0	0	48
			*	*	
Radio Formats: Urban (All Genres) (Monday-Sunday 24-Hour Cume)	Unwgt'd	5190	10	30	216
	Weighted (000)	26664	42	180	1019
	Horz %	100.00	0.16	0.67	3.82
	Vert %	11.07	3.31	9.22	6.21
	Index	100	30	83	56

RAB / GfK MRI AUTO PROFILE: TOYOTA TRUCKS

		Adults 18+	Decision Maker for Any New Toyota Bought/Leased	Most Recent Vehicle Bought/Leased Any Toyota	Would Buy/Lease Any Toyota If Making Decision Today
				*	*
Radio Formats: Urban AC (Subset of Urban) (Monday-Sunday 24-Hour Cume)	Unwgt'd	2379	5	18	99
	Weighted (000)	11083	26	116	400
	Horz %	100.00	0.24	1.04	3.61
	Vert %	4.60	2.09	5.93	2.44
	Index	100	45	129	53
			*	*	
Radio Formats: Urban Contemporary (Subset of Urban) (Monday-Sunday 24-Hour Cume)	Unwgt'd	1939	2	8	70
	Weighted (000)	11362	14	46	441
	Horz %	100.00	0.12	0.40	3.88
	Vert %	4.72	1.12	2.35	2.68
	Index	100	24	50	57
			*	*	
Radio Formats: Variety/Other (Monday-Sunday 24-Hour Cume)	Unwgt'd	1269	8	10	111
	Weighted (000)	7051	69	82	559
	Horz %	100.00	0.98	1.16	7.93
	Vert %	2.93	5.47	4.19	3.41
	Index	100	187	143	116
Radio Daypart Cumes: Total Week Monday-Sunday 24 Hours	Unwgt'd	40314	250	333	2859
	Weighted (000)	198598	1022	1556	13283
	Horz %	100.00	0.51	0.78	6.69
	Vert %	82.48	81.10	79.83	80.92
	Index	100	98	97	98
Radio Daypart Cumes: Weekday 6:00 am - 10:00 am	Unwgt'd	24949	168	210	1821
	Weighted (000)	119900	665	964	8255
	Horz %	100.00	0.55	0.80	6.88
	Vert %	49.80	52.77	49.44	50.29
	Index	100	106	99	101
Radio Daypart Cumes: Weekday 10:00 am - 3:00 pm	Unwgt'd	18085	116	157	1248
	Weighted (000)	89896	504	751	5556
	Horz %	100.00	0.56	0.84	6.18
	Vert %	37.34	39.99	38.54	33.85
	Index	100	107	103	91
Radio Daypart Cumes: Weekday 3:00 pm - 7:00 pm	Unwgt'd	21647	135	177	1544
	Weighted (000)	104254	581	842	6973
	Horz %	100.00	0.56	0.81	6.69
	Vert %	43.30	46.12	43.18	42.48
	Index	100	107	100	98
			*	*	
Radio Daypart Cumes: Weekday 7:00 pm - Midnight	Unwgt'd	7445	35	59	515
	Weighted (000)	38037	170	349	2356
	Horz %	100.00	0.45	0.92	6.19
	Vert %	15.80	13.50	17.90	14.35
	Index	100	85	113	91
			*	*	
Radio Daypart Cumes: Weekday Midnight - 6:00 am	Unwgt'd	2311	10	14	155
	Weighted (000)	11829	30	76	678
	Horz %	100.00	0.25	0.65	5.73
	Vert %	4.91	2.36	3.92	4.13
	Index	100	48	80	84

RAB / GfK MRI AUTO PROFILE: TOYOTA TRUCKS

		Adults 18+	Decision Maker for Any New Toyota Bought/Leased	Most Recent Vehicle Bought/Leased Any Toyota	Would Buy/Lease Any Toyota If Making Decision Today
Radio Daypart Cumes: Weekend 6:00 am - 10:00 am	Unwgt'd	15558	107	144	1136
	Weighted (000)	75340	424	695	4882
	Horz %	100.00	0.56	0.92	6.48
	Vert %	31.29	33.65	35.65	29.74
	Index	100	108	114	95
Radio Daypart Cumes: Weekend 10:00 am - 3:00 pm	Unwgt'd	21529	115	166	1495
	Weighted (000)	103236	473	764	6627
	Horz %	100.00	0.46	0.74	6.42
	Vert %	42.88	37.56	39.19	40.37
	Index	100	88	91	94
Radio Daypart Cumes: Weekend 3:00 pm - 7:00 pm	Unwgt'd	16365	86	119	1095
	Weighted (000)	81300	379	572	4930
	Horz %	100.00	0.47	0.70	6.06
	Vert %	33.77	30.04	29.36	30.03
	Index	100	89	87	89
Radio Daypart Cumes: Weekend 7:00 pm - Midnight			*		
	Unwgt'd	7820	47	65	504
	Weighted (000)	39381	159	271	2252
	Horz %	100.00	0.40	0.69	5.72
	Vert %	16.36	12.64	13.89	13.72
Radio Daypart Cumes: Weekend Midnight - 6:00 am			*	*	
	Unwgt'd	1948	8	13	123
	Weighted (000)	9954	37	60	551
	Horz %	100.00	0.37	0.60	5.54
	Vert %	4.13	2.93	3.05	3.36
Where Listen to Radio on Typical Weekday: Home	Unwgt'd	12806	79	105	902
	Weighted (000)	62580	321	540	3718
	Horz %	100.00	0.51	0.86	5.94
	Vert %	25.99	25.46	27.70	22.65
	Index	100	98	107	87
Where Listen to Radio on Typical Weekday: Car	Unwgt'd	37001	235	307	2744
	Weighted (000)	181109	936	1356	12889
	Horz %	100.00	0.52	0.75	7.12
	Vert %	75.22	74.23	69.59	78.52
	Index	100	99	93	104
Where Listen to Radio on Typical Weekday: Work			*	*	
	Unwgt'd	5690	28	47	370
	Weighted (000)	29668	167	248	1828
	Horz %	100.00	0.56	0.84	6.16
	Vert %	12.32	13.23	12.74	11.13
Where Listen to Radio on Typical Weekday: Place Other Than Home, Car, Work			*	*	
	Unwgt'd	1158	5	11	70
	Weighted (000)	6331	62	88	313
	Horz %	100.00	0.98	1.39	4.94
	Vert %	2.63	4.94	4.52	1.91
	Index	100	188	172	72

RAB / GfK MRI AUTO PROFILE: TOYOTA TRUCKS

		Adults 18+	Decision Maker for Any New Toyota Bought/Leased	Most Recent Vehicle Bought/Leased Any Toyota	Would Buy/Lease Any Toyota If Making Decision Today
Where Listen to Radio on Typical Weekend: Home	Unwgt'd	14791	92	117	1050
	Weighted (000)	72174	398	627	4430
	Horz %	100.00	0.55	0.87	6.14
	Vert %	29.97	31.61	32.19	26.99
	Index	100	105	107	90
Where Listen to Radio on Typical Weekend: Car	Unwgt'd	33975	212	296	2475
	Weighted (000)	166202	844	1342	11664
	Horz %	100.00	0.51	0.81	7.02
	Vert %	69.03	66.94	68.83	71.06
	Index	100	97	100	103
Where Listen to Radio on Typical Weekend: Work			*	*	
	Unwgt'd	2031	6	18	124
	Weighted (000)	11015	37	72	591
	Horz %	100.00	0.33	0.65	5.36
	Index	100	64	80	79
Where Listen to Radio on Typical Weekend: Place Other Than Home, Car, Work			*	*	
	Unwgt'd	1137	3	7	70
	Weighted (000)	6306	35	84	283
	Horz %	100.00	0.55	1.33	4.49
	Index	100	106	164	66
Ever Listen to AM Radio (Terrestrial Radio)	Unwgt'd	9226	75	88	713
	Weighted (000)	37690	310	365	2715
	Horz %	100.00	0.82	0.97	7.20
	Vert %	15.65	24.59	18.75	16.54
	Index	100	157	120	106
Ever Listen to FM Radio (Terrestrial Radio)	Unwgt'd	36061	216	299	2595
	Weighted (000)	181675	928	1468	12275
	Horz %	100.00	0.51	0.81	6.76
	Vert %	75.45	73.60	75.30	74.78
	Index	100	98	100	99
Ever Listen to Any Terrestrial Radio (AM/FM)	Unwgt'd	39115	247	333	2825
	Weighted (000)	193871	1023	1567	13090
	Horz %	100.00	0.53	0.81	6.75
	Vert %	80.52	81.15	80.39	79.74
	Index	100	101	100	99
Ever Listen to Satellite Radio (SiriusXM)			*	*	
	Unwgt'd	6485	33	28	389
	Weighted (000)	28450	105	116	1658
	Horz %	100.00	0.37	0.41	5.83
	Index	100	71	51	85
Household Subscribes to Satellite (SiriusXM) Radio	Unwgt'd	8939	60	60	561
	Weighted (000)	41160	239	292	2509
	Horz %	100.00	0.58	0.71	6.10
	Vert %	17.09	18.93	14.96	15.28
	Index	100	111	88	89

RAB / GfK MRI AUTO PROFILE: TOYOTA TRUCKS

		Adults 18+	Decision Maker for Any New Toyota Bought/Leased	Most Recent Vehicle Bought/Leased Any Toyota	Would Buy/Lease Any Toyota If Making Decision Today
Any Vehicle Currently Owned/Leased Has Satellite Radio	Unwgt'd	14712	69	65	809
	Weighted (000)	71398	251	321	4287
	Horz %	100.00	0.35	0.45	6.00
	Vert %	29.65	19.95	16.49	26.12
	Index	100	67	56	88
			*		
Any Vehicle Currently Owned/Leased Has MP3 Player Connection	Unwgt'd	12557	45	74	904
	Weighted (000)	62882	199	386	4340
	Horz %	100.00	0.32	0.61	6.90
	Vert %	26.12	15.75	19.83	26.44
	Index	100	60	76	101
			*	*	
Listened online to streaming AM/FM broadcast radio stations - Past Month	Unwgt'd	7450	41	49	547
	Weighted (000)	36486	146	230	2562
	Horz %	100.00	0.40	0.63	7.02
	Vert %	15.15	11.55	11.82	15.61
	Index	100	76	78	103
			*	*	
Listened to Internet-only radio or other online music or audio services (eg. Pandora, Spotify, etc.) - Past Month	Unwgt'd	14104	60	91	1007
	Weighted (000)	70596	229	437	4779
	Horz %	100.00	0.32	0.62	6.77
	Vert %	29.32	18.16	22.40	29.11
	Index	100	62	76	99
			*	*	
Visited a radio station, radio program or radio personality's website - Past Month	Unwgt'd	3495	15	22	254
	Weighted (000)	16642	80	111	1093
	Horz %	100.00	0.48	0.67	6.56
	Vert %	6.91	6.36	5.71	6.66
	Index	100	92	83	96
			*	*	
Downloaded music - past month	Unwgt'd	10131	49	64	708
	Weighted (000)	53361	230	305	3551
	Horz %	100.00	0.43	0.57	6.66
	Vert %	22.16	18.24	15.65	21.63
	Index	100	82	71	98
			*	*	
Downloaded or listened to podcasts/podcasting - past month	Unwgt'd	2692	15	18	253
	Weighted (000)	11952	58	65	1067
	Horz %	100.00	0.48	0.55	8.93
	Vert %	4.96	4.60	3.35	6.50
	Index	100	93	67	131
			*	*	
Listened to iHeartRadio/visited website - past month	Unwgt'd	3490	11	17	238
	Weighted (000)	17709	63	102	993
	Horz %	100.00	0.35	0.57	5.61
	Vert %	7.36	4.98	5.21	6.05
	Index	100	68	71	82
			*	*	
Listened to iTunes/visited website - past month	Unwgt'd	7650	44	55	614
	Weighted (000)	36645	214	275	2757
	Horz %	100.00	0.58	0.75	7.52
	Vert %	15.22	16.97	14.13	16.79
	Index	100	112	93	110

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		Adults 18+	Decision Maker for Any New Toyota Bought/Leased	Most Recent Vehicle Bought/Leased Any Toyota	Would Buy/Lease Any Toyota If Making Decision Today
Listened to Pandora/visited website - past month			*		
	Unwgt'd	13348	48	82	899
	Weighted (000)	68670	182	380	4460
	Horz %	100.00	0.26	0.55	6.49
	Vert %	28.52	14.41	19.50	27.17
	Index	100	51	68	95
Listened to Spotify/visited website - past month			*	*	
	Unwgt'd	4026	15	21	287
	Weighted (000)	21138	99	113	1472
	Horz %	100.00	0.47	0.54	6.96
	Vert %	8.78	7.82	5.81	8.97
	Index	100	89	66	102
Advertising on radio provides me with useful information about bargains. Agree strongly or Agree somewhat					
	Unwgt'd	16441	106	140	1092
	Weighted (000)	83247	462	713	5227
	Horz %	100.00	0.55	0.86	6.28
	Vert %	34.57	36.61	36.56	31.84
	Index	100	106	106	92
Advertising on radio provides me with meaningful information about the product use of other consumers. Agree strongly or Agree somewhat					
	Unwgt'd	13568	92	123	891
	Weighted (000)	68583	418	607	4179
	Horz %	100.00	0.61	0.89	6.09
	Vert %	28.48	33.16	31.17	25.46
	Index	100	116	109	89
Advertising on radio provides me with useful information about new products and services. Agree strongly or Agree somewhat					
	Unwgt'd	16787	110	143	1140
	Weighted (000)	84735	490	688	5264
	Horz %	100.00	0.58	0.81	6.21
	Vert %	35.19	38.89	35.29	32.07
	Index	100	111	100	91
For me, advertising on radio is amusing. Agree strongly or Agree somewhat					
	Unwgt'd	12871	71	110	850
	Weighted (000)	66195	332	532	4070
	Horz %	100.00	0.50	0.80	6.15
	Vert %	27.49	26.32	27.30	24.79
	Index	100	96	99	90
TV Dayparts: Total Week Prime Time Cume Audience					
	Unwgt'd	38660	249	334	2727
	Weighted (000)	189912	1001	1498	12786
	Horz %	100.00	0.53	0.79	6.73
	Vert %	78.87	79.41	76.86	77.89
	Index	100	101	97	99
TV Dayparts: Prime Time Weekdays Cume Audience: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)					
	Unwgt'd	30696	204	281	2209
	Weighted (000)	149196	819	1257	10133
	Horz %	100.00	0.55	0.84	6.79
	Vert %	61.96	64.97	64.49	61.73
	Index	100	105	104	100
TV Dayparts: Prime Time Saturday Cume Audience: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)					
	Unwgt'd	26491	178	235	1902
	Weighted (000)	129997	741	1120	8793
	Horz %	100.00	0.57	0.86	6.76
	Vert %	53.99	58.78	57.47	53.56
	Index	100	109	106	99

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		Adults 18+	Decision Maker for Any New Toyota Bought/Leased	Most Recent Vehicle Bought/Leased Any Toyota	Would Buy/Lease Any Toyota If Making Decision Today
TV Dayparts: Prime Time Sunday Cume Audience: 7:00-11:00 pm (Eastern/Pacific), 6:00-10:00 pm (Central/Mountain)	Unwgt'd	30904	203	270	2206
	Weighted (000)	150311	800	1211	10131
	Horz %	100.00	0.53	0.81	6.74
	Vert %	62.43	63.43	62.14	61.71
	Index	100	102	100	99
TV Dayparts: Weekdays Cume Audience: 9:00 am-4:00 pm (Eastern/Pacific) 9:00 am - 3:00 pm (Central/Mountain)	Unwgt'd	13385	99	140	889
	Weighted (000)	71448	462	681	4345
	Horz %	100.00	0.65	0.95	6.08
	Vert %	29.67	36.65	34.93	26.47
	Index	100	124	118	89
TV Dayparts: Weekdays Cume Audience: 4:00 pm-7:30 pm (Eastern/Pacific) 3:00 pm-6:30 pm (Central/Mountain)	Unwgt'd	23966	177	245	1687
	Weighted (000)	120410	773	1245	7889
	Horz %	100.00	0.64	1.03	6.55
	Vert %	50.01	61.33	63.85	48.06
	Index	100	123	128	96
TV Dayparts: Weekdays Cume Audience: 11:30 pm-1:00 am (Eastern/Pacific) 10:30 pm-Midnight (Central/Mountain)			*		
	Unwgt'd	7819	45	74	509
	Weighted (000)	39930	189	376	2464
	Horz %	100.00	0.47	0.94	6.17
	Vert %	16.58	15.01	19.31	15.01
	Index	100	90	116	91
TV Dayparts: Weekend Children's Shows Cume Audience: Saturday-Sunday Morning	Unwgt'd	19776	134	179	1374
	Weighted (000)	98663	578	864	6370
	Horz %	100.00	0.59	0.88	6.46
	Vert %	40.98	45.81	44.33	38.80
	Index	100	112	108	95
TV Dayparts: Weekend Sports Cume Audience: Saturday-Sunday Afternoon	Unwgt'd	23713	153	221	1551
	Weighted (000)	118404	651	1077	7271
	Horz %	100.00	0.55	0.91	6.14
	Vert %	49.18	51.64	55.25	44.30
	Index	100	105	112	90
Downloaded a TV Program - Past Month			*	*	
	Unwgt'd	2546	12	16	190
	Weighted (000)	12316	72	83	914
	Horz %	100.00	0.59	0.67	7.42
	Vert %	5.11	5.74	4.25	5.57
	Index	100	112	83	109
Watched a TV Program Online - Past Month			*		
	Unwgt'd	8662	46	58	646
	Weighted (000)	42288	159	254	3181
	Horz %	100.00	0.38	0.60	7.52
	Vert %	17.56	12.59	13.03	19.38
	Index	100	72	74	110
Visited a TV Network or TV Show's Web Site - Past Month	Unwgt'd	10361	54	65	782
	Weighted (000)	49642	233	246	3668
	Horz %	100.00	0.47	0.49	7.39
	Vert %	20.62	18.52	12.60	22.34
	Index	100	90	61	108

RAB / GfK MRI AUTO PROFILE: TOYOTA TRUCKS

		Adults 18+	Decision Maker for Any New Toyota Bought/Leased	Most Recent Vehicle Bought/Leased Any Toyota	Would Buy/Lease Any Toyota If Making Decision Today
			*	*	
Looked at TV Listings Online - Past Month	Unwgt'd	5556	29	41	426
	Weighted (000)	25739	105	204	1810
	Horz %	100.00	0.41	0.79	7.03
	Vert %	10.69	8.35	10.45	11.03
	Index	100	78	98	103
Household Subscribes to Cable TV	Unwgt'd	22719	159	216	1546
	Weighted (000)	108255	655	986	6967
	Horz %	100.00	0.61	0.91	6.44
	Vert %	44.96	51.96	50.60	42.44
	Index	100	116	113	94
Household Subscribes to Cable, Satellite or Fiber Optic TV	Unwgt'd	39029	270	350	2746
	Weighted (000)	191150	1099	1620	12790
	Horz %	100.00	0.57	0.85	6.69
	Vert %	79.39	87.16	83.13	77.92
	Index	100	110	105	98
Viewed Any Cable TV (Including Pay) - Past Week	Unwgt'd	37639	263	341	2651
	Weighted (000)	184440	1063	1556	12349
	Horz %	100.00	0.58	0.84	6.70
	Vert %	76.60	84.32	79.84	75.23
	Index	100	110	104	98
Heavy Cable TV Viewer (Including Pay) - Past Week	Unwgt'd	27789	193	258	1872
	Weighted (000)	137528	787	1211	8688
	Horz %	100.00	0.57	0.88	6.32
	Vert %	57.12	62.43	62.14	52.92
	Index	100	109	109	93
Viewed Any Premium Cable Channels - Past Month	Unwgt'd	16374	116	137	1067
	Weighted (000)	77280	437	590	4833
	Horz %	100.00	0.57	0.76	6.25
	Vert %	32.10	34.66	30.29	29.44
	Index	100	108	94	92
Viewed Any Pay-Per-View Programs or Events - Past Year	Unwgt'd	6244	45	51	417
	Weighted (000)	29338	159	213	1890
	Horz %	100.00	0.54	0.73	6.44
	Vert %	12.18	12.61	10.91	11.51
	Index	100	104	90	94
Viewed Any Video-On-Demand Programs or Events - Past Year	Unwgt'd	13643	86	102	957
	Weighted (000)	59903	286	397	3915
	Horz %	100.00	0.48	0.66	6.54
	Vert %	24.88	22.72	20.34	23.85
	Index	100	91	82	96
Household Has a Satellite Dish	Unwgt'd	10901	61	86	798
	Weighted (000)	62972	294	485	4367
	Horz %	100.00	0.47	0.77	6.93
	Vert %	26.15	23.29	24.89	26.60
	Index	100	89	95	102

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		Adults 18+	Decision Maker for Any New Toyota Bought/Leased	Most Recent Vehicle Bought/Leased Any Toyota	Would Buy/Lease Any Toyota If Making Decision Today
Household Has a Digital Video Recorder (DVR)	Unwgt'd	24213	186	198	1734
	Weighted (000)	117400	775	922	7894
	Horz %	100.00	0.66	0.79	6.72
	Vert %	48.76	61.49	47.31	48.09
	Index	100	126	97	99
Any Internet/Online Activity - Past Month	Unwgt'd	41735	261	331	3061
	Weighted (000)	203627	1033	1494	14457
	Horz %	100.00	0.51	0.73	7.10
	Vert %	84.57	81.98	76.66	88.07
	Index	100	97	91	104
Played Games Online - Past Month	Unwgt'd	13858	65	92	957
	Weighted (000)	73582	297	435	4657
	Horz %	100.00	0.40	0.59	6.33
	Vert %	30.56	23.57	22.32	28.37
	Index	100	77	73	93
Downloaded a Video Game - Past Month			*	*	
	Unwgt'd	5181	12	24	338
	Weighted (000)	29277	76	147	1804
	Horz %	100.00	0.26	0.50	6.16
	Index	100	49	62	90
Downloaded a Movie - Past Month			*	*	
	Unwgt'd	4298	18	25	275
	Weighted (000)	21411	76	117	1269
	Horz %	100.00	0.35	0.54	5.93
	Index	100	67	67	87
Watched a Movie Online - Past Month			*		
	Unwgt'd	10210	40	72	734
	Weighted (000)	51231	134	316	3600
	Horz %	100.00	0.26	0.62	7.03
	Index	100	50	76	103
Watched Online Video (Not Movie, TV) - Past Month			*		
	Unwgt'd	8994	35	62	667
	Weighted (000)	44949	159	260	3235
	Horz %	100.00	0.35	0.58	7.20
	Index	100	68	71	106
Visited a Chat Room - Past Month			*	*	
	Unwgt'd	2241	12	12	174
	Weighted (000)	11411	68	61	806
	Horz %	100.00	0.60	0.53	7.06
	Index	100	115	66	104
Used e-Mail - Past Month					
	Unwgt'd	36995	234	291	2806
	Weighted (000)	174261	894	1205	12921
	Horz %	100.00	0.51	0.69	7.41
	Index	100	98	85	109

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		Adults 18+	Decision Maker for Any New Toyota Bought/Leased	Most Recent Vehicle Bought/Leased Any Toyota	Would Buy/Lease Any Toyota If Making Decision Today
Used Instant Messenger/IM Online - Past Month	Unwgt'd	26705	149	198	1884
	Weighted (000)	135807	629	907	9257
	Horz %	100.00	0.46	0.67	6.82
	Vert %	56.40	49.91	46.54	56.39
	Index	100	88	83	100
			*	*	
Visited Online Blogs - Past Month	Unwgt'd	6524	28	45	535
	Weighted (000)	31710	94	211	2544
	Horz %	100.00	0.30	0.67	8.02
	Vert %	13.17	7.44	10.83	15.50
	Index	100	56	82	118
			*	*	
Wrote an Online Blog - Past Month	Unwgt'd	1311	7	13	99
	Weighted (000)	6536	24	68	475
	Horz %	100.00	0.37	1.05	7.26
	Vert %	2.71	1.90	3.51	2.89
	Index	100	70	129	106
			*	*	
Uploaded or Added Video to a Web Site - Past Month	Unwgt'd	3852	13	20	261
	Weighted (000)	19478	40	87	1355
	Horz %	100.00	0.21	0.44	6.96
	Vert %	8.09	3.19	4.44	8.25
	Index	100	39	55	102
			*	*	
Accessed Any Social/Networking/Photo/Video Web Site - Past Month	Unwgt'd	35665	194	263	2583
	Weighted (000)	177442	817	1256	12455
	Horz %	100.00	0.46	0.71	7.02
	Vert %	73.69	64.83	64.43	75.87
	Index	100	88	87	103
			*	*	*
Accessed Facebook.com - Past Month	Unwgt'd	28781	158	208	2070
	Weighted (000)	145748	636	979	10162
	Horz %	100.00	0.44	0.67	6.97
	Vert %	60.53	50.46	50.23	61.90
	Index	100	83	83	102
			*	*	*
Accessed Foursquare - Past Month	Unwgt'd	326	1	0	22
	Weighted (000)	1536	1	0	113
	Horz %	100.00	0.06	0.00	7.37
	Vert %	0.64	0.07	0.00	0.69
	Index	100	11	0	108
			*	*	*
Accessed Google+ (Google Plus) - Past Month	Unwgt'd	8327	53	81	603
	Weighted (000)	41531	234	390	2746
	Horz %	100.00	0.56	0.94	6.61
	Vert %	17.25	18.53	20.00	16.73
	Index	100	107	116	97
			*	*	*
Accessed LinkedIn.com - Past Month	Unwgt'd	7880	42	49	609
	Weighted (000)	30933	141	199	2441
	Horz %	100.00	0.46	0.64	7.89
	Vert %	12.85	11.21	10.23	14.87
	Index	100	87	80	116

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		Adults 18+	Decision Maker for Any New Toyota Bought/Leased	Most Recent Vehicle Bought/Leased Any Toyota	Would Buy/Lease Any Toyota If Making Decision Today
				*	
Accessed Pinterest - Past Month	Unwgt'd	8547	44	57	689
	Weighted (000)	45015	213	286	3532
	Horz %	100.00	0.47	0.63	7.85
	Vert %	18.70	16.89	14.65	21.51
	Index	100	90	78	115
			*	*	
Accessed Tumblr - Past Month	Unwgt'd	1746	7	12	107
	Weighted (000)	9399	23	47	496
	Horz %	100.00	0.24	0.50	5.28
	Vert %	3.90	1.81	2.41	3.02
	Index	100	46	62	77
			*	*	
Accessed Twitter.com - Past Month	Unwgt'd	6090	34	37	432
	Weighted (000)	30973	169	218	2020
	Horz %	100.00	0.55	0.70	6.52
	Vert %	12.86	13.40	11.18	12.30
	Index	100	104	87	96
			*	*	
Accessed Yelp - Past Month	Unwgt'd	3922	23	24	320
	Weighted (000)	15511	102	111	1239
	Horz %	100.00	0.66	0.72	7.99
	Vert %	6.44	8.12	5.71	7.55
	Index	100	126	89	117
			*	*	
Accessed YouTube.com - Past Month	Unwgt'd	24628	127	182	1805
	Weighted (000)	123561	593	849	8774
	Horz %	100.00	0.48	0.69	7.10
	Vert %	51.32	47.02	43.55	53.45
	Index	100	92	85	104
			*	*	
Posted "Like" on Social Network - Past Month	Unwgt'd	18263	102	129	1381
	Weighted (000)	93304	421	609	6871
	Horz %	100.00	0.45	0.65	7.36
	Vert %	38.75	33.40	31.22	41.85
	Index	100	86	81	108
			*	*	
"Followed" or Became a "Fan" or Something or Someone on Social Network - Past Month	Unwgt'd	9077	30	53	641
	Weighted (000)	47933	116	247	3252
	Horz %	100.00	0.24	0.52	6.78
	Vert %	19.91	9.21	12.69	19.81
	Index	100	46	64	100
			*	*	
Clicked on an Advertisement on Social Network - Past Month	Unwgt'd	6212	29	33	480
	Weighted (000)	29666	91	159	2210
	Horz %	100.00	0.31	0.54	7.45
	Vert %	12.32	7.24	8.17	13.47
	Index	100	59	66	109
			*	*	
Watched a Video on Social Network - Past Month	Unwgt'd	22534	102	159	1583
	Weighted (000)	114114	453	746	7684
	Horz %	100.00	0.40	0.65	6.73
	Vert %	47.39	35.92	38.28	46.81
	Index	100	76	81	99

RAB / GfK MRI AUTO PROFILE: TOYOTA TRUCKS

		Adults 18+	Decision Maker for Any New Toyota Bought/Leased	Most Recent Vehicle Bought/Leased Any Toyota	Would Buy/Lease Any Toyota If Making Decision Today
Sent or Received Text Messages on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	38445	221	302	2736
	Weighted (000)	190804	896	1354	13296
	Horz %	100.00	0.47	0.71	6.97
	Vert %	79.24	71.08	69.46	80.99
	Index	100	90	88	102
Sent or Received Instant Messages on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	18075	89	124	1233
	Weighted (000)	90847	360	622	6135
	Horz %	100.00	0.40	0.68	6.75
	Vert %	37.73	28.55	31.88	37.37
	Index	100	76	85	99
Recorded a Video on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	17311	91	112	1202
	Weighted (000)	87270	421	572	5841
	Horz %	100.00	0.48	0.66	6.69
	Vert %	36.24	33.39	29.37	35.58
	Index	100	92	81	98
Played Music on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	22282	102	144	1476
	Weighted (000)	113761	463	654	7597
	Horz %	100.00	0.41	0.57	6.68
	Vert %	47.25	36.70	33.53	46.28
	Index	100	78	71	98
Played a Game on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	15000	69	92	960
	Weighted (000)	79489	338	457	4971
	Horz %	100.00	0.43	0.57	6.25
	Vert %	33.01	26.82	23.43	30.28
	Index	100	81	71	92
Watched a Movie, TV Program or Other Video on Cellular Phone/Mobile/Smartphone - Past Month			*		
	Unwgt'd	9852	33	60	644
	Weighted (000)	51013	172	332	3331
	Horz %	100.00	0.34	0.65	6.53
	Index	100	64	80	96
Used a Mobile "App" - Past Month	Unwgt'd	23794	120	169	1676
	Weighted (000)	116054	457	745	8018
	Horz %	100.00	0.39	0.64	6.91
	Vert %	48.20	36.28	38.24	48.84
	Index	100	75	79	101
Read Any Daily Newspaper (Print/Paper/Hard Copy)	Unwgt'd	11920	110	121	920
	Weighted (000)	53679	378	485	4041
	Horz %	100.00	0.70	0.90	7.53
	Vert %	22.29	29.95	24.89	24.62
	Index	100	134	112	110
Read Any Sunday Newspaper (Print/Paper/Hard Copy)	Unwgt'd	15332	145	168	1159
	Weighted (000)	70866	523	672	5083
	Horz %	100.00	0.74	0.95	7.17
	Vert %	29.43	41.51	34.48	30.96
	Index	100	141	117	105

RAB / GfK MRI AUTO PROFILE: TOYOTA TRUCKS

		Adults 18+	Decision Maker for Any New Toyota Bought/Leased	Most Recent Vehicle Bought/Leased Any Toyota	Would Buy/Lease Any Toyota If Making Decision Today
Read or Looked Into Any Electronic Version of a Newspaper, Including Web Site - Past Month	Unwgt'd	18436	110	142	1406
	Weighted (000)	84280	426	585	6242
	Horz %	100.00	0.51	0.69	7.41
	Vert %	35.00	33.77	30.00	38.03
	Index	100	96	86	109
			*	*	
Read Classified Advertising in Weekday Newspaper	Unwgt'd	3903	24	34	296
	Weighted (000)	21071	114	175	1652
	Horz %	100.00	0.54	0.83	7.84
	Vert %	8.75	9.06	8.98	10.06
	Index	100	103	103	115
			*	*	
Read Classified Advertising in Sunda/Weekend Newspaper	Unwgt'd	4115	26	38	332
	Weighted (000)	21628	96	156	1713
	Horz %	100.00	0.44	0.72	7.92
	Vert %	8.98	7.62	7.98	10.44
	Index	100	85	89	116
			*	*	
Read Advertisements in Weekday Newspaper	Unwgt'd	4150	35	41	320
	Weighted (000)	19673	113	151	1453
	Horz %	100.00	0.58	0.77	7.38
	Vert %	8.17	8.98	7.73	8.85
	Index	100	110	95	108
			*	*	
Read Advertisements in Sunday/Weekend Newspaper	Unwgt'd	5230	36	49	435
	Weighted (000)	24675	109	169	1955
	Horz %	100.00	0.44	0.68	7.92
	Vert %	10.25	8.62	8.67	11.91
	Index	100	84	85	116
			*	*	
Read Circulars/Inserts/Fliers in Weekday Newspaper	Unwgt'd	5482	45	58	463
	Weighted (000)	25536	210	286	2101
	Horz %	100.00	0.82	1.12	8.23
	Vert %	10.61	16.69	14.66	12.80
	Index	100	157	138	121
			*	*	
Read Circulars/Inserts/Fliers in Sunday/Weekend Newspaper	Unwgt'd	8125	56	68	701
	Weighted (000)	36955	228	285	3156
	Horz %	100.00	0.62	0.77	8.54
	Vert %	15.35	18.09	14.60	19.23
	Index	100	118	95	125
			*	*	
Received and/or Clipped Coupons from Weekday Newspaper - Past Year	Unwgt'd	4605	36	38	370
	Weighted (000)	22586	147	172	1621
	Horz %	100.00	0.65	0.76	7.18
	Vert %	9.38	11.62	8.81	9.87
	Index	100	124	94	105
			*	*	
Received and/or Clipped Coupons from Sunday/Weekend Newspaper - Past Year	Unwgt'd	10890	88	88	933
	Weighted (000)	52963	370	377	4197
	Horz %	100.00	0.70	0.71	7.92
	Vert %	22.00	29.37	19.32	25.57
	Index	100	134	88	116

RAB / GfK MRI AUTO PROFILE: TOYOTA TRUCKS

		Adults 18+	Decision Maker for Any New Toyota Bought/Leased	Most Recent Vehicle Bought/Leased Any Toyota	Would Buy/Lease Any Toyota If Making Decision Today
Personally Referred to Paper Yellow Pages - Past Week			*	*	
	Unwgt'd	3183	24	31	274
	Weighted (000)	15401	130	164	1290
	Horz %	100.00	0.84	1.07	8.38
	Vert %	6.40	10.30	8.42	7.86
	Index	100	161	132	123
Personally Referred to Internet Yellow Pages - Past Week			*	*	
	Unwgt'd	2624	15	16	201
	Weighted (000)	13074	47	65	1057
	Horz %	100.00	0.36	0.50	8.08
	Vert %	5.43	3.76	3.35	6.44
	Index	100	69	62	119
Personally Referred to Paper or Internet Yellow Pages - Past Week			*	*	
	Unwgt'd	5381	37	45	434
	Weighted (000)	26513	175	228	2210
	Horz %	100.00	0.66	0.86	8.33
	Vert %	11.01	13.85	11.69	13.46
	Index	100	126	106	122
Accessed Yellowpages.com (YP.com) - Past Month			*	*	
	Unwgt'd	2490	17	19	203
	Weighted (000)	12079	65	69	792
	Horz %	100.00	0.54	0.57	6.55
	Vert %	5.02	5.18	3.53	4.82
	Index	100	103	70	96
Have Seen Video Ads in Grocery Stores - Past Month			*	*	
	Unwgt'd	8982	59	80	643
	Weighted (000)	46737	260	410	3172
	Horz %	100.00	0.56	0.88	6.79
	Vert %	19.41	20.65	21.04	19.32
	Index	100	106	108	100
Have Seen Video Ads in Drug Stores - Past Month			*	*	
	Unwgt'd	5976	38	67	396
	Weighted (000)	31131	160	327	2022
	Horz %	100.00	0.51	1.05	6.49
	Vert %	12.93	12.71	16.79	12.32
	Index	100	98	130	95
Have Seen Video Ads in Convenience Stores - Past Month			*	*	
	Unwgt'd	5902	35	57	406
	Weighted (000)	31417	146	254	2057
	Horz %	100.00	0.46	0.81	6.55
	Vert %	13.05	11.55	13.01	12.53
	Index	100	89	100	96
Have Seen Video Ads in Large Discount/Department Stores - Past Month			*	*	
	Unwgt'd	6287	44	69	432
	Weighted (000)	33490	191	324	2249
	Horz %	100.00	0.57	0.97	6.71
	Vert %	13.91	15.12	16.64	13.70
	Index	100	109	120	98
Have Seen Video Ads in Warehouse/Club Stores - Past Month			*	*	
	Unwgt'd	5223	32	48	384
	Weighted (000)	26008	114	198	1922
	Horz %	100.00	0.44	0.76	7.39
	Vert %	10.80	9.03	10.13	11.71
	Index	100	84	94	108

RAB / GfK MRI AUTO PROFILE: TOYOTA TRUCKS

		Adults 18+	Decision Maker for Any New Toyota Bought/Leased	Most Recent Vehicle Bought/Leased Any Toyota	Would Buy/Lease Any Toyota If Making Decision Today
				*	
Have Seen Video Ads in Other Stores - Past Month	Unwgt'd	4855	33	55	323
	Weighted (000)	25254	143	269	1618
	Horz %	100.00	0.57	1.06	6.40
	Vert %	10.49	11.32	13.79	9.85
	Index	100	108	131	94
				*	
Have Seen Video Ads in Shopping Malls - Past Month	Unwgt'd	6785	46	71	454
	Weighted (000)	34124	188	325	2319
	Horz %	100.00	0.55	0.95	6.79
	Vert %	14.17	14.88	16.66	14.12
	Index	100	105	118	100
				*	*
Have Seen Video Ads in Bars/Pubs - Past Month	Unwgt'd	4286	25	38	234
	Weighted (000)	21507	90	181	1125
	Horz %	100.00	0.42	0.84	5.23
	Vert %	8.93	7.12	9.27	6.85
	Index	100	80	104	77
				*	*
Have Seen Video Ads in Fast-Food or Family Restaurants - Past Month	Unwgt'd	6264	33	52	417
	Weighted (000)	33395	155	266	2042
	Horz %	100.00	0.46	0.80	6.12
	Vert %	13.87	12.26	13.65	12.44
	Index	100	88	98	90
				*	*
Have Seen Video Ads in Coffee Shops, Cafes or Delis - Past Month	Unwgt'd	4657	25	43	281
	Weighted (000)	23645	89	183	1355
	Horz %	100.00	0.38	0.77	5.73
	Vert %	9.82	7.08	9.37	8.25
	Index	100	72	95	84
				*	*
Have Seen Video Ads in Gym/Health Clubs - Past Month	Unwgt'd	3958	25	38	258
	Weighted (000)	19616	95	173	1302
	Horz %	100.00	0.48	0.88	6.64
	Vert %	8.15	7.50	8.85	7.93
	Index	100	92	109	97
				*	*
Have Seen Video Ads in Medical Offices - Past Month	Unwgt'd	5541	43	66	389
	Weighted (000)	27802	171	300	1915
	Horz %	100.00	0.61	1.08	6.89
	Vert %	11.55	13.55	15.39	11.66
	Index	100	117	133	101
				*	*
Have Seen Video Ads in Airports - Past Month	Unwgt'd	4033	24	40	262
	Weighted (000)	18664	108	199	1244
	Horz %	100.00	0.58	1.07	6.66
	Vert %	7.75	8.53	10.22	7.58
	Index	100	110	132	98
				*	*
Have Seen Video Ads at Gas Stations - Past Month	Unwgt'd	8262	48	71	660
	Weighted (000)	40582	214	376	3185
	Horz %	100.00	0.53	0.93	7.85
	Vert %	16.85	17.01	19.30	19.40
	Index	100	101	115	115

RAB / GfK MRI AUTO PROFILE: TOYOTA TRUCKS

		Adults 18+	Decision Maker for Any New Toyota Bought/Leased	Most Recent Vehicle Bought/Leased Any Toyota	Would Buy/Lease Any Toyota If Making Decision Today
			*	*	
Have Seen Video Ads in Office Building Lobbies - Past Month	Unwgt'd	3589	21	33	205
	Weighted (000)	18074	101	177	1084
	Horz %	100.00	0.56	0.98	6.00
	Vert %	7.51	8.02	9.09	6.60
	Index	100	107	121	88
			*	*	
Have Seen Video Ads in Office Building Elevators - Past Month	Unwgt'd	3463	20	41	195
	Weighted (000)	16741	71	199	940
	Horz %	100.00	0.42	1.19	5.62
	Vert %	6.95	5.63	10.22	5.73
	Index	100	81	147	82
			*	*	
Have Seen Video Ads in Movie Theater Lobbies - Past Month	Unwgt'd	5006	37	50	314
	Weighted (000)	25416	124	245	1568
	Horz %	100.00	0.49	0.96	6.17
	Vert %	10.56	9.82	12.56	9.55
	Index	100	93	119	91
Have Seen Ads on Billboards - Past Month	Unwgt'd	24747	151	184	2051
	Weighted (000)	122681	651	865	9950
	Horz %	100.00	0.53	0.70	8.11
	Vert %	50.95	51.67	44.35	60.62
	Index	100	101	87	119
Have Seen Ads on Buses/Trains - Past Month	Unwgt'd	11300	58	89	864
	Weighted (000)	52460	281	423	3888
	Horz %	100.00	0.54	0.81	7.41
	Vert %	21.79	22.33	21.70	23.68
	Index	100	102	100	109
			*	*	
Have Seen Ads at Bus Stops or Train Stations - Past Month	Unwgt'd	7513	36	57	524
	Weighted (000)	33802	169	289	2209
	Horz %	100.00	0.50	0.85	6.54
	Vert %	14.04	13.41	14.80	13.46
	Index	100	96	105	96
			*	*	
Have Seen Ads Inside Taxis - Past Month	Unwgt'd	3860	19	36	221
	Weighted (000)	17253	58	136	951
	Horz %	100.00	0.34	0.79	5.51
	Vert %	7.17	4.59	6.97	5.79
	Index	100	64	97	81
			*	*	
Have Seen Ads on Top of Taxis - Past Month	Unwgt'd	6144	37	48	421
	Weighted (000)	27714	143	240	1757
	Horz %	100.00	0.52	0.87	6.34
	Vert %	11.51	11.34	12.33	10.70
	Index	100	99	107	93
			*	*	
Have Seen Ads on Phone Booths - Past Month	Unwgt'd	2895	14	30	150
	Weighted (000)	14322	37	159	737
	Horz %	100.00	0.26	1.11	5.15
	Vert %	5.95	2.95	8.16	4.49
	Index	100	50	137	76

RAB / GfK MRI AUTO PROFILE: TOYOTA TRUCKS

		Adults 18+	Decision Maker for Any New Toyota Bought/Leased	Most Recent Vehicle Bought/Leased Any Toyota	Would Buy/Lease Any Toyota If Making Decision Today
Have Seen Ads at Sports or Entertainment Events - Past Month			*		
	Unwgt'd	7781	46	61	546
	Weighted (000)	38266	186	332	2727
	Horz %	100.00	0.49	0.87	7.13
	Vert %	15.89	14.74	17.05	16.61
	Index	100	93	107	105
Have Seen Ads on Postcards - Past Month			*		
	Unwgt'd	5833	36	61	472
	Weighted (000)	27321	151	277	1988
	Horz %	100.00	0.55	1.01	7.28
	Vert %	11.35	11.99	14.20	12.11
	Index	100	106	125	107
Have Seen Ads Sent to a Cellphone or Other Mobile Device - Past Month					
	Unwgt'd	12452	73	98	1005
	Weighted (000)	62134	383	527	4942
	Horz %	100.00	0.62	0.85	7.95
	Vert %	25.81	30.36	27.06	30.10
	Index	100	118	105	117
Have Seen Ads on Posters at Movie Theaters - Past Month					
	Unwgt'd	8769	62	75	700
	Weighted (000)	43591	272	377	3329
	Horz %	100.00	0.62	0.86	7.64
	Vert %	18.10	21.55	19.32	20.28
	Index	100	119	107	112
Have Seen Ads Shown On-Screen Before Start of a Movie - Past Month					
	Unwgt'd	11245	80	96	912
	Weighted (000)	55588	366	458	4306
	Horz %	100.00	0.66	0.82	7.75
	Vert %	23.09	29.06	23.49	26.23
	Index	100	126	102	114
Have Seen Ads in Stores (Not Video Ads) - Past Month					
	Unwgt'd	15945	92	127	1324
	Weighted (000)	79810	448	623	6466
	Horz %	100.00	0.56	0.78	8.10
	Vert %	33.15	35.58	31.96	39.39
	Index	100	107	96	119
Have Seen Ads in Shopping Malls (Not Video Ads) - Past Month					
	Unwgt'd	11680	76	96	910
	Weighted (000)	57496	329	484	4372
	Horz %	100.00	0.57	0.84	7.60
	Vert %	23.88	26.12	24.83	26.63
	Index	100	109	104	112
Have Seen Infomercials - Past Month					
	Unwgt'd	9980	64	84	805
	Weighted (000)	49971	259	380	4007
	Horz %	100.00	0.52	0.76	8.02
	Vert %	20.75	20.57	19.48	24.41
	Index	100	99	94	118
Have Seen Offers or Ads Sent to Home by Mail - Past Month					
	Unwgt'd	20473	141	183	1795
	Weighted (000)	99869	619	814	8688
	Horz %	100.00	0.62	0.82	8.70
	Vert %	41.48	49.08	41.76	52.93
	Index	100	118	101	128

RAB / GfK MRI AUTO PROFILE: TOYOTA TRUCKS

		Adults 18+	Decision Maker for Any New Toyota Bought/Leased	Most Recent Vehicle Bought/Leased Any Toyota	Would Buy/Lease Any Toyota If Making Decision Today
			*	*	
Have Seen Product Placement in Video Games - Past Month	Unwgt'd	4438	23	41	249
	Weighted (000)	24118	84	158	1400
	Horz %	100.00	0.35	0.66	5.81
	Vert %	10.02	6.63	8.12	8.53
	Index	100	66	81	85
Have Seen Product Placement in TV Shows - Past Month	Unwgt'd	18649	130	164	1514
	Weighted (000)	91632	545	747	7493
	Horz %	100.00	0.59	0.81	8.18
	Vert %	38.06	43.19	38.31	45.64
	Index	100	114	101	120
Have Seen Product Placement in Movies - Past Month	Unwgt'd	11567	81	99	880
	Weighted (000)	58165	324	447	4614
	Horz %	100.00	0.56	0.77	7.93
	Vert %	24.16	25.73	22.96	28.10
	Index	100	107	95	116