

		Adults 18+	Own/Lease Volvo	Most recent vehicle bought/leased Volvo	Decision maker for any Volvo bought/leased new	Would buy/lease new Volvo if making decision today
Adults 18+	Unwgt'd	48646	586	348	200	220
	Weighted (000)	244084	2342	1291	682	967
	Horz %	100.00	0.96	0.53	0.28	0.40
	Vert %	100.00	100.00	100.00	100.00	100.00
	Index	100	100	100	100	100
Male	Unwgt'd	24620	302	153	106	81
	Weighted (000)	117785	1089	523	321	341
	Horz %	100.00	0.92	0.44	0.27	0.29
	Vert %	48.26	46.49	40.49	47.01	35.31
	Index	100	96	84	97	73
Female	Unwgt'd	24026	284	195	94	139
	Weighted (000)	126299	1253	769	362	626
	Horz %	100.00	0.99	0.61	0.29	0.50
	Vert %	51.74	53.51	59.51	52.99	64.69
	Index	100	103	115	102	125
Age 18-24	Unwgt'd	3885	31	16	4	8
	Weighted (000)	30253	243	120	17	57
	Horz %	100.00	0.80	0.40	0.06	0.19
	Vert %	12.39	10.37	9.28	2.48	5.84
	Index	100	84	75	20	47
Age 25-34	Unwgt'd	8183	68	39	16	21
	Weighted (000)	43389	346	186	72	97
	Horz %	100.00	0.80	0.43	0.17	0.22
	Vert %	17.78	14.78	14.44	10.49	10.00
	Index	100	83	81	59	56
Age 35-44	Unwgt'd	8605	100	63	32	42
	Weighted (000)	40230	419	250	144	224
	Horz %	100.00	1.04	0.62	0.36	0.56
	Vert %	16.48	17.88	19.35	21.05	23.16
	Index	100	108	117	128	141
Age 45-54	Unwgt'd	8861	120	58	46	36
	Weighted (000)	43105	441	191	154	134
	Horz %	100.00	1.02	0.44	0.36	0.31
	Vert %	17.66	18.84	14.79	22.57	13.86
	Index	100	107	84	128	78
Age 55-64	Unwgt'd	8498	115	73	41	51
	Weighted (000)	40725	428	259	140	253
	Horz %	100.00	1.05	0.64	0.34	0.62
	Vert %	16.68	18.27	20.08	20.50	26.20
	Index	100	110	120	123	157
Age 65+	Unwgt'd	10614	152	99	61	62
	Weighted (000)	46383	465	285	156	202
	Horz %	100.00	1.00	0.61	0.34	0.44
	Vert %	19.00	19.86	22.06	22.91	20.94
	Index	100	104	116	121	110

		Adults 18+	Own/Lease Volvo	Most recent vehicle bought/leased Volvo	Decision maker for any Volvo bought/leased new	Would buy/lease new Volvo if making decision today
Age 21+	Unwgt'd	47284	572	339	199	218
	Weighted (000)	232046	2191	1186	671	927
	Horz %	100.00	0.94	0.51	0.29	0.40
	Vert %	95.07	93.56	91.82	98.37	95.85
	Index	100	98	97	103	101
Age 18-34					*	*
	Unwgt'd	12068	99	55	20	29
	Weighted (000)	73642	589	306	89	153
	Horz %	100.00	0.80	0.42	0.12	0.21
	Vert %	30.17	25.15	23.72	12.97	15.84
Index	100	83	79	43	52	
Age 18-49	Unwgt'd	24996	254	144	75	93
	Weighted (000)	134658	1215	641	301	446
	Horz %	100.00	0.90	0.48	0.22	0.33
	Vert %	55.17	51.87	49.63	44.15	46.14
	Index	100	94	90	80	84
Age 25-54	Unwgt'd	25649	288	160	94	99
	Weighted (000)	126724	1206	627	369	455
	Horz %	100.00	0.95	0.50	0.29	0.36
	Vert %	51.92	51.50	48.57	54.11	47.02
	Index	100	99	94	104	91
Age 35-64	Unwgt'd	25964	335	194	119	129
	Weighted (000)	124059	1288	700	438	611
	Horz %	100.00	1.04	0.56	0.35	0.49
	Vert %	50.83	55.00	54.21	64.12	63.23
	Index	100	108	107	126	124
Age 50+	Unwgt'd	23650	332	204	125	127
	Weighted (000)	109426	1127	651	381	521
	Horz %	100.00	1.03	0.59	0.35	0.48
	Vert %	44.83	48.13	50.37	55.85	53.86
	Index	100	107	112	125	120
Median Age	Unwgt'd					
	Weighted (000)	47.00	48.90	50.20	52.40	52.90
	Horz %					
	Vert %					
	Index	100	104	107	111	113
Race: White Only	Unwgt'd	34564	461	268	171	180
	Weighted (000)	179823	1923	1018	579	863
	Horz %	100.00	1.07	0.57	0.32	0.48
	Vert %	73.67	82.13	78.86	84.80	89.27
	Index	100	111	107	115	121
Race: Black/African-American Only				*	*	*
	Unwgt'd	5909	50	39	4	17
	Weighted (000)	29535	164	110	13	44
	Horz %	100.00	0.56	0.37	0.05	0.15
	Vert %	12.10	7.02	8.50	1.97	4.59
Index	100	58	70	16	38	
Race: Asian			*	*	*	*
	Unwgt'd	2388	29	16	11	11
	Weighted (000)	8358	99	75	55	41
	Horz %	100.00	1.18	0.90	0.65	0.49
	Vert %	3.42	4.21	5.82	8.00	4.25
Index	100	123	170	234	124	

		Adults 18+	Own/Lease Volvo	Most recent vehicle bought/leased Volvo	Decision maker for any Volvo bought/leased new	Would buy/lease new Volvo if making decision today
Race: Other Race/Multi-Racial				*	*	*
	Unwgted	8173	75	41	25	23
	Weighted (000)	34726	254	163	90	59
	Horz %	100.00	0.73	0.47	0.26	0.17
	Vert %	14.23	10.85	12.64	13.23	6.14
Index	100	76	89	93	43	
Hispanic, Latino, Spanish Origin or Descent				*	*	*
	Unwgted	6851	56	29	17	18
	Weighted (000)	37743	247	114	61	63
	Horz %	100.00	0.65	0.30	0.16	0.17
	Vert %	15.46	10.53	8.82	8.99	6.54
Index	100	68	57	58	42	
Hispanic, Personally Speak Only English at Home			*	*	*	*
	Unwgted	1739	21	7	7	10
	Weighted (000)	6214	55	20	15	28
	Horz %	100.00	0.89	0.32	0.24	0.45
	Vert %	2.55	2.37	1.52	2.20	2.90
Index	100	93	60	86	114	
Hispanic, Personally Speak Mostly English, But Some Spanish at Home			*	*	*	*
	Unwgted	2047	19	14	6	5
	Weighted (000)	9439	81	63	23	16
	Horz %	100.00	0.86	0.66	0.24	0.16
	Vert %	3.87	3.47	4.85	3.36	1.61
Index	100	90	126	87	42	
Hispanic, Personally Speak Only Spanish at Home			*	*	*	*
	Unwgted	1280	5	3	1	2
	Weighted (000)	10474	20	11	1	19
	Horz %	100.00	0.19	0.10	0.01	0.18
	Vert %	4.29	0.86	0.82	0.22	1.92
Index	100	20	19	5	45	
Hispanic, Personally Speak Mostly Spanish, But Some English at Home			*	*	*	*
	Unwgted	1668	10	5	3	1
	Weighted (000)	9512	79	21	22	1
	Horz %	100.00	0.83	0.22	0.23	0.01
	Vert %	3.90	3.35	1.63	3.22	0.11
Index	100	86	42	82	3	
Hispanic, Personally Speak Spanish and English Equally at Home			*	*	*	*
	Unwgted	99	0	0	0	0
	Weighted (000)	1751	0	0	0	0
	Horz %	100.00	0.00	0.00	0.00	0.00
	Vert %	0.72	0.00	0.00	0.00	0.00
Index	100	0	0	0	0	
Highest Level Education Completed/Highest Degree Received: Master's, Professional School or Doctorate Degree						
	Unwgted	6825	164	97	68	59
	Weighted (000)	26213	539	301	226	242
	Horz %	100.00	2.06	1.15	0.86	0.92
	Vert %	10.74	23.00	23.30	33.14	24.97
Index	100	214	217	309	233	
Highest Level Education Completed/Highest Degree Received: Bachelor's Degree						
	Unwgted	10965	210	123	72	71
	Weighted (000)	46746	696	383	241	259
	Horz %	100.00	1.49	0.82	0.52	0.55
	Vert %	19.15	29.73	29.64	35.32	26.77
Index	100	155	155	184	140	
Highest Level Education Completed/Highest Degree Received: Associate Degree, Academic			*	*	*	*
	Unwgted	2649	26	14	9	15
	Weighted (000)	11210	120	59	16	50
	Horz %	100.00	1.07	0.52	0.14	0.45
	Vert %	4.59	5.11	4.53	2.37	5.21
Index	100	111	99	52	113	

		Adults 18+	Own/Lease Volvo	Most recent vehicle bought/leased Volvo	Decision maker for any Volvo bought/leased new	Would buy/lease new Volvo if making decision today
Highest Level Education Completed/Highest Degree Received: Associate Degree, Occupational/Vocational			*	*	*	*
	Unwgt'd	3407	33	21	8	15
	Weighted (000)	13775	106	55	25	58
	Horz %	100.00	0.77	0.40	0.18	0.42
	Vert %	5.64	4.54	4.23	3.67	5.97
	Index	100	80	75	65	106
Highest Level Education Completed/Highest Degree Received: Some College, but No Degree				*	*	*
	Unwgt'd	10089	78	48	18	31
	Weighted (000)	44682	367	199	58	143
	Horz %	100.00	0.82	0.45	0.13	0.32
	Vert %	18.31	15.67	15.41	8.52	14.74
	Index	100	86	84	47	81
Respondent - Highest Level Education Completed/Highest Degree Received: High school graduate (High School Diploma or Equivalent, such as GED)				*	*	*
	Unwgt'd	10356	57	34	21	22
	Weighted (000)	71816	372	213	96	172
	Horz %	100.00	0.52	0.30	0.13	0.24
	Vert %	29.42	15.89	16.50	14.13	17.75
	Index	100	54	56	48	60
Respondent - Highest Level Education Completed/Highest Degree Received: 11th Grade or Less or 12th Grade, No Diploma			*	*	*	*
	Unwgt'd	4355	18	11	4	7
	Weighted (000)	29641	142	83	19	44
	Horz %	100.00	0.48	0.28	0.07	0.15
	Vert %	12.14	6.07	6.40	2.85	4.59
	Index	100	50	53	23	38
Currently Attending College or University			*	*	*	*
	Unwgt'd	3403	33	19	9	9
	Weighted (000)	19372	144	73	36	31
	Horz %	100.00	0.74	0.38	0.19	0.16
	Vert %	7.94	6.13	5.63	5.33	3.18
	Index	100	77	71	67	40
Employed Full Time						
	Unwgt'd	25438	333	175	118	116
	Weighted (000)	119890	1288	594	410	531
	Horz %	100.00	1.07	0.50	0.34	0.44
	Vert %	49.12	55.00	45.99	60.03	54.90
	Index	100	112	94	122	112
Employed Part Time					*	*
	Unwgt'd	5730	69	51	17	24
	Weighted (000)	28854	291	206	53	137
	Horz %	100.00	1.01	0.71	0.18	0.47
	Vert %	11.82	12.41	15.92	7.73	14.16
	Index	100	105	135	65	120
Not Employed						
	Unwgt'd	17478	184	122	65	80
	Weighted (000)	95339	763	492	220	299
	Horz %	100.00	0.80	0.52	0.23	0.31
	Vert %	39.06	32.59	38.08	32.24	30.94
	Index	100	83	97	83	79
Temporarily Unemployed			*	*	*	*
	Unwgt'd	1886	18	10	3	8
	Weighted (000)	12314	74	32	11	21
	Horz %	100.00	0.60	0.26	0.09	0.17
	Vert %	5.05	3.14	2.45	1.55	2.15
	Index	100	62	49	31	43
Retired from Employment					*	
	Unwgt'd	10143	117	80	46	55
	Weighted (000)	46820	377	248	127	192
	Horz %	100.00	0.81	0.53	0.27	0.41
	Vert %	19.18	16.11	19.22	18.55	19.82
	Index	100	84	100	97	103

		Adults 18+	Own/Lease Volvo	Most recent vehicle bought/leased Volvo	Decision maker for any Volvo bought/leased new	Would buy/lease new Volvo if making decision today
Not Employed, Principal Shopper for Household			*	*	*	*
	Unwgted	2543	33	23	13	10
	Weighted (000)	16573	210	151	73	63
	Horz %	100.00	1.26	0.91	0.44	0.38
	Vert %	6.79	8.95	11.72	10.65	6.56
	Index	100	132	173	157	97
Occupation: Professional and Related Occupations					*	*
	Unwgted	7405	122	69	40	48
	Weighted (000)	34142	464	245	183	268
	Horz %	100.00	1.36	0.72	0.54	0.79
	Vert %	13.99	19.80	18.99	26.82	27.74
	Index	100	142	136	192	198
Occupation: Management, Business and Financial Operations						*
	Unwgted	6595	130	69	54	39
	Weighted (000)	24720	396	196	128	113
	Horz %	100.00	1.60	0.79	0.52	0.46
	Vert %	10.13	16.90	15.14	18.69	11.65
	Index	100	167	149	185	115
Occupation: Sales and Office Occupations				*	*	*
	Unwgted	5959	77	46	26	24
	Weighted (000)	32636	337	162	86	147
	Horz %	100.00	1.03	0.50	0.26	0.45
	Vert %	13.37	14.39	12.57	12.59	15.21
	Index	100	108	94	94	114
Occupation: Natural Resources, Construction and Maintenance Occupations			*	*	*	*
	Unwgted	2756	22	11	4	8
	Weighted (000)	13728	114	51	13	39
	Horz %	100.00	0.83	0.37	0.09	0.28
	Vert %	5.62	4.88	3.98	1.83	3.99
	Index	100	87	71	33	71
Occupation: Other Employed				*	*	*
	Unwgted	8453	51	31	11	21
	Weighted (000)	43519	268	145	53	101
	Horz %	100.00	0.62	0.33	0.12	0.23
	Vert %	17.83	11.45	11.25	7.83	10.47
	Index	100	64	63	44	59
Household Income: \$250,000+				*	*	*
	Unwgted	1966	61	19	27	19
	Weighted (000)	7800	225	65	87	84
	Horz %	100.00	2.88	0.84	1.12	1.07
	Vert %	3.20	9.59	5.07	12.80	8.65
	Index	100	300	159	401	271
Household Income: \$200,000-\$249,999			*	*	*	*
	Unwgted	1583	34	14	16	13
	Weighted (000)	7178	116	57	59	37
	Horz %	100.00	1.62	0.79	0.83	0.52
	Vert %	2.94	4.97	4.39	8.71	3.83
	Index	100	169	149	296	130
Household Income: \$150,000-\$199,999				*	*	*
	Unwgted	3725	86	45	40	26
	Weighted (000)	18847	321	159	140	114
	Horz %	100.00	1.71	0.84	0.74	0.60
	Vert %	7.72	13.72	12.33	20.53	11.77
	Index	100	178	160	266	152
Household Income: \$100,000-\$149,999					*	*
	Unwgted	7038	125	74	36	36
	Weighted (000)	39997	612	284	157	244
	Horz %	100.00	1.53	0.71	0.39	0.61
	Vert %	16.39	26.13	21.96	22.96	25.24
	Index	100	159	134	140	154

		Adults 18+	Own/Lease Volvo	Most recent vehicle bought/leased Volvo	Decision maker for any Volvo bought/leased new	Would buy/lease new Volvo if making decision today
					*	
Household Income: \$75,000-\$99,999	Unwgted	6168	93	69	30	53
	Weighted (000)	32585	407	289	121	263
	Horz %	100.00	1.25	0.89	0.37	0.81
	Vert %	13.35	17.38	22.36	17.76	27.18
	Index	100	130	167	133	204
Household Income: \$60,000-\$74,999				*	*	*
	Unwgted	4945	58	38	19	14
	Weighted (000)	24958	218	146	51	51
	Horz %	100.00	0.87	0.59	0.20	0.21
	Vert %	10.23	9.31	11.32	7.47	5.31
Household Income: \$50,000-\$59,999			*	*	*	*
	Unwgted	3824	38	25	9	8
	Weighted (000)	18483	115	65	27	29
	Horz %	100.00	0.62	0.35	0.15	0.16
	Vert %	7.57	4.89	5.01	4.00	3.04
Household Income: \$40,000-\$49,999			*	*	*	*
	Unwgted	4928	26	15	8	15
	Weighted (000)	20001	76	40	13	37
	Horz %	100.00	0.38	0.20	0.06	0.19
	Vert %	8.19	3.23	3.09	1.87	3.87
Household Income: \$30,000-\$39,999			*	*	*	*
	Unwgted	4676	26	17	5	14
	Weighted (000)	21673	79	49	8	31
	Horz %	100.00	0.37	0.23	0.04	0.14
	Vert %	8.88	3.39	3.81	1.20	3.18
Household Income: \$20,000-\$29,999			*	*	*	*
	Unwgted	4378	22	17	7	4
	Weighted (000)	21286	122	89	14	9
	Horz %	100.00	0.57	0.42	0.06	0.04
	Vert %	8.72	5.22	6.93	2.02	0.93
Household Income: Under \$20,000			*	*	*	*
	Unwgted	5415	17	15	3	18
	Weighted (000)	31275	51	48	5	68
	Horz %	100.00	0.16	0.15	0.02	0.22
	Vert %	12.81	2.16	3.73	0.69	7.03
Median Household Income						
	Unwgted					
	Weighted (000)	65.60	108.50	93.00	132.70	99.50
	Horz %					
	Vert %					
Marital Status: Single, Never Married					*	*
	Unwgted	12107	91	53	16	32
	Weighted (000)	69105	455	208	63	127
	Horz %	100.00	0.66	0.30	0.09	0.18
	Vert %	28.31	19.43	16.08	9.28	13.12
Marital Status: Currently Married						
	Unwgted	24506	369	201	140	132
	Weighted (000)	129071	1522	800	523	638
	Horz %	100.00	1.18	0.62	0.41	0.49
	Vert %	52.88	65.01	61.93	76.63	65.92
	Index	100	123	117	145	125

		Adults 18+	Own/Lease Volvo	Most recent vehicle bought/leased Volvo	Decision maker for any Volvo bought/leased new	Would buy/lease new Volvo if making decision today
					*	*
Marital Status: Divorced or Legally Separated	Unwgted	8229	95	68	29	32
	Weighted (000)	31030	294	224	65	132
	Horz %	100.00	0.95	0.72	0.21	0.42
	Vert %	12.71	12.57	17.33	9.49	13.61
	Index	100	99	136	75	107
Marital Status: Widowed			*	*	*	*
	Unwgted	3804	31	26	15	24
	Weighted (000)	14879	70	60	31	71
	Horz %	100.00	0.47	0.40	0.21	0.48
	Vert %	6.10	2.98	4.66	4.60	7.35
Index	100	49	76	76	121	
Marital Status: Engaged to Be Married			*	*	*	*
	Unwgted	2120	17	8	3	3
	Weighted (000)	11812	101	26	14	8
	Horz %	100.00	0.86	0.22	0.12	0.07
	Vert %	4.84	4.33	1.99	2.05	0.83
Index	100	89	41	42	17	
Marital Status: Living with Partner/Fiancé/Boyfriend or Girlfriend (Same or Opposite Sex)			*	*	*	*
	Unwgted	3596	33	16	5	9
	Weighted (000)	21557	181	65	13	37
	Horz %	100.00	0.84	0.30	0.06	0.17
	Vert %	8.83	7.71	5.05	1.93	3.81
Index	100	87	57	22	43	
Any Child(ren) Under Age 18 Living at Home					*	*
	Unwgted	18201	238	141	77	74
	Weighted (000)	94932	1081	624	287	405
	Horz %	100.00	1.14	0.66	0.30	0.43
	Vert %	38.89	46.18	48.34	42.08	41.87
Index	100	119	124	108	108	
1 Child Under Age 18 Currently Living at Home					*	*
	Unwgted	7127	103	67	32	32
	Weighted (000)	38013	472	271	123	148
	Horz %	100.00	1.24	0.71	0.32	0.39
	Vert %	15.57	20.15	21.00	17.99	15.32
Index	100	129	135	116	98	
2 Children Under Age 18 Currently Living at Home					*	*
	Unwgted	6935	90	50	32	32
	Weighted (000)	34366	366	237	109	164
	Horz %	100.00	1.06	0.69	0.32	0.48
	Vert %	14.08	15.61	18.32	15.91	17.00
Index	100	111	130	113	121	
3 Children Under Age 18 Currently Living at Home			*	*	*	*
	Unwgted	2804	35	18	13	6
	Weighted (000)	14813	190	80	56	66
	Horz %	100.00	1.28	0.54	0.38	0.45
	Vert %	6.07	8.11	6.18	8.17	6.86
Index	100	134	102	135	113	
4 Children Under Age 18 Currently Living at Home			*	*	*	*
	Unwgted	872	8	5	0	2
	Weighted (000)	4873	44	33	0	18
	Horz %	100.00	0.90	0.68	0.00	0.38
	Vert %	2.00	1.87	2.56	0.00	1.89
Index	100	94	128	0	95	
5 or More Children Under Age 18 Currently Living at Home			*	*	*	*
	Unwgted	463	2	1	0	2
	Weighted (000)	2867	10	4	0	8
	Horz %	100.00	0.35	0.13	0.00	0.27
	Vert %	1.17	0.43	0.28	0.00	0.79
Index	100	37	24	0	67	

		Adults 18+	Own/Lease Volvo	Most recent vehicle bought/leased Volvo	Decision maker for any Volvo bought/leased new	Would buy/lease new Volvo if making decision today
Own Home/Residence	Unwgted	32775	466	277	178	171
	Weighted (000)	160976	1801	996	614	756
	Horz %	100.00	1.12	0.62	0.38	0.47
	Vert %	65.95	76.92	77.09	90.00	78.17
	Index	100	117	117	136	119
Rent Home/Residence					*	*
	Unwgted	15306	114	65	21	46
	Weighted (000)	80205	524	279	68	188
	Horz %	100.00	0.65	0.35	0.08	0.23
	Vert %	32.86	22.38	21.63	9.90	19.39
Live Rent-Free in Home/Residence			*	*	*	*
	Unwgted	565	6	6	1	3
	Weighted (000)	2903	16	16	1	24
	Horz %	100.00	0.57	0.57	0.02	0.81
	Vert %	1.19	0.70	1.27	0.10	2.44
Census Region: North East						
	Unwgted	11000	174	105	76	75
	Weighted (000)	44018	603	338	221	276
	Horz %	100.00	1.37	0.77	0.50	0.63
	Vert %	18.03	25.76	26.14	32.31	28.51
Census Region: South						
	Unwgted	17645	212	146	65	72
	Weighted (000)	92016	867	557	227	348
	Horz %	100.00	0.94	0.61	0.25	0.38
	Vert %	37.70	37.02	43.16	33.23	35.98
Census Region: Midwest				*	*	*
	Unwgted	9880	56	30	18	26
	Weighted (000)	52062	204	99	68	147
	Horz %	100.00	0.39	0.19	0.13	0.28
	Vert %	21.33	8.69	7.64	9.91	15.17
Census Region: West					*	*
	Unwgted	10121	144	67	41	47
	Weighted (000)	55988	668	298	168	197
	Horz %	100.00	1.19	0.53	0.30	0.35
	Vert %	22.94	28.53	23.06	24.55	20.35
Census Sub-Region: New England				*	*	*
	Unwgted	2748	60	35	16	23
	Weighted (000)	11567	228	108	50	62
	Horz %	100.00	1.97	0.93	0.43	0.53
	Vert %	4.74	9.72	8.36	7.26	6.37
Census Sub-Region: Mid Atlantic						
	Unwgted	8252	114	70	60	52
	Weighted (000)	32451	376	230	171	214
	Horz %	100.00	1.16	0.71	0.53	0.66
	Vert %	13.30	16.04	17.78	25.06	22.14
Census Sub-Region: South Atlantic					*	
	Unwgted	9812	134	94	32	51
	Weighted (000)	48740	542	350	112	220
	Horz %	100.00	1.11	0.72	0.23	0.45
	Vert %	19.97	23.15	27.11	16.39	22.71
	Index	100	116	136	82	114



		Adults 18+	Own/Lease Volvo	Most recent vehicle bought/leased Volvo	Decision maker for any Volvo bought/leased new	Would buy/lease new Volvo if making decision today
Census Sub-Region: East South Central			*	*	*	*
	Unwgted	1890	16	9	5	9
	Weighted (000)	14067	90	46	30	79
	Horz %	100.00	0.64	0.32	0.21	0.56
	Vert %	5.76	3.82	3.54	4.41	8.20
	Index	100	66	61	76	142
Census Sub-Region: West South Central				*	*	*
	Unwgted	5943	62	43	28	12
	Weighted (000)	29209	235	162	85	49
	Horz %	100.00	0.81	0.55	0.29	0.17
	Vert %	11.97	10.05	12.51	12.43	5.07
	Index	100	84	105	104	42
Census Sub-Region: East North Central			*	*	*	*
	Unwgted	7303	48	24	17	21
	Weighted (000)	36089	174	80	64	92
	Horz %	100.00	0.48	0.22	0.18	0.25
	Vert %	14.79	7.44	6.17	9.41	9.48
	Index	100	50	42	64	64
Census Sub-Region: West North Central			*	*	*	*
	Unwgted	2577	8	6	1	5
	Weighted (000)	15973	29	19	3	55
	Horz %	100.00	0.18	0.12	0.02	0.34
	Vert %	6.54	1.25	1.47	0.50	5.69
	Index	100	19	22	8	87
Census Sub-Region: Mountain			*	*	*	*
	Unwgted	2752	31	15	5	10
	Weighted (000)	18482	188	96	57	49
	Horz %	100.00	1.02	0.52	0.31	0.27
	Vert %	7.57	8.01	7.44	8.29	5.10
	Index	100	106	98	110	67
Census Sub-Region: Pacific					*	*
	Unwgted	7369	113	52	36	37
	Weighted (000)	37506	481	202	111	147
	Horz %	100.00	1.28	0.54	0.30	0.39
	Vert %	15.37	20.52	15.63	16.25	15.25
	Index	100	134	102	106	99
County Size: A						
	Unwgted	26326	367	226	138	137
	Weighted (000)	102649	1181	678	376	447
	Horz %	100.00	1.15	0.66	0.37	0.44
	Vert %	42.05	50.45	52.48	55.14	46.22
	Index	100	120	125	131	110
County Size: B					*	*
	Unwgted	11709	150	86	48	47
	Weighted (000)	72000	802	447	261	304
	Horz %	100.00	1.11	0.62	0.36	0.42
	Vert %	29.50	34.24	34.64	38.21	31.44
	Index	100	116	117	130	107
County Size: C/D				*	*	*
	Unwgted	10611	69	36	14	36
	Weighted (000)	69435	359	166	45	216
	Horz %	100.00	0.52	0.24	0.07	0.31
	Vert %	28.45	15.31	12.87	6.65	22.34
	Index	100	54	45	23	79
Radio Formats: AAA (subset of Alternative) (Monday-Sunday 24-Hour Cume)			*	*	*	*
	Unwgted	1128	25	7	9	3
	Weighted (000)	4719	101	43	20	14
	Horz %	100.00	2.14	0.91	0.42	0.29
	Vert %	1.93	4.30	3.32	2.91	1.40
	Index	100	223	172	151	72

		Adults 18+	Own/Lease Volvo	Most recent vehicle bought/leased Volvo	Decision maker for any Volvo bought/leased new	Would buy/lease new Volvo if making decision today
					*	*
Radio Formats: Adult Contemporary (Monday-Sunday 24-Hour Cume)	Unwgted	7893	99	60	37	34
	Weighted (000)	38375	388	187	110	157
	Horz %	100.00	1.01	0.49	0.29	0.41
	Vert %	15.72	16.58	14.48	16.18	16.25
	Index	100	105	92	103	103
Radio Formats: Adult Hits (Monday-Sunday 24-Hour Cume)			*	*	*	*
	Unwgted	1220	11	7	4	2
	Weighted (000)	6399	42	26	18	8
	Horz %	100.00	0.65	0.40	0.27	0.12
	Vert %	2.62	1.79	1.98	2.57	0.80
Index	100	68	75	98	31	
UNTRENDED: Radio Formats: Adult Standards/Easy Listening (Monday-Sunday 24-Hour Cume)		*	*	*	*	*
	Unwgted	0	0	0	0	0
	Weighted (000)	0	0	0	0	0
	Horz %	0.00	0.00	0.00	0.00	0.00
	Vert %	0.00	0.00	0.00	0.00	0.00
Index	0	0	0	0	0	
Radio Formats: All News (Monday-Sunday 24-Hour Cume)			*	*	*	*
	Unwgted	2726	49	30	26	14
	Weighted (000)	7983	104	61	53	43
	Horz %	100.00	1.30	0.76	0.66	0.54
	Vert %	3.27	4.43	4.70	7.70	4.43
Index	100	135	144	235	136	
Radio Formats: All Sports (Monday-Sunday 24-Hour Cume)			*	*	*	*
	Unwgted	3232	45	29	22	10
	Weighted (000)	12837	134	104	70	42
	Horz %	100.00	1.05	0.81	0.55	0.33
	Vert %	5.26	5.73	8.02	10.31	4.36
Index	100	109	153	196	83	
Radio Formats: All Talk (Monday-Sunday 24-Hour Cume)			*	*	*	*
	Unwgted	850	6	4	3	3
	Weighted (000)	3908	17	10	5	4
	Horz %	100.00	0.43	0.27	0.12	0.10
	Vert %	1.60	0.72	0.81	0.69	0.40
Index	100	45	50	43	25	
Radio Formats: Alternative (Monday-Sunday 24-Hour Cume)				*	*	*
	Unwgted	3051	50	21	17	11
	Weighted (000)	14357	206	110	47	42
	Horz %	100.00	1.43	0.77	0.32	0.29
	Vert %	5.88	8.80	8.51	6.83	4.31
Index	100	150	145	116	73	
Radio Formats: CHR/Top 40 (Monday-Sunday 24-Hour Cume)					*	*
	Unwgted	8136	82	51	24	37
	Weighted (000)	42891	356	205	108	147
	Horz %	100.00	0.83	0.48	0.25	0.34
	Vert %	17.57	15.21	15.91	15.79	15.24
Index	100	87	91	90	87	
Radio Formats: Classic Hits (Monday-Sunday 24-Hour Cume)			*	*	*	*
	Unwgted	2864	37	21	15	13
	Weighted (000)	14285	118	67	31	54
	Horz %	100.00	0.82	0.47	0.22	0.38
	Vert %	5.85	5.02	5.15	4.60	5.59
Index	100	86	88	79	96	
Radio Formats: Classic Rock (Monday-Sunday 24-Hour Cume)			*	*	*	*
	Unwgted	3360	42	23	20	10
	Weighted (000)	16987	145	63	73	66
	Horz %	100.00	0.85	0.37	0.43	0.39
	Vert %	6.96	6.19	4.90	10.66	6.80
Index	100	89	70	153	98	

		Adults 18+	Own/Lease Volvo	Most recent vehicle bought/leased Volvo	Decision maker for any Volvo bought/leased new	Would buy/lease new Volvo if making decision today
			*	*	*	*
Radio Formats: Classical (Monday-Sunday 24-Hour Cume)	Unwgted	1353	34	23	15	15
	Weighted (000)	5307	97	54	33	57
	Horz %	100.00	1.84	1.01	0.63	1.07
	Vert %	2.17	4.16	4.17	4.91	5.85
	Index	100	191	192	226	269
			*	*	*	*
Radio Formats: Country (Monday-Sunday 24-Hour Cume)	Unwgted	7757	69	36	29	30
	Weighted (000)	44958	332	167	100	150
	Horz %	100.00	0.74	0.37	0.22	0.33
	Vert %	18.42	14.18	12.90	14.59	15.49
	Index	100	77	70	79	84
			*	*	*	*
Radio Formats: Ethnic (Monday-Sunday 24-Hour Cume)	Unwgted	310	6	2	4	1
	Weighted (000)	1196	27	9	11	1
	Horz %	100.00	2.22	0.76	0.96	0.11
	Vert %	0.49	1.13	0.70	1.68	0.13
	Index	100	231	143	342	27
			*	*	*	*
Radio Formats: Gospel (Monday-Sunday 24-Hour Cume)	Unwgted	642	6	5	1	3
	Weighted (000)	3662	24	19	8	10
	Horz %	100.00	0.66	0.52	0.23	0.27
	Vert %	1.50	1.04	1.48	1.22	1.02
	Index	100	69	98	81	68
			*	*	*	*
Radio Formats: Hispanic (All Genres) (Monday-Sunday 24-Hour Cume)	Unwgted	2577	23	14	9	2
	Weighted (000)	15181	113	71	49	8
	Horz %	100.00	0.74	0.47	0.32	0.05
	Vert %	6.22	4.82	5.51	7.20	0.80
	Index	100	78	89	116	13
			*	*	*	*
Radio Formats: Hot AC (Subset of "Adult Contemporary") (Monday-Sunday 24-Hour Cume)	Unwgted	3551	47	22	16	15
	Weighted (000)	17450	193	60	50	52
	Horz %	100.00	1.11	0.34	0.29	0.30
	Vert %	7.15	8.25	4.63	7.30	5.33
	Index	100	115	65	102	74
			*	*	*	*
Radio Formats: Jazz (Monday-Sunday 24-Hour Cume)	Unwgted	631	15	9	4	2
	Weighted (000)	2496	36	18	9	3
	Horz %	100.00	1.46	0.72	0.38	0.13
	Vert %	1.02	1.55	1.38	1.38	0.33
	Index	100	152	135	135	32
			*	*	*	*
Radio Formats: Mexican/Tejano/Ranchera (Subset of "Hispanic") (Monday-Sunday 24-Hour Cume)	Unwgted	1108	8	3	2	1
	Weighted (000)	6328	32	14	3	2
	Horz %	100.00	0.50	0.23	0.05	0.03
	Vert %	2.59	1.35	1.11	0.46	0.17
	Index	100	52	43	18	7
			*	*	*	*
Radio Formats: News/Talk (Monday-Sunday 24-Hour Cume)	Unwgted	5806	95	50	34	33
	Weighted (000)	23554	288	143	93	100
	Horz %	100.00	1.22	0.61	0.39	0.42
	Vert %	9.65	12.28	11.07	13.63	10.34
	Index	100	127	115	141	107
			*	*	*	*
Radio Formats: Oldies (Monday-Sunday 24-Hour Cume)	Unwgted	1456	23	16	11	7
	Weighted (000)	7376	100	67	33	30
	Horz %	100.00	1.36	0.91	0.45	0.41
	Vert %	3.02	4.29	5.19	4.82	3.10
	Index	100	142	172	159	103

		Adults 18+	Own/Lease Volvo	Most recent vehicle bought/leased Volvo	Decision maker for any Volvo bought/leased new	Would buy/lease new Volvo if making decision today
				*	*	*
Radio Formats: Public Radio/Non-Commercial (Monday-Sunday 24-Hour Cume)	Unwgted	2625	64	38	23	21
	Weighted (000)	10677	183	113	70	89
	Horz %	100.00	1.71	1.05	0.65	0.84
	Vert %	4.37	7.80	8.72	10.22	9.23
	Index	100	178	199	234	211
			*	*	*	*
Radio Formats: Religion/Christian (Monday-Sunday 24-Hour Cume)	Unwgted	3944	40	30	15	19
	Weighted (000)	20120	147	84	62	77
	Horz %	100.00	0.73	0.42	0.31	0.38
	Vert %	8.24	6.28	6.47	9.15	7.91
	Index	100	76	79	111	96
			*	*	*	*
Radio Formats: Rhythmic (Monday-Sunday 24-Hour Cume)	Unwgted	2569	23	17	2	8
	Weighted (000)	13480	125	70	13	22
	Horz %	100.00	0.93	0.52	0.10	0.17
	Vert %	5.52	5.34	5.39	1.92	2.32
	Index	100	97	98	35	42
			*	*	*	*
Radio Formats: Rock (Monday-Sunday 24-Hour Cume)	Unwgted	3181	34	27	15	15
	Weighted (000)	16260	112	81	46	57
	Horz %	100.00	0.69	0.50	0.28	0.35
	Vert %	6.66	4.78	6.26	6.78	5.94
	Index	100	72	94	102	89
			*	*	*	*
Radio Formats: Soft Adult Contemporary/Lite Rock (Monday-Sunday 24-Hour Cume)	Unwgted	1106	12	6	6	5
	Weighted (000)	5735	39	27	14	32
	Horz %	100.00	0.68	0.48	0.25	0.57
	Vert %	2.35	1.67	2.11	2.07	3.36
	Index	100	71	90	88	143
			*	*	*	*
Radio Formats: Spanish AC (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	Unwgted	906	8	7	3	0
	Weighted (000)	5268	54	39	19	0
	Horz %	100.00	1.02	0.73	0.37	0.00
	Vert %	2.16	2.30	2.99	2.84	0.00
	Index	100	106	138	131	0
			*	*	*	*
Radio Formats: Tropical (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	Unwgted	302	3	3	2	0
	Weighted (000)	1893	22	22	20	0
	Horz %	100.00	1.16	1.16	1.05	0.00
	Vert %	0.78	0.94	1.70	2.91	0.00
	Index	100	121	219	376	0
			*	*	*	*
Radio Formats: Urban (All Genres) (Monday-Sunday 24-Hour Cume)	Unwgted	5121	48	33	5	10
	Weighted (000)	26008	204	119	22	44
	Horz %	100.00	0.78	0.46	0.08	0.17
	Vert %	10.66	8.71	9.22	3.16	4.55
	Index	100	82	87	30	43
			*	*	*	*
Radio Formats: Urban AC (Subset of Urban) (Monday-Sunday 24-Hour Cume)	Unwgted	2133	23	17	4	8
	Weighted (000)	10077	107	74	16	37
	Horz %	100.00	1.06	0.73	0.15	0.37
	Vert %	4.13	4.57	5.71	2.28	3.85
	Index	100	111	138	55	93
			*	*	*	*
Radio Formats: Urban Contemporary (Subset of Urban) (Monday-Sunday 24-Hour Cume)	Unwgted	1989	13	7	2	2
	Weighted (000)	11746	67	29	14	16
	Horz %	100.00	0.57	0.25	0.12	0.14
	Vert %	4.81	2.87	2.27	2.10	1.67
	Index	100	60	47	44	35

		Adults 18+	Own/Lease Volvo	Most recent vehicle bought/leased Volvo	Decision maker for any Volvo bought/leased new	Would buy/lease new Volvo if making decision today
			*	*	*	*
Radio Formats: Variety/Other (Monday-Sunday 24-Hour Cume)	Unwgted	1303	21	11	8	6
	Weighted (000)	6945	76	38	36	34
	Horz %	100.00	1.09	0.54	0.51	0.50
	Vert %	2.85	3.24	2.92	5.21	3.57
	Index	100	114	103	183	125
Radio Daypart Cumes: Total Week Monday-Sunday 24 Hours	Unwgted	41037	515	311	182	192
	Weighted (000)	204462	1986	1110	634	832
	Horz %	100.00	0.97	0.54	0.31	0.41
	Vert %	83.77	84.79	85.98	92.91	86.05
	Index	100	101	103	111	103
Radio Daypart Cumes: Weekday 6:00 am - 10:00 am	Unwgted	25278	334	195	121	126
	Weighted (000)	122460	1209	683	424	595
	Horz %	100.00	0.99	0.56	0.35	0.49
	Vert %	50.17	51.63	52.90	62.10	61.48
	Index	100	103	105	124	123
Radio Daypart Cumes: Weekday 10:00 am - 3:00 pm	Unwgted	18835	233	137	86	88
	Weighted (000)	94930	926	469	301	427
	Horz %	100.00	0.98	0.49	0.32	0.45
	Vert %	38.89	39.55	36.32	44.09	44.18
	Index	100	102	93	113	114
Radio Daypart Cumes: Weekday 3:00 pm - 7:00 pm	Unwgted	22339	282	163	106	105
	Weighted (000)	109527	1068	604	363	458
	Horz %	100.00	0.98	0.55	0.33	0.42
	Vert %	44.87	45.61	46.74	53.14	47.31
	Index	100	102	104	118	105
Radio Daypart Cumes: Weekday 7:00 pm - Midnight					*	*
	Unwgted	8087	91	59	28	30
	Weighted (000)	41055	375	206	100	186
	Horz %	100.00	0.91	0.50	0.24	0.45
	Vert %	16.82	16.03	15.98	14.72	19.19
Index	100	95	95	88	114	
Radio Daypart Cumes: Weekday Midnight - 6:00 am			*	*	*	*
	Unwgted	2418	24	16	10	9
	Weighted (000)	12268	106	61	14	23
	Horz %	100.00	0.86	0.50	0.12	0.19
	Vert %	5.03	4.52	4.75	2.09	2.42
Index	100	90	95	42	48	
Radio Daypart Cumes: Weekend 6:00 am - 10:00 am	Unwgted	16140	197	120	70	73
	Weighted (000)	79167	726	428	235	319
	Horz %	100.00	0.92	0.54	0.30	0.40
	Vert %	32.43	31.00	33.17	34.47	33.00
	Index	100	96	102	106	102
Radio Daypart Cumes: Weekend 10:00 am - 3:00 pm	Unwgted	21592	284	181	95	112
	Weighted (000)	106532	1123	645	353	488
	Horz %	100.00	1.05	0.61	0.33	0.46
	Vert %	43.65	47.94	49.92	51.76	50.49
	Index	100	110	114	119	116
Radio Daypart Cumes: Weekend 3:00 pm - 7:00 pm	Unwgted	16960	195	128	67	84
	Weighted (000)	85146	793	502	245	408
	Horz %	100.00	0.93	0.59	0.29	0.48
	Vert %	34.88	33.86	38.91	35.90	42.19
	Index	100	97	112	103	121

		Adults 18+	Own/Lease Volvo	Most recent vehicle bought/leased Volvo	Decision maker for any Volvo bought/leased new	Would buy/lease new Volvo if making decision today
					*	*
Radio Daypart Cumes: Weekend 7:00 pm - Midnight	Unwgted	8346	103	71	33	38
	Weighted (000)	42195	402	257	103	154
	Horz %	100.00	0.95	0.61	0.24	0.36
	Vert %	17.29	17.16	19.91	15.08	15.91
	Index	100	99	115	87	92
Radio Daypart Cumes: Weekend Midnight - 6:00 am			*	*	*	*
	Unwgted	2161	23	17	8	8
	Weighted (000)	10847	70	52	14	29
	Horz %	100.00	0.64	0.48	0.13	0.27
	Vert %	4.44	2.97	4.06	2.02	3.03
	Index	100	67	91	46	68
Where Listen to Radio on Typical Weekday: Home	Unwgted	13605	150	94	52	55
	Weighted (000)	66444	505	312	129	201
	Horz %	100.00	0.76	0.47	0.19	0.30
	Vert %	27.22	21.58	24.16	18.89	20.75
	Index	100	79	89	69	76
Where Listen to Radio on Typical Weekday: Car	Unwgted	37582	488	285	169	175
	Weighted (000)	186198	2010	1088	604	823
	Horz %	100.00	1.08	0.58	0.32	0.44
	Vert %	76.28	85.82	84.24	88.55	85.10
	Index	100	112	110	116	112
Where Listen to Radio on Typical Weekday: Work				*	*	*
	Unwgted	6358	62	38	20	24
	Weighted (000)	32708	266	148	74	112
	Horz %	100.00	0.81	0.45	0.23	0.34
	Vert %	13.40	11.34	11.44	10.89	11.61
	Index	100	85	85	81	87
Where Listen to Radio on Typical Weekday: Place Other Than Home, Car, Work			*	*	*	*
	Unwgted	1490	19	13	2	6
	Weighted (000)	7844	99	60	2	13
	Horz %	100.00	1.26	0.76	0.02	0.16
	Vert %	3.21	4.22	4.64	0.24	1.32
	Index	100	131	144	8	41
Where Listen to Radio on Typical Weekend: Home	Unwgted	16122	204	127	61	74
	Weighted (000)	79216	803	457	179	275
	Horz %	100.00	1.01	0.58	0.23	0.35
	Vert %	32.45	34.28	35.35	26.17	28.45
	Index	100	106	109	81	88
Where Listen to Radio on Typical Weekend: Car	Unwgted	34584	442	256	153	163
	Weighted (000)	172300	1797	976	548	767
	Horz %	100.00	1.04	0.57	0.32	0.45
	Vert %	70.59	76.73	75.54	80.37	79.29
	Index	100	109	107	114	112
Where Listen to Radio on Typical Weekend: Work			*	*	*	*
	Unwgted	2377	24	16	6	11
	Weighted (000)	13032	121	62	24	58
	Horz %	100.00	0.93	0.48	0.18	0.45
	Vert %	5.34	5.18	4.83	3.51	6.00
	Index	100	97	90	66	112
Where Listen to Radio on Typical Weekend: Place Other Than Home, Car, Work			*	*	*	*
	Unwgted	1550	20	15	4	8
	Weighted (000)	8439	101	59	9	27
	Horz %	100.00	1.20	0.69	0.11	0.31
	Vert %	3.46	4.33	4.54	1.31	2.75
	Index	100	125	131	38	79

		Adults 18+	Own/Lease Volvo	Most recent vehicle bought/leased Volvo	Decision maker for any Volvo bought/leased new	Would buy/lease new Volvo if making decision today
						*
Ever Listen to AM Radio (Terrestrial Radio)	Unwgted	8872	116	71	56	38
	Weighted (000)	37216	333	206	131	127
	Horz %	100.00	0.90	0.55	0.35	0.34
	Vert %	15.25	14.24	15.98	19.22	13.10
	Index	100	93	105	126	86
Ever Listen to FM Radio (Terrestrial Radio)	Unwgted	35648	436	271	153	161
	Weighted (000)	180517	1737	993	536	715
	Horz %	100.00	0.96	0.55	0.30	0.40
	Vert %	73.96	74.16	76.91	78.61	73.89
	Index	100	100	104	106	100
Ever Listen to Any Terrestrial Radio (AM/FM)	Unwgted	38624	472	291	171	175
	Weighted (000)	192537	1849	1045	585	750
	Horz %	100.00	0.96	0.54	0.30	0.39
	Vert %	78.88	78.97	80.93	85.68	77.52
	Index	100	100	103	109	98
Ever Listen to Satellite Radio (SiriusXM)					*	*
	Unwgted	6808	108	58	46	41
	Weighted (000)	31804	420	217	181	195
	Horz %	100.00	1.32	0.68	0.57	0.61
	Vert %	13.03	17.94	16.81	26.51	20.14
	Index	100	138	129	203	155
Household Subscribes to Satellite (SiriusXM) Radio	Unwgted	9333	154	86	66	59
	Weighted (000)	45323	612	301	250	263
	Horz %	100.00	1.35	0.66	0.55	0.58
	Vert %	18.57	26.12	23.28	36.64	27.21
	Index	100	141	125	197	147
Any Vehicle Currently Owned/Leased Has Satellite Radio	Unwgted	15153	225	123	110	87
	Weighted (000)	76621	963	508	433	386
	Horz %	100.00	1.26	0.66	0.57	0.50
	Vert %	31.39	41.14	39.31	63.51	39.92
	Index	100	131	125	202	127
Any Vehicle Currently Owned/Leased Has MP3 Player Connection	Unwgted	12633	201	92	86	63
	Weighted (000)	64670	856	382	304	278
	Horz %	100.00	1.32	0.59	0.47	0.43
	Vert %	26.49	36.57	29.58	44.54	28.73
	Index	100	138	112	168	108
Listened to Online Streaming AM/FM Broadcast Radio Stations - Past Month					*	*
	Unwgted	7343	106	63	30	32
	Weighted (000)	36346	438	225	94	135
	Horz %	100.00	1.20	0.62	0.26	0.37
	Vert %	14.89	18.69	17.42	13.80	14.00
	Index	100	126	117	93	94
Listened to Internet-only radio or other online music or audio services (eg. Pandora, Spotify, etc.) - past month	Unwgted	19242	247	142	73	82
	Weighted (000)	97996	1072	588	252	343
	Horz %	100.00	1.09	0.60	0.26	0.35
	Vert %	40.15	45.76	45.52	36.86	35.49
	Index	100	114	113	92	88
Listening to Any Radio on the Internet/Online - Past Month	Unwgted	21921	290	171	84	98
	Weighted (000)	110983	1213	670	283	422
	Horz %	100.00	1.09	0.60	0.25	0.38
	Vert %	45.47	51.82	51.85	41.42	43.64
	Index	100	114	114	91	96

		Adults 18+	Own/Lease Volvo	Most recent vehicle bought/leased Volvo	Decision maker for any Volvo bought/leased new	Would buy/lease new Volvo if making decision today
			*	*	*	*
Visited a Radio Station, Radio Program or Radio Personality's website - Past Month	Unwgted	3452	43	21	13	16
	Weighted (000)	17001	209	89	58	109
	Horz %	100.00	1.23	0.53	0.34	0.64
	Vert %	6.97	8.92	6.92	8.57	11.30
	Index	100	128	99	123	162
					*	*
Downloaded Music - Past Month	Unwgted	9054	108	59	38	32
	Weighted (000)	47933	544	298	143	201
	Horz %	100.00	1.14	0.62	0.30	0.42
	Vert %	19.64	23.24	23.09	20.91	20.83
	Index	100	118	118	107	106
				*	*	*
Downloaded Podcasts/Engaged in Podcasting - Past Month	Unwgted	3700	62	33	16	15
	Weighted (000)	17081	225	120	57	99
	Horz %	100.00	1.31	0.71	0.33	0.58
	Vert %	7.00	9.59	9.33	8.38	10.19
	Index	100	137	133	120	146
				*	*	*
Visited iHeartRadio site - Past Month	Unwgted	4412	50	34	11	16
	Weighted (000)	21989	263	128	45	121
	Horz %	100.00	1.20	0.58	0.21	0.55
	Vert %	9.01	11.25	9.88	6.64	12.53
	Index	100	125	110	74	139
					*	*
Visited iTunes.com site - Past Month	Unwgted	8331	128	67	44	39
	Weighted (000)	40212	528	254	148	182
	Horz %	100.00	1.31	0.63	0.37	0.45
	Vert %	16.47	22.56	19.64	21.64	18.78
	Index	100	137	119	131	114
Visited Pandora.com site - Past Month	Unwgted	16996	217	122	66	76
	Weighted (000)	87700	983	491	210	292
	Horz %	100.00	1.12	0.56	0.24	0.33
	Vert %	35.93	41.96	38.03	30.78	30.15
	Index	100	117	106	86	84
				*	*	*
Visited Spotify site - Past Month	Unwgted	6074	76	36	24	25
	Weighted (000)	32588	362	142	96	119
	Horz %	100.00	1.11	0.44	0.29	0.37
	Vert %	13.35	15.47	11.03	14.00	12.33
	Index	100	116	83	105	92
Advertising on radio provides me with useful information about bargains. Agree strongly or Agree somewhat	Unwgted	16507	197	116	71	68
	Weighted (000)	83844	761	435	225	312
	Horz %	100.00	0.91	0.52	0.27	0.37
	Vert %	34.35	32.49	33.67	32.93	32.30
	Index	100	95	98	96	94
Advertising on radio provides me with meaningful information about the product use of other consumers. Agree strongly or Agree somewhat	Unwgted	13908	153	87	58	51
	Weighted (000)	70343	556	315	179	221
	Horz %	100.00	0.79	0.45	0.25	0.31
	Vert %	28.82	23.76	24.36	26.23	22.87
	Index	100	82	85	91	79
Advertising on radio provides me with useful information about new products and services. Agree strongly or Agree somewhat	Unwgted	17125	198	117	78	72
	Weighted (000)	86850	788	449	242	290
	Horz %	100.00	0.91	0.52	0.28	0.33
	Vert %	35.58	33.64	34.79	35.54	29.95
	Index	100	95	98	100	84



		Adults 18+	Own/Lease Volvo	Most recent vehicle bought/leased Volvo	Decision maker for any Volvo bought/leased new	Would buy/lease new Volvo if making decision today
For me, advertising on radio is amusing. Agree strongly or Agree somewhat	Unwgted	12845	147	89	52	57
	Weighted (000)	65189	579	326	163	253
	Horz %	100.00	0.89	0.50	0.25	0.39
	Vert %	26.71	24.73	25.23	23.86	26.18
	Index	100	93	94	89	98
Most trusted media: Radio				*	*	*
	Unwgted	4143	53	32	19	29
	Weighted (000)	21056	203	99	51	119
	Horz %	100.00	0.96	0.47	0.24	0.56
	Index	100	100	89	87	143
TV Dayparts: Total Week Prime Time Cume Audience	Unwgted	38598	483	295	175	191
	Weighted (000)	190885	1830	1066	581	836
	Horz %	100.00	0.96	0.56	0.30	0.44
	Vert %	78.20	78.14	82.55	85.15	86.45
	Index	100	100	106	109	111
TV Dayparts: Prime Time Weekdays Cume Audience: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)	Unwgted	30674	376	231	144	158
	Weighted (000)	150599	1390	826	498	710
	Horz %	100.00	0.92	0.55	0.33	0.47
	Vert %	61.70	59.36	63.98	72.92	73.39
	Index	100	96	104	118	119
TV Dayparts: Prime Time Saturday Cume Audience: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)	Unwgted	26407	341	207	129	144
	Weighted (000)	129573	1193	722	430	653
	Horz %	100.00	0.92	0.56	0.33	0.50
	Vert %	53.09	50.96	55.94	63.04	67.56
	Index	100	96	105	119	127
TV Dayparts: Prime Time Sunday Cume Audience: 7:00-11:00 pm (Eastern/Pacific), 6:00-10:00 pm (Central/Mountain)	Unwgted	30767	393	237	142	156
	Weighted (000)	150356	1448	842	494	722
	Horz %	100.00	0.96	0.56	0.33	0.48
	Vert %	61.60	61.83	65.16	72.34	74.67
	Index	100	100	106	117	121
TV Dayparts: Weekdays Cume Audience: 9:00 am-4:00 pm (Eastern/Pacific) 9:00 am - 3:00 pm (Central/Mountain)					*	*
	Unwgted	13588	129	94	44	62
	Weighted (000)	72467	486	361	143	313
	Horz %	100.00	0.67	0.50	0.20	0.43
	Index	100	70	94	70	109
TV Dayparts: Weekdays Cume Audience: 4:00 pm-7:30 pm (Eastern/Pacific) 3:00 pm-6:30 pm (Central/Mountain)	Unwgted	24214	260	160	96	111
	Weighted (000)	122899	958	613	304	503
	Horz %	100.00	0.78	0.50	0.25	0.41
	Vert %	50.35	40.90	47.44	44.57	52.05
	Index	100	81	94	89	103
TV Dayparts: Weekdays Cume Audience: 11:30 pm-1:00 am (Eastern/Pacific) 10:30 pm-Midnight (Central/Mountain)					*	*
	Unwgted	8203	79	52	34	37
	Weighted (000)	41009	307	197	115	171
	Horz %	100.00	0.75	0.48	0.28	0.42
	Index	100	78	91	100	106
TV Dayparts: Weekend Children's Shows Cume Audience: Saturday-Sunday Morning	Unwgted	20426	225	133	76	89
	Weighted (000)	102185	864	481	259	381
	Horz %	100.00	0.85	0.47	0.25	0.37
	Vert %	41.86	36.88	37.27	37.95	39.39
	Index	100	88	89	91	94

		Adults 18+	Own/Lease Volvo	Most recent vehicle bought/leased Volvo	Decision maker for any Volvo bought/leased new	Would buy/lease new Volvo if making decision today
TV Dayparts: Weekend Sports Cume Audience: Saturday-Sunday Afternoon	Unwgted	23818	257	158	90	90
	Weighted (000)	120635	1006	571	317	387
	Horz %	100.00	0.83	0.47	0.26	0.32
	Vert %	49.42	42.97	44.22	46.40	40.00
	Index	100	87	89	94	81
Downloaded a TV Program - Past Month			*	*	*	*
	Unwgted	2514	28	18	8	12
	Weighted (000)	11768	116	74	28	43
	Horz %	100.00	0.98	0.63	0.24	0.37
	Vert %	4.82	4.95	5.72	4.09	4.45
Watched a TV Program Online - Past Month	Index	100	103	119	85	92
					*	*
	Unwgted	8915	132	78	38	47
	Weighted (000)	43431	555	321	154	222
	Horz %	100.00	1.28	0.74	0.35	0.51
Visited a TV Network or TV Show's Web Site - Past Month	Vert %	17.79	23.71	24.85	22.59	22.97
	Index	100	133	140	127	129
					*	*
	Unwgted	9786	140	78	43	51
	Weighted (000)	47213	565	301	155	192
Looked at TV Listings Online - Past Month	Horz %	100.00	1.20	0.64	0.33	0.41
	Vert %	19.34	24.15	23.29	22.71	19.88
	Index	100	125	120	117	103
					*	*
	Unwgted	5331	87	55	29	18
Household Subscribes to Cable TV	Weighted (000)	24808	337	227	114	80
	Horz %	100.00	1.36	0.91	0.46	0.32
	Vert %	10.16	14.40	17.58	16.71	8.28
	Index	100	142	173	164	81
Household Subscribes to Cable, Satellite or Fiber Optic TV	Unwgted	22534	291	161	98	116
	Weighted (000)	109088	1082	548	300	504
	Horz %	100.00	0.99	0.50	0.28	0.46
	Vert %	44.69	46.19	42.44	43.97	52.11
	Index	100	103	95	98	117
Viewed Any Cable TV (Including Pay) - Past Week	Unwgted	37894	499	299	183	193
	Weighted (000)	188357	1895	1087	593	837
	Horz %	100.00	1.01	0.58	0.32	0.44
	Vert %	77.17	80.94	84.13	86.95	86.50
	Index	100	105	109	113	112
Viewed Any Premium Cable Channels - Past Month	Unwgted	36344	479	288	179	188
	Weighted (000)	180739	1821	1050	585	824
	Horz %	100.00	1.01	0.58	0.32	0.46
	Vert %	74.05	77.75	81.30	85.74	85.20
	Index	100	105	110	116	115
Heavy Cable TV Viewer (Including Pay) - Past Week	Unwgted	26301	308	196	121	117
	Weighted (000)	131456	1215	728	418	547
	Horz %	100.00	0.92	0.55	0.32	0.42
	Vert %	53.86	51.86	56.36	61.32	56.61
	Index	100	96	105	114	105
Viewed Any Premium Cable Channels - Past Month	Unwgted	15801	233	128	84	83
	Weighted (000)	75868	834	412	284	371
	Horz %	100.00	1.10	0.54	0.37	0.49
	Vert %	31.08	35.62	31.93	41.68	38.37
	Index	100	115	103	134	123

		Adults 18+	Own/Lease Volvo	Most recent vehicle bought/leased Volvo	Decision maker for any Volvo bought/leased new	Would buy/lease new Volvo if making decision today
Viewed Any Pay-Per-View Programs or Events - Past Year				*	*	*
	Unwgted	5693	84	45	30	37
	Weighted (000)	27121	312	174	114	175
	Horz %	100.00	1.15	0.64	0.42	0.65
	Vert %	11.11	13.30	13.49	16.76	18.11
	Index	100	120	121	151	163
Viewed Any Video-On-Demand Programs or Events - Past Year						
	Unwgted	13030	229	126	89	82
	Weighted (000)	59121	723	404	262	374
	Horz %	100.00	1.22	0.68	0.44	0.63
	Vert %	24.22	30.86	31.30	38.34	38.66
	Index	100	127	129	158	160
Household Has a Satellite Dish					*	*
	Unwgted	10843	124	82	44	49
	Weighted (000)	61939	568	361	188	241
	Horz %	100.00	0.92	0.58	0.30	0.39
	Vert %	25.38	24.26	27.95	27.48	24.96
	Index	100	96	110	108	98
Household Has a Digital Video Recorder (DVR)						
	Unwgted	23728	332	195	123	128
	Weighted (000)	116768	1233	683	384	530
	Horz %	100.00	1.06	0.58	0.33	0.45
	Vert %	47.84	52.63	52.88	56.31	54.78
	Index	100	110	111	118	115
Any Internet/Online Activity - Past Month						
	Unwgted	42373	556	328	191	205
	Weighted (000)	208554	2227	1209	663	923
	Horz %	100.00	1.07	0.58	0.32	0.44
	Vert %	85.44	95.08	93.64	97.12	95.39
	Index	100	111	110	114	112
Played Games Online - Past Month					*	*
	Unwgted	13852	148	87	47	61
	Weighted (000)	73850	684	352	238	290
	Horz %	100.00	0.93	0.48	0.32	0.39
	Vert %	30.26	29.19	27.25	34.88	29.99
	Index	100	96	90	115	99
Downloaded a Video Game - Past Month			*	*	*	*
	Unwgted	5083	48	26	11	16
	Weighted (000)	28601	231	107	45	108
	Horz %	100.00	0.81	0.38	0.16	0.38
	Vert %	11.72	9.88	8.32	6.67	11.20
	Index	100	84	71	57	96
Downloaded a Movie - Past Month				*	*	*
	Unwgted	4447	55	31	16	25
	Weighted (000)	21989	193	130	47	124
	Horz %	100.00	0.88	0.59	0.22	0.56
	Vert %	9.01	8.24	10.06	6.95	12.84
	Index	100	91	112	77	143
Watched a Movie Online - Past Month					*	*
	Unwgted	11540	159	89	37	50
	Weighted (000)	58047	737	354	141	280
	Horz %	100.00	1.27	0.61	0.24	0.48
	Vert %	23.78	31.47	27.40	20.70	28.91
	Index	100	132	115	87	122
Watched Online Video (Not Movie, TV) - Past Month					*	*
	Unwgted	10029	146	81	42	41
	Weighted (000)	50248	651	369	137	163
	Horz %	100.00	1.30	0.73	0.27	0.32
	Vert %	20.59	27.79	28.57	20.14	16.81
	Index	100	135	139	98	82

		Adults 18+	Own/Lease Volvo	Most recent vehicle bought/leased Volvo	Decision maker for any Volvo bought/leased new	Would buy/lease new Volvo if making decision today
Visited a Chat Room - Past Month			*	*	*	*
	Unwgted	2194	29	17	4	5
	Weighted (000)	10601	201	111	28	37
	Horz %	100.00	1.90	1.05	0.26	0.35
	Vert %	4.34	8.60	8.61	4.03	3.82
	Index	100	198	198	93	88
Used e-Mail - Past Month						
	Unwgted	37148	511	296	180	186
	Weighted (000)	177506	2012	1058	633	865
	Horz %	100.00	1.13	0.60	0.36	0.49
	Vert %	72.72	85.90	81.96	92.80	89.49
	Index	100	118	113	128	123
Used Instant Messenger/IM Online - Past Month						
	Unwgted	29084	377	223	123	125
	Weighted (000)	148723	1526	863	467	575
	Horz %	100.00	1.03	0.58	0.31	0.39
	Vert %	60.93	65.16	66.82	68.45	59.42
	Index	100	107	110	112	98
Visited Online Blogs - Past Month					*	*
	Unwgted	6650	111	64	28	28
	Weighted (000)	32542	489	270	104	147
	Horz %	100.00	1.50	0.83	0.32	0.45
	Vert %	13.33	20.87	20.88	15.23	15.23
	Index	100	157	157	114	114
Wrote an Online Blog - Past Month			*	*	*	*
	Unwgted	1215	17	9	2	3
	Weighted (000)	5810	128	54	13	25
	Horz %	100.00	2.20	0.92	0.22	0.44
	Vert %	2.38	5.47	4.14	1.85	2.63
	Index	100	230	174	78	111
Uploaded or Added Video to a Web Site - Past Month			*	*	*	*
	Unwgted	4085	45	22	9	23
	Weighted (000)	20569	216	92	48	144
	Horz %	100.00	1.05	0.45	0.23	0.70
	Vert %	8.43	9.24	7.13	7.01	14.87
	Index	100	110	85	83	176
Social networking, photo or video-sharing services visited or used in the last 30 days: Any Social Networking/Photo/Video-sharing services						
	Unwgted	36787	486	286	167	174
	Weighted (000)	184180	1976	1103	599	796
	Horz %	100.00	1.07	0.60	0.33	0.43
	Vert %	75.46	84.37	85.44	87.73	82.26
	Index	100	112	113	116	109
Social networking, photo or video-sharing services visited or used in the last 30 days: Facebook						
	Unwgted	29944	365	221	124	139
	Weighted (000)	152016	1579	911	485	648
	Horz %	100.00	1.04	0.60	0.32	0.43
	Vert %	62.28	67.42	70.57	71.01	66.99
	Index	100	108	113	114	108
Foursquare			*	*	*	*
	Unwgted	259	4	3	1	1
	Weighted (000)	1096	16	12	4	5
	Horz %	100.00	1.45	1.09	0.37	0.43
	Vert %	0.45	0.68	0.92	0.59	0.49
	Index	100	151	205	131	108
Google + (Google Plus)					*	*
	Unwgted	7523	85	56	20	32
	Weighted (000)	37002	407	220	70	151
	Horz %	100.00	1.10	0.60	0.19	0.41
	Vert %	15.16	17.36	17.06	10.21	15.57
	Index	100	115	113	67	103

RAB / GfK MRI AUTO PROFILE: VOLVO

		Adults 18+	Own/Lease Volvo	Most recent vehicle bought/leased Volvo	Decision maker for any Volvo bought/leased new	Would buy/lease new Volvo if making decision today
Instagram					*	
	Unwgted	11180	142	79	36	51
	Weighted (000)	59923	692	383	140	274
	Horz %	100.00	1.16	0.64	0.23	0.46
	Vert %	24.55	29.56	29.62	20.51	28.34
	Index	100	120	121	84	115
LinkedIn						
	Unwgted	7899	161	87	59	56
	Weighted (000)	31599	556	291	198	263
	Horz %	100.00	1.76	0.92	0.63	0.83
	Vert %	12.95	23.73	22.49	28.94	27.17
	Index	100	183	174	224	210
Pinterest					*	*
	Unwgted	9299	133	86	41	42
	Weighted (000)	49108	607	341	165	184
	Horz %	100.00	1.24	0.69	0.34	0.37
	Vert %	20.12	25.91	26.37	24.13	19.03
	Index	100	129	131	120	95
Tumblr					*	*
	Unwgted	1737	21	8	6	1
	Weighted (000)	9309	146	58	31	7
	Horz %	100.00	1.57	0.63	0.33	0.08
	Vert %	3.81	6.23	4.52	4.52	0.73
	Index	100	163	119	118	19
Twitter					*	*
	Unwgted	6507	98	53	28	29
	Weighted (000)	32509	432	207	121	146
	Horz %	100.00	1.33	0.64	0.37	0.45
	Vert %	13.32	18.46	16.02	17.70	15.12
	Index	100	139	120	133	114
Yelp					*	*
	Unwgted	4238	81	41	27	19
	Weighted (000)	17049	279	119	86	72
	Horz %	100.00	1.64	0.70	0.50	0.42
	Vert %	6.98	11.92	9.22	12.58	7.46
	Index	100	171	132	180	107
YouTube						
	Unwgted	24878	316	179	100	97
	Weighted (000)	125197	1342	703	375	489
	Horz %	100.00	1.07	0.56	0.30	0.39
	Vert %	51.29	57.32	54.46	55.03	50.57
	Index	100	112	106	107	99
Activities done using a social networking, photo or video-sharing service in the last 30 days: Posted that you "Like" something						
	Unwgted	19391	242	141	81	97
	Weighted (000)	98998	1057	604	331	472
	Horz %	100.00	1.07	0.61	0.33	0.48
	Vert %	40.56	45.15	46.75	48.53	48.77
	Index	100	111	115	120	120
"Follow" or become a "fan of" something or someone					*	*
	Unwgted	9880	117	61	27	42
	Weighted (000)	51999	565	272	95	208
	Horz %	100.00	1.09	0.52	0.18	0.40
	Vert %	21.30	24.14	21.03	13.86	21.48
	Index	100	113	99	65	101
Clicked on an advertisement					*	*
	Unwgted	7250	101	59	31	28
	Weighted (000)	34609	448	257	119	138
	Horz %	100.00	1.30	0.74	0.34	0.40
	Vert %	14.18	19.14	19.87	17.38	14.23
	Index	100	135	140	123	100

		Adults 18+	Own/Lease Volvo	Most recent vehicle bought/leased Volvo	Decision maker for any Volvo bought/leased new	Would buy/lease new Volvo if making decision today
Watched a video	Unwgt'd	23931	293	162	92	96
	Weighted (000)	121821	1239	655	329	451
	Horz %	100.00	1.02	0.54	0.27	0.37
	Vert %	49.91	52.92	50.72	48.17	46.65
	Index	100	106	102	97	93
Websites or apps visited or used in the last 30 days: Coupons			*	*	*	*
	Unwgt'd	1642	25	19	5	15
	Weighted (000)	7736	115	86	27	80
	Horz %	100.00	1.48	1.11	0.36	1.04
	Vert %	3.17	4.90	6.63	4.03	8.28
Index	100	155	209	127	261	
Sent or Received Text Messages on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	40180	522	304	177	189
	Weighted (000)	200974	2131	1165	628	871
	Horz %	100.00	1.06	0.58	0.31	0.43
	Vert %	82.34	91.01	90.18	92.08	90.02
	Index	100	111	110	112	109
Sent or Received Instant Messages on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	20952	266	154	84	98
	Weighted (000)	106707	1092	583	339	492
	Horz %	100.00	1.02	0.55	0.32	0.46
	Vert %	43.72	46.62	45.11	49.75	50.91
	Index	100	107	103	114	116
Recorded a Video on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	19339	263	153	81	87
	Weighted (000)	97935	1114	618	325	404
	Horz %	100.00	1.14	0.63	0.33	0.41
	Vert %	40.12	47.58	47.87	47.66	41.80
	Index	100	119	119	119	104
Played Music on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	24725	294	168	90	96
	Weighted (000)	126500	1265	651	337	458
	Horz %	100.00	1.00	0.51	0.27	0.36
	Vert %	51.83	54.01	50.39	49.32	47.33
	Index	100	104	97	95	91
Played a Game on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	15697	198	112	60	78
	Weighted (000)	84080	853	437	242	358
	Horz %	100.00	1.01	0.52	0.29	0.43
	Vert %	34.45	36.42	33.84	35.50	36.98
	Index	100	106	98	103	107
Watched a Movie, TV Program or Other Video on Cellular Phone/Mobile/Smartphone - Past Month					*	*
	Unwgt'd	11626	139	70	40	42
	Weighted (000)	61092	612	273	147	206
	Horz %	100.00	1.00	0.45	0.24	0.34
	Vert %	25.03	26.14	21.14	21.52	21.26
Index	100	104	84	86	85	
Used a Mobile "App" - Past Month	Unwgt'd	25794	338	196	116	117
	Weighted (000)	128777	1333	726	434	573
	Horz %	100.00	1.04	0.56	0.34	0.44
	Vert %	52.76	56.92	56.24	63.62	59.22
	Index	100	108	107	121	112
Read Any Daily Newspaper (Print/Paper/Hard Copy)	Unwgt'd	10912	166	87	70	59
	Weighted (000)	50128	582	222	225	211
	Horz %	100.00	1.16	0.44	0.45	0.42
	Vert %	20.54	24.85	17.20	32.93	21.77
	Index	100	121	84	160	106

		Adults 18+	Own/Lease Volvo	Most recent vehicle bought/leased Volvo	Decision maker for any Volvo bought/leased new	Would buy/lease new Volvo if making decision today
Read Any Sunday Newspaper (Print/Paper/Hard Copy)	Unwgted	14245	199	115	81	79
	Weighted (000)	67106	690	314	253	295
	Horz %	100.00	1.03	0.47	0.38	0.44
	Vert %	27.49	29.45	24.33	37.09	30.51
	Index	100	107	88	135	111
Read or Looked Into Any Electronic Version of a Newspaper, Including Web Site - Past Month	Unwgted	19488	325	178	115	99
	Weighted (000)	91290	1240	650	359	425
	Horz %	100.00	1.36	0.71	0.39	0.47
	Vert %	37.40	52.95	50.30	52.60	43.94
	Index	100	142	134	141	117
Read Classified Advertising in Weekday Newspaper			*	*	*	*
	Unwgted	3772	31	19	9	19
	Weighted (000)	20084	135	51	15	73
	Horz %	100.00	0.67	0.25	0.07	0.36
	Index	100	70	48	27	92
Read Classified Advertising in Sunda/Weekend Newspaper			*	*	*	*
	Unwgted	3758	42	28	9	19
	Weighted (000)	19510	183	110	32	100
	Horz %	100.00	0.94	0.56	0.16	0.51
	Index	100	98	107	58	129
Read Advertisements in Weekday Newspaper			*	*	*	*
	Unwgted	3812	38	25	12	20
	Weighted (000)	17916	136	66	34	81
	Horz %	100.00	0.76	0.37	0.19	0.45
	Index	100	79	70	67	114
Read Advertisements in Sunday/Weekend Newspaper			*	*	*	*
	Unwgted	4633	49	26	17	22
	Weighted (000)	22092	167	72	40	93
	Horz %	100.00	0.76	0.33	0.18	0.42
	Index	100	79	62	65	106
Read Circulars/Inserts/Fliers in Weekday Newspaper				*	*	*
	Unwgted	5068	72	42	25	29
	Weighted (000)	23852	230	123	59	100
	Horz %	100.00	0.96	0.51	0.25	0.42
	Index	100	100	97	88	106
Read Circulars/Inserts/Fliers in Sunday/Weekend Newspaper				*	*	*
	Unwgted	7203	94	49	34	30
	Weighted (000)	34013	320	167	86	129
	Horz %	100.00	0.94	0.49	0.25	0.38
	Index	100	98	93	91	95
Received and/or Clipped Coupons from Weekday Newspaper - Past Year				*	*	*
	Unwgted	4191	56	31	22	22
	Weighted (000)	20652	202	103	75	98
	Horz %	100.00	0.98	0.50	0.37	0.48
	Index	100	102	94	131	120
Received and/or Clipped Coupons from Sunday/Weekend Newspaper - Past Year					*	*
	Unwgted	9539	115	71	42	36
	Weighted (000)	47372	357	201	107	137
	Horz %	100.00	0.75	0.42	0.23	0.29
	Index	100	79	80	81	73

		Adults 18+	Own/Lease Volvo	Most recent vehicle bought/leased Volvo	Decision maker for any Volvo bought/leased new	Would buy/lease new Volvo if making decision today
		*	*	*	*	*
UNTRENDED: Personally Referred to Paper Yellow Pages - Past Week	Unwgt'd	0	0	0	0	0
	Weighted (000)	0	0	0	0	0
	Horz %	0.00	0.00	0.00	0.00	0.00
	Vert %	0.00	0.00	0.00	0.00	0.00
	Index	0	0	0	0	0
		*	*	*	*	*
UNTRENDED: Personally Referred to Internet Yellow Pages - Past Week	Unwgt'd	0	0	0	0	0
	Weighted (000)	0	0	0	0	0
	Horz %	0.00	0.00	0.00	0.00	0.00
	Vert %	0.00	0.00	0.00	0.00	0.00
	Index	0	0	0	0	0
		*	*	*	*	*
UNTRENDED: Personally Referred to Paper or Internet Yellow Pages - Past Week	Unwgt'd	0	0	0	0	0
	Weighted (000)	0	0	0	0	0
	Horz %	0.00	0.00	0.00	0.00	0.00
	Vert %	0.00	0.00	0.00	0.00	0.00
	Index	0	0	0	0	0
		*	*	*	*	*
UNTRENDED: Accessed Yellowpages.com (YP.com) - Past Month	Unwgt'd	0	0	0	0	0
	Weighted (000)	0	0	0	0	0
	Horz %	0.00	0.00	0.00	0.00	0.00
	Vert %	0.00	0.00	0.00	0.00	0.00
	Index	0	0	0	0	0
				*	*	*
Have Seen Video Ads in Grocery Stores - Past Month	Unwgt'd	8175	85	48	26	29
	Weighted (000)	42062	382	233	79	99
	Horz %	100.00	0.91	0.55	0.19	0.23
	Vert %	17.23	16.33	18.07	11.55	10.18
	Index	100	95	105	67	59
				*	*	*
Have Seen Video Ads in Drug Stores - Past Month	Unwgt'd	5434	60	40	20	24
	Weighted (000)	27750	247	145	56	89
	Horz %	100.00	0.89	0.52	0.20	0.32
	Vert %	11.37	10.55	11.26	8.17	9.18
	Index	100	93	99	72	81
				*	*	*
Have Seen Video Ads in Convenience Stores - Past Month	Unwgt'd	5425	52	30	15	21
	Weighted (000)	27941	212	123	36	68
	Horz %	100.00	0.76	0.44	0.13	0.24
	Vert %	11.45	9.06	9.49	5.23	7.00
	Index	100	79	83	46	61
				*	*	*
Have Seen Video Ads in Large Discount/Department Stores - Past Month	Unwgt'd	5807	51	29	16	17
	Weighted (000)	30170	221	116	47	61
	Horz %	100.00	0.73	0.38	0.16	0.20
	Vert %	12.36	9.42	8.99	6.88	6.28
	Index	100	76	73	56	51
				*	*	*
Have Seen Video Ads in Warehouse/Club Stores - Past Month	Unwgt'd	5047	61	34	21	25
	Weighted (000)	24469	267	155	82	109
	Horz %	100.00	1.09	0.63	0.34	0.44
	Vert %	10.02	11.42	11.98	12.02	11.25
	Index	100	114	119	120	112
			*	*	*	*
Have Seen Video Ads in Other Stores - Past Month	Unwgt'd	4572	42	24	14	15
	Weighted (000)	23484	164	98	45	41
	Horz %	100.00	0.70	0.42	0.19	0.18
	Vert %	9.62	7.00	7.62	6.67	4.27
	Index	100	73	79	69	44



		Adults 18+	Own/Lease Volvo	Most recent vehicle bought/leased Volvo	Decision maker for any Volvo bought/leased new	Would buy/lease new Volvo if making decision today
Have Seen Video Ads in Shopping Malls - Past Month				*	*	*
	Unwgted	6133	81	46	23	24
	Weighted (000)	30556	329	186	65	100
	Horz %	100.00	1.08	0.61	0.21	0.33
	Vert %	12.52	14.06	14.37	9.54	10.36
Index	100	112	115	76	83	
Have Seen Video Ads in Bars/Pubs - Past Month				*	*	*
	Unwgted	4212	50	30	16	19
	Weighted (000)	21008	161	97	43	53
	Horz %	100.00	0.76	0.46	0.21	0.25
	Vert %	8.61	6.86	7.50	6.32	5.45
Index	100	80	87	73	63	
Have Seen Video Ads in Fast-Food or Family Restaurants - Past Month				*	*	*
	Unwgted	6034	72	41	25	27
	Weighted (000)	31175	297	164	81	106
	Horz %	100.00	0.95	0.53	0.26	0.34
	Vert %	12.77	12.68	12.71	11.84	10.95
Index	100	99	100	93	86	
Have Seen Video Ads in Coffee Shops, Cafes or Delis - Past Month				*	*	*
	Unwgted	4611	57	40	21	18
	Weighted (000)	23019	255	191	65	90
	Horz %	100.00	1.11	0.83	0.28	0.39
	Vert %	9.43	10.87	14.77	9.58	9.31
Index	100	115	157	102	99	
Have Seen Video Ads in Gym/Health Clubs - Past Month				*	*	*
	Unwgted	4016	55	33	17	22
	Weighted (000)	19382	189	132	54	85
	Horz %	100.00	0.98	0.68	0.28	0.44
	Vert %	7.94	8.09	10.21	7.98	8.81
Index	100	102	129	101	111	
Have Seen Video Ads in Medical Offices - Past Month				*	*	*
	Unwgted	5499	79	46	31	23
	Weighted (000)	27407	322	199	122	110
	Horz %	100.00	1.18	0.72	0.44	0.40
	Vert %	11.23	13.76	15.38	17.87	11.37
Index	100	123	137	159	101	
Have Seen Video Ads in Airports - Past Month				*	*	*
	Unwgted	3929	68	31	20	25
	Weighted (000)	17909	208	87	51	62
	Horz %	100.00	1.16	0.48	0.29	0.35
	Vert %	7.34	8.89	6.70	7.52	6.41
Index	100	121	91	103	87	
Have Seen Video Ads at Gas Stations - Past Month				*	*	*
	Unwgted	8390	121	61	44	43
	Weighted (000)	41042	424	201	138	158
	Horz %	100.00	1.03	0.49	0.34	0.38
	Vert %	16.81	18.08	15.58	20.17	16.32
Index	100	108	93	120	97	
Have Seen Video Ads in Office Building Lobbies - Past Month			*	*	*	*
	Unwgted	3669	46	27	15	13
	Weighted (000)	18065	148	88	21	36
	Horz %	100.00	0.82	0.48	0.12	0.20
	Vert %	7.40	6.31	6.78	3.14	3.70
Index	100	85	92	42	50	
Have Seen Video Ads in Office Building Elevators - Past Month			*	*	*	*
	Unwgted	3552	47	22	17	16
	Weighted (000)	16785	140	73	44	48
	Horz %	100.00	0.84	0.43	0.26	0.28
	Vert %	6.88	5.99	5.62	6.45	4.92
Index	100	87	82	94	71	

		Adults 18+	Own/Lease Volvo	Most recent vehicle bought/leased Volvo	Decision maker for any Volvo bought/leased new	Would buy/lease new Volvo if making decision today
Have Seen Video Ads in Movie Theater Lobbies - Past Month				*	*	*
	Unwgted	5092	80	46	27	31
	Weighted (000)	25878	322	212	79	123
	Horz %	100.00	1.24	0.82	0.31	0.48
	Vert %	10.60	13.74	16.40	11.65	12.73
	Index	100	130	155	110	120
Have Seen Ads on Billboards - Past Month						
	Unwgted	23703	346	199	118	125
	Weighted (000)	117973	1487	817	408	537
	Horz %	100.00	1.26	0.69	0.35	0.46
	Vert %	48.33	63.48	63.28	59.82	55.55
	Index	100	131	131	124	115
Have Seen Ads on Buses/Trains - Past Month						
	Unwgted	10886	163	92	60	65
	Weighted (000)	50330	599	331	219	278
	Horz %	100.00	1.19	0.66	0.44	0.55
	Vert %	20.62	25.56	25.66	32.09	28.79
	Index	100	124	124	156	140
Have Seen Ads at Bus Stops or Train Stations - Past Month					*	*
	Unwgted	7328	116	67	45	36
	Weighted (000)	32843	463	278	171	149
	Horz %	100.00	1.41	0.85	0.52	0.45
	Vert %	13.46	19.75	21.55	25.07	15.42
	Index	100	147	160	186	115
Have Seen Ads Inside Taxis - Past Month				*	*	*
	Unwgted	3849	65	36	29	20
	Weighted (000)	17102	219	129	82	75
	Horz %	100.00	1.28	0.75	0.48	0.44
	Vert %	7.01	9.33	9.97	12.04	7.79
	Index	100	133	142	172	111
Have Seen Ads on Top of Taxis - Past Month				*	*	*
	Unwgted	5892	98	49	40	29
	Weighted (000)	26219	336	180	122	130
	Horz %	100.00	1.28	0.69	0.47	0.50
	Vert %	10.74	14.36	13.97	17.89	13.43
	Index	100	134	130	167	125
Have Seen Ads on Phone Booths - Past Month			*	*	*	*
	Unwgted	3008	38	21	7	11
	Weighted (000)	14451	187	101	13	28
	Horz %	100.00	1.29	0.70	0.09	0.19
	Vert %	5.92	7.98	7.79	1.88	2.89
	Index	100	135	132	32	49
Have Seen Ads at Sports or Entertainment Events - Past Month					*	*
	Unwgted	7405	98	56	36	24
	Weighted (000)	36191	435	260	148	152
	Horz %	100.00	1.20	0.72	0.41	0.42
	Vert %	14.83	18.57	20.10	21.62	15.69
	Index	100	125	136	146	106
Have Seen Ads on Postcards - Past Month					*	*
	Unwgted	5576	97	52	37	28
	Weighted (000)	26312	352	168	127	108
	Horz %	100.00	1.34	0.64	0.48	0.41
	Vert %	10.78	15.04	13.00	18.58	11.22
	Index	100	140	121	172	104
Have Seen Ads Sent to a Cellphone or Other Mobile Device - Past Month						
	Unwgted	13421	188	102	62	64
	Weighted (000)	66442	755	421	232	256
	Horz %	100.00	1.14	0.63	0.35	0.39
	Vert %	27.22	32.23	32.62	33.94	26.50
	Index	100	118	120	125	97

		Adults 18+	Own/Lease Volvo	Most recent vehicle bought/leased Volvo	Decision maker for any Volvo bought/leased new	Would buy/lease new Volvo if making decision today
					*	*
Have Seen Ads on Posters at Movie Theaters - Past Month	Unwgted	8606	133	72	48	45
	Weighted (000)	42087	516	317	152	182
	Horz %	100.00	1.23	0.75	0.36	0.43
	Vert %	17.24	22.04	24.53	22.33	18.83
	Index	100	128	142	129	109
Have Seen Ads Shown On-Screen Before Start of a Movie - Past Month	Unwgted	10943	165	91	61	51
	Weighted (000)	53139	609	364	210	200
	Horz %	100.00	1.15	0.68	0.40	0.38
	Vert %	21.77	26.01	28.17	30.79	20.70
	Index	100	119	129	141	95
Have Seen Ads in Stores (Not Video Ads) - Past Month	Unwgted	15171	214	124	74	65
	Weighted (000)	76102	910	476	221	261
	Horz %	100.00	1.20	0.63	0.29	0.34
	Vert %	31.18	38.87	36.83	32.35	26.96
	Index	100	125	118	104	86
Have Seen Ads in Shopping Malls (Not Video Ads) - Past Month	Unwgted	10587	170	102	56	59
	Weighted (000)	52205	625	391	167	287
	Horz %	100.00	1.20	0.75	0.32	0.55
	Vert %	21.39	26.69	30.24	24.49	29.67
	Index	100	125	141	115	139
Have Seen Infomercials - Past Month					*	*
	Unwgted	9871	115	71	34	41
	Weighted (000)	49119	467	281	91	181
	Horz %	100.00	0.95	0.57	0.19	0.37
	Vert %	20.12	19.95	21.75	13.37	18.68
Have Seen Offers or Ads Sent to Home by Mail - Past Month						
	Unwgted	19632	279	164	92	101
	Weighted (000)	96299	1046	565	264	425
	Horz %	100.00	1.09	0.59	0.27	0.44
	Vert %	39.45	44.67	43.74	38.70	43.98
Have Seen Product Placement in Video Games - Past Month			*	*	*	*
	Unwgted	4596	38	25	10	16
	Weighted (000)	24167	177	127	41	104
	Horz %	100.00	0.73	0.53	0.17	0.43
	Vert %	9.90	7.56	9.83	6.00	10.71
Have Seen Product Placement in TV Shows - Past Month						
	Unwgted	17823	246	140	80	91
	Weighted (000)	88092	946	517	245	403
	Horz %	100.00	1.07	0.59	0.28	0.46
	Vert %	36.09	40.38	40.07	35.96	41.63
Have Seen Product Placement in Movies - Past Month						
	Unwgted	11248	153	87	53	50
	Weighted (000)	56256	598	371	162	248
	Horz %	100.00	1.06	0.66	0.29	0.44
	Vert %	23.05	25.53	28.75	23.73	25.60
	Index	100	111	125	103	111