

RAB / GfK MRI AUTO PROFILE: VOLVO

		Adults 18+	Own/Lease Any Volvo	Decision Maker for Any Volvo Bought/Leased New	Recently Bought/Leased Any Volvo	If Making Decision Today Would Buy/Lease Any Volvo
Adults 18+				*		
	Unwgt'd	48273	122	33	57	185
	Weighted (000)	240780	544	78	222	781
	Horz %	100.00	0.23	0.03	0.09	0.32
	Vert %	100.00	100.00	100.00	100.00	100.00
Index	100	100	100	100	100	
Male				*	*	
	Unwgt'd	24392	64	19	31	71
	Weighted (000)	116178	262	46	107	290
	Horz %	100.00	0.23	0.04	0.09	0.25
	Vert %	48.25	48.13	58.98	48.22	37.13
Index	100	100	122	100	77	
Female				*	*	
	Unwgt'd	23881	58	14	26	114
	Weighted (000)	124602	282	32	115	491
	Horz %	100.00	0.23	0.03	0.09	0.39
	Vert %	51.75	51.87	41.02	51.78	62.87
Index	100	100	79	100	121	
Age 18-24			*	*	*	*
	Unwgt'd	3822	11	1	5	10
	Weighted (000)	30214	96	1	38	94
	Horz %	100.00	0.32	0.00	0.13	0.31
	Vert %	12.55	17.65	1.42	17.14	12.06
Index	100	141	11	137	96	
Age 25-34			*	*	*	*
	Unwgt'd	8153	4	0	0	21
	Weighted (000)	42657	17	0	0	94
	Horz %	100.00	0.04	0.00	0.00	0.22
	Vert %	17.72	3.07	0.00	0.00	12.09
Index	100	17	0	0	68	
Age 35-44			*	*	*	*
	Unwgt'd	8482	12	2	6	33
	Weighted (000)	40077	65	7	39	160
	Horz %	100.00	0.16	0.02	0.10	0.40
	Vert %	16.64	11.93	8.63	17.57	20.47
Index	100	72	52	106	123	
Age 45-54			*	*	*	*
	Unwgt'd	8893	30	10	16	34
	Weighted (000)	43246	121	28	58	138
	Horz %	100.00	0.28	0.07	0.13	0.32
	Vert %	17.96	22.32	36.43	26.20	17.67
Index	100	124	203	146	98	
Age 55-64			*	*	*	*
	Unwgt'd	8384	27	4	11	39
	Weighted (000)	39759	137	5	35	159
	Horz %	100.00	0.34	0.01	0.09	0.40
	Vert %	16.51	25.13	6.30	15.81	20.42
Index	100	152	38	96	124	
Age 65+			*	*	*	*
	Unwgt'd	10539	38	16	19	48
	Weighted (000)	44827	108	37	52	135
	Horz %	100.00	0.24	0.08	0.12	0.30
	Vert %	18.62	19.90	47.22	23.28	17.30
Index	100	107	254	125	93	

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Age 21+				*		
	Unwgt'd	46843	116	33	54	181
	Weighted (000)	228583	495	78	187	714
	Horz %	100.00	0.22	0.03	0.08	0.31
	Vert %	94.93	91.04	100.00	84.19	91.51
	Index	100	96	105	89	96
Age 18-34			*	*	*	*
	Unwgt'd	11975	15	1	5	31
	Weighted (000)	72871	113	1	38	189
	Horz %	100.00	0.15	0.00	0.05	0.26
	Vert %	30.26	20.72	1.42	17.14	24.16
	Index	100	68	5	57	80
Age 18-49			*	*	*	*
	Unwgt'd	24725	39	6	15	81
	Weighted (000)	133805	234	16	90	390
	Horz %	100.00	0.17	0.01	0.07	0.29
	Vert %	55.57	43.08	20.27	40.50	49.98
	Index	100	78	36	73	90
Age 25-54			*	*	*	*
	Unwgt'd	25528	46	12	22	88
	Weighted (000)	125979	203	35	97	392
	Horz %	100.00	0.16	0.03	0.08	0.31
	Vert %	52.32	37.32	45.06	43.78	50.22
	Index	100	71	86	84	96
Age 35-64			*	*	*	*
	Unwgt'd	25759	69	16	33	106
	Weighted (000)	123081	323	40	132	457
	Horz %	100.00	0.26	0.03	0.11	0.37
	Vert %	51.12	59.38	51.36	59.59	58.55
	Index	100	116	100	117	115
Age 50+			*	*	*	*
	Unwgt'd	23548	83	27	42	104
	Weighted (000)	106974	309	62	132	390
	Horz %	100.00	0.29	0.06	0.12	0.36
	Vert %	44.43	56.92	79.73	59.50	50.02
	Index	100	128	179	134	113
Median Age	Unwgt'd					
	Weighted (000)	46.80	52.90	58.40	52.30	50.00
	Horz %					
	Vert %					
	Index	100	113	125	112	107
Race: White Only			*	*	*	*
	Unwgt'd	34938	102	30	47	157
	Weighted (000)	177950	439	73	190	694
	Horz %	100.00	0.25	0.04	0.11	0.39
	Vert %	73.91	80.85	94.40	85.72	88.86
	Index	100	109	128	116	120
Race: Black/African-American Only			*	*	*	*
	Unwgt'd	5766	12	3	9	18
	Weighted (000)	29089	38	4	28	68
	Horz %	100.00	0.13	0.01	0.10	0.23
	Vert %	12.08	6.96	5.60	12.73	8.65
	Index	100	58	46	105	72

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				*	*	*
Race: Asian	Unwgt'd	2336	2	0	0	3
	Weighted (000)	8427	15	0	0	6
	Horz %	100.00	0.18	0.00	0.00	0.07
	Vert %	3.50	2.80	0.00	0.00	0.77
	Index	100	80	0	0	22
			*	*	*	*
Race: Other Race/Multi-Racial	Unwgt'd	7569	8	0	1	10
	Weighted (000)	33741	66	0	3	19
	Horz %	100.00	0.20	0.00	0.01	0.06
	Vert %	14.01	12.20	0.00	1.56	2.49
	Index	100	87	0	11	18
			*	*	*	*
Hispanic, Latino, Spanish Origin or Descent	Unwgt'd	6274	6	1	3	13
	Weighted (000)	36640	48	2	8	78
	Horz %	100.00	0.13	0.00	0.02	0.21
	Vert %	15.22	8.78	2.16	3.61	9.95
	Index	100	58	14	24	65
			*	*	*	*
Hispanic, Personally Speak Only English at Home	Unwgt'd	1651	2	0	1	8
	Weighted (000)	5719	11	0	3	29
	Horz %	100.00	0.18	0.00	0.06	0.51
	Vert %	2.38	1.94	0.00	1.56	3.71
	Index	100	82	0	66	156
			*	*	*	*
Hispanic, Personally Speak Mostly English, But Some Spanish at Home	Unwgt'd	1862	1	0	1	2
	Weighted (000)	9417	3	0	3	9
	Horz %	100.00	0.03	0.00	0.03	0.10
	Vert %	3.91	0.53	0.00	1.29	1.21
	Index	100	13	0	33	31
			*	*	*	*
Hispanic, Personally Speak Only Spanish at Home	Unwgt'd	1118	2	0	0	1
	Weighted (000)	10393	33	0	0	17
	Horz %	100.00	0.31	0.00	0.00	0.16
	Vert %	4.32	6.00	0.00	0.00	2.12
	Index	100	139	0	0	49
			*	*	*	*
Hispanic, Personally Speak Mostly Spanish, But Some English at Home	Unwgt'd	1522	1	1	1	2
	Weighted (000)	8987	2	2	2	23
	Horz %	100.00	0.02	0.02	0.02	0.25
	Vert %	3.73	0.31	2.16	0.76	2.91
	Index	100	8	58	20	78
			*	*	*	*
Hispanic, Personally Speak Spanish and English Equally at Home	Unwgt'd	95	0	0	0	0
	Weighted (000)	1661	0	0	0	0
	Horz %	100.00	0.00	0.00	0.00	0.00
	Vert %	0.69	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	Unwgt'd	6767	29	11	13	48
	Weighted (000)	25246	92	25	27	175
	Horz %	100.00	0.37	0.10	0.11	0.69
	Vert %	10.49	16.96	32.75	12.36	22.43
	Index	100	162	312	118	214

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				*	*	*
Highest Level Education Completed/Highest Degree Received: Bachelor's Degree	Unwgt'd	11007	34	10	16	61
	Weighted (000)	45336	104	22	36	211
	Horz %	100.00	0.23	0.05	0.08	0.46
	Vert %	18.83	19.21	28.59	16.01	26.98
	Index	100	102	152	85	143
				*	*	*
Highest Level Education Completed/Highest Degree Received: Associate Degree, Academic	Unwgt'd	2525	3	2	1	14
	Weighted (000)	10486	12	4	1	56
	Horz %	100.00	0.12	0.03	0.01	0.54
	Vert %	4.36	2.23	4.62	0.60	7.23
	Index	100	51	106	14	166
				*	*	*
Highest Level Education Completed/Highest Degree Received: Associate Degree, Occupational/Vocational	Unwgt'd	3281	10	1	5	15
	Weighted (000)	13387	33	1	14	58
	Horz %	100.00	0.24	0.01	0.10	0.44
	Vert %	5.56	6.03	1.42	6.33	7.47
	Index	100	108	25	114	134
				*	*	*
Highest Level Education Completed/Highest Degree Received: Some College, but No Degree	Unwgt'd	10114	21	2	8	31
	Weighted (000)	45271	133	4	55	161
	Horz %	100.00	0.29	0.01	0.12	0.36
	Vert %	18.80	24.47	5.07	24.74	20.59
	Index	100	130	27	132	110
				*	*	*
Respondent - Highest Level Education Completed/Highest Degree Received: High school graduate (High School Diploma or Equivalent, such as GED)	Unwgt'd	10354	15	5	7	13
	Weighted (000)	71224	109	11	52	101
	Horz %	100.00	0.15	0.01	0.07	0.14
	Vert %	29.58	20.11	13.60	23.56	12.93
	Index	100	68	46	80	44
				*	*	*
Respondent - Highest Level Education Completed/Highest Degree Received: 11th Grade or Less or 12th Grade, No Diploma	Unwgt'd	4225	10	2	7	3
	Weighted (000)	29828	60	11	36	18
	Horz %	100.00	0.20	0.04	0.12	0.06
	Vert %	12.39	10.98	13.96	16.40	2.37
	Index	100	89	113	132	19
				*	*	*
Currently Attending College or University	Unwgt'd	3453	12	1	6	10
	Weighted (000)	19367	73	3	41	51
	Horz %	100.00	0.38	0.02	0.21	0.26
	Vert %	8.04	13.37	4.08	18.54	6.56
	Index	100	166	51	231	82
				*	*	*
Employed Full Time	Unwgt'd	24928	54	15	23	98
	Weighted (000)	116486	235	37	75	452
	Horz %	100.00	0.20	0.03	0.06	0.39
	Vert %	48.38	43.32	47.36	33.95	57.92
	Index	100	90	98	70	120
				*	*	*
Employed Part Time	Unwgt'd	5673	20	6	11	23
	Weighted (000)	29663	85	14	49	97
	Horz %	100.00	0.29	0.05	0.16	0.33
	Vert %	12.32	15.69	18.17	22.01	12.43
	Index	100	127	147	179	101

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				*	*	*
Not Employed	Unwgt'd	17672	48	12	23	64
	Weighted (000)	94631	223	27	98	231
	Horz %	100.00	0.24	0.03	0.10	0.24
	Vert %	39.30	41.00	34.47	44.04	29.66
	Index	100	104	88	112	75
			*	*	*	*
Temporarily Unemployed	Unwgt'd	1992	3	0	1	4
	Weighted (000)	13071	10	0	4	15
	Horz %	100.00	0.07	0.00	0.03	0.12
	Vert %	5.43	1.76	0.00	1.95	1.97
	Index	100	32	0	36	36
			*	*	*	*
Retired from Employment	Unwgt'd	10157	36	12	16	45
	Weighted (000)	45370	137	27	43	138
	Horz %	100.00	0.30	0.06	0.10	0.30
	Vert %	18.84	25.13	34.47	19.56	17.63
	Index	100	133	183	104	94
			*	*	*	*
Not Employed, Principal Shopper for Household	Unwgt'd	2514	3	0	2	8
	Weighted (000)	16486	36	0	20	27
	Horz %	100.00	0.22	0.00	0.12	0.16
	Vert %	6.85	6.71	0.00	9.24	3.45
	Index	100	98	0	135	50
			*	*	*	*
Occupation: Professional and Related Occupations	Unwgt'd	7447	19	8	10	39
	Weighted (000)	33261	53	15	19	194
	Horz %	100.00	0.16	0.05	0.06	0.58
	Vert %	13.81	9.78	19.30	8.73	24.83
	Index	100	71	140	63	180
			*	*	*	*
Occupation: Management, Business and Financial Operations	Unwgt'd	6565	17	6	8	39
	Weighted (000)	24062	49	14	17	114
	Horz %	100.00	0.20	0.06	0.07	0.47
	Vert %	9.99	9.03	18.52	7.62	14.64
	Index	100	90	185	76	147
			*	*	*	*
Occupation: Sales and Office Occupations	Unwgt'd	5945	14	4	7	22
	Weighted (000)	32600	57	7	19	127
	Horz %	100.00	0.17	0.02	0.06	0.39
	Vert %	13.54	10.48	9.24	8.57	16.33
	Index	100	77	68	63	121
			*	*	*	*
Occupation: Natural Resources, Construction and Maintenance Occupations	Unwgt'd	2586	6	2	3	5
	Weighted (000)	13486	45	11	26	17
	Horz %	100.00	0.33	0.08	0.19	0.13
	Vert %	5.60	8.22	13.96	11.51	2.20
	Index	100	147	249	205	39
			*	*	*	*
Occupation: Other Employed	Unwgt'd	8058	18	1	6	16
	Weighted (000)	42740	117	4	43	96
	Horz %	100.00	0.27	0.01	0.10	0.23
	Vert %	17.75	21.49	4.52	19.54	12.34
	Index	100	121	25	110	70

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				*	*	*
Household Income: \$250,000+	Unwgt'd	1862	8	4	3	17
	Weighted (000)	7072	24	7	5	68
	Horz %	100.00	0.34	0.10	0.06	0.96
	Vert %	2.94	4.36	8.93	2.07	8.73
	Index	100	148	304	71	297
				*	*	*
Household Income: \$200,000-\$249,999	Unwgt'd	1511	6	2	2	10
	Weighted (000)	6244	28	4	11	28
	Horz %	100.00	0.45	0.06	0.17	0.44
	Vert %	2.59	5.12	4.76	4.75	3.53
	Index	100	197	184	183	136
				*	*	*
Household Income: \$150,000-\$199,999	Unwgt'd	3595	9	4	3	27
	Weighted (000)	16937	39	11	9	94
	Horz %	100.00	0.23	0.07	0.05	0.56
	Vert %	7.03	7.24	14.27	3.96	12.11
	Index	100	103	203	56	172
				*	*	*
Household Income: \$100,000-\$149,999	Unwgt'd	7160	20	2	12	39
	Weighted (000)	37688	119	9	51	264
	Horz %	100.00	0.32	0.02	0.13	0.70
	Vert %	15.65	21.89	12.06	22.92	33.81
	Index	100	140	77	146	216
				*	*	*
Household Income: \$75,000-\$99,999	Unwgt'd	6228	25	6	10	27
	Weighted (000)	32225	115	13	52	94
	Horz %	100.00	0.36	0.04	0.16	0.29
	Vert %	13.38	21.19	17.01	23.64	12.10
	Index	100	158	127	177	90
				*	*	*
Household Income: \$60,000-\$74,999	Unwgt'd	4977	16	7	8	13
	Weighted (000)	25163	88	16	39	56
	Horz %	100.00	0.35	0.06	0.16	0.22
	Vert %	10.45	16.23	20.77	17.60	7.14
	Index	100	155	199	168	68
				*	*	*
Household Income: \$50,000-\$59,999	Unwgt'd	3803	13	7	4	11
	Weighted (000)	18770	48	16	7	63
	Horz %	100.00	0.26	0.08	0.03	0.34
	Vert %	7.80	8.89	20.05	2.94	8.12
	Index	100	114	257	38	104
				*	*	*
Household Income: \$40,000-\$49,999	Unwgt'd	4778	5	0	2	13
	Weighted (000)	20586	10	0	3	25
	Horz %	100.00	0.05	0.00	0.01	0.12
	Vert %	8.55	1.86	0.00	1.27	3.20
	Index	100	22	0	15	37
				*	*	*
Household Income: \$30,000-\$39,999	Unwgt'd	4643	7	0	4	12
	Weighted (000)	22039	17	0	6	31
	Horz %	100.00	0.08	0.00	0.03	0.14
	Vert %	9.15	3.10	0.00	2.63	4.03
	Index	100	34	0	29	44

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				*	*	*
Household Income: \$20,000-\$29,999	Unwgt'd	4346	5	0	4	9
	Weighted (000)	21849	30	0	21	34
	Horz %	100.00	0.14	0.00	0.10	0.16
	Vert %	9.07	5.49	0.00	9.68	4.37
	Index	100	60	0	107	48
Household Income: Under \$20,000			*	*	*	*
	Unwgt'd	5370	8	1	5	7
	Weighted (000)	32207	25	2	19	22
	Horz %	100.00	0.08	0.01	0.06	0.07
	Vert %	13.38	4.64	2.16	8.55	2.87
	Index	100	35	16	64	21
Median Household Income						
	Unwgt'd					
	Weighted (000)	62.90	86.60	85.30	82.80	112.10
	Horz %					
	Vert %					
	Index	100	138	136	131	178
Marital Status: Single, Never Married			*	*	*	*
	Unwgt'd	11890	23	3	11	33
	Weighted (000)	67363	131	5	53	137
	Horz %	100.00	0.19	0.01	0.08	0.20
	Vert %	27.98	24.06	6.07	23.85	17.60
	Index	100	86	22	85	63
Marital Status: Currently Married				*	*	*
	Unwgt'd	24640	69	22	30	111
	Weighted (000)	127911	332	50	112	514
	Horz %	100.00	0.26	0.04	0.09	0.40
	Vert %	53.12	61.04	64.29	50.58	65.89
	Index	100	115	121	95	124
Marital Status: Divorced or Legally Separated			*	*	*	*
	Unwgt'd	7948	18	3	8	24
	Weighted (000)	30646	43	12	27	81
	Horz %	100.00	0.14	0.04	0.09	0.26
	Vert %	12.73	7.89	15.04	12.33	10.37
	Index	100	62	118	97	81
Marital Status: Widowed			*	*	*	*
	Unwgt'd	3795	12	5	8	17
	Weighted (000)	14859	38	11	29	48
	Horz %	100.00	0.26	0.08	0.20	0.32
	Vert %	6.17	7.00	14.59	13.24	6.14
	Index	100	113	236	215	100
Marital Status: Engaged to Be Married			*	*	*	*
	Unwgt'd	1949	4	1	1	5
	Weighted (000)	10768	49	8	8	12
	Horz %	100.00	0.46	0.07	0.07	0.11
	Vert %	4.47	9.04	9.71	3.41	1.49
	Index	100	202	217	76	33
Marital Status: Living with Partner/Fiancé/Boyfriend or Girlfriend (Same or Opposite Sex)			*	*	*	*
	Unwgt'd	3390	5	3	2	7
	Weighted (000)	20609	42	7	5	19
	Horz %	100.00	0.21	0.03	0.02	0.09
	Vert %	8.56	7.78	8.90	2.09	2.42
	Index	100	91	104	24	28

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				*	*	*
Any Child(ren) Under Age 18 Living at Home	Unwgt'd	18110	39	11	20	67
	Weighted (000)	95244	236	25	115	357
	Horz %	100.00	0.25	0.03	0.12	0.37
	Vert %	39.56	43.46	31.94	51.65	45.68
	Index	100	110	81	131	115
				*	*	*
1 Child Under Age 18 Currently Living at Home	Unwgt'd	7249	15	3	8	32
	Weighted (000)	38782	96	6	30	140
	Horz %	100.00	0.25	0.02	0.08	0.36
	Vert %	16.11	17.73	8.09	13.38	17.91
	Index	100	110	50	83	111
				*	*	*
2 Children Under Age 18 Currently Living at Home	Unwgt'd	6875	10	0	4	26
	Weighted (000)	34084	73	0	36	152
	Horz %	100.00	0.22	0.00	0.11	0.45
	Vert %	14.16	13.52	0.00	16.30	19.48
	Index	100	95	0	115	138
				*	*	*
3 Children Under Age 18 Currently Living at Home	Unwgt'd	2656	10	7	5	7
	Weighted (000)	14443	27	17	10	62
	Horz %	100.00	0.18	0.12	0.07	0.43
	Vert %	6.00	4.90	22.03	4.65	7.96
	Index	100	82	367	78	133
				*	*	*
4 Children Under Age 18 Currently Living at Home	Unwgt'd	917	4	1	3	2
	Weighted (000)	5134	40	1	38	3
	Horz %	100.00	0.78	0.03	0.75	0.05
	Vert %	2.13	7.32	1.81	17.32	0.34
	Index	100	343	85	812	16
				*	*	*
5 or More Children Under Age 18 Currently Living at Home	Unwgt'd	413	0	0	0	0
	Weighted (000)	2801	0	0	0	0
	Horz %	100.00	0.00	0.00	0.00	0.00
	Vert %	1.16	0.00	0.00	0.00	0.00
	Index	100	0	0	0	0
				*	*	*
Own Home/Residence	Unwgt'd	33144	98	31	48	143
	Weighted (000)	160200	394	73	152	575
	Horz %	100.00	0.25	0.05	0.09	0.36
	Vert %	66.53	72.56	94.36	68.49	73.71
	Index	100	109	142	103	111
				*	*	*
Rent Home/Residence	Unwgt'd	14554	20	1	7	40
	Weighted (000)	77579	141	1	66	186
	Horz %	100.00	0.18	0.00	0.08	0.24
	Vert %	32.22	25.85	1.08	29.66	23.89
	Index	100	80	3	92	74
				*	*	*
Live Rent-Free in Home/Residence	Unwgt'd	575	4	1	2	2
	Weighted (000)	3001	9	4	4	19
	Horz %	100.00	0.29	0.12	0.14	0.62
	Vert %	1.25	1.59	4.55	1.85	2.40
	Index	100	127	365	149	192

RAB / GfK MRI AUTO PROFILE: VOLVO

		Adults 18+	Own/Lease Any Volvo	Decision Maker for Any Volvo Bought/Leased New	Recently Bought/Leased Any Volvo	If Making Decision Today Would Buy/Lease Any Volvo
				*	*	*
Census Region: North East	Unwgt'd	11292	30	10	11	61
	Weighted (000)	43596	114	29	54	211
	Horz %	100.00	0.26	0.07	0.12	0.48
	Vert %	18.11	20.98	37.94	24.26	27.08
	Index	100	116	210	134	150
				*	*	*
Census Region: South	Unwgt'd	16777	42	14	27	62
	Weighted (000)	90561	144	23	82	280
	Horz %	100.00	0.16	0.03	0.09	0.31
	Vert %	37.61	26.46	29.84	36.92	35.89
	Index	100	70	79	98	95
				*	*	*
Census Region: Midwest	Unwgt'd	10348	13	1	5	27
	Weighted (000)	51575	52	2	10	159
	Horz %	100.00	0.10	0.00	0.02	0.31
	Vert %	21.42	9.58	3.02	4.68	20.34
	Index	100	45	14	22	95
				*	*	*
Census Region: West	Unwgt'd	9856	37	8	14	35
	Weighted (000)	55047	234	23	76	130
	Horz %	100.00	0.42	0.04	0.14	0.24
	Vert %	22.86	42.98	29.19	34.13	16.68
	Index	100	188	128	149	73
				*	*	*
Census Sub-Region: New England	Unwgt'd	2902	14	1	5	19
	Weighted (000)	11431	56	3	25	44
	Horz %	100.00	0.49	0.03	0.22	0.39
	Vert %	4.75	10.39	3.98	11.34	5.70
	Index	100	219	84	239	120
				*	*	*
Census Sub-Region: Mid Atlantic	Unwgt'd	8390	16	9	6	42
	Weighted (000)	32165	58	26	29	167
	Horz %	100.00	0.18	0.08	0.09	0.52
	Vert %	13.36	10.59	33.97	12.92	21.39
	Index	100	79	254	97	160
				*	*	*
Census Sub-Region: South Atlantic	Unwgt'd	9468	29	9	18	48
	Weighted (000)	46537	108	16	54	178
	Horz %	100.00	0.23	0.03	0.12	0.38
	Vert %	19.33	19.87	20.73	24.42	22.75
	Index	100	103	107	126	118
				*	*	*
Census Sub-Region: East South Central	Unwgt'd	1936	4	0	3	7
	Weighted (000)	14894	16	0	14	59
	Horz %	100.00	0.11	0.00	0.09	0.40
	Vert %	6.19	2.91	0.00	6.23	7.62
	Index	100	47	0	101	123
				*	*	*
Census Sub-Region: West South Central	Unwgt'd	5373	9	5	6	7
	Weighted (000)	29130	20	7	14	43
	Horz %	100.00	0.07	0.02	0.05	0.15
	Vert %	12.10	3.68	9.11	6.27	5.52
	Index	100	30	75	52	46

RAB / GfK MRI AUTO PROFILE: VOLVO

		Adults 18+	Own/Lease Any Volvo	Decision Maker for Any Volvo Bought/Leased New	Recently Bought/Leased Any Volvo	If Making Decision Today Would Buy/Lease Any Volvo
				*	*	*
Census Sub-Region: East North Central	Unwgt'd	7954	12	1	5	22
	Weighted (000)	35969	46	2	10	107
	Horz %	100.00	0.13	0.01	0.03	0.30
	Vert %	14.94	8.37	3.02	4.68	13.68
	Index	100	56	20	31	92
				*	*	*
Census Sub-Region: West North Central	Unwgt'd	2394	1	0	0	5
	Weighted (000)	15607	7	0	0	52
	Horz %	100.00	0.04	0.00	0.00	0.33
	Vert %	6.48	1.21	0.00	0.00	6.66
	Index	100	19	0	0	103
				*	*	*
Census Sub-Region: Mountain	Unwgt'd	2516	3	0	0	8
	Weighted (000)	17393	31	0	0	34
	Horz %	100.00	0.18	0.00	0.00	0.19
	Vert %	7.22	5.62	0.00	0.00	4.33
	Index	100	78	0	0	60
				*	*	*
Census Sub-Region: Pacific	Unwgt'd	7340	34	8	14	27
	Weighted (000)	37654	203	23	76	96
	Horz %	100.00	0.54	0.06	0.20	0.26
	Vert %	15.64	37.36	29.19	34.13	12.35
	Index	100	239	187	218	79
				*	*	*
County Size: A	Unwgt'd	26336	69	25	35	118
	Weighted (000)	101038	242	57	124	390
	Horz %	100.00	0.24	0.06	0.12	0.39
	Vert %	41.96	44.57	73.71	55.71	49.91
	Index	100	106	176	133	119
				*	*	*
County Size: B	Unwgt'd	11787	35	5	14	46
	Weighted (000)	70879	161	13	67	276
	Horz %	100.00	0.23	0.02	0.10	0.39
	Vert %	29.44	29.64	16.51	30.39	35.35
	Index	100	101	56	103	120
				*	*	*
County Size: C/D	Unwgt'd	10150	18	3	8	21
	Weighted (000)	68862	140	8	31	115
	Horz %	100.00	0.20	0.01	0.04	0.17
	Vert %	28.60	25.79	9.78	13.90	14.74
	Index	100	90	34	49	52
				*	*	*
Radio Formats: AAA (subset of Alternative) (Monday-Sunday 24-Hour Cume)	Unwgt'd	1208	5	1	1	3
	Weighted (000)	4881	13	2	2	5
	Horz %	100.00	0.27	0.04	0.04	0.10
	Vert %	2.03	2.45	2.34	0.82	0.64
	Index	100	121	116	40	32
				*	*	*
Radio Formats: Adult Contemporary (Monday-Sunday 24-Hour Cume)	Unwgt'd	8156	24	5	13	26
	Weighted (000)	39455	128	9	42	112
	Horz %	100.00	0.33	0.02	0.11	0.28
	Vert %	16.39	23.60	11.66	19.07	14.38
	Index	100	144	71	116	88

RAB / GfK MRI AUTO PROFILE: VOLVO

		Adults 18+	Own/Lease Any Volvo	Decision Maker for Any Volvo Bought/Leased New	Recently Bought/Leased Any Volvo	If Making Decision Today Would Buy/Lease Any Volvo
				*	*	*
Radio Formats: Adult Hits (Monday-Sunday 24-Hour Cume)	Unwgt'd	1202	1	0	0	1
	Weighted (000)	6602	2	0	0	4
	Horz %	100.00	0.04	0.00	0.00	0.06
	Vert %	2.74	0.43	0.00	0.00	0.47
	Index	100	16	0	0	17
				*	*	*
Radio Formats: Adult Standards/Easy Listening (Monday-Sunday 24-Hour Cume)	Unwgt'd	287	1	0	0	1
	Weighted (000)	1442	9	0	0	1
	Horz %	100.00	0.59	0.00	0.00	0.07
	Vert %	0.60	1.57	0.00	0.00	0.13
	Index	100	263	0	0	22
				*	*	*
Radio Formats: All News (Monday-Sunday 24-Hour Cume)	Unwgt'd	2864	7	3	4	10
	Weighted (000)	8071	27	4	5	46
	Horz %	100.00	0.33	0.05	0.06	0.58
	Vert %	3.35	4.96	5.56	2.15	5.95
	Index	100	148	166	64	177
				*	*	*
Radio Formats: All Sports (Monday-Sunday 24-Hour Cume)	Unwgt'd	3437	7	3	4	11
	Weighted (000)	12832	25	7	15	22
	Horz %	100.00	0.20	0.05	0.12	0.17
	Vert %	5.33	4.69	8.98	6.87	2.87
	Index	100	88	169	129	54
				*	*	*
Radio Formats: All Talk (Monday-Sunday 24-Hour Cume)	Unwgt'd	884	2	1	2	1
	Weighted (000)	4021	9	1	9	2
	Horz %	100.00	0.23	0.03	0.23	0.05
	Vert %	1.67	1.67	1.75	4.09	0.23
	Index	100	100	105	245	14
				*	*	*
Radio Formats: Alternative (Monday-Sunday 24-Hour Cume)	Unwgt'd	3316	12	2	5	7
	Weighted (000)	15752	65	5	45	17
	Horz %	100.00	0.41	0.03	0.29	0.11
	Vert %	6.54	11.92	6.42	20.48	2.22
	Index	100	182	98	313	34
				*	*	*
Radio Formats: CHR/Top 40 (Monday-Sunday 24-Hour Cume)	Unwgt'd	8653	17	2	6	28
	Weighted (000)	45814	57	5	13	131
	Horz %	100.00	0.12	0.01	0.03	0.29
	Vert %	19.03	10.53	6.19	6.03	16.80
	Index	100	55	33	32	88
				*	*	*
Radio Formats: Classic Hits (Monday-Sunday 24-Hour Cume)	Unwgt'd	2973	4	2	1	5
	Weighted (000)	14188	17	2	1	22
	Horz %	100.00	0.12	0.02	0.01	0.15
	Vert %	5.89	3.12	2.83	0.61	2.77
	Index	100	53	48	10	47
				*	*	*
Radio Formats: Classic Rock (Monday-Sunday 24-Hour Cume)	Unwgt'd	3601	10	4	5	11
	Weighted (000)	18087	45	13	14	67
	Horz %	100.00	0.25	0.07	0.08	0.37
	Vert %	7.51	8.25	17.02	6.37	8.58
	Index	100	110	227	85	114

RAB / GfK MRI AUTO PROFILE: VOLVO

		Adults 18+	Own/Lease Any Volvo	Decision Maker for Any Volvo Bought/Leased New	Recently Bought/Leased Any Volvo	If Making Decision Today Would Buy/Lease Any Volvo
				*	*	*
Radio Formats: Classical (Monday-Sunday 24-Hour Cume)	Unwgt'd	1383	7	1	3	16
	Weighted (000)	5415	32	3	9	39
	Horz %	100.00	0.59	0.06	0.17	0.72
	Vert %	2.25	5.91	4.05	4.12	5.01
	Index	100	263	180	183	223
				*	*	*
Radio Formats: Country (Monday-Sunday 24-Hour Cume)	Unwgt'd	8065	13	2	5	29
	Weighted (000)	46392	96	4	21	111
	Horz %	100.00	0.21	0.01	0.05	0.24
	Vert %	19.27	17.67	4.76	9.64	14.25
	Index	100	92	25	50	74
				*	*	*
Radio Formats: Ethnic (Monday-Sunday 24-Hour Cume)	Unwgt'd	289	0	0	0	1
	Weighted (000)	1180	0	0	0	2
	Horz %	100.00	0.00	0.00	0.00	0.13
	Vert %	0.49	0.00	0.00	0.00	0.20
	Index	100	0	0	0	41
				*	*	*
Radio Formats: Gospel (Monday-Sunday 24-Hour Cume)	Unwgt'd	730	2	0	1	3
	Weighted (000)	4011	14	0	9	10
	Horz %	100.00	0.35	0.00	0.21	0.25
	Vert %	1.67	2.57	0.00	3.89	1.27
	Index	100	155	0	233	76
				*	*	*
Radio Formats: Hispanic (All Genres) (Monday-Sunday 24-Hour Cume)	Unwgt'd	2429	5	1	2	1
	Weighted (000)	15349	39	2	4	4
	Horz %	100.00	0.25	0.01	0.02	0.03
	Vert %	6.37	7.13	2.16	1.68	0.53
	Index	100	112	34	26	8
				*	*	*
Radio Formats: Hot AC (Subset of "Adult Contemporary") (Monday-Sunday 24-Hour Cume)	Unwgt'd	3507	12	1	5	11
	Weighted (000)	16479	74	2	12	49
	Horz %	100.00	0.45	0.01	0.07	0.29
	Vert %	6.84	13.64	3.02	5.24	6.23
	Index	100	199	44	77	91
				*	*	*
Radio Formats: Jazz (Monday-Sunday 24-Hour Cume)	Unwgt'd	702	1	0	1	6
	Weighted (000)	2542	4	0	4	13
	Horz %	100.00	0.14	0.00	0.14	0.51
	Vert %	1.06	0.65	0.00	1.59	1.67
	Index	100	61	0	150	159
				*	*	*
Radio Formats: Mexican/Tejano/Ranchera (Subset of "Hispanic") (Monday-Sunday 24-Hour Cume)	Unwgt'd	991	2	0	0	0
	Weighted (000)	6494	33	0	0	0
	Horz %	100.00	0.50	0.00	0.00	0.00
	Vert %	2.70	6.00	0.00	0.00	0.00
	Index	100	223	0	0	0
				*	*	*
Radio Formats: News/Talk (Monday-Sunday 24-Hour Cume)	Unwgt'd	5900	22	8	10	33
	Weighted (000)	23011	58	14	16	84
	Horz %	100.00	0.25	0.06	0.07	0.36
	Vert %	9.56	10.69	17.70	7.25	10.71
	Index	100	112	185	76	112

RAB / GfK MRI AUTO PROFILE: VOLVO

		Adults 18+	Own/Lease Any Volvo	Decision Maker for Any Volvo Bought/Leased New	Recently Bought/Leased Any Volvo	If Making Decision Today Would Buy/Lease Any Volvo
				*	*	*
Radio Formats: Oldies (Monday-Sunday 24-Hour Cume)	Unwgt'd	1671	6	1	4	5
	Weighted (000)	8714	35	4	24	13
	Horz %	100.00	0.41	0.04	0.27	0.15
	Vert %	3.62	6.53	4.83	10.77	1.64
	Index	100	180	133	298	45
				*	*	*
Radio Formats: Public Radio/Non-Commercial (Monday-Sunday 24-Hour Cume)	Unwgt'd	2634	11	5	6	14
	Weighted (000)	10681	33	12	12	52
	Horz %	100.00	0.31	0.11	0.11	0.48
	Vert %	4.44	6.14	15.66	5.52	6.60
	Index	100	139	353	124	149
				*	*	*
Radio Formats: Religion/Christian (Monday-Sunday 24-Hour Cume)	Unwgt'd	3953	14	3	9	18
	Weighted (000)	20069	43	8	26	71
	Horz %	100.00	0.21	0.04	0.13	0.36
	Vert %	8.34	7.84	10.38	11.54	9.16
	Index	100	94	125	138	110
				*	*	*
Radio Formats: Rhythmic (Monday-Sunday 24-Hour Cume)	Unwgt'd	2820	5	1	1	9
	Weighted (000)	14985	18	1	1	26
	Horz %	100.00	0.12	0.01	0.01	0.17
	Vert %	6.22	3.40	1.42	0.50	3.31
	Index	100	55	23	8	53
				*	*	*
Radio Formats: Rock (Monday-Sunday 24-Hour Cume)	Unwgt'd	3771	10	4	7	11
	Weighted (000)	18525	34	16	27	25
	Horz %	100.00	0.18	0.09	0.15	0.14
	Vert %	7.69	6.26	20.78	12.33	3.26
	Index	100	81	270	160	42
				*	*	*
Radio Formats: Soft Adult Contemporary/Lite Rock (Monday-Sunday 24-Hour Cume)	Unwgt'd	1166	2	1	0	3
	Weighted (000)	6001	6	1	0	14
	Horz %	100.00	0.11	0.01	0.00	0.24
	Vert %	2.49	1.17	1.08	0.00	1.83
	Index	100	47	43	0	74
				*	*	*
Radio Formats: Spanish AC (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	Unwgt'd	791	1	1	1	1
	Weighted (000)	4990	2	2	2	4
	Horz %	100.00	0.03	0.03	0.03	0.08
	Vert %	2.07	0.31	2.16	0.76	0.53
	Index	100	15	104	37	26
				*	*	*
Radio Formats: Tropical (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	Unwgt'd	315	1	0	0	0
	Weighted (000)	1793	2	0	0	0
	Horz %	100.00	0.13	0.00	0.00	0.00
	Vert %	0.74	0.44	0.00	0.00	0.00
	Index	100	59	0	0	0
				*	*	*
Radio Formats: Urban (All Genres) (Monday-Sunday 24-Hour Cume)	Unwgt'd	5190	9	2	6	11
	Weighted (000)	26664	31	3	15	43
	Horz %	100.00	0.11	0.01	0.06	0.16
	Vert %	11.07	5.63	3.83	6.76	5.50
	Index	100	51	35	61	50

RAB / GfK MRI AUTO PROFILE: VOLVO

		Adults 18+	Own/Lease Any Volvo	Decision Maker for Any Volvo Bought/Leased New	Recently Bought/Leased Any Volvo	If Making Decision Today Would Buy/Lease Any Volvo
				*	*	*
Radio Formats: Urban AC (Subset of Urban) (Monday-Sunday 24-Hour Cume)	Unwgt'd	2379	4	2	4	6
	Weighted (000)	11083	8	3	8	22
	Horz %	100.00	0.07	0.03	0.07	0.20
	Vert %	4.60	1.42	3.83	3.47	2.86
	Index	100	31	83	75	62
				*	*	*
Radio Formats: Urban Contemporary (Subset of Urban) (Monday-Sunday 24-Hour Cume)	Unwgt'd	1939	2	0	1	2
	Weighted (000)	11362	5	0	2	9
	Horz %	100.00	0.04	0.00	0.02	0.08
	Vert %	4.72	0.87	0.00	0.83	1.19
	Index	100	19	0	18	25
				*	*	*
Radio Formats: Variety/Other (Monday-Sunday 24-Hour Cume)	Unwgt'd	1269	4	0	1	7
	Weighted (000)	7051	26	0	2	27
	Horz %	100.00	0.37	0.00	0.03	0.38
	Vert %	2.93	4.81	0.00	0.84	3.41
	Index	100	164	0	29	117
				*	*	*
Radio Daypart Cumes: Total Week Monday-Sunday 24 Hours	Unwgt'd	40314	102	27	48	162
	Weighted (000)	198598	437	63	149	627
	Horz %	100.00	0.22	0.03	0.07	0.32
	Vert %	82.48	80.44	81.16	67.06	80.33
	Index	100	98	98	81	97
				*	*	*
Radio Daypart Cumes: Weekday 6:00 am - 10:00 am	Unwgt'd	24949	65	19	29	102
	Weighted (000)	119900	257	45	90	424
	Horz %	100.00	0.21	0.04	0.08	0.35
	Vert %	49.80	47.21	57.51	40.82	54.33
	Index	100	95	115	82	109
				*	*	*
Radio Daypart Cumes: Weekday 10:00 am - 3:00 pm	Unwgt'd	18085	51	13	23	75
	Weighted (000)	89896	251	30	77	285
	Horz %	100.00	0.28	0.03	0.09	0.32
	Vert %	37.34	46.17	38.25	34.65	36.56
	Index	100	124	102	93	98
				*	*	*
Radio Daypart Cumes: Weekday 3:00 pm - 7:00 pm	Unwgt'd	21647	56	10	23	87
	Weighted (000)	104254	246	27	75	343
	Horz %	100.00	0.24	0.03	0.07	0.33
	Vert %	43.30	45.23	35.33	33.84	43.92
	Index	100	104	82	78	101
				*	*	*
Radio Daypart Cumes: Weekday 7:00 pm - Midnight	Unwgt'd	7445	12	2	6	33
	Weighted (000)	38037	67	4	19	171
	Horz %	100.00	0.18	0.01	0.05	0.45
	Vert %	15.80	12.31	4.50	8.45	21.91
	Index	100	78	29	54	139
				*	*	*
Radio Daypart Cumes: Weekday Midnight - 6:00 am	Unwgt'd	2311	2	1	2	10
	Weighted (000)	11829	9	1	9	27
	Horz %	100.00	0.07	0.01	0.07	0.23
	Vert %	4.91	1.62	1.42	3.97	3.48
	Index	100	33	29	81	71

RAB / GfK MRI AUTO PROFILE: VOLVO

		Adults 18+	Own/Lease Any Volvo	Decision Maker for Any Volvo Bought/Leased New	Recently Bought/Leased Any Volvo	If Making Decision Today Would Buy/Lease Any Volvo
				*	*	*
Radio Daypart Cumes: Weekend 6:00 am - 10:00 am	Unwgt'd	15558	41	15	24	60
	Weighted (000)	75340	142	36	72	208
	Horz %	100.00	0.19	0.05	0.10	0.28
	Vert %	31.29	26.12	46.08	32.59	26.64
	Index	100	83	147	104	85
				*	*	
Radio Daypart Cumes: Weekend 10:00 am - 3:00 pm	Unwgt'd	21529	59	13	27	98
	Weighted (000)	103236	268	32	79	399
	Horz %	100.00	0.26	0.03	0.08	0.39
	Vert %	42.88	49.37	41.80	35.41	51.10
	Index	100	115	98	83	119
				*	*	
Radio Daypart Cumes: Weekend 3:00 pm - 7:00 pm	Unwgt'd	16365	34	9	17	66
	Weighted (000)	81300	130	22	46	282
	Horz %	100.00	0.16	0.03	0.06	0.35
	Vert %	33.77	23.94	28.67	20.53	36.14
	Index	100	71	85	61	107
				*	*	*
Radio Daypart Cumes: Weekend 7:00 pm - Midnight	Unwgt'd	7820	13	5	9	25
	Weighted (000)	39381	63	17	32	63
	Horz %	100.00	0.16	0.04	0.08	0.16
	Vert %	16.36	11.53	22.20	14.63	8.07
	Index	100	70	136	89	49
				*	*	*
Radio Daypart Cumes: Weekend Midnight - 6:00 am	Unwgt'd	1948	4	1	3	10
	Weighted (000)	9954	15	1	13	27
	Horz %	100.00	0.16	0.01	0.13	0.27
	Vert %	4.13	2.85	1.42	5.92	3.45
	Index	100	69	34	143	83
				*	*	*
Where Listen to Radio on Typical Weekday: Home	Unwgt'd	12806	26	8	12	52
	Weighted (000)	62580	79	20	34	186
	Horz %	100.00	0.13	0.03	0.05	0.30
	Vert %	25.99	14.62	25.84	15.35	23.84
	Index	100	56	99	59	92
				*	*	
Where Listen to Radio on Typical Weekday: Car	Unwgt'd	37001	100	26	45	141
	Weighted (000)	181109	461	62	166	616
	Horz %	100.00	0.25	0.03	0.09	0.34
	Vert %	75.22	84.88	79.28	74.76	78.90
	Index	100	113	105	99	105
				*	*	*
Where Listen to Radio on Typical Weekday: Work	Unwgt'd	5690	14	3	9	17
	Weighted (000)	29668	71	9	44	72
	Horz %	100.00	0.24	0.03	0.15	0.24
	Vert %	12.32	12.99	12.21	20.05	9.21
	Index	100	105	99	163	75
				*	*	*
Where Listen to Radio on Typical Weekday: Place Other Than Home, Car, Work	Unwgt'd	1158	3	0	1	5
	Weighted (000)	6331	38	0	2	11
	Horz %	100.00	0.60	0.00	0.03	0.17
	Vert %	2.63	6.95	0.00	0.78	1.40
	Index	100	264	0	30	53

RAB / GfK MRI AUTO PROFILE: VOLVO

		Adults 18+	Own/Lease Any Volvo	Decision Maker for Any Volvo Bought/Leased New	Recently Bought/Leased Any Volvo	If Making Decision Today Would Buy/Lease Any Volvo
				*	*	*
Where Listen to Radio on Typical Weekend: Home	Unwgt'd	14791	36	6	19	59
	Weighted (000)	72174	135	20	68	208
	Horz %	100.00	0.19	0.03	0.09	0.29
	Vert %	29.97	24.82	25.24	30.79	26.69
	Index	100	83	84	103	89
Where Listen to Radio on Typical Weekend: Car				*	*	*
	Unwgt'd	33975	94	26	43	138
	Weighted (000)	166202	429	64	152	586
	Horz %	100.00	0.26	0.04	0.09	0.35
	Vert %	69.03	78.87	82.12	68.61	75.09
Index	100	114	119	99	109	
Where Listen to Radio on Typical Weekend: Work				*	*	*
	Unwgt'd	2031	3	1	3	7
	Weighted (000)	11015	18	1	18	31
	Horz %	100.00	0.16	0.01	0.16	0.29
	Vert %	4.57	3.24	1.42	7.95	4.03
Index	100	71	31	174	88	
Where Listen to Radio on Typical Weekend: Place Other Than Home, Car, Work				*	*	*
	Unwgt'd	1137	2	0	1	6
	Weighted (000)	6306	31	0	2	23
	Horz %	100.00	0.48	0.00	0.03	0.37
	Vert %	2.62	5.62	0.00	0.78	2.96
Index	100	215	0	30	113	
Ever Listen to AM Radio (Terrestrial Radio)				*	*	*
	Unwgt'd	9226	28	9	17	35
	Weighted (000)	37690	93	18	62	121
	Horz %	100.00	0.25	0.05	0.16	0.32
	Vert %	15.65	17.16	23.76	27.93	15.46
Index	100	110	152	178	99	
Ever Listen to FM Radio (Terrestrial Radio)				*	*	*
	Unwgt'd	36061	91	23	46	138
	Weighted (000)	181675	443	58	175	568
	Horz %	100.00	0.24	0.03	0.10	0.31
	Vert %	75.45	81.51	74.78	78.92	72.79
Index	100	108	99	105	96	
Ever Listen to Any Terrestrial Radio (AM/FM)				*	*	*
	Unwgt'd	39115	102	27	52	155
	Weighted (000)	193871	480	64	202	613
	Horz %	100.00	0.25	0.03	0.10	0.32
	Vert %	80.52	88.27	82.81	91.27	78.49
Index	100	110	103	113	97	
Ever Listen to Satellite Radio (SiriusXM)				*	*	*
	Unwgt'd	6485	16	5	5	32
	Weighted (000)	28450	41	11	10	106
	Horz %	100.00	0.14	0.04	0.03	0.37
	Vert %	11.82	7.54	13.51	4.49	13.57
Index	100	64	114	38	115	
Household Subscribes to Satellite (SiriusXM) Radio				*	*	*
	Unwgt'd	8939	23	7	9	42
	Weighted (000)	41160	64	14	21	149
	Horz %	100.00	0.15	0.03	0.05	0.36
	Vert %	17.09	11.72	18.24	9.69	19.11
Index	100	69	107	57	112	

RAB / GfK MRI AUTO PROFILE: VOLVO

		Adults 18+	Own/Lease Any Volvo	Decision Maker for Any Volvo Bought/Leased New	Recently Bought/Leased Any Volvo	If Making Decision Today Would Buy/Lease Any Volvo
				*	*	*
Any Vehicle Currently Owned/Leased Has Satellite Radio	Unwgt'd	14712	43	15	16	68
	Weighted (000)	71398	158	34	52	275
	Horz %	100.00	0.22	0.05	0.07	0.38
	Vert %	29.65	28.98	43.46	23.56	35.21
	Index	100	98	147	79	119
				*	*	*
Any Vehicle Currently Owned/Leased Has MP3 Player Connection	Unwgt'd	12557	33	7	11	52
	Weighted (000)	62882	170	13	50	245
	Horz %	100.00	0.27	0.02	0.08	0.39
	Vert %	26.12	31.27	16.13	22.47	31.38
	Index	100	120	62	86	120
				*	*	*
Listened online to streaming AM/FM broadcast radio stations - Past Month	Unwgt'd	7450	13	3	5	34
	Weighted (000)	36486	39	6	10	130
	Horz %	100.00	0.11	0.02	0.03	0.36
	Vert %	15.15	7.19	7.39	4.40	16.69
	Index	100	47	49	29	110
				*	*	*
Listened to Internet-only radio or other online music or audio services (eg. Pandora, Spotify, etc.) - Past Month	Unwgt'd	14104	29	9	16	65
	Weighted (000)	70596	167	21	94	237
	Horz %	100.00	0.24	0.03	0.13	0.34
	Vert %	29.32	30.79	27.38	42.50	30.32
	Index	100	105	93	145	103
				*	*	*
Visited a radio station, radio program or radio personality's website - Past Month	Unwgt'd	3495	8	3	1	14
	Weighted (000)	16642	29	8	4	80
	Horz %	100.00	0.17	0.05	0.02	0.48
	Vert %	6.91	5.34	10.07	1.69	10.23
	Index	100	77	146	24	148
				*	*	*
Downloaded music - past month	Unwgt'd	10131	21	2	10	43
	Weighted (000)	53361	146	5	72	239
	Horz %	100.00	0.27	0.01	0.14	0.45
	Vert %	22.16	26.94	5.97	32.68	30.59
	Index	100	122	27	147	138
				*	*	*
Downloaded or listened to podcasts/podcasting - past month	Unwgt'd	2692	6	1	2	14
	Weighted (000)	11952	19	4	9	73
	Horz %	100.00	0.16	0.03	0.07	0.61
	Vert %	4.96	3.48	4.55	4.00	9.33
	Index	100	70	92	81	188
				*	*	*
Listened to iHeartRadio/visited website - past month	Unwgt'd	3490	6	0	3	6
	Weighted (000)	17709	49	0	14	68
	Horz %	100.00	0.27	0.00	0.08	0.38
	Vert %	7.36	8.96	0.00	6.53	8.73
	Index	100	122	0	89	119
				*	*	*
Listened to iTunes/visited website - past month	Unwgt'd	7650	20	3	9	45
	Weighted (000)	36645	92	7	24	199
	Horz %	100.00	0.25	0.02	0.06	0.54
	Vert %	15.22	16.86	8.39	10.73	25.46
	Index	100	111	55	71	167

RAB / GfK MRI AUTO PROFILE: VOLVO

		Adults 18+	Own/Lease Any Volvo	Decision Maker for Any Volvo Bought/Leased New	Recently Bought/Leased Any Volvo	If Making Decision Today Would Buy/Lease Any Volvo
				*	*	*
Listened to Pandora/visited website - past month	Unwgt'd	13348	23	6	13	47
	Weighted (000)	68670	158	18	72	164
	Horz %	100.00	0.23	0.03	0.10	0.24
	Vert %	28.52	29.03	23.24	32.30	20.95
	Index	100	102	81	113	73
				*	*	*
Listened to Spotify/visited website - past month	Unwgt'd	4026	9	1	3	12
	Weighted (000)	21138	46	1	4	76
	Horz %	100.00	0.22	0.01	0.02	0.36
	Vert %	8.78	8.39	1.42	1.65	9.78
	Index	100	96	16	19	111
				*	*	*
Advertising on radio provides me with useful information about bargains. Agree strongly or Agree somewhat	Unwgt'd	16441	35	10	18	61
	Weighted (000)	83247	152	27	69	261
	Horz %	100.00	0.18	0.03	0.08	0.31
	Vert %	34.57	27.90	34.68	31.18	33.40
	Index	100	81	100	90	97
				*	*	*
Advertising on radio provides me with meaningful information about the product use of other consumers. Agree strongly or Agree somewhat	Unwgt'd	13568	31	9	16	44
	Weighted (000)	68583	112	20	51	177
	Horz %	100.00	0.16	0.03	0.07	0.26
	Vert %	28.48	20.67	25.41	23.16	22.71
	Index	100	73	89	81	80
				*	*	*
Advertising on radio provides me with useful information about new products and services. Agree strongly or Agree somewhat	Unwgt'd	16787	41	13	23	60
	Weighted (000)	84735	177	34	81	254
	Horz %	100.00	0.21	0.04	0.10	0.30
	Vert %	35.19	32.49	44.03	36.64	32.49
	Index	100	92	125	104	92
				*	*	*
For me, advertising on radio is amusing. Agree strongly or Agree somewhat	Unwgt'd	12871	25	7	11	41
	Weighted (000)	66195	101	13	41	192
	Horz %	100.00	0.15	0.02	0.06	0.29
	Vert %	27.49	18.60	16.29	18.41	24.60
	Index	100	68	59	67	89
				*		
TV Dayparts: Total Week Prime Time Cume Audience	Unwgt'd	38660	102	29	50	155
	Weighted (000)	189912	409	71	164	652
	Horz %	100.00	0.22	0.04	0.09	0.34
	Vert %	78.87	75.28	91.03	73.80	83.52
	Index	100	95	115	94	106
				*	*	
TV Dayparts: Prime Time Weekdays Cume Audience: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)	Unwgt'd	30696	81	27	42	132
	Weighted (000)	149196	319	64	128	551
	Horz %	100.00	0.21	0.04	0.09	0.37
	Vert %	61.96	58.66	81.87	57.59	70.59
	Index	100	95	132	93	114
				*	*	
TV Dayparts: Prime Time Saturday Cume Audience: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)	Unwgt'd	26491	64	21	31	121
	Weighted (000)	129997	257	47	91	526
	Horz %	100.00	0.20	0.04	0.07	0.40
	Vert %	53.99	47.24	60.41	41.10	67.45
	Index	100	87	112	76	125

RAB / GfK MRI AUTO PROFILE: VOLVO

		Adults 18+	Own/Lease Any Volvo	Decision Maker for Any Volvo Bought/Leased New	Recently Bought/Leased Any Volvo	If Making Decision Today Would Buy/Lease Any Volvo
				*	*	
TV Dayparts: Prime Time Sunday Cume Audience: 7:00-11:00 pm (Eastern/Pacific), 6:00-10:00 pm (Central/Mountain)	Unwgt'd	30904	83	26	43	128
	Weighted (000)	150311	301	61	136	570
	Horz %	100.00	0.20	0.04	0.09	0.38
	Vert %	62.43	55.37	78.94	61.33	73.08
	Index	100	89	126	98	117
			*	*	*	*
TV Dayparts: Weekdays Cume Audience: 9:00 am-4:00 pm (Eastern/Pacific) 9:00 am - 3:00 pm (Central/Mountain)	Unwgt'd	13385	34	9	20	46
	Weighted (000)	71448	151	18	91	224
	Horz %	100.00	0.21	0.03	0.13	0.31
	Vert %	29.67	27.80	23.78	41.06	28.72
	Index	100	94	80	138	97
			*	*	*	*
TV Dayparts: Weekdays Cume Audience: 4:00 pm-7:30 pm (Eastern/Pacific) 3:00 pm-6:30 pm (Central/Mountain)	Unwgt'd	23966	59	17	31	88
	Weighted (000)	120410	258	41	140	373
	Horz %	100.00	0.21	0.03	0.12	0.31
	Vert %	50.01	47.51	52.84	62.97	47.79
	Index	100	95	106	126	96
			*	*	*	*
TV Dayparts: Weekdays Cume Audience: 11:30 pm-1:00 am (Eastern/Pacific) 10:30 pm-Midnight (Central/Mountain)	Unwgt'd	7819	20	5	11	28
	Weighted (000)	39930	102	8	28	97
	Horz %	100.00	0.25	0.02	0.07	0.24
	Vert %	16.58	18.68	10.67	12.72	12.48
	Index	100	113	64	77	75
			*	*	*	*
TV Dayparts: Weekend Children's Shows Cume Audience: Saturday-Sunday Morning	Unwgt'd	19776	50	12	27	70
	Weighted (000)	98663	219	26	92	279
	Horz %	100.00	0.22	0.03	0.09	0.28
	Vert %	40.98	40.22	33.67	41.63	35.70
	Index	100	98	82	102	87
			*	*	*	*
TV Dayparts: Weekend Sports Cume Audience: Saturday-Sunday Afternoon	Unwgt'd	23713	61	21	30	77
	Weighted (000)	118404	234	47	94	309
	Horz %	100.00	0.20	0.04	0.08	0.26
	Vert %	49.18	43.11	61.07	42.42	39.62
	Index	100	88	124	86	81
			*	*	*	*
Downloaded a TV Program - Past Month	Unwgt'd	2546	3	1	1	7
	Weighted (000)	12316	10	4	4	24
	Horz %	100.00	0.08	0.03	0.04	0.20
	Vert %	5.11	1.88	4.55	1.95	3.14
	Index	100	37	89	38	61
			*	*	*	*
Watched a TV Program Online Past Month	Unwgt'd	8662	25	4	12	42
	Weighted (000)	42288	132	9	53	183
	Horz %	100.00	0.31	0.02	0.12	0.43
	Vert %	17.56	24.34	11.09	23.81	23.46
	Index	100	139	63	136	134
			*	*	*	*
Visited a TV Network or TV Show's Web Site - Past Month	Unwgt'd	10361	27	7	10	44
	Weighted (000)	49642	120	13	22	160
	Horz %	100.00	0.24	0.03	0.04	0.32
	Vert %	20.62	22.10	17.06	10.02	20.44
	Index	100	107	83	49	99

RAB / GfK MRI AUTO PROFILE: VOLVO

		Adults 18+	Own/Lease Any Volvo	Decision Maker for Any Volvo Bought/Leased New	Recently Bought/Leased Any Volvo	If Making Decision Today Would Buy/Lease Any Volvo
				*	*	*
Looked at TV Listings Online - Past Month	Unwgt'd	5556	13	2	6	11
	Weighted (000)	25739	51	4	29	30
	Horz %	100.00	0.20	0.02	0.11	0.12
	Vert %	10.69	9.40	5.11	13.09	3.82
	Index	100	88	48	122	36
Household Subscribes to Cable TV				*	*	
	Unwgt'd	22719	55	12	23	93
	Weighted (000)	108255	232	32	85	356
	Horz %	100.00	0.21	0.03	0.08	0.33
	Vert %	44.96	42.70	41.64	38.48	45.58
Index	100	95	93	86	101	
Household Subscribes to Cable, Satellite or Fiber Optic TV				*	*	
	Unwgt'd	39029	102	31	50	162
	Weighted (000)	191150	434	71	174	668
	Horz %	100.00	0.23	0.04	0.09	0.35
	Vert %	79.39	79.91	90.93	78.50	85.62
Index	100	101	115	99	108	
Viewed Any Cable TV (Including Pay) - Past Week				*	*	
	Unwgt'd	37639	99	31	49	157
	Weighted (000)	184440	421	71	171	639
	Horz %	100.00	0.23	0.04	0.09	0.35
	Vert %	76.60	77.49	90.93	76.94	81.81
Index	100	101	119	100	107	
Heavy Cable TV Viewer (Including Pay) - Past Week				*	*	
	Unwgt'd	27789	68	20	30	108
	Weighted (000)	137528	289	44	99	459
	Horz %	100.00	0.21	0.03	0.07	0.33
	Vert %	57.12	53.17	56.48	44.71	58.79
Index	100	93	99	78	103	
Viewed Any Premium Cable Channels - Past Month				*	*	*
	Unwgt'd	16374	47	16	24	77
	Weighted (000)	77280	185	34	80	314
	Horz %	100.00	0.24	0.04	0.10	0.41
	Vert %	32.10	34.08	43.13	35.94	40.24
Index	100	106	134	112	125	
Viewed Any Pay-Per-View Programs or Events - Past Year				*	*	*
	Unwgt'd	6244	9	3	5	26
	Weighted (000)	29338	34	5	14	82
	Horz %	100.00	0.11	0.02	0.05	0.28
	Vert %	12.18	6.17	6.47	6.21	10.50
Index	100	51	53	51	86	
Viewed Any Video-On-Demand Programs or Events - Past Year				*	*	*
	Unwgt'd	13643	37	12	20	68
	Weighted (000)	59903	127	20	70	256
	Horz %	100.00	0.21	0.03	0.12	0.43
	Vert %	24.88	23.32	26.02	31.52	32.86
Index	100	94	105	127	132	
Household Has a Satellite Dish				*	*	*
	Unwgt'd	10901	35	12	21	32
	Weighted (000)	62972	170	27	79	141
	Horz %	100.00	0.27	0.04	0.13	0.22
	Vert %	26.15	31.36	34.12	35.68	18.11
Index	100	120	130	136	69	

RAB / GfK MRI AUTO PROFILE: VOLVO

		Adults 18+	Own/Lease Any Volvo	Decision Maker for Any Volvo Bought/Leased New	Recently Bought/Leased Any Volvo	If Making Decision Today Would Buy/Lease Any Volvo
				*	*	
Household Has a Digital Video Recorder (DVR)	Unwgt'd	24213	70	21	36	105
	Weighted (000)	117400	274	42	126	428
	Horz %	100.00	0.23	0.04	0.11	0.36
	Vert %	48.76	50.50	54.63	57.04	54.90
	Index	100	104	112	117	113
				*	*	
Any Internet/Online Activity - Past Month	Unwgt'd	41735	107	30	49	175
	Weighted (000)	203627	445	68	182	751
	Horz %	100.00	0.22	0.03	0.09	0.37
	Vert %	84.57	81.92	88.10	82.22	96.26
	Index	100	97	104	97	114
				*	*	
Played Games Online - Past Month	Unwgt'd	13858	33	6	16	59
	Weighted (000)	73582	147	13	53	239
	Horz %	100.00	0.20	0.02	0.07	0.32
	Vert %	30.56	27.07	16.89	24.11	30.56
	Index	100	89	55	79	100
				*	*	*
Downloaded a Video Game - Past Month	Unwgt'd	5181	6	1	2	17
	Weighted (000)	29277	29	2	13	131
	Horz %	100.00	0.10	0.01	0.04	0.45
	Vert %	12.16	5.39	2.17	5.87	16.84
	Index	100	44	18	48	139
				*	*	*
Downloaded a Movie - Past Month	Unwgt'd	4298	11	5	3	21
	Weighted (000)	21411	37	9	4	134
	Horz %	100.00	0.17	0.04	0.02	0.62
	Vert %	8.89	6.85	11.64	2.00	17.13
	Index	100	77	131	22	193
				*	*	*
Watched a Movie Online - Past Month	Unwgt'd	10210	27	2	10	42
	Weighted (000)	51231	168	5	52	236
	Horz %	100.00	0.33	0.01	0.10	0.46
	Vert %	21.28	30.91	5.97	23.26	30.23
	Index	100	145	28	109	142
				*	*	*
Watched Online Video (Not Movie, TV) - Past Month	Unwgt'd	8994	22	3	7	36
	Weighted (000)	44949	135	5	42	139
	Horz %	100.00	0.30	0.01	0.09	0.31
	Vert %	18.67	24.87	6.27	19.14	17.75
	Index	100	133	34	103	95
				*	*	*
Visited a Chat Room - Past Month	Unwgt'd	2241	7	0	3	4
	Weighted (000)	11411	85	0	40	15
	Horz %	100.00	0.75	0.00	0.35	0.13
	Vert %	4.74	15.66	0.00	17.92	1.91
	Index	100	331	0	378	40
				*	*	
Used e-Mail - Past Month	Unwgt'd	36995	94	26	38	168
	Weighted (000)	174261	384	56	124	712
	Horz %	100.00	0.22	0.03	0.07	0.41
	Vert %	72.37	70.62	72.44	55.72	91.22
	Index	100	98	100	77	126

RAB / GfK MRI AUTO PROFILE: VOLVO

		Adults 18+	Own/Lease Any Volvo	Decision Maker for Any Volvo Bought/Leased New	Recently Bought/Leased Any Volvo	If Making Decision Today Would Buy/Lease Any Volvo
				*	*	
Used Instant Messenger/IM Online - Past Month	Unwgt'd	26705	61	15	27	103
	Weighted (000)	135807	286	38	121	456
	Horz %	100.00	0.21	0.03	0.09	0.34
	Vert %	56.40	52.56	48.93	54.49	58.45
	Index	100	93	87	97	104
Visited Online Blogs - Past Month			*	*	*	*
	Unwgt'd	6524	18	4	8	35
	Weighted (000)	31710	115	9	50	160
	Horz %	100.00	0.36	0.03	0.16	0.50
	Vert %	13.17	21.11	11.57	22.35	20.47
	Index	100	160	88	170	155
Wrote an Online Blog - Past Month			*	*	*	*
	Unwgt'd	1311	4	0	3	6
	Weighted (000)	6536	67	0	38	51
	Horz %	100.00	1.02	0.00	0.58	0.78
	Vert %	2.71	12.32	0.00	17.22	6.49
	Index	100	454	0	634	239
Uploaded or Added Video to a Web Site - Past Month			*	*	*	*
	Unwgt'd	3852	13	1	6	17
	Weighted (000)	19478	92	3	39	88
	Horz %	100.00	0.47	0.02	0.20	0.45
	Vert %	8.09	16.88	4.08	17.71	11.33
	Index	100	209	50	219	140
Accessed Any Social/Networking/Photo/Video Web Site - Past Month			*	*	*	*
	Unwgt'd	35665	81	20	35	149
	Weighted (000)	177442	368	50	155	662
	Horz %	100.00	0.21	0.03	0.09	0.37
	Vert %	73.69	67.76	64.44	70.07	84.76
	Index	100	92	87	95	115
Accessed Facebook.com - Past Month			*	*	*	*
	Unwgt'd	28781	62	16	27	124
	Weighted (000)	145748	276	43	123	519
	Horz %	100.00	0.19	0.03	0.08	0.36
	Vert %	60.53	50.80	54.80	55.61	66.50
	Index	100	84	91	92	110
Accessed Foursquare - Past Month			*	*	*	*
	Unwgt'd	326	0	0	0	0
	Weighted (000)	1536	0	0	0	0
	Horz %	100.00	0.00	0.00	0.00	0.00
	Vert %	0.64	0.00	0.00	0.00	0.00
	Index	100	0	0	0	0
Accessed Google+ (Google Plus) - Past Month			*	*	*	*
	Unwgt'd	8327	16	4	6	27
	Weighted (000)	41531	106	9	40	121
	Horz %	100.00	0.26	0.02	0.10	0.29
	Vert %	17.25	19.54	11.64	18.25	15.44
	Index	100	113	68	106	90
Accessed LinkedIn.com - Past Month			*	*	*	*
	Unwgt'd	7880	20	6	6	47
	Weighted (000)	30933	75	12	10	200
	Horz %	100.00	0.24	0.04	0.03	0.65
	Vert %	12.85	13.74	14.86	4.63	25.61
	Index	100	107	116	36	199

RAB / GfK MRI AUTO PROFILE: VOLVO

		Adults 18+	Own/Lease Any Volvo	Decision Maker for Any Volvo Bought/Leased New	Recently Bought/Leased Any Volvo	If Making Decision Today Would Buy/Lease Any Volvo
				*	*	*
Accessed Pinterest - Past Month	Unwgt'd	8547	28	7	11	39
	Weighted (000)	45015	156	17	42	183
	Horz %	100.00	0.35	0.04	0.09	0.41
	Vert %	18.70	28.72	22.03	19.00	23.42
	Index	100	154	118	102	125
			*	*	*	*
Accessed Tumblr - Past Month	Unwgt'd	1746	6	2	3	9
	Weighted (000)	9399	48	4	34	50
	Horz %	100.00	0.51	0.04	0.36	0.53
	Vert %	3.90	8.90	4.70	15.46	6.36
	Index	100	228	120	396	163
			*	*	*	*
Accessed Twitter.com - Past Month	Unwgt'd	6090	17	2	9	29
	Weighted (000)	30973	55	3	26	135
	Horz %	100.00	0.18	0.01	0.09	0.44
	Vert %	12.86	10.18	3.72	11.90	17.28
	Index	100	79	29	93	134
			*	*	*	*
Accessed Yelp - Past Month	Unwgt'd	3922	11	3	5	17
	Weighted (000)	15511	38	8	24	81
	Horz %	100.00	0.25	0.05	0.16	0.52
	Vert %	6.44	7.07	9.92	10.91	10.33
	Index	100	110	154	169	160
			*	*	*	*
Accessed YouTube.com - Past Month	Unwgt'd	24628	60	13	25	85
	Weighted (000)	123561	296	30	123	426
	Horz %	100.00	0.24	0.02	0.10	0.34
	Vert %	51.32	54.54	38.82	55.54	54.53
	Index	100	106	76	108	106
			*	*	*	*
Posted "Like" on Social Network - Past Month	Unwgt'd	18263	45	8	20	88
	Weighted (000)	93304	218	24	103	367
	Horz %	100.00	0.23	0.03	0.11	0.39
	Vert %	38.75	40.06	30.52	46.60	47.02
	Index	100	103	79	120	121
			*	*	*	*
"Followed" or Became a "Fan" or Something or Someone on Social Network - Past Month	Unwgt'd	9077	26	4	6	33
	Weighted (000)	47933	152	9	46	171
	Horz %	100.00	0.32	0.02	0.10	0.36
	Vert %	19.91	28.05	11.64	20.94	21.91
	Index	100	141	58	105	110
			*	*	*	*
Clicked on an Advertisement on Social Network - Past Month	Unwgt'd	6212	20	4	9	30
	Weighted (000)	29666	112	8	54	141
	Horz %	100.00	0.38	0.03	0.18	0.48
	Vert %	12.32	20.55	9.78	24.54	18.12
	Index	100	167	79	199	147
			*	*	*	*
Watched a Video on Social Network - Past Month	Unwgt'd	22534	51	11	19	87
	Weighted (000)	114114	263	23	100	406
	Horz %	100.00	0.23	0.02	0.09	0.36
	Vert %	47.39	48.44	29.43	45.07	52.00
	Index	100	102	62	95	110

RAB / GfK MRI AUTO PROFILE: VOLVO

		Adults 18+	Own/Lease Any Volvo	Decision Maker for Any Volvo Bought/Leased New	Recently Bought/Leased Any Volvo	If Making Decision Today Would Buy/Lease Any Volvo
				*	*	
Sent or Received Text Messages on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	38445	92	21	39	157
	Weighted (000)	190804	446	49	167	700
	Horz %	100.00	0.23	0.03	0.09	0.37
	Vert %	79.24	82.00	63.18	75.37	89.72
	Index	100	103	80	95	113
			*	*	*	
Sent or Received Instant Messages on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	18075	35	10	14	70
	Weighted (000)	90847	161	26	52	345
	Horz %	100.00	0.18	0.03	0.06	0.38
	Vert %	37.73	29.71	33.16	23.58	44.26
	Index	100	79	88	63	117
			*	*	*	
Recorded a Video on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	17311	37	8	15	73
	Weighted (000)	87270	168	23	87	331
	Horz %	100.00	0.19	0.03	0.10	0.38
	Vert %	36.24	30.84	29.77	39.36	42.46
	Index	100	85	82	109	117
			*	*	*	
Played Music on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	22282	39	7	15	89
	Weighted (000)	113761	183	18	60	382
	Horz %	100.00	0.16	0.02	0.05	0.34
	Vert %	47.25	33.59	23.47	27.00	48.90
	Index	100	71	50	57	103
			*	*	*	
Played a Game on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	15000	31	5	11	63
	Weighted (000)	79489	150	9	37	274
	Horz %	100.00	0.19	0.01	0.05	0.34
	Vert %	33.01	27.61	12.07	16.78	35.10
	Index	100	84	37	51	106
			*	*	*	
Watched a Movie, TV Program or Other Video on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	9852	13	2	4	37
	Weighted (000)	51013	94	5	32	175
	Horz %	100.00	0.18	0.01	0.06	0.34
	Vert %	21.19	17.25	5.97	14.50	22.40
	Index	100	81	28	68	106
			*	*	*	
Used a Mobile "App" - Past Month	Unwgt'd	23794	49	10	24	97
	Weighted (000)	116054	226	20	83	434
	Horz %	100.00	0.19	0.02	0.07	0.37
	Vert %	48.20	41.62	25.75	37.49	55.60
	Index	100	86	53	78	115
			*	*	*	
Read Any Daily Newspaper (Print/Paper/Hard Copy)	Unwgt'd	11920	40	15	15	55
	Weighted (000)	53679	190	33	31	190
	Horz %	100.00	0.35	0.06	0.06	0.35
	Vert %	22.29	34.87	42.00	14.14	24.35
	Index	100	156	188	63	109
			*	*	*	
Read Any Sunday Newspaper (Print/Paper/Hard Copy)	Unwgt'd	15332	43	16	19	72
	Weighted (000)	70866	148	34	39	253
	Horz %	100.00	0.21	0.05	0.05	0.36
	Vert %	29.43	27.28	43.68	17.48	32.47
	Index	100	93	148	59	110

RAB / GfK MRI AUTO PROFILE: VOLVO

		Adults 18+	Own/Lease Any Volvo	Decision Maker for Any Volvo Bought/Leased New	Recently Bought/Leased Any Volvo	If Making Decision Today Would Buy/Lease Any Volvo
				*	*	*
Read or Looked Into Any Electronic Version of a Newspaper, Including Web Site - Past Month	Unwgt'd	18436	46	13	22	81
	Weighted (000)	84280	211	21	84	295
	Horz %	100.00	0.25	0.02	0.10	0.35
	Vert %	35.00	38.77	26.69	37.88	37.76
	Index	100	111	76	108	108
			*	*	*	*
Read Classified Advertising in Weekday Newspaper	Unwgt'd	3903	10	3	3	17
	Weighted (000)	21071	80	6	5	53
	Horz %	100.00	0.38	0.03	0.02	0.25
	Vert %	8.75	14.75	8.09	2.17	6.73
	Index	100	169	92	25	77
			*	*	*	*
Read Classified Advertising in Sunda/Weekend Newspaper	Unwgt'd	4115	6	0	3	20
	Weighted (000)	21628	45	0	9	93
	Horz %	100.00	0.21	0.00	0.04	0.43
	Vert %	8.98	8.35	0.00	4.26	11.88
	Index	100	93	0	47	132
			*	*	*	*
Read Advertisements in Weekday Newspaper	Unwgt'd	4150	10	4	2	18
	Weighted (000)	19673	60	6	3	74
	Horz %	100.00	0.30	0.03	0.01	0.37
	Vert %	8.17	10.98	7.85	1.21	9.43
	Index	100	134	96	15	115
			*	*	*	*
Read Advertisements in Sunday/Weekend Newspaper	Unwgt'd	5230	14	4	4	28
	Weighted (000)	24675	74	8	10	148
	Horz %	100.00	0.30	0.03	0.04	0.60
	Vert %	10.25	13.54	10.32	4.59	18.98
	Index	100	132	101	45	185
			*	*	*	*
Read Circulars/Inserts/Fliers in Weekday Newspaper	Unwgt'd	5482	16	5	5	21
	Weighted (000)	25536	47	8	8	68
	Horz %	100.00	0.18	0.03	0.03	0.27
	Vert %	10.61	8.59	10.67	3.64	8.77
	Index	100	81	101	34	83
			*	*	*	*
Read Circulars/Inserts/Fliers in Sunday/Weekend Newspaper	Unwgt'd	8125	17	6	4	33
	Weighted (000)	36955	71	11	16	158
	Horz %	100.00	0.19	0.03	0.04	0.43
	Vert %	15.35	13.04	14.22	7.34	20.24
	Index	100	85	93	48	132
			*	*	*	*
Received and/or Clipped Coupons from Weekday Newspaper - Past Year	Unwgt'd	4605	7	0	2	19
	Weighted (000)	22586	40	0	3	110
	Horz %	100.00	0.18	0.00	0.01	0.49
	Vert %	9.38	7.33	0.00	1.41	14.06
	Index	100	78	0	15	150
			*	*	*	*
Received and/or Clipped Coupons from Sunday/Weekend Newspaper - Past Year	Unwgt'd	10890	21	5	9	45
	Weighted (000)	52963	76	13	22	190
	Horz %	100.00	0.14	0.02	0.04	0.36
	Vert %	22.00	14.06	16.89	9.82	24.33
	Index	100	64	77	45	111

RAB / GfK MRI AUTO PROFILE: VOLVO

		Adults 18+	Own/Lease Any Volvo	Decision Maker for Any Volvo Bought/Leased New	Recently Bought/Leased Any Volvo	If Making Decision Today Would Buy/Lease Any Volvo
				*	*	*
Personally Referred to Paper Yellow Pages - Past Week	Unwgt'd	3183	11	4	5	14
	Weighted (000)	15401	34	8	14	36
	Horz %	100.00	0.22	0.05	0.09	0.23
	Vert %	6.40	6.23	10.01	6.34	4.60
	Index	100	97	157	99	72
				*	*	*
Personally Referred to Internet Yellow Pages - Past Week	Unwgt'd	2624	9	3	6	9
	Weighted (000)	13074	24	6	13	49
	Horz %	100.00	0.19	0.04	0.10	0.37
	Vert %	5.43	4.49	7.18	5.81	6.23
	Index	100	83	132	107	115
				*	*	*
Personally Referred to Paper or Internet Yellow Pages - Past Week	Unwgt'd	5381	19	7	11	23
	Weighted (000)	26513	57	13	27	85
	Horz %	100.00	0.22	0.05	0.10	0.32
	Vert %	11.01	10.52	17.19	12.15	10.84
	Index	100	95	156	110	98
				*	*	*
Accessed Yellowpages.com (YP.com) - Past Month	Unwgt'd	2490	3	1	2	9
	Weighted (000)	12079	10	2	10	27
	Horz %	100.00	0.08	0.01	0.08	0.22
	Vert %	5.02	1.89	2.16	4.31	3.40
	Index	100	38	43	86	68
				*	*	*
Have Seen Video Ads in Grocery Stores - Past Month	Unwgt'd	8982	20	7	9	41
	Weighted (000)	46737	115	13	60	156
	Horz %	100.00	0.25	0.03	0.13	0.33
	Vert %	19.41	21.07	16.89	27.28	20.02
	Index	100	109	87	141	103
				*	*	*
Have Seen Video Ads in Drug Stores - Past Month	Unwgt'd	5976	11	5	3	28
	Weighted (000)	31131	17	9	4	98
	Horz %	100.00	0.05	0.03	0.01	0.31
	Vert %	12.93	3.15	11.90	1.98	12.53
	Index	100	24	92	15	97
				*	*	*
Have Seen Video Ads in Convenience Stores - Past Month	Unwgt'd	5902	10	4	3	25
	Weighted (000)	31417	29	8	4	88
	Horz %	100.00	0.09	0.02	0.01	0.28
	Vert %	13.05	5.36	9.73	1.98	11.21
	Index	100	41	75	15	86
				*	*	*
Have Seen Video Ads in Large Discount/Department Stores - Past Month	Unwgt'd	6287	8	2	3	18
	Weighted (000)	33490	31	3	9	66
	Horz %	100.00	0.09	0.01	0.03	0.20
	Vert %	13.91	5.73	3.58	4.09	8.42
	Index	100	41	26	29	61
				*	*	*
Have Seen Video Ads in Warehouse/Club Stores - Past Month	Unwgt'd	5223	6	4	1	24
	Weighted (000)	26008	11	7	1	90
	Horz %	100.00	0.04	0.03	0.00	0.34
	Vert %	10.80	1.96	9.21	0.32	11.49
	Index	100	18	85	3	106

RAB / GfK MRI AUTO PROFILE: VOLVO

		Adults 18+	Own/Lease Any Volvo	Decision Maker for Any Volvo Bought/Leased New	Recently Bought/Leased Any Volvo	If Making Decision Today Would Buy/Lease Any Volvo
				*	*	*
Have Seen Video Ads in Other Stores - Past Month	Unwgt'd	4855	7	1	3	16
	Weighted (000)	25254	14	2	6	64
	Horz %	100.00	0.06	0.01	0.02	0.25
	Vert %	10.49	2.57	2.42	2.68	8.25
	Index	100	25	23	26	79
				*	*	*
Have Seen Video Ads in Shopping Malls - Past Month	Unwgt'd	6785	18	3	4	31
	Weighted (000)	34124	62	3	7	159
	Horz %	100.00	0.18	0.01	0.02	0.46
	Vert %	14.17	11.42	4.46	3.28	20.31
	Index	100	81	32	23	143
				*	*	*
Have Seen Video Ads in Bars/Pubs - Past Month	Unwgt'd	4286	8	1	4	19
	Weighted (000)	21507	29	2	13	46
	Horz %	100.00	0.14	0.01	0.06	0.22
	Vert %	8.93	5.37	2.42	5.83	5.93
	Index	100	60	27	65	66
				*	*	*
Have Seen Video Ads in Fast-Food or Family Restaurants - Past Month	Unwgt'd	6264	10	3	2	21
	Weighted (000)	33395	23	5	3	83
	Horz %	100.00	0.07	0.01	0.01	0.25
	Vert %	13.87	4.16	5.98	1.46	10.62
	Index	100	30	43	11	77
				*	*	*
Have Seen Video Ads in Coffee Shops, Cafes or Delis - Past Month	Unwgt'd	4657	12	4	8	17
	Weighted (000)	23645	51	6	39	78
	Horz %	100.00	0.22	0.03	0.16	0.33
	Vert %	9.82	9.45	7.93	17.46	9.95
	Index	100	96	81	178	101
				*	*	*
Have Seen Video Ads in Gym/Health Clubs - Past Month	Unwgt'd	3958	9	4	3	20
	Weighted (000)	19616	22	7	5	88
	Horz %	100.00	0.11	0.04	0.02	0.45
	Vert %	8.15	3.99	9.39	2.12	11.22
	Index	100	49	115	26	138
				*	*	*
Have Seen Video Ads in Medical Offices - Past Month	Unwgt'd	5541	10	4	5	24
	Weighted (000)	27802	44	6	35	108
	Horz %	100.00	0.16	0.02	0.12	0.39
	Vert %	11.55	8.04	7.75	15.61	13.89
	Index	100	70	67	135	120
				*	*	*
Have Seen Video Ads in Airports - Past Month	Unwgt'd	4033	11	3	3	28
	Weighted (000)	18664	30	8	7	77
	Horz %	100.00	0.16	0.04	0.04	0.41
	Vert %	7.75	5.57	9.89	3.11	9.90
	Index	100	72	128	40	128
				*	*	*
Have Seen Video Ads at Gas Stations - Past Month	Unwgt'd	8262	24	7	11	35
	Weighted (000)	40582	71	13	34	130
	Horz %	100.00	0.17	0.03	0.08	0.32
	Vert %	16.85	13.02	16.37	15.43	16.62
	Index	100	77	97	92	99

RAB / GfK MRI AUTO PROFILE: VOLVO

		Adults 18+	Own/Lease Any Volvo	Decision Maker for Any Volvo Bought/Leased New	Recently Bought/Leased Any Volvo	If Making Decision Today Would Buy/Lease Any Volvo
				*	*	*
Have Seen Video Ads in Office Building Lobbies - Past Month	Unwgt'd	3589	6	3	4	15
	Weighted (000)	18074	11	4	8	70
	Horz %	100.00	0.06	0.02	0.04	0.39
	Vert %	7.51	2.01	5.33	3.52	8.98
	Index	100	27	71	47	120
				*	*	*
Have Seen Video Ads in Office Building Elevators - Past Month	Unwgt'd	3463	5	2	1	16
	Weighted (000)	16741	9	5	1	59
	Horz %	100.00	0.06	0.03	0.01	0.35
	Vert %	6.95	1.72	6.52	0.61	7.58
	Index	100	25	94	9	109
				*	*	*
Have Seen Video Ads in Movie Theater Lobbies - Past Month	Unwgt'd	5006	18	4	9	24
	Weighted (000)	25416	86	7	52	96
	Horz %	100.00	0.34	0.03	0.20	0.38
	Vert %	10.56	15.82	9.47	23.49	12.30
	Index	100	150	90	223	117
				*	*	*
Have Seen Ads on Billboards - Past Month	Unwgt'd	24747	69	19	31	108
	Weighted (000)	122681	284	46	136	431
	Horz %	100.00	0.23	0.04	0.11	0.35
	Vert %	50.95	52.16	58.90	61.30	55.17
	Index	100	102	116	120	108
				*	*	*
Have Seen Ads on Buses/Trains - Past Month	Unwgt'd	11300	28	7	11	54
	Weighted (000)	52460	143	21	56	204
	Horz %	100.00	0.27	0.04	0.11	0.39
	Vert %	21.79	26.37	26.49	25.48	26.13
	Index	100	121	122	117	120
				*	*	*
Have Seen Ads at Bus Stops or Train Stations - Past Month	Unwgt'd	7513	16	4	10	34
	Weighted (000)	33802	82	15	59	123
	Horz %	100.00	0.24	0.05	0.18	0.36
	Vert %	14.04	15.04	19.88	26.73	15.76
	Index	100	107	142	190	112
				*	*	*
Have Seen Ads Inside Taxis - Past Month	Unwgt'd	3860	9	5	8	18
	Weighted (000)	17253	54	16	49	46
	Horz %	100.00	0.31	0.10	0.28	0.27
	Vert %	7.17	9.85	21.22	22.11	5.94
	Index	100	137	296	309	83
				*	*	*
Have Seen Ads on Top of Taxis - Past Month	Unwgt'd	6144	18	7	11	33
	Weighted (000)	27714	76	21	60	118
	Horz %	100.00	0.28	0.08	0.21	0.42
	Vert %	11.51	14.06	26.88	26.87	15.08
	Index	100	122	234	233	131
				*	*	*
Have Seen Ads on Phone Booths - Past Month	Unwgt'd	2895	5	0	3	10
	Weighted (000)	14322	37	0	33	41
	Horz %	100.00	0.26	0.00	0.23	0.29
	Vert %	5.95	6.82	0.00	14.67	5.27
	Index	100	115	0	247	89

RAB / GfK MRI AUTO PROFILE: VOLVO

		Adults 18+	Own/Lease Any Volvo	Decision Maker for Any Volvo Bought/Leased New	Recently Bought/Leased Any Volvo	If Making Decision Today Would Buy/Lease Any Volvo
				*	*	*
Have Seen Ads at Sports or Entertainment Events - Past Month	Unwgt'd	7781	25	8	9	31
	Weighted (000)	38266	123	24	66	158
	Horz %	100.00	0.32	0.06	0.17	0.41
	Vert %	15.89	22.69	30.48	29.98	20.30
	Index	100	143	192	189	128
			*	*	*	*
Have Seen Ads on Postcards - Past Month	Unwgt'd	5833	15	2	8	30
	Weighted (000)	27321	46	4	19	111
	Horz %	100.00	0.17	0.01	0.07	0.41
	Vert %	11.35	8.52	4.98	8.67	14.28
	Index	100	75	44	76	126
			*	*	*	*
Have Seen Ads Sent to a Cellphone or Other Mobile Device - Past Month	Unwgt'd	12452	25	7	15	55
	Weighted (000)	62134	96	19	44	216
	Horz %	100.00	0.15	0.03	0.07	0.35
	Vert %	25.81	17.64	24.82	20.00	27.66
	Index	100	68	96	78	107
			*	*	*	*
Have Seen Ads on Posters at Movie Theaters - Past Month	Unwgt'd	8769	29	8	11	43
	Weighted (000)	43591	118	24	39	159
	Horz %	100.00	0.27	0.06	0.09	0.37
	Vert %	18.10	21.75	30.88	17.73	20.42
	Index	100	120	171	98	113
			*	*	*	*
Have Seen Ads Shown On-Screen Before Start of a Movie - Past Month	Unwgt'd	11245	34	9	13	48
	Weighted (000)	55588	123	25	43	184
	Horz %	100.00	0.22	0.05	0.08	0.33
	Vert %	23.09	22.70	32.30	19.19	23.54
	Index	100	98	140	83	102
			*	*	*	*
Have Seen Ads in Stores (Not Video Ads) - Past Month	Unwgt'd	15945	39	11	16	58
	Weighted (000)	79810	194	28	74	206
	Horz %	100.00	0.24	0.04	0.09	0.26
	Vert %	33.15	35.71	36.12	33.22	26.35
	Index	100	108	109	100	80
			*	*	*	*
Have Seen Ads in Shopping Malls (Not Video Ads) - Past Month	Unwgt'd	11680	34	8	13	51
	Weighted (000)	57496	174	21	67	242
	Horz %	100.00	0.30	0.04	0.12	0.42
	Vert %	23.88	31.99	26.39	30.33	31.04
	Index	100	134	111	127	130
			*	*	*	*
Have Seen Infomercials - Past Month	Unwgt'd	9980	30	10	15	36
	Weighted (000)	49971	130	28	52	162
	Horz %	100.00	0.26	0.06	0.10	0.32
	Vert %	20.75	23.97	36.07	23.44	20.76
	Index	100	116	174	113	100
			*	*	*	*
Have Seen Offers or Ads Sent to Home by Mail - Past Month	Unwgt'd	20473	56	14	24	89
	Weighted (000)	99869	224	35	76	358
	Horz %	100.00	0.22	0.04	0.08	0.36
	Vert %	41.48	41.19	45.52	34.18	45.89
	Index	100	99	110	82	111

RAB / GfK MRI AUTO PROFILE: VOLVO

		Adults 18+	Own/Lease Any Volvo	Decision Maker for Any Volvo Bought/Leased New	Recently Bought/Leased Any Volvo	If Making Decision Today Would Buy/Lease Any Volvo
				*	*	*
Have Seen Product Placement in Video Games - Past Month	Unwgt'd	4438	8	2	2	17
	Weighted (000)	24118	27	6	6	78
	Horz %	100.00	0.11	0.02	0.02	0.32
	Vert %	10.02	5.01	7.08	2.58	9.96
	Index	100	50	71	26	99
			*	*	*	*
Have Seen Product Placement in TV Shows - Past Month	Unwgt'd	18649	48	16	23	76
	Weighted (000)	91632	170	38	65	303
	Horz %	100.00	0.19	0.04	0.07	0.33
	Vert %	38.06	31.29	49.10	29.12	38.86
	Index	100	82	129	77	102
			*	*	*	*
Have Seen Product Placement in Movies - Past Month	Unwgt'd	11567	31	10	14	41
	Weighted (000)	58165	125	27	47	185
	Horz %	100.00	0.21	0.05	0.08	0.32
	Vert %	24.16	22.95	34.96	21.35	23.71
	Index	100	95	145	88	98