

		Adults 18+	Own/Lease Cadillac CTS/CTS-V	Own/Lease Cadillac SRX	Own/Lease any Cadillac
Adults 18+	Unwgted	48646	118	118	754
	Weighted (000)	244084	540	486	3242
	Horz %	100.00	0.22	0.20	1.33
	Vert %	100.00	100.00	100.00	100.00
	Index	100	100	100	100
Male	Unwgted	24620	59	60	405
	Weighted (000)	117785	244	205	1565
	Horz %	100.00	0.21	0.17	1.33
	Vert %	48.26	45.16	42.18	48.27
	Index	100	94	87	100
Female	Unwgted	24026	59	58	349
	Weighted (000)	126299	296	281	1677
	Horz %	100.00	0.23	0.22	1.33
	Vert %	51.74	54.84	57.82	51.73
	Index	100	106	112	100
Age 18-24			*	*	*
	Unwgted	3885	4	8	42
	Weighted (000)	30253	33	64	307
	Horz %	100.00	0.11	0.21	1.02
	Vert %	12.39	6.20	13.15	9.47
Age 25-34			*	*	*
	Unwgted	8183	24	29	108
	Weighted (000)	43389	86	105	447
	Horz %	100.00	0.20	0.24	1.03
	Vert %	17.78	15.97	21.55	13.77
Age 35-44			*	*	*
	Unwgted	8605	24	30	100
	Weighted (000)	40230	137	108	448
	Horz %	100.00	0.34	0.27	1.11
	Vert %	16.48	25.44	22.32	13.81
Age 45-54			*	*	*
	Unwgted	8861	23	25	136
	Weighted (000)	43105	109	109	561
	Horz %	100.00	0.25	0.25	1.30
	Vert %	17.66	20.26	22.40	17.31
Age 55-64			*	*	*
	Unwgted	8498	22	14	152
	Weighted (000)	40725	97	51	657
	Horz %	100.00	0.24	0.13	1.61
	Vert %	16.68	17.98	10.51	20.28
Age 65+			*	*	*
	Unwgted	10614	21	12	216
	Weighted (000)	46383	76	49	822
	Horz %	100.00	0.16	0.11	1.77
	Vert %	19.00	14.15	10.07	25.35
	Index	100	74	53	104

		Adults 18+	Own/Lease Cadillac CTS/CTS-V	Own/Lease Cadillac SRX	Own/Lease any Cadillac
Age 21+	Unwgted	47284	115	114	738
	Weighted (000)	232046	533	446	3121
	Horz %	100.00	0.23	0.19	1.35
	Vert %	95.07	98.76	91.81	96.26
	Index	100	104	97	101
Age 18-34	Unwgted	12068	28	37	150
	Weighted (000)	73642	120	169	754
	Horz %	100.00	0.16	0.23	1.02
	Vert %	30.17	22.17	34.70	23.25
	Index	100	73	115	77
Age 18-49	Unwgted	24996	67	81	313
	Weighted (000)	134658	334	341	1463
	Horz %	100.00	0.25	0.25	1.09
	Vert %	55.17	61.83	70.25	45.11
	Index	100	112	127	82
Age 25-54	Unwgted	25649	71	84	344
	Weighted (000)	126724	333	322	1456
	Horz %	100.00	0.26	0.25	1.15
	Vert %	51.92	61.66	66.27	44.90
	Index	100	119	128	86
Age 35-64	Unwgted	25964	69	69	388
	Weighted (000)	124059	344	268	1667
	Horz %	100.00	0.28	0.22	1.34
	Vert %	50.83	63.68	55.23	51.40
	Index	100	125	109	101
Age 50+	Unwgted	23650	51	37	441
	Weighted (000)	109426	206	144	1780
	Horz %	100.00	0.19	0.13	1.63
	Vert %	44.83	38.17	29.75	54.89
	Index	100	85	66	122
Median Age	Unwgted				
	Weighted (000)	47.00	45.80	41.30	52.60
	Horz %				
	Index	100	98	88	112
Race: White Only	Unwgted	34564	86	69	526
	Weighted (000)	179823	379	284	2225
	Horz %	100.00	0.21	0.16	1.24
	Vert %	73.67	70.17	58.42	68.62
	Index	100	95	79	93
Race: Black/African-American Only	Unwgted	5909	12	23	125
	Weighted (000)	29535	65	90	624
	Horz %	100.00	0.22	0.31	2.11
	Vert %	12.10	12.06	18.62	19.23
	Index	100	100	154	159

		Adults 18+	Own/Lease Cadillac CTS/CTS-V	Own/Lease Cadillac SRX	Own/Lease any Cadillac
			*	*	*
Race: Asian	Unwgted	2388	5	5	1
	Weighted (000)	8358	28	27	7
	Horz %	100.00	0.34	0.32	0.08
	Vert %	3.42	5.23	5.46	1.63
	Index	100	153	159	48
			*	*	*
Race: Other Race/Multi-Racial	Unwgted	8173	20	26	9
	Weighted (000)	34726	96	112	34
	Horz %	100.00	0.28	0.32	0.10
	Vert %	14.23	17.77	22.96	8.20
	Index	100	125	161	58
			*	*	*
Hispanic, Latino, Spanish Origin or Descent	Unwgted	6851	13	23	7
	Weighted (000)	37743	91	112	27
	Horz %	100.00	0.24	0.30	0.07
	Vert %	15.46	16.87	23.09	6.37
	Index	100	109	149	41
			*	*	*
Hispanic, Personally Speak Only English at Home	Unwgted	1739	4	5	1
	Weighted (000)	6214	12	14	4
	Horz %	100.00	0.19	0.23	0.06
	Vert %	2.55	2.23	2.94	0.91
	Index	100	87	115	36
			*	*	*
Hispanic, Personally Speak Mostly English, But Some Spanish at Home	Unwgted	2047	5	8	3
	Weighted (000)	9439	50	47	13
	Horz %	100.00	0.52	0.49	0.14
	Vert %	3.87	9.18	9.58	3.04
	Index	100	237	248	79
			*	*	*
Hispanic, Personally Speak Only Spanish at Home	Unwgted	1280	3	4	1
	Weighted (000)	10474	15	21	1
	Horz %	100.00	0.15	0.20	0.01
	Vert %	4.29	2.85	4.35	0.31
	Index	100	66	101	7
			*	*	*
Hispanic, Personally Speak Mostly Spanish, But Some English at Home	Unwgted	1668	0	6	1
	Weighted (000)	9512	0	30	1
	Horz %	100.00	0.00	0.32	0.01
	Vert %	3.90	0.00	6.23	0.19
	Index	100	0	160	5
			*	*	*
Hispanic, Personally Speak Spanish and English Equally at Home	Unwgted	99	1	0	1
	Weighted (000)	1751	14	0	8
	Horz %	100.00	0.81	0.00	0.46
	Vert %	0.72	2.62	0.00	1.91
	Index	100	365	0	266
			*	*	*
Highest Level Education Completed/Highest Degree Received: Master's, Professional School or Doctorate Degree	Unwgted	6825	13	10	29
	Weighted (000)	26213	50	27	99
	Horz %	100.00	0.19	0.10	0.38
	Vert %	10.74	9.34	5.57	23.53
	Index	100	87	52	219

		Adults 18+	Own/Lease Cadillac CTS/CTS-V	Own/Lease Cadillac SRX	Own/Lease any Cadillac	
			*	*	*	
Highest Level Education Completed/Highest Degree Received: Bachelor's Degree	Unwgted	10965	34	34	28	196
	Weighted (000)	46746	140	144	103	712
	Horz %	100.00	0.30	0.31	0.22	1.52
	Vert %	19.15	25.90	29.75	24.54	21.95
	Index	100	135	155	128	115
			*	*	*	
Highest Level Education Completed/Highest Degree Received: Associate Degree, Academic	Unwgted	2649	7	8	6	43
	Weighted (000)	11210	15	25	13	131
	Horz %	100.00	0.14	0.22	0.12	1.17
	Vert %	4.59	2.87	5.14	3.07	4.05
	Index	100	62	112	67	88
			*	*	*	
Highest Level Education Completed/Highest Degree Received: Associate Degree, Occupational/Vocational	Unwgted	3407	8	12	6	62
	Weighted (000)	13775	57	38	20	255
	Horz %	100.00	0.42	0.28	0.15	1.85
	Vert %	5.64	10.61	7.84	4.79	7.86
	Index	100	188	139	85	139
			*	*	*	
Highest Level Education Completed/Highest Degree Received: Some College, but No Degree	Unwgted	10089	36	22	24	162
	Weighted (000)	44682	144	72	100	675
	Horz %	100.00	0.32	0.16	0.22	1.51
	Vert %	18.31	26.65	14.88	23.80	20.83
	Index	100	146	81	130	114
			*	*	*	
Respondent - Highest Level Education Completed/Highest Degree Received: High school graduate (High School Diploma or Equivalent, such as GED)	Unwgted	10356	14	24	13	146
	Weighted (000)	71816	81	135	73	858
	Horz %	100.00	0.11	0.19	0.10	1.19
	Vert %	29.42	14.93	27.89	17.41	26.46
	Index	100	51	95	59	90
			*	*	*	
Respondent - Highest Level Education Completed/Highest Degree Received: 11th Grade or Less or 12th Grade, No Diploma	Unwgted	4355	6	8	3	43
	Weighted (000)	29641	52	43	12	231
	Horz %	100.00	0.18	0.15	0.04	0.78
	Vert %	12.14	9.71	8.92	2.86	7.12
	Index	100	80	73	24	59
			*	*	*	
Currently Attending College or University	Unwgted	3403	8	6	1	32
	Weighted (000)	19372	52	21	26	172
	Horz %	100.00	0.27	0.11	0.13	0.89
	Vert %	7.94	9.60	4.40	6.16	5.29
	Index	100	121	55	78	67
			*	*	*	
Employed Full Time	Unwgted	25438	81	79	67	400
	Weighted (000)	119890	354	285	226	1576
	Horz %	100.00	0.30	0.24	0.19	1.31
	Vert %	49.12	65.62	58.63	53.73	48.59
	Index	100	134	119	109	99
			*	*	*	
Employed Part Time	Unwgted	5730	6	9	9	77
	Weighted (000)	28854	39	49	53	395
	Horz %	100.00	0.13	0.17	0.18	1.37
	Vert %	11.82	7.18	10.13	12.68	12.19
	Index	100	61	86	107	103

		Adults 18+	Own/Lease Cadillac CTS/CTS-V	Own/Lease Cadillac SRX	Own/Lease any Cadillac	
Not Employed			*	*	*	
	Unwgted	17478	31	30	33	277
	Weighted (000)	95339	147	152	141	1272
	Horz %	100.00	0.15	0.16	0.15	1.33
	Vert %	39.06	27.20	31.24	33.59	39.22
	Index	100	70	80	86	100
Temporarily Unemployed			*	*	*	
	Unwgted	1886	3	5	0	22
	Weighted (000)	12314	11	15	0	101
	Horz %	100.00	0.09	0.12	0.00	0.82
	Vert %	5.05	2.08	3.01	0.00	3.12
	Index	100	41	60	0	62
Retired from Employment			*	*	*	
	Unwgted	10143	18	12	29	203
	Weighted (000)	46820	79	58	121	836
	Horz %	100.00	0.17	0.12	0.26	1.79
	Vert %	19.18	14.58	11.98	28.83	25.79
	Index	100	76	62	150	134
Not Employed, Principal Shopper for Household			*	*	*	
	Unwgted	2543	7	11	3	35
	Weighted (000)	16573	24	71	12	230
	Horz %	100.00	0.15	0.43	0.07	1.39
	Vert %	6.79	4.50	14.59	2.85	7.10
	Index	100	66	215	42	105
Occupation: Professional and Related Occupations			*	*	*	
	Unwgted	7405	18	19	19	113
	Weighted (000)	34142	97	62	71	450
	Horz %	100.00	0.29	0.18	0.21	1.32
	Vert %	13.99	18.04	12.68	16.95	13.89
	Index	100	129	91	121	99
Occupation: Management, Business and Financial Operations			*	*	*	
	Unwgted	6595	25	15	28	109
	Weighted (000)	24720	78	33	95	312
	Horz %	100.00	0.31	0.13	0.39	1.26
	Vert %	10.13	14.42	6.85	22.66	9.62
	Index	100	142	68	224	95
Occupation: Sales and Office Occupations			*	*	*	
	Unwgted	5959	14	18	14	78
	Weighted (000)	32636	50	77	64	376
	Horz %	100.00	0.15	0.24	0.20	1.15
	Vert %	13.37	9.31	15.83	15.29	11.58
	Index	100	70	118	114	87
Occupation: Natural Resources, Construction and Maintenance Occupations			*	*	*	
	Unwgted	2756	9	10	8	52
	Weighted (000)	13728	61	37	25	230
	Horz %	100.00	0.45	0.27	0.19	1.67
	Vert %	5.62	11.38	7.58	6.04	7.09
	Index	100	202	135	107	126
Occupation: Other Employed			*	*	*	
	Unwgted	8453	21	26	7	125
	Weighted (000)	43519	106	125	23	603
	Horz %	100.00	0.24	0.29	0.05	1.39
	Vert %	17.83	19.66	25.83	5.46	18.59
	Index	100	110	145	31	104

		Adults 18+	Own/Lease Cadillac CTS/CTS-V	Own/Lease Cadillac SRX	Own/Lease any Cadillac	
			*	*	*	
Household Income: \$250,000+	Unwgted	1966	10	14	16	56
	Weighted (000)	7800	42	40	44	192
	Horz %	100.00	0.54	0.52	0.57	2.46
	Vert %	3.20	7.75	8.33	10.56	5.91
	Index	100	242	261	330	185
			*	*	*	
Household Income: \$200,000-\$249,999	Unwgted	1583	6	5	9	31
	Weighted (000)	7178	43	37	49	170
	Horz %	100.00	0.60	0.51	0.68	2.37
	Vert %	2.94	7.99	7.60	11.69	5.24
	Index	100	272	259	398	178
			*	*	*	
Household Income: \$150,000-\$199,999	Unwgted	3725	10	6	17	67
	Weighted (000)	18847	58	21	63	335
	Horz %	100.00	0.31	0.11	0.34	1.78
	Vert %	7.72	10.68	4.36	15.04	10.34
	Index	100	138	56	195	134
			*	*	*	
Household Income: \$100,000-\$149,999	Unwgted	7038	29	23	25	136
	Weighted (000)	39997	125	108	99	605
	Horz %	100.00	0.31	0.27	0.25	1.51
	Vert %	16.39	23.20	22.22	23.44	18.66
	Index	100	142	136	143	114
			*	*	*	
Household Income: \$75,000-\$99,999	Unwgted	6168	16	9	19	105
	Weighted (000)	32585	84	38	71	473
	Horz %	100.00	0.26	0.12	0.22	1.45
	Vert %	13.35	15.47	7.75	16.91	14.59
	Index	100	116	58	127	109
			*	*	*	
Household Income: \$60,000-\$74,999	Unwgted	4945	15	15	8	84
	Weighted (000)	24958	76	50	36	334
	Horz %	100.00	0.30	0.20	0.14	1.34
	Vert %	10.23	14.10	10.29	8.54	10.31
	Index	100	138	101	83	101
			*	*	*	
Household Income: \$50,000-\$59,999	Unwgted	3824	10	12	7	63
	Weighted (000)	18483	41	45	37	252
	Horz %	100.00	0.22	0.24	0.20	1.36
	Vert %	7.57	7.59	9.27	8.87	7.77
	Index	100	100	122	117	103
			*	*	*	
Household Income: \$40,000-\$49,999	Unwgted	4928	7	11	1	65
	Weighted (000)	20001	16	48	10	264
	Horz %	100.00	0.08	0.24	0.05	1.32
	Vert %	8.19	2.89	9.85	2.35	8.15
	Index	100	35	120	29	99
			*	*	*	
Household Income: \$30,000-\$39,999	Unwgted	4676	6	13	4	68
	Weighted (000)	21673	14	74	8	282
	Horz %	100.00	0.06	0.34	0.04	1.30
	Vert %	8.88	2.60	15.26	1.94	8.71
	Index	100	29	172	22	98

		Adults 18+	Own/Lease Cadillac CTS/CTS-V	Own/Lease Cadillac SRX	Own/Lease any Cadillac
			*	*	*
Household Income: \$20,000-\$29,999	Unwgted	4378	6	7	3
	Weighted (000)	21286	25	16	3
	Horz %	100.00	0.12	0.08	0.01
	Vert %	8.72	4.72	3.29	0.66
	Index	100	54	38	8
			*	*	*
Household Income: Under \$20,000	Unwgted	5415	3	3	0
	Weighted (000)	31275	16	9	0
	Horz %	100.00	0.05	0.03	0.00
	Vert %	12.81	3.01	1.78	0.00
	Index	100	24	14	0
Median Household Income	Unwgted				
	Weighted (000)	65.60	99.40	75.80	122.90
	Horz %				
	Vert %				
	Index	100	151	116	187
			*	*	*
Marital Status: Single, Never Married	Unwgted	12107	22	25	7
	Weighted (000)	69105	99	113	51
	Horz %	100.00	0.14	0.16	0.07
	Vert %	28.31	18.39	23.24	12.02
	Index	100	65	82	42
Marital Status: Currently Married	Unwgted	24506	72	76	82
	Weighted (000)	129071	349	314	310
	Horz %	100.00	0.27	0.24	0.24
	Vert %	52.88	64.57	64.60	73.76
	Index	100	122	122	139
			*	*	*
Marital Status: Divorced or Legally Separated	Unwgted	8229	16	14	9
	Weighted (000)	31030	61	40	24
	Horz %	100.00	0.20	0.13	0.08
	Vert %	12.71	11.28	8.25	5.60
	Index	100	89	65	44
Marital Status: Widowed	Unwgted	3804	8	3	11
	Weighted (000)	14879	31	19	36
	Horz %	100.00	0.21	0.13	0.24
	Vert %	6.10	5.76	3.91	8.61
	Index	100	94	64	141
			*	*	*
Marital Status: Engaged to Be Married	Unwgted	2120	2	8	3
	Weighted (000)	11812	10	38	13
	Horz %	100.00	0.08	0.32	0.11
	Vert %	4.84	1.76	7.83	3.15
	Index	100	36	162	65
Marital Status: Living with Partner/Fiancé/Boyfriend or Girlfriend (Same or Opposite Sex)	Unwgted	3596	13	10	2
	Weighted (000)	21557	34	47	13
	Horz %	100.00	0.16	0.22	0.06
	Vert %	8.83	6.24	9.63	2.99
	Index	100	71	109	34

		Adults 18+	Own/Lease Cadillac CTS/CTS-V	Own/Lease Cadillac SRX	Own/Lease any Cadillac	
					*	
Any Child(ren) Under Age 18 Living at Home	Unwgted	18201	55	77	36	261
	Weighted (000)	94932	281	313	165	1151
	Horz %	100.00	0.30	0.33	0.17	1.21
	Vert %	38.89	52.01	64.51	39.29	35.51
	Index	100	134	166	101	91
			*	*	*	
1 Child Under Age 18 Currently Living at Home	Unwgted	7127	22	23	16	97
	Weighted (000)	38013	99	64	88	419
	Horz %	100.00	0.26	0.17	0.23	1.10
	Vert %	15.57	18.31	13.10	20.84	12.93
	Index	100	118	84	134	83
			*	*	*	
2 Children Under Age 18 Currently Living at Home	Unwgted	6935	21	37	17	111
	Weighted (000)	34366	114	161	69	504
	Horz %	100.00	0.33	0.47	0.20	1.47
	Vert %	14.08	21.19	33.19	16.38	15.53
	Index	100	150	236	116	110
			*	*	*	
3 Children Under Age 18 Currently Living at Home	Unwgted	2804	10	12	1	35
	Weighted (000)	14813	49	71	7	152
	Horz %	100.00	0.33	0.48	0.04	1.02
	Vert %	6.07	9.11	14.64	1.57	4.68
	Index	100	150	241	26	77
			*	*	*	
4 Children Under Age 18 Currently Living at Home	Unwgted	872	1	3	1	11
	Weighted (000)	4873	2	10	1	33
	Horz %	100.00	0.04	0.21	0.02	0.67
	Vert %	2.00	0.36	2.06	0.19	1.01
	Index	100	18	103	9	51
			*	*	*	
5 or More Children Under Age 18 Currently Living at Home	Unwgted	463	1	2	1	7
	Weighted (000)	2867	16	7	1	44
	Horz %	100.00	0.57	0.26	0.05	1.54
	Vert %	1.17	3.04	1.52	0.31	1.36
	Index	100	258	129	27	116
			*	*	*	
Own Home/Residence	Unwgted	32775	85	87	100	599
	Weighted (000)	160976	372	339	391	2521
	Horz %	100.00	0.23	0.21	0.24	1.57
	Vert %	65.95	68.87	69.82	93.01	77.76
	Index	100	104	106	141	118
			*	*	*	
Rent Home/Residence	Unwgted	15306	32	29	8	147
	Weighted (000)	80205	165	139	24	677
	Horz %	100.00	0.21	0.17	0.03	0.84
	Vert %	32.86	30.59	28.69	5.65	20.88
	Index	100	93	87	17	64
			*	*	*	
Live Rent-Free in Home/Residence	Unwgted	565	1	2	1	8
	Weighted (000)	2903	3	7	6	44
	Horz %	100.00	0.10	0.25	0.19	1.52
	Vert %	1.19	0.54	1.49	1.35	1.36
	Index	100	46	125	113	115

		Adults 18+	Own/Lease Cadillac CTS/CTS-V	Own/Lease Cadillac SRX	Own/Lease any Cadillac	
			*	*	*	
Census Region: North East	Unwgted	11000	23	14	18	141
	Weighted (000)	44018	70	39	53	572
	Horz %	100.00	0.16	0.09	0.12	1.30
	Vert %	18.03	12.90	8.09	12.65	17.63
	Index	100	72	45	70	98
			*	*	*	
Census Region: South	Unwgted	17645	45	48	39	287
	Weighted (000)	92016	173	190	144	1165
	Horz %	100.00	0.19	0.21	0.16	1.27
	Vert %	37.70	31.96	39.11	34.29	35.91
	Index	100	85	104	91	95
			*	*	*	
Census Region: Midwest	Unwgted	9880	20	24	31	179
	Weighted (000)	52062	131	75	147	822
	Horz %	100.00	0.25	0.14	0.28	1.58
	Vert %	21.33	24.31	15.39	34.93	25.36
	Index	100	114	72	164	119
			*	*	*	
Census Region: West	Unwgted	10121	30	32	21	147
	Weighted (000)	55988	166	182	76	684
	Horz %	100.00	0.30	0.32	0.14	1.22
	Vert %	22.94	30.83	37.41	18.14	21.09
	Index	100	134	163	79	92
			*	*	*	
Census Sub-Region: New England	Unwgted	2748	6	4	6	30
	Weighted (000)	11567	14	12	17	118
	Horz %	100.00	0.12	0.11	0.15	1.02
	Vert %	4.74	2.56	2.56	4.03	3.65
	Index	100	54	54	85	77
			*	*	*	
Census Sub-Region: Mid Atlantic	Unwgted	8252	17	10	12	111
	Weighted (000)	32451	56	27	36	453
	Horz %	100.00	0.17	0.08	0.11	1.40
	Vert %	13.30	10.34	5.53	8.61	13.98
	Index	100	78	42	65	105
			*	*	*	
Census Sub-Region: South Atlantic	Unwgted	9812	16	18	17	139
	Weighted (000)	48740	72	75	64	578
	Horz %	100.00	0.15	0.15	0.13	1.19
	Vert %	19.97	13.31	15.42	15.30	17.82
	Index	100	67	77	77	89
			*	*	*	
Census Sub-Region: East South Central	Unwgted	1890	5	6	3	31
	Weighted (000)	14067	22	40	7	189
	Horz %	100.00	0.16	0.28	0.05	1.34
	Vert %	5.76	4.15	8.19	1.57	5.83
	Index	100	72	142	27	101
			*	*	*	
Census Sub-Region: West South Central	Unwgted	5943	24	24	19	117
	Weighted (000)	29209	78	75	73	398
	Horz %	100.00	0.27	0.26	0.25	1.36
	Vert %	11.97	14.51	15.51	17.43	12.26
	Index	100	121	130	146	102

		Adults 18+	Own/Lease Cadillac CTS/CTS-V	Own/Lease Cadillac SRX	Own/Lease any Cadillac	
			*	*	*	
Census Sub-Region: East North Central	Unwgted	7303	17	17	25	136
	Weighted (000)	36089	113	49	96	564
	Horz %	100.00	0.31	0.14	0.27	1.56
	Vert %	14.79	20.95	10.15	22.83	17.41
	Index	100	142	69	154	118
Census Sub-Region: West North Central	Unwgted	2577	3	7	6	43
	Weighted (000)	15973	18	25	51	258
	Horz %	100.00	0.11	0.16	0.32	1.61
	Vert %	6.54	3.35	5.24	12.10	7.95
	Index	100	51	80	185	122
Census Sub-Region: Mountain	Unwgted	2752	7	9	3	27
	Weighted (000)	18482	43	49	18	161
	Horz %	100.00	0.23	0.26	0.10	0.87
	Vert %	7.57	7.91	10.01	4.36	4.96
	Index	100	104	132	58	65
Census Sub-Region: Pacific	Unwgted	7369	23	23	18	120
	Weighted (000)	37506	124	133	58	523
	Horz %	100.00	0.33	0.35	0.15	1.40
	Vert %	15.37	22.93	27.39	13.78	16.14
	Index	100	149	178	90	105
County Size: A	Unwgted	26326	76	67	67	426
	Weighted (000)	102649	348	212	223	1492
	Horz %	100.00	0.34	0.21	0.22	1.45
	Vert %	42.05	64.39	43.58	53.13	46.02
	Index	100	153	104	126	109
County Size: B	Unwgted	11709	21	26	28	176
	Weighted (000)	72000	118	139	124	904
	Horz %	100.00	0.16	0.19	0.17	1.26
	Vert %	29.50	21.86	28.63	29.43	27.87
	Index	100	74	97	100	94
County Size: C/D	Unwgted	10611	21	25	14	152
	Weighted (000)	69435	74	135	73	847
	Horz %	100.00	0.11	0.19	0.11	1.22
	Vert %	28.45	13.75	27.79	17.44	26.11
	Index	100	48	98	61	92
Radio Formats: AAA (subset of Alternative) (Monday-Sunday 24-Hour Cume)	Unwgted	1128	3	3	3	18
	Weighted (000)	4719	10	8	9	42
	Horz %	100.00	0.22	0.16	0.20	0.88
	Vert %	1.93	1.94	1.57	2.21	1.28
	Index	100	100	81	114	66
Radio Formats: Adult Contemporary (Monday-Sunday 24-Hour Cume)	Unwgted	7893	17	21	16	128
	Weighted (000)	38375	72	76	49	532
	Horz %	100.00	0.19	0.20	0.13	1.39
	Vert %	15.72	13.27	15.72	11.58	16.39
	Index	100	84	100	74	104

		Adults 18+	Own/Lease Cadillac CTS/CTS-V	Own/Lease Cadillac SRX	Own/Lease any Cadillac
			*	*	*
Radio Formats: Adult Hits (Monday-Sunday 24-Hour Cume)	Unwgted	1220	3	2	2
	Weighted (000)	6399	7	6	5
	Horz %	100.00	0.11	0.10	0.08
	Vert %	2.62	1.24	1.32	1.23
	Index	100	47	50	47
		*	*	*	*
UNTRENDED: Radio Formats: Adult Standards/Easy Listening (Monday-Sunday 24-Hour Cume)	Unwgted	0	0	0	0
	Weighted (000)	0	0	0	0
	Horz %	0.00	0.00	0.00	0.00
	Vert %	0.00	0.00	0.00	0.00
	Index	0	0	0	0
			*	*	*
Radio Formats: All News (Monday-Sunday 24-Hour Cume)	Unwgted	2726	1	3	14
	Weighted (000)	7983	3	5	29
	Horz %	100.00	0.04	0.06	0.37
	Vert %	3.27	0.53	1.03	6.98
	Index	100	16	32	213
			*	*	*
Radio Formats: All Sports (Monday-Sunday 24-Hour Cume)	Unwgted	3232	3	11	9
	Weighted (000)	12837	4	26	30
	Horz %	100.00	0.03	0.21	0.24
	Vert %	5.26	0.69	5.42	7.24
	Index	100	13	103	138
			*	*	*
Radio Formats: All Talk (Monday-Sunday 24-Hour Cume)	Unwgted	850	2	3	4
	Weighted (000)	3908	4	11	17
	Horz %	100.00	0.09	0.29	0.44
	Vert %	1.60	0.69	2.36	4.11
	Index	100	43	147	257
			*	*	*
Radio Formats: Alternative (Monday-Sunday 24-Hour Cume)	Unwgted	3051	5	8	5
	Weighted (000)	14357	13	32	14
	Horz %	100.00	0.09	0.22	0.10
	Vert %	5.88	2.49	6.60	3.43
	Index	100	42	112	58
			*	*	*
Radio Formats: CHR/Top 40 (Monday-Sunday 24-Hour Cume)	Unwgted	8136	18	36	17
	Weighted (000)	42891	87	165	64
	Horz %	100.00	0.20	0.38	0.15
	Vert %	17.57	16.19	34.00	15.12
	Index	100	92	193	86
			*	*	*
Radio Formats: Classic Hits (Monday-Sunday 24-Hour Cume)	Unwgted	2864	6	4	12
	Weighted (000)	14285	31	8	36
	Horz %	100.00	0.21	0.05	0.25
	Vert %	5.85	5.67	1.58	8.57
	Index	100	97	27	146
			*	*	*
Radio Formats: Classic Rock (Monday-Sunday 24-Hour Cume)	Unwgted	3360	9	5	5
	Weighted (000)	16987	64	23	14
	Horz %	100.00	0.37	0.14	0.08
	Vert %	6.96	11.78	4.77	3.23
	Index	100	169	69	46

		Adults 18+	Own/Lease Cadillac CTS/CTS-V	Own/Lease Cadillac SRX	Own/Lease any Cadillac
			*	*	*
Radio Formats: Classical (Monday-Sunday 24-Hour Cume)	Unwgted	1353	2	1	3
	Weighted (000)	5307	2	5	6
	Horz %	100.00	0.04	0.10	0.11
	Vert %	2.17	0.40	1.11	1.36
	Index	100	18	51	63
			*	*	*
Radio Formats: Country (Monday-Sunday 24-Hour Cume)	Unwgted	7757	21	26	19
	Weighted (000)	44958	103	97	60
	Horz %	100.00	0.23	0.22	0.13
	Vert %	18.42	19.06	19.95	14.29
	Index	100	103	108	78
			*	*	*
Radio Formats: Ethnic (Monday-Sunday 24-Hour Cume)	Unwgted	310	0	0	0
	Weighted (000)	1196	0	0	0
	Horz %	100.00	0.00	0.00	0.00
	Vert %	0.49	0.00	0.00	0.00
	Index	100	0	0	0
			*	*	*
Radio Formats: Gospel (Monday-Sunday 24-Hour Cume)	Unwgted	642	0	1	0
	Weighted (000)	3662	0	11	0
	Horz %	100.00	0.00	0.30	0.00
	Vert %	1.50	0.00	2.28	0.00
	Index	100	0	152	0
			*	*	*
Radio Formats: Hispanic (All Genres) (Monday-Sunday 24-Hour Cume)	Unwgted	2577	6	8	4
	Weighted (000)	15181	41	35	9
	Horz %	100.00	0.27	0.23	0.06
	Vert %	6.22	7.58	7.18	2.09
	Index	100	122	115	34
			*	*	*
Radio Formats: Hot AC (Subset of "Adult Contemporary") (Monday-Sunday 24-Hour Cume)	Unwgted	3551	9	12	8
	Weighted (000)	17450	27	42	23
	Horz %	100.00	0.15	0.24	0.13
	Vert %	7.15	4.91	8.63	5.39
	Index	100	69	121	75
			*	*	*
Radio Formats: Jazz (Monday-Sunday 24-Hour Cume)	Unwgted	631	2	0	2
	Weighted (000)	2496	11	0	17
	Horz %	100.00	0.44	0.00	0.66
	Vert %	1.02	2.03	0.00	3.95
	Index	100	198	0	386
			*	*	*
Radio Formats: Mexican/Tejano/Ranchera (Subset of "Hispanic") (Monday-Sunday 24-Hour Cume)	Unwgted	1108	4	3	3
	Weighted (000)	6328	35	19	4
	Horz %	100.00	0.55	0.30	0.07
	Vert %	2.59	6.50	3.96	1.02
	Index	100	251	153	39
			*	*	*
Radio Formats: News/Talk (Monday-Sunday 24-Hour Cume)	Unwgted	5806	17	12	10
	Weighted (000)	23554	65	43	31
	Horz %	100.00	0.27	0.18	0.13
	Vert %	9.65	11.96	8.89	7.47
	Index	100	124	92	77

		Adults 18+	Own/Lease Cadillac CTS/CTS-V	Own/Lease Cadillac SRX	Own/Lease any Cadillac
			*	*	*
Radio Formats: Oldies (Monday-Sunday 24-Hour Cume)	Unwgted	1456	2	2	3
	Weighted (000)	7376	6	14	10
	Horz %	100.00	0.09	0.18	0.13
	Vert %	3.02	1.17	2.80	2.30
	Index	100	39	93	76
			*	*	*
Radio Formats: Public Radio/Non-Commercial (Monday-Sunday 24-Hour Cume)	Unwgted	2625	8	0	5
	Weighted (000)	10677	32	0	9
	Horz %	100.00	0.30	0.00	0.09
	Vert %	4.37	5.99	0.00	2.24
	Index	100	137	0	51
			*	*	*
Radio Formats: Religion/Christian (Monday-Sunday 24-Hour Cume)	Unwgted	3944	6	5	10
	Weighted (000)	20120	32	13	39
	Horz %	100.00	0.16	0.07	0.20
	Vert %	8.24	5.92	2.72	9.37
	Index	100	72	33	114
			*	*	*
Radio Formats: Rhythmic (Monday-Sunday 24-Hour Cume)	Unwgted	2569	8	10	6
	Weighted (000)	13480	58	48	23
	Horz %	100.00	0.43	0.36	0.17
	Vert %	5.52	10.67	9.88	5.58
	Index	100	193	179	101
			*	*	*
Radio Formats: Rock (Monday-Sunday 24-Hour Cume)	Unwgted	3181	10	10	6
	Weighted (000)	16260	23	44	16
	Horz %	100.00	0.14	0.27	0.10
	Vert %	6.66	4.18	9.02	3.77
	Index	100	63	135	57
			*	*	*
Radio Formats: Soft Adult Contemporary/Lite Rock (Monday-Sunday 24-Hour Cume)	Unwgted	1106	1	3	4
	Weighted (000)	5735	5	20	12
	Horz %	100.00	0.08	0.35	0.21
	Vert %	2.35	0.86	4.15	2.80
	Index	100	37	177	119
			*	*	*
Radio Formats: Spanish AC (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	Unwgted	906	1	3	3
	Weighted (000)	5268	1	14	7
	Horz %	100.00	0.01	0.26	0.12
	Vert %	2.16	0.13	2.81	1.57
	Index	100	6	130	73
			*	*	*
Radio Formats: Tropical (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	Unwgted	302	0	3	0
	Weighted (000)	1893	0	9	0
	Horz %	100.00	0.00	0.46	0.00
	Vert %	0.78	0.00	1.81	0.00
	Index	100	0	234	0
			*	*	*
Radio Formats: Urban (All Genres) (Monday-Sunday 24-Hour Cume)	Unwgted	5121	14	19	14
	Weighted (000)	26008	69	59	52
	Horz %	100.00	0.27	0.23	0.20
	Vert %	10.66	12.84	12.18	12.48
	Index	100	120	114	117

		Adults 18+	Own/Lease Cadillac CTS/CTS-V	Own/Lease Cadillac SRX	Own/Lease any Cadillac	
			*	*	*	
Radio Formats: Urban AC (Subset of Urban) (Monday-Sunday 24-Hour Cume)	Unwgted	2133	5	10	9	46
	Weighted (000)	10077	42	37	28	222
	Horz %	100.00	0.42	0.37	0.27	2.21
	Vert %	4.13	7.81	7.59	6.59	6.86
	Index	100	189	184	160	166
			*	*	*	
Radio Formats: Urban Contemporary (Subset of Urban) (Monday-Sunday 24-Hour Cume)	Unwgted	1989	6	6	3	31
	Weighted (000)	11746	24	21	15	175
	Horz %	100.00	0.21	0.18	0.13	1.49
	Vert %	4.81	4.50	4.39	3.57	5.39
	Index	100	94	91	74	112
			*	*	*	
Radio Formats: Variety/Other (Monday-Sunday 24-Hour Cume)	Unwgted	1303	6	3	2	22
	Weighted (000)	6945	38	9	14	103
	Horz %	100.00	0.55	0.13	0.20	1.49
	Vert %	2.85	7.05	1.89	3.26	3.19
	Index	100	248	67	115	112
			*	*	*	
Radio Daypart Cumes: Total Week Monday-Sunday 24 Hours	Unwgted	41037	104	110	102	664
	Weighted (000)	204462	465	450	374	2768
	Horz %	100.00	0.23	0.22	0.18	1.35
	Vert %	83.77	86.11	92.72	89.00	85.38
	Index	100	103	111	106	102
			*	*	*	
Radio Daypart Cumes: Weekday 6:00 am - 10:00 am	Unwgted	25278	72	79	66	417
	Weighted (000)	122460	289	310	231	1599
	Horz %	100.00	0.24	0.25	0.19	1.31
	Vert %	50.17	53.63	63.84	55.00	49.33
	Index	100	107	127	110	98
			*	*	*	
Radio Daypart Cumes: Weekday 10:00 am - 3:00 pm	Unwgted	18835	54	57	54	335
	Weighted (000)	94930	236	186	187	1361
	Horz %	100.00	0.25	0.20	0.20	1.43
	Vert %	38.89	43.78	38.30	44.47	41.97
	Index	100	113	98	114	108
			*	*	*	
Radio Daypart Cumes: Weekday 3:00 pm - 7:00 pm	Unwgted	22339	57	63	56	349
	Weighted (000)	109527	211	230	194	1318
	Horz %	100.00	0.19	0.21	0.18	1.20
	Vert %	44.87	39.01	47.43	46.26	40.64
	Index	100	87	106	103	91
			*	*	*	
Radio Daypart Cumes: Weekday 7:00 pm - Midnight	Unwgted	8087	23	18	20	116
	Weighted (000)	41055	92	86	70	495
	Horz %	100.00	0.22	0.21	0.17	1.21
	Vert %	16.82	17.04	17.71	16.60	15.27
	Index	100	101	105	99	91
			*	*	*	
Radio Daypart Cumes: Weekday Midnight - 6:00 am	Unwgted	2418	6	9	2	35
	Weighted (000)	12268	38	49	7	179
	Horz %	100.00	0.31	0.40	0.06	1.46
	Vert %	5.03	6.99	10.15	1.72	5.52
	Index	100	139	202	34	110

		Adults 18+	Own/Lease Cadillac CTS/CTS-V	Own/Lease Cadillac SRX	Own/Lease any Cadillac	
			*	*	*	
Radio Daypart Cumes: Weekend 6:00 am - 10:00 am	Unwgted	16140	35	40	41	247
	Weighted (000)	79167	162	149	149	959
	Horz %	100.00	0.20	0.19	0.19	1.21
	Vert %	32.43	29.97	30.71	35.33	29.56
	Index	100	92	95	109	91
Radio Daypart Cumes: Weekend 10:00 am - 3:00 pm	Unwgted	21592	62	57	55	352
	Weighted (000)	106532	315	243	207	1542
	Horz %	100.00	0.30	0.23	0.19	1.45
	Vert %	43.65	58.33	50.06	49.15	47.57
	Index	100	134	115	113	109
Radio Daypart Cumes: Weekend 3:00 pm - 7:00 pm	Unwgted	16960	40	47	36	253
	Weighted (000)	85146	179	198	96	1061
	Horz %	100.00	0.21	0.23	0.11	1.25
	Vert %	34.88	33.14	40.78	22.77	32.73
	Index	100	95	117	65	94
Radio Daypart Cumes: Weekend 7:00 pm - Midnight	Unwgted	8346	17	17	15	116
	Weighted (000)	42195	65	51	43	448
	Horz %	100.00	0.15	0.12	0.10	1.06
	Vert %	17.29	12.07	10.47	10.29	13.81
	Index	100	70	61	59	80
Radio Daypart Cumes: Weekend Midnight - 6:00 am	Unwgted	2161	7	7	3	36
	Weighted (000)	10847	27	41	8	146
	Horz %	100.00	0.25	0.38	0.07	1.34
	Vert %	4.44	4.95	8.40	1.89	4.49
	Index	100	111	189	43	101
Where Listen to Radio on Typical Weekday: Home	Unwgted	13605	32	35	31	205
	Weighted (000)	66444	113	135	87	751
	Horz %	100.00	0.17	0.20	0.13	1.13
	Vert %	27.22	20.96	27.83	20.63	23.15
	Index	100	77	102	76	85
Where Listen to Radio on Typical Weekday: Car	Unwgted	37582	99	104	94	630
	Weighted (000)	186198	445	421	334	2648
	Horz %	100.00	0.24	0.23	0.18	1.42
	Vert %	76.28	82.53	86.70	79.54	81.68
	Index	100	108	114	104	107
Where Listen to Radio on Typical Weekday: Work	Unwgted	6358	23	22	11	94
	Weighted (000)	32708	106	70	40	366
	Horz %	100.00	0.33	0.21	0.12	1.12
	Vert %	13.40	19.71	14.40	9.60	11.28
	Index	100	147	107	72	84
Where Listen to Radio on Typical Weekday: Place Other Than Home, Car, Work	Unwgted	1490	7	6	2	23
	Weighted (000)	7844	20	25	5	127
	Horz %	100.00	0.26	0.31	0.07	1.62
	Vert %	3.21	3.75	5.05	1.24	3.93
	Index	100	117	157	39	122

		Adults 18+	Own/Lease Cadillac CTS/CTS-V	Own/Lease Cadillac SRX	Own/Lease any Cadillac	
			*	*	*	
Where Listen to Radio on Typical Weekend: Home	Unwgted	16122	44	41	41	267
	Weighted (000)	79216	179	177	131	1051
	Horz %	100.00	0.23	0.22	0.17	1.33
	Vert %	32.45	33.13	36.37	31.27	32.40
	Index	100	102	112	96	100
Where Listen to Radio on Typical Weekend: Car	Unwgted	34584	91	89	84	568
	Weighted (000)	172300	437	370	306	2439
	Horz %	100.00	0.25	0.21	0.18	1.42
	Vert %	70.59	80.95	76.17	72.70	75.24
	Index	100	115	108	103	107
Where Listen to Radio on Typical Weekend: Work	Unwgted	2377	6	10	4	33
	Weighted (000)	13032	24	43	9	131
	Horz %	100.00	0.18	0.33	0.07	1.00
	Vert %	5.34	4.39	8.86	2.12	4.03
	Index	100	82	166	40	76
Where Listen to Radio on Typical Weekend: Place Other Than Home, Car, Work	Unwgted	1550	5	5	3	21
	Weighted (000)	8439	11	21	8	102
	Horz %	100.00	0.13	0.25	0.09	1.21
	Vert %	3.46	1.97	4.33	1.79	3.15
	Index	100	57	125	52	91
Ever Listen to AM Radio (Terrestrial Radio)	Unwgted	8872	20	21	22	151
	Weighted (000)	37216	81	91	67	529
	Horz %	100.00	0.22	0.24	0.18	1.42
	Vert %	15.25	14.96	18.70	15.94	16.32
	Index	100	98	123	105	107
Ever Listen to FM Radio (Terrestrial Radio)	Unwgted	35648	82	97	85	550
	Weighted (000)	180517	366	392	301	2313
	Horz %	100.00	0.20	0.22	0.17	1.28
	Vert %	73.96	67.89	80.77	71.57	71.33
	Index	100	92	109	97	96
Ever Listen to Any Terrestrial Radio (AM/FM)	Unwgted	38624	91	99	92	606
	Weighted (000)	192537	410	413	320	2513
	Horz %	100.00	0.21	0.21	0.17	1.31
	Vert %	78.88	76.00	85.09	76.15	77.49
	Index	100	96	108	97	98
Ever Listen to Satellite Radio (SiriusXM)	Unwgted	6808	33	21	39	167
	Weighted (000)	31804	125	71	137	670
	Horz %	100.00	0.39	0.22	0.43	2.11
	Vert %	13.03	23.16	14.70	32.66	20.67
	Index	100	178	113	251	159
Household Subscribes to Satellite (SiriusXM) Radio	Unwgted	9333	46	33	51	238
	Weighted (000)	45323	178	125	189	1006
	Horz %	100.00	0.39	0.28	0.42	2.22
	Vert %	18.57	32.90	25.77	44.91	31.02
	Index	100	177	139	242	167

		Adults 18+	Own/Lease Cadillac CTS/CTS-V	Own/Lease Cadillac SRX	Own/Lease any Cadillac	
Any Vehicle Currently Owned/Leased Has Satellite Radio	Unwgted	15153	75	66	74	399
	Weighted (000)	76621	320	234	319	1708
	Horz %	100.00	0.42	0.31	0.42	2.23
	Vert %	31.39	59.34	48.14	75.83	52.67
	Index	100	189	153	242	168
Any Vehicle Currently Owned/Leased Has MP3 Player Connection	Unwgted	12633	50	36	57	230
	Weighted (000)	64670	199	134	226	906
	Horz %	100.00	0.31	0.21	0.35	1.40
	Vert %	26.49	36.92	27.63	53.81	27.93
	Index	100	139	104	203	105
Listened to Online Streaming AM/FM Broadcast Radio Stations - Past Month	Unwgted	7343	18	26	22	116
	Weighted (000)	36346	92	111	75	457
	Horz %	100.00	0.25	0.31	0.21	1.26
	Vert %	14.89	17.09	22.83	17.83	14.10
	Index	100	115	153	120	95
Listened to Internet-only radio or other online music or audio services (eg. Pandora, Spotify, etc.) - past month	Unwgted	19242	52	64	42	289
	Weighted (000)	97996	282	291	185	1338
	Horz %	100.00	0.29	0.30	0.19	1.36
	Vert %	40.15	52.33	59.87	44.06	41.25
	Index	100	130	149	110	103
Listening to Any Radio on the Internet/Online - Past Month	Unwgted	21921	57	71	51	327
	Weighted (000)	110983	300	331	205	1460
	Horz %	100.00	0.27	0.30	0.18	1.32
	Vert %	45.47	55.55	68.23	48.67	45.04
	Index	100	122	150	107	99
Visited a Radio Station, Radio Program or Radio Personality's website - Past Month	Unwgted	3452	13	11	8	62
	Weighted (000)	17001	51	35	22	206
	Horz %	100.00	0.30	0.21	0.13	1.21
	Vert %	6.97	9.43	7.19	5.21	6.36
	Index	100	135	103	75	91
Downloaded Music - Past Month	Unwgted	9054	28	22	23	145
	Weighted (000)	47933	102	103	99	674
	Horz %	100.00	0.21	0.22	0.21	1.41
	Vert %	19.64	18.94	21.27	23.60	20.80
	Index	100	96	108	120	106
Downloaded Podcasts/Engaged in Podcasting - Past Month	Unwgted	3700	11	16	3	58
	Weighted (000)	17081	51	51	8	224
	Horz %	100.00	0.30	0.30	0.05	1.31
	Vert %	7.00	9.37	10.59	2.01	6.90
	Index	100	134	151	29	99
Visited iHeartRadio site - Past Month	Unwgted	4412	17	24	14	83
	Weighted (000)	21989	58	113	54	379
	Horz %	100.00	0.26	0.51	0.25	1.72
	Vert %	9.01	10.75	23.22	12.84	11.68
	Index	100	119	258	143	130

		Adults 18+	Own/Lease Cadillac CTS/CTS-V	Own/Lease Cadillac SRX	Own/Lease any Cadillac	
			*	*	*	
Visited iTunes.com site - Past Month	Unwgted	8331	24	33	23	132
	Weighted (000)	40212	88	126	59	508
	Horz %	100.00	0.22	0.31	0.15	1.26
	Vert %	16.47	16.25	26.04	13.93	15.68
	Index	100	99	158	85	95
			*	*	*	
Visited Pandora.com site - Past Month	Unwgted	16996	40	62	42	263
	Weighted (000)	87700	176	261	178	1174
	Horz %	100.00	0.20	0.30	0.20	1.34
	Vert %	35.93	32.63	53.80	42.32	36.21
	Index	100	91	150	118	101
			*	*	*	
Visited Spotify site - Past Month	Unwgted	6074	22	16	7	88
	Weighted (000)	32588	94	61	45	389
	Horz %	100.00	0.29	0.19	0.14	1.19
	Vert %	13.35	17.38	12.64	10.72	11.98
	Index	100	130	95	80	90
			*	*	*	
Advertising on radio provides me with useful information about bargains. Agree strongly or Agree somewhat	Unwgted	16507	47	44	43	269
	Weighted (000)	83844	216	197	158	1197
	Horz %	100.00	0.26	0.24	0.19	1.43
	Vert %	34.35	39.96	40.59	37.47	36.92
	Index	100	116	118	109	107
			*	*	*	
Advertising on radio provides me with meaningful information about the product use of other consumers. Agree strongly or Agree somewhat	Unwgted	13908	33	44	40	230
	Weighted (000)	70343	150	175	127	1026
	Horz %	100.00	0.21	0.25	0.18	1.46
	Vert %	28.82	27.80	35.96	30.26	31.65
	Index	100	96	125	105	110
			*	*	*	
Advertising on radio provides me with useful information about new products and services. Agree strongly or Agree somewhat	Unwgted	17125	40	45	43	269
	Weighted (000)	86850	155	195	152	1183
	Horz %	100.00	0.18	0.22	0.18	1.36
	Vert %	35.58	28.80	40.14	36.24	36.47
	Index	100	81	113	102	103
			*	*	*	
For me, advertising on radio is amusing. Agree strongly or Agree somewhat	Unwgted	12845	33	36	34	224
	Weighted (000)	65189	163	151	121	1025
	Horz %	100.00	0.25	0.23	0.19	1.57
	Vert %	26.71	30.19	31.19	28.77	31.62
	Index	100	113	117	108	118
			*	*	*	
Most trusted media: Radio	Unwgted	4143	6	10	8	55
	Weighted (000)	21056	17	23	25	196
	Horz %	100.00	0.08	0.11	0.12	0.93
	Vert %	8.63	3.13	4.70	6.00	6.03
	Index	100	36	54	70	70
TV Dayparts: Total Week Prime Time Cume Audience	Unwgted	38598	100	94	100	639
	Weighted (000)	190885	460	385	393	2728
	Horz %	100.00	0.24	0.20	0.21	1.43
	Vert %	78.20	85.15	79.28	93.38	84.13
	Index	100	109	101	119	108

		Adults 18+	Own/Lease Cadillac CTS/CTS-V	Own/Lease Cadillac SRX	Own/Lease any Cadillac	
TV Dayparts: Prime Time Weekdays Cume Audience: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)	Unwgt'd	30674	76	72	88	519
	Weighted (000)	150599	368	292	353	2222
	Horz %	100.00	0.24	0.19	0.23	1.48
	Vert %	61.70	68.16	60.16	84.06	68.53
	Index	100	110	97	136	111
TV Dayparts: Prime Time Saturday Cume Audience: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)	Unwgt'd	26407	61	63	77	455
	Weighted (000)	129573	270	252	307	1904
	Horz %	100.00	0.21	0.19	0.24	1.47
	Vert %	53.09	50.06	51.80	72.95	58.71
	Index	100	94	98	137	111
TV Dayparts: Prime Time Sunday Cume Audience: 7:00-11:00 pm (Eastern/Pacific), 6:00-10:00 pm (Central/Mountain)	Unwgt'd	30767	77	70	84	506
	Weighted (000)	150356	324	265	323	2071
	Horz %	100.00	0.22	0.18	0.21	1.38
	Vert %	61.60	59.99	54.66	76.78	63.87
	Index	100	97	89	125	104
TV Dayparts: Weekdays Cume Audience: 9:00 am-4:00 pm (Eastern/Pacific) 9:00 am - 3:00 pm (Central/Mountain)	Unwgt'd	13588	29	23	28	217
	Weighted (000)	72467	157	96	154	1093
	Horz %	100.00	0.22	0.13	0.21	1.51
	Vert %	29.69	29.00	19.74	36.55	33.72
	Index	100	98	66	123	114
TV Dayparts: Weekdays Cume Audience: 4:00 pm-7:30 pm (Eastern/Pacific) 3:00 pm-6:30 pm (Central/Mountain)	Unwgt'd	24214	61	56	58	420
	Weighted (000)	122899	290	236	232	1801
	Horz %	100.00	0.24	0.19	0.19	1.47
	Vert %	50.35	53.81	48.65	55.30	55.54
	Index	100	107	97	110	110
TV Dayparts: Weekdays Cume Audience: 11:30 pm-1:00 am (Eastern/Pacific) 10:30 pm-Midnight (Central/Mountain)	Unwgt'd	8203	22	20	31	166
	Weighted (000)	41009	119	78	120	717
	Horz %	100.00	0.29	0.19	0.29	1.75
	Vert %	16.80	22.05	16.03	28.45	22.11
	Index	100	131	95	169	132
TV Dayparts: Weekend Children's Shows Cume Audience: Saturday-Sunday Morning	Unwgt'd	20426	50	47	58	337
	Weighted (000)	102185	222	201	225	1563
	Horz %	100.00	0.22	0.20	0.22	1.53
	Vert %	41.86	41.04	41.30	53.45	48.19
	Index	100	98	99	128	115
TV Dayparts: Weekend Sports Cume Audience: Saturday-Sunday Afternoon	Unwgt'd	23818	50	54	71	393
	Weighted (000)	120635	226	198	277	1709
	Horz %	100.00	0.19	0.16	0.23	1.42
	Vert %	49.42	41.83	40.84	65.93	52.71
	Index	100	85	83	133	107
Downloaded a TV Program - Past Month	Unwgt'd	2514	8	9	5	39
	Weighted (000)	11768	52	25	13	173
	Horz %	100.00	0.44	0.21	0.11	1.47
	Vert %	4.82	9.61	5.08	2.99	5.35
	Index	100	199	105	62	111

		Adults 18+	Own/Lease Cadillac CTS/CTS-V	Own/Lease Cadillac SRX	Own/Lease any Cadillac	
			*	*	*	
Watched a TV Program Online Past Month	Unwgted	8915	23	27	16	119
	Weighted (000)	43431	102	85	70	499
	Horz %	100.00	0.24	0.20	0.16	1.15
	Vert %	17.79	18.99	17.52	16.73	15.40
	Index	100	107	98	94	87
			*	*	*	
Visited a TV Network or TV Show's Web Site - Past Month	Unwgted	9786	29	27	21	143
	Weighted (000)	47213	119	101	92	576
	Horz %	100.00	0.25	0.21	0.20	1.22
	Vert %	19.34	21.96	20.90	21.95	17.78
	Index	100	114	108	113	92
			*	*	*	
Looked at TV Listings Online - Past Month	Unwgted	5331	20	16	17	98
	Weighted (000)	24808	91	56	69	384
	Horz %	100.00	0.37	0.23	0.28	1.55
	Vert %	10.16	16.89	11.56	16.47	11.83
	Index	100	166	114	162	116
			*	*	*	
Household Subscribes to Cable TV	Unwgted	22534	55	44	59	361
	Weighted (000)	109088	255	169	227	1616
	Horz %	100.00	0.23	0.16	0.21	1.48
	Vert %	44.69	47.27	34.90	53.95	49.84
	Index	100	106	78	121	112
Household Subscribes to Cable, Satellite or Fiber Optic TV	Unwgted	37894	100	96	101	645
	Weighted (000)	188357	413	378	380	2738
	Horz %	100.00	0.22	0.20	0.20	1.45
	Vert %	77.17	76.49	77.93	90.38	84.45
	Index	100	99	101	117	109
Viewed Any Cable TV (Including Pay) - Past Week	Unwgted	36344	95	94	100	625
	Weighted (000)	180739	399	374	378	2664
	Horz %	100.00	0.22	0.21	0.21	1.47
	Vert %	74.05	73.91	77.03	90.03	82.17
	Index	100	100	104	122	111
Heavy Cable TV Viewer (Including Pay) - Past Week	Unwgted	26301	71	66	82	468
	Weighted (000)	131456	296	261	330	2039
	Horz %	100.00	0.22	0.20	0.25	1.55
	Vert %	53.86	54.76	53.78	78.61	62.88
	Index	100	102	100	146	117
			*	*	*	
Viewed Any Premium Cable Channels - Past Month	Unwgted	15801	45	55	53	288
	Weighted (000)	75868	199	228	195	1228
	Horz %	100.00	0.26	0.30	0.26	1.62
	Vert %	31.08	36.87	47.00	46.43	37.87
	Index	100	119	151	149	122
			*	*	*	
Viewed Any Pay-Per-View Programs or Events - Past Year	Unwgted	5693	22	24	17	106
	Weighted (000)	27121	88	81	68	435
	Horz %	100.00	0.33	0.30	0.25	1.60
	Vert %	11.11	16.38	16.78	16.07	13.42
	Index	100	147	151	145	121

		Adults 18+	Own/Lease Cadillac CTS/CTS-V	Own/Lease Cadillac SRX	Own/Lease any Cadillac	
			*	*	*	
Viewed Any Video-On-Demand Programs or Events - Past Year	Unwgted	13030	39	36	41	214
	Weighted (000)	59121	166	153	138	841
	Horz %	100.00	0.28	0.26	0.23	1.42
	Vert %	24.22	30.82	31.44	32.77	25.95
	Index	100	127	130	135	107
			*	*	*	
Household Has a Satellite Dish	Unwgted	10843	33	38	28	197
	Weighted (000)	61939	114	155	95	852
	Horz %	100.00	0.18	0.25	0.15	1.38
	Vert %	25.38	21.10	31.94	22.56	26.28
	Index	100	83	126	89	104
Household Has a Digital Video Recorder (DVR)	Unwgted	23728	67	67	79	427
	Weighted (000)	116768	256	260	311	1824
	Horz %	100.00	0.22	0.22	0.27	1.56
	Vert %	47.84	47.37	53.62	74.04	56.24
	Index	100	99	112	155	118
Any Internet/Online Activity - Past Month	Unwgted	42373	113	108	102	666
	Weighted (000)	208554	509	442	383	2827
	Horz %	100.00	0.24	0.21	0.18	1.36
	Vert %	85.44	94.24	91.10	91.13	87.18
	Index	100	110	107	107	102
			*	*	*	
Played Games Online - Past Month	Unwgted	13852	36	44	35	216
	Weighted (000)	73850	139	175	152	994
	Horz %	100.00	0.19	0.24	0.21	1.35
	Vert %	30.26	25.75	35.96	36.08	30.67
	Index	100	85	119	119	101
			*	*	*	
Downloaded a Video Game - Past Month	Unwgted	5083	14	20	8	69
	Weighted (000)	28601	51	71	51	322
	Horz %	100.00	0.18	0.25	0.18	1.13
	Vert %	11.72	9.39	14.65	12.12	9.94
	Index	100	80	125	103	85
			*	*	*	
Downloaded a Movie - Past Month	Unwgted	4447	13	17	9	74
	Weighted (000)	21989	70	69	27	295
	Horz %	100.00	0.32	0.32	0.12	1.34
	Vert %	9.01	12.93	14.26	6.41	9.09
	Index	100	144	158	71	101
			*	*	*	
Watched a Movie Online - Past Month	Unwgted	11540	37	31	25	157
	Weighted (000)	58047	179	120	120	662
	Horz %	100.00	0.31	0.21	0.21	1.14
	Vert %	23.78	33.09	24.69	28.64	20.42
	Index	100	139	104	120	86
			*	*	*	
Watched Online Video (Not Movie, TV) - Past Month	Unwgted	10029	28	27	23	134
	Weighted (000)	50248	118	116	93	561
	Horz %	100.00	0.24	0.23	0.19	1.12
	Vert %	20.59	21.95	23.85	22.12	17.29
	Index	100	107	116	107	84

		Adults 18+	Own/Lease Cadillac CTS/CTS-V	Own/Lease Cadillac SRX	Own/Lease any Cadillac
			*	*	*
Visited a Chat Room - Past Month	Unwgted	2194	3	8	33
	Weighted (000)	10601	15	40	130
	Horz %	100.00	0.14	0.38	1.23
	Vert %	4.34	2.80	8.19	4.01
	Index	100	64	189	92
Used e-Mail - Past Month	Unwgted	37148	103	96	592
	Weighted (000)	177506	471	365	2427
	Horz %	100.00	0.27	0.21	1.37
	Vert %	72.72	87.23	75.25	74.85
	Index	100	120	103	103
Used Instant Messenger/IM Online - Past Month	Unwgted	29084	76	76	430
	Weighted (000)	148723	323	301	1805
	Horz %	100.00	0.22	0.20	1.21
	Vert %	60.93	59.88	61.91	55.68
	Index	100	98	102	91
Visited Online Blogs - Past Month			*	*	*
	Unwgted	6650	16	19	95
	Weighted (000)	32542	110	71	376
	Horz %	100.00	0.34	0.22	1.16
	Index	100	153	109	87
Wrote an Online Blog - Past Month			*	*	*
	Unwgted	1215	2	4	9
	Weighted (000)	5810	7	4	48
	Horz %	100.00	0.12	0.06	0.83
	Index	100	55	32	63
Uploaded or Added Video to a Web Site - Past Month			*	*	*
	Unwgted	4085	13	14	67
	Weighted (000)	20569	49	63	263
	Horz %	100.00	0.24	0.31	1.28
	Index	100	108	154	96
Social networking, photo or video-sharing services visited or used in the last 30 days: Any Social Networking/Photo/Video-sharing services	Unwgted	36787	97	96	555
	Weighted (000)	184180	443	376	2329
	Horz %	100.00	0.24	0.20	1.26
	Vert %	75.46	82.13	77.52	71.83
	Index	100	109	103	95
Social networking, photo or video-sharing services visited or used in the last 30 days: Facebook	Unwgted	29944	83	83	444
	Weighted (000)	152016	384	325	1912
	Horz %	100.00	0.25	0.21	1.26
	Vert %	62.28	71.16	66.88	58.97
	Index	100	114	107	95
Foursquare			*	*	*
	Unwgted	259	2	2	8
	Weighted (000)	1096	14	6	34
	Horz %	100.00	1.30	0.58	3.09
	Index	100	589	292	232

		Adults 18+	Own/Lease Cadillac CTS/CTS-V	Own/Lease Cadillac SRX	Own/Lease any Cadillac	
			*	*	*	
Google + (Google Plus)	Unwgt'd	7523	21	23	16	138
	Weighted (000)	37002	91	87	55	563
	Horz %	100.00	0.25	0.23	0.15	1.52
	Vert %	15.16	16.93	17.85	13.11	17.35
	Index	100	112	118	86	114
			*	*	*	
Instagram	Unwgt'd	11180	35	46	25	170
	Weighted (000)	59923	161	190	121	787
	Horz %	100.00	0.27	0.32	0.20	1.31
	Vert %	24.55	29.82	39.21	28.74	24.28
	Index	100	121	160	117	99
			*	*	*	
LinkedIn	Unwgt'd	7899	25	31	33	138
	Weighted (000)	31599	73	82	99	392
	Horz %	100.00	0.23	0.26	0.31	1.24
	Vert %	12.95	13.43	16.98	23.63	12.09
	Index	100	104	131	183	93
			*	*	*	
Pinterest	Unwgt'd	9299	26	37	24	148
	Weighted (000)	49108	140	156	89	685
	Horz %	100.00	0.29	0.32	0.18	1.39
	Vert %	20.12	25.95	32.05	21.16	21.12
	Index	100	129	159	105	105
			*	*	*	
Tumblr	Unwgt'd	1737	4	7	2	23
	Weighted (000)	9309	20	16	3	95
	Horz %	100.00	0.21	0.17	0.03	1.02
	Vert %	3.81	3.63	3.24	0.72	2.92
	Index	100	95	85	19	76
			*	*	*	
Twitter	Unwgt'd	6507	16	29	16	97
	Weighted (000)	32509	79	85	63	394
	Horz %	100.00	0.24	0.26	0.19	1.21
	Vert %	13.32	14.60	17.53	14.95	12.14
	Index	100	110	132	112	91
			*	*	*	
Yelp	Unwgt'd	4238	12	15	18	75
	Weighted (000)	17049	57	63	51	284
	Horz %	100.00	0.34	0.37	0.30	1.67
	Vert %	6.98	10.61	12.90	12.19	8.77
	Index	100	152	185	175	126
			*	*	*	
YouTube	Unwgt'd	24878	64	68	56	374
	Weighted (000)	125197	309	272	204	1534
	Horz %	100.00	0.25	0.22	0.16	1.22
	Vert %	51.29	57.27	56.11	48.50	47.30
	Index	100	112	109	95	92
					*	
Activities done using a social networking, photo or video-sharing service in the last 30 days: Posted that you "Like" something	Unwgt'd	19391	51	59	46	290
	Weighted (000)	98998	216	231	167	1225
	Horz %	100.00	0.22	0.23	0.17	1.24
	Vert %	40.56	39.95	47.53	39.80	37.77
	Index	100	99	117	98	93

		Adults 18+	Own/Lease Cadillac CTS/CTS-V	Own/Lease Cadillac SRX	Own/Lease any Cadillac	
			*	*	*	
"Follow" or become a "fan of" something or someone	Unwgted	9880	31	26	22	141
	Weighted (000)	51999	146	86	84	621
	Horz %	100.00	0.28	0.16	0.16	1.19
	Vert %	21.30	27.00	17.62	20.05	19.16
	Index	100	127	83	94	90
Clicked on an advertisement			*	*	*	
	Unwgted	7250	22	25	23	131
	Weighted (000)	34609	99	78	88	490
	Horz %	100.00	0.29	0.23	0.25	1.42
	Vert %	14.18	18.35	16.16	20.91	15.11
	Index	100	129	114	147	107
Watched a video					*	
	Unwgted	23931	65	67	44	344
	Weighted (000)	121821	292	278	188	1494
	Horz %	100.00	0.24	0.23	0.15	1.23
	Vert %	49.91	54.07	57.20	44.66	46.08
	Index	100	108	115	89	92
Websites or apps visited or used in the last 30 days: Coupons			*	*	*	*
	Unwgted	1642	3	6	4	27
	Weighted (000)	7736	23	27	15	123
	Horz %	100.00	0.29	0.35	0.20	1.60
	Vert %	3.17	4.20	5.58	3.67	3.81
	Index	100	133	176	116	120
Sent or Received Text Messages on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	40180	107	106	101	623
	Weighted (000)	200974	470	421	382	2669
	Horz %	100.00	0.23	0.21	0.19	1.33
	Vert %	82.34	87.05	86.64	90.77	82.32
	Index	100	106	105	110	100
Sent or Received Instant Messages on Cellular Phone/Mobile/Smartphone - Past Month					*	
	Unwgted	20952	55	65	48	307
	Weighted (000)	106707	253	238	169	1234
	Horz %	100.00	0.24	0.22	0.16	1.16
	Vert %	43.72	46.79	49.04	40.18	38.05
	Index	100	107	112	92	87
Recorded a Video on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	19339	57	69	52	299
	Weighted (000)	97935	272	297	208	1274
	Horz %	100.00	0.28	0.30	0.21	1.30
	Vert %	40.12	50.39	61.17	49.48	39.30
	Index	100	126	152	123	98
Played Music on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	24725	75	85	56	380
	Weighted (000)	126500	330	375	229	1680
	Horz %	100.00	0.26	0.30	0.18	1.33
	Vert %	51.83	61.08	77.31	54.50	51.83
	Index	100	118	149	105	100
Played a Game on Cellular Phone/Mobile/Smartphone - Past Month			*		*	
	Unwgted	15697	45	55	27	239
	Weighted (000)	84080	161	219	131	1084
	Horz %	100.00	0.19	0.26	0.16	1.29
	Vert %	34.45	29.90	45.19	31.21	33.44
	Index	100	87	131	91	97

		Adults 18+	Own/Lease Cadillac CTS/CTS-V	Own/Lease Cadillac SRX	Own/Lease any Cadillac	
			*	*	*	
Watched a Movie, TV Program or Other Video on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	11626	34	37	21	157
	Weighted (000)	61092	181	158	102	709
	Horz %	100.00	0.30	0.26	0.17	1.16
	Vert %	25.03	33.58	32.63	24.25	21.87
	Index	100	134	130	97	87
Used a Mobile "App" - Past Month	Unwgted	25794	82	83	65	405
	Weighted (000)	128777	375	334	225	1748
	Horz %	100.00	0.29	0.26	0.17	1.36
	Vert %	52.76	69.48	68.75	53.58	53.92
	Index	100	132	130	102	102
Read Any Daily Newspaper (Print/Paper/Hard Copy)	Unwgted	10912	31	16	33	199
	Weighted (000)	50128	149	34	100	801
	Horz %	100.00	0.30	0.07	0.20	1.60
	Vert %	20.54	27.67	7.07	23.78	24.70
	Index	100	135	34	116	120
Read Any Sunday Newspaper (Print/Paper/Hard Copy)	Unwgted	14245	35	29	41	251
	Weighted (000)	67106	181	113	133	1062
	Horz %	100.00	0.27	0.17	0.20	1.58
	Vert %	27.49	33.50	23.27	31.61	32.75
	Index	100	122	85	115	119
Read or Looked Into Any Electronic Version of a Newspaper, Including Web Site - Past Month	Unwgted	19488	52	46	58	298
	Weighted (000)	91290	203	147	214	1147
	Horz %	100.00	0.22	0.16	0.23	1.26
	Vert %	37.40	37.69	30.37	50.83	35.39
	Index	100	101	81	136	95
Read Classified Advertising in Weekday Newspaper	Unwgted	3772	7	8	2	69
	Weighted (000)	20084	47	33	5	293
	Horz %	100.00	0.23	0.17	0.02	1.46
	Vert %	8.23	8.69	6.84	1.08	9.03
	Index	100	106	83	13	110
Read Classified Advertising in Sunda/Weekend Newspaper	Unwgted	3758	8	7	6	74
	Weighted (000)	19510	68	23	30	336
	Horz %	100.00	0.35	0.12	0.16	1.72
	Vert %	7.99	12.58	4.81	7.22	10.35
	Index	100	157	60	90	130
Read Advertisements in Weekday Newspaper	Unwgted	3812	6	7	7	84
	Weighted (000)	17916	54	31	14	381
	Horz %	100.00	0.30	0.17	0.08	2.13
	Vert %	7.34	9.98	6.40	3.32	11.76
	Index	100	136	87	45	160
Read Advertisements in Sunday/Weekend Newspaper	Unwgted	4633	5	9	11	91
	Weighted (000)	22092	21	26	41	365
	Horz %	100.00	0.10	0.12	0.18	1.65
	Vert %	9.05	3.93	5.44	9.65	11.26
	Index	100	43	60	107	124

		Adults 18+	Own/Lease Cadillac CTS/CTS-V	Own/Lease Cadillac SRX	Own/Lease any Cadillac	
			*	*	*	
Read Circulars/Inserts/Fliers in Weekday Newspaper	Unwgted	5068	5	9	13	91
	Weighted (000)	23852	14	21	37	337
	Horz %	100.00	0.06	0.09	0.15	1.41
	Vert %	9.77	2.63	4.40	8.75	10.39
	Index	100	27	45	90	106
			*	*	*	
Read Circulars/Inserts/Fliers in Sunday/Weekend Newspaper	Unwgted	7203	13	14	18	128
	Weighted (000)	34013	60	49	70	543
	Horz %	100.00	0.18	0.14	0.20	1.60
	Vert %	13.93	11.21	10.14	16.58	16.74
	Index	100	80	73	119	120
			*	*	*	
Received and/or Clipped Coupons from Weekday Newspaper - Past Year	Unwgted	4191	14	13	9	82
	Weighted (000)	20652	68	25	31	335
	Horz %	100.00	0.33	0.12	0.15	1.62
	Vert %	8.46	12.53	5.11	7.30	10.32
	Index	100	148	60	86	122
			*	*	*	
Received and/or Clipped Coupons from Sunday/Weekend Newspaper - Past Year	Unwgted	9539	19	21	20	160
	Weighted (000)	47372	82	78	67	702
	Horz %	100.00	0.17	0.16	0.14	1.48
	Vert %	19.41	15.17	16.02	15.82	21.65
	Index	100	78	83	82	112
		*	*	*	*	
UNTRENDED: Personally Referred to Paper Yellow Pages - Past Week	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
		*	*	*	*	
UNTRENDED: Personally Referred to Internet Yellow Pages - Past Week	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
		*	*	*	*	
UNTRENDED: Personally Referred to Paper or Internet Yellow Pages - Past Week	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
		*	*	*	*	
UNTRENDED: Accessed Yellowpages.com (YP.com) - Past Month	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
		*	*	*	*	
Have Seen Video Ads in Grocery Stores - Past Month	Unwgted	8175	20	20	15	108
	Weighted (000)	42062	75	75	90	473
	Horz %	100.00	0.18	0.18	0.21	1.13
	Vert %	17.23	13.93	15.40	21.33	14.60
	Index	100	81	89	124	85

		Adults 18+	Own/Lease Cadillac CTS/CTS-V	Own/Lease Cadillac SRX	Own/Lease any Cadillac	
			*	*	*	
Have Seen Video Ads in Drug Stores - Past Month	Unwgted	5434	12	12	9	77
	Weighted (000)	27750	55	53	76	337
	Horz %	100.00	0.20	0.19	0.27	1.21
	Vert %	11.37	10.23	10.98	18.02	10.38
	Index	100	90	97	159	91
			*	*	*	
Have Seen Video Ads in Convenience Stores - Past Month	Unwgted	5425	14	13	12	73
	Weighted (000)	27941	72	51	79	321
	Horz %	100.00	0.26	0.18	0.28	1.15
	Vert %	11.45	13.38	10.50	18.87	9.90
	Index	100	117	92	165	87
			*	*	*	
Have Seen Video Ads in Large Discount/Department Stores - Past Month	Unwgted	5807	14	13	6	85
	Weighted (000)	30170	59	57	35	380
	Horz %	100.00	0.19	0.19	0.12	1.26
	Vert %	12.36	10.85	11.70	8.29	11.71
	Index	100	88	95	67	95
			*	*	*	
Have Seen Video Ads in Warehouse/Club Stores - Past Month	Unwgted	5047	14	6	14	76
	Weighted (000)	24469	67	30	97	345
	Horz %	100.00	0.27	0.12	0.39	1.41
	Vert %	10.02	12.39	6.23	22.99	10.65
	Index	100	124	62	229	106
			*	*	*	
Have Seen Video Ads in Other Stores - Past Month	Unwgted	4572	7	12	4	59
	Weighted (000)	23484	34	49	26	280
	Horz %	100.00	0.15	0.21	0.11	1.19
	Vert %	9.62	6.38	10.14	6.08	8.64
	Index	100	66	105	63	90
			*	*	*	
Have Seen Video Ads in Shopping Malls - Past Month	Unwgted	6133	16	17	11	94
	Weighted (000)	30556	58	59	33	356
	Horz %	100.00	0.19	0.19	0.11	1.16
	Vert %	12.52	10.75	12.12	7.84	10.97
	Index	100	86	97	63	88
			*	*	*	
Have Seen Video Ads in Bars/Pubs - Past Month	Unwgted	4212	13	14	7	68
	Weighted (000)	21008	65	48	26	250
	Horz %	100.00	0.31	0.23	0.13	1.19
	Vert %	8.61	12.01	9.87	6.28	7.71
	Index	100	140	115	73	90
			*	*	*	
Have Seen Video Ads in Fast-Food or Family Restaurants - Past Month	Unwgted	6034	15	20	7	89
	Weighted (000)	31175	66	67	28	341
	Horz %	100.00	0.21	0.22	0.09	1.09
	Vert %	12.77	12.30	13.82	6.64	10.51
	Index	100	96	108	52	82
			*	*	*	
Have Seen Video Ads in Coffee Shops, Cafes or Delis - Past Month	Unwgted	4611	13	12	7	78
	Weighted (000)	23019	64	44	26	304
	Horz %	100.00	0.28	0.19	0.11	1.32
	Vert %	9.43	11.81	9.06	6.26	9.38
	Index	100	125	96	66	99

		Adults 18+	Own/Lease Cadillac CTS/CTS-V	Own/Lease Cadillac SRX	Own/Lease any Cadillac	
			*	*	*	
Have Seen Video Ads in Gym/Health Clubs - Past Month	Unwgted	4016	9	9	8	61
	Weighted (000)	19382	19	28	27	207
	Horz %	100.00	0.10	0.14	0.14	1.07
	Vert %	7.94	3.58	5.71	6.41	6.39
	Index	100	45	72	81	80
			*	*	*	
Have Seen Video Ads in Medical Offices - Past Month	Unwgted	5499	11	16	15	88
	Weighted (000)	27407	48	72	56	329
	Horz %	100.00	0.17	0.26	0.20	1.20
	Vert %	11.23	8.87	14.77	13.32	10.14
	Index	100	79	132	119	90
			*	*	*	
Have Seen Video Ads in Airports - Past Month	Unwgted	3929	12	9	9	70
	Weighted (000)	17909	60	32	33	244
	Horz %	100.00	0.34	0.18	0.18	1.36
	Vert %	7.34	11.20	6.63	7.76	7.54
	Index	100	153	90	106	103
			*	*	*	
Have Seen Video Ads at Gas Stations - Past Month	Unwgted	8390	22	18	20	125
	Weighted (000)	41042	72	55	54	443
	Horz %	100.00	0.18	0.13	0.13	1.08
	Vert %	16.81	13.38	11.35	12.93	13.65
	Index	100	80	68	77	81
			*	*	*	
Have Seen Video Ads in Office Building Lobbies - Past Month	Unwgted	3669	8	8	4	48
	Weighted (000)	18065	42	37	20	163
	Horz %	100.00	0.23	0.20	0.11	0.90
	Vert %	7.40	7.70	7.54	4.83	5.02
	Index	100	104	102	65	68
			*	*	*	
Have Seen Video Ads in Office Building Elevators - Past Month	Unwgted	3552	11	8	5	54
	Weighted (000)	16785	59	37	24	207
	Horz %	100.00	0.35	0.22	0.14	1.24
	Vert %	6.88	10.97	7.54	5.61	6.40
	Index	100	160	110	82	93
			*	*	*	
Have Seen Video Ads in Movie Theater Lobbies - Past Month	Unwgted	5092	9	12	10	71
	Weighted (000)	25878	28	50	35	249
	Horz %	100.00	0.11	0.19	0.14	0.96
	Vert %	10.60	5.11	10.31	8.40	7.69
	Index	100	48	97	79	73
			*	*	*	
Have Seen Ads on Billboards - Past Month	Unwgted	23703	60	65	61	386
	Weighted (000)	117973	256	280	237	1663
	Horz %	100.00	0.22	0.24	0.20	1.41
	Vert %	48.33	47.50	57.57	56.31	51.29
	Index	100	98	119	117	106
			*	*	*	
Have Seen Ads on Buses/Trains - Past Month	Unwgted	10886	21	34	31	163
	Weighted (000)	50330	78	130	106	630
	Horz %	100.00	0.15	0.26	0.21	1.25
	Vert %	20.62	14.40	26.68	25.27	19.44
	Index	100	70	129	123	94

		Adults 18+	Own/Lease Cadillac CTS/CTS-V	Own/Lease Cadillac SRX	Own/Lease any Cadillac	
			*	*	*	
Have Seen Ads at Bus Stops or Train Stations - Past Month	Unwgted	7328	20	21	17	122
	Weighted (000)	32843	84	87	63	490
	Horz %	100.00	0.26	0.27	0.19	1.49
	Vert %	13.46	15.53	17.96	14.99	15.11
	Index	100	115	133	111	112
			*	*	*	
Have Seen Ads Inside Taxis - Past Month	Unwgted	3849	8	6	7	44
	Weighted (000)	17102	29	36	28	152
	Horz %	100.00	0.17	0.21	0.17	0.89
	Vert %	7.01	5.38	7.47	6.74	4.67
	Index	100	77	107	96	67
			*	*	*	
Have Seen Ads on Top of Taxis - Past Month	Unwgted	5892	13	13	10	80
	Weighted (000)	26219	51	62	34	291
	Horz %	100.00	0.19	0.24	0.13	1.11
	Vert %	10.74	9.44	12.80	8.15	8.97
	Index	100	88	119	76	84
			*	*	*	
Have Seen Ads on Phone Booths - Past Month	Unwgted	3008	6	5	2	33
	Weighted (000)	14451	31	37	8	146
	Horz %	100.00	0.22	0.26	0.06	1.01
	Vert %	5.92	5.76	7.59	1.96	4.49
	Index	100	97	128	33	76
			*	*	*	
Have Seen Ads at Sports or Entertainment Events - Past Month	Unwgted	7405	14	19	23	116
	Weighted (000)	36191	69	72	77	433
	Horz %	100.00	0.19	0.20	0.21	1.20
	Vert %	14.83	12.70	14.73	18.43	13.36
	Index	100	86	99	124	90
			*	*	*	
Have Seen Ads on Postcards - Past Month	Unwgted	5576	11	13	11	87
	Weighted (000)	26312	47	51	33	292
	Horz %	100.00	0.18	0.19	0.13	1.11
	Vert %	10.78	8.66	10.50	7.96	9.01
	Index	100	80	97	74	84
			*	*	*	
Have Seen Ads Sent to a Cellphone or Other Mobile Device - Past Month	Unwgted	13421	33	35	34	218
	Weighted (000)	66442	135	147	132	906
	Horz %	100.00	0.20	0.22	0.20	1.36
	Vert %	27.22	24.95	30.17	31.32	27.94
	Index	100	92	111	115	103
			*	*	*	
Have Seen Ads on Posters at Movie Theaters - Past Month	Unwgted	8606	15	24	22	135
	Weighted (000)	42087	72	104	73	480
	Horz %	100.00	0.17	0.25	0.17	1.14
	Vert %	17.24	13.39	21.47	17.25	14.82
	Index	100	78	125	100	86
			*	*	*	
Have Seen Ads Shown On-Screen Before Start of a Movie - Past Month	Unwgted	10943	24	32	28	183
	Weighted (000)	53139	96	138	123	731
	Horz %	100.00	0.18	0.26	0.23	1.38
	Vert %	21.77	17.76	28.40	29.15	22.54
	Index	100	82	130	134	104

		Adults 18+	Own/Lease Cadillac CTS/CTS-V	Own/Lease Cadillac SRX	Own/Lease any Cadillac	
			*	*	*	
Have Seen Ads in Stores (Not Video Ads) - Past Month	Unwgted	15171	30	37	32	246
	Weighted (000)	76102	114	158	99	993
	Horz %	100.00	0.15	0.21	0.13	1.31
	Vert %	31.18	21.07	32.51	23.57	30.64
	Index	100	68	104	76	98
			*	*	*	
Have Seen Ads in Shopping Malls (Not Video Ads) - Past Month	Unwgted	10587	25	29	27	179
	Weighted (000)	52205	113	129	92	792
	Horz %	100.00	0.22	0.25	0.18	1.52
	Vert %	21.39	20.94	26.54	21.86	24.43
	Index	100	98	124	102	114
			*	*	*	
Have Seen Infomercials - Past Month	Unwgted	9871	22	25	26	158
	Weighted (000)	49119	80	103	140	646
	Horz %	100.00	0.16	0.21	0.28	1.31
	Vert %	20.12	14.83	21.16	33.28	19.91
	Index	100	74	105	165	99
			*	*	*	
Have Seen Offers or Ads Sent to Home by Mail - Past Month	Unwgted	19632	45	44	47	315
	Weighted (000)	96299	204	190	201	1313
	Horz %	100.00	0.21	0.20	0.21	1.36
	Vert %	39.45	37.83	39.18	47.88	40.49
	Index	100	96	99	121	103
			*	*	*	
Have Seen Product Placement in Video Games - Past Month	Unwgted	4596	10	11	9	66
	Weighted (000)	24167	57	36	41	264
	Horz %	100.00	0.24	0.15	0.17	1.09
	Vert %	9.90	10.64	7.46	9.70	8.15
	Index	100	107	75	98	82
			*	*	*	
Have Seen Product Placement in TV Shows - Past Month	Unwgted	17823	42	36	48	302
	Weighted (000)	88092	197	144	219	1311
	Horz %	100.00	0.22	0.16	0.25	1.49
	Vert %	36.09	36.41	29.57	51.99	40.44
	Index	100	101	82	144	112
			*	*	*	
Have Seen Product Placement in Movies - Past Month	Unwgted	11248	25	26	23	155
	Weighted (000)	56256	113	95	113	708
	Horz %	100.00	0.20	0.17	0.20	1.26
	Vert %	23.05	20.93	19.60	26.97	21.85
	Index	100	91	85	117	95

RAB / GfK MRI AUTO PROFILE: Cadillac

		Adults 18+	Most recent vehicle bought/leased Cadillac	Decision maker for any Cadillac bought/leased new	Would buy/lease new Cadillac if making decision today
Adults 18+	Unwgted	48646	424	199	428
	Weighted (000)	244084	1747	652	1999
	Horz %	100.00	0.72	0.27	0.82
	Vert %	100.00	100.00	100.00	100.00
	Index	100	100	100	100
Male	Unwgted	24620	227	111	213
	Weighted (000)	117785	854	316	881
	Horz %	100.00	0.73	0.27	0.75
	Vert %	48.26	48.89	48.39	44.05
	Index	100	101	100	91
Female	Unwgted	24026	197	88	215
	Weighted (000)	126299	893	337	1118
	Horz %	100.00	0.71	0.27	0.89
	Vert %	51.74	51.11	51.61	55.95
	Index	100	99	100	108
Age 18-24				*	*
	Unwgted	3885	22	1	22
	Weighted (000)	30253	166	1	154
	Horz %	100.00	0.55	0.00	0.51
	Vert %	12.39	9.50	0.22	7.69
	Index	100	77	2	62
Age 25-34				*	
	Unwgted	8183	67	15	73
	Weighted (000)	43389	270	61	380
	Horz %	100.00	0.62	0.14	0.88
	Vert %	17.78	15.45	9.32	19.00
	Index	100	87	52	107
Age 35-44				*	
	Unwgted	8605	64	19	68
	Weighted (000)	40230	242	57	344
	Horz %	100.00	0.60	0.14	0.86
	Vert %	16.48	13.88	8.76	17.23
	Index	100	84	53	105
Age 45-54				*	
	Unwgted	8861	65	45	79
	Weighted (000)	43105	278	143	321
	Horz %	100.00	0.65	0.33	0.75
	Vert %	17.66	15.93	21.89	16.06
	Index	100	90	124	91
Age 55-64	Unwgted	8498	78	50	91
	Weighted (000)	40725	299	167	433
	Horz %	100.00	0.74	0.41	1.06
	Vert %	16.68	17.14	25.54	21.63
	Index	100	103	153	130
Age 65+	Unwgted	10614	128	69	95
	Weighted (000)	46383	491	224	368
	Horz %	100.00	1.06	0.48	0.79
	Vert %	19.00	28.10	34.27	18.39
	Index	100	148	180	97

RAB / GfK MRI AUTO PROFILE: Cadillac

		Adults 18+	Most recent vehicle bought/leased Cadillac	Decision maker for any Cadillac bought/leased new	Would buy/lease new Cadillac if making decision today
Age 21+	Unwgted	47284	419	199	424
	Weighted (000)	232046	1711	652	1988
	Horz %	100.00	0.74	0.28	0.86
	Vert %	95.07	97.93	100.00	99.46
	Index	100	103	105	105
Age 18-34				*	
	Unwgted	12068	89	16	95
	Weighted (000)	73642	436	62	533
	Horz %	100.00	0.59	0.08	0.72
	Vert %	30.17	24.95	9.54	26.68
Index	100	83	32	88	
Age 18-49	Unwgted	24996	185	56	195
	Weighted (000)	134658	811	192	1007
	Horz %	100.00	0.60	0.14	0.75
	Vert %	55.17	46.42	29.46	50.35
	Index	100	84	53	91
Age 25-54	Unwgted	25649	196	79	220
	Weighted (000)	126724	791	261	1045
	Horz %	100.00	0.62	0.21	0.82
	Vert %	51.92	45.26	39.97	52.29
	Index	100	87	77	101
Age 35-64	Unwgted	25964	207	114	238
	Weighted (000)	124059	820	367	1098
	Horz %	100.00	0.66	0.30	0.89
	Vert %	50.83	46.95	56.20	54.93
	Index	100	92	111	108
Age 50+	Unwgted	23650	239	143	233
	Weighted (000)	109426	936	460	993
	Horz %	100.00	0.86	0.42	0.91
	Vert %	44.83	53.58	70.54	49.65
	Index	100	120	157	111
Median Age	Unwgted				
	Weighted (000)	47.00	52.10	58.60	49.70
	Horz %				
	Vert %				
	Index	100	111	125	106
Race: White Only	Unwgted	34564	296	176	296
	Weighted (000)	179823	1201	574	1407
	Horz %	100.00	0.67	0.32	0.78
	Vert %	73.67	68.78	87.92	70.39
	Index	100	93	119	96
Race: Black/African-American Only				*	
	Unwgted	5909	71	14	88
	Weighted (000)	29535	333	64	353
	Horz %	100.00	1.13	0.22	1.20
	Vert %	12.10	19.04	9.79	17.66
Index	100	157	81	146	

		Adults 18+	Most recent vehicle bought/leased Cadillac	Decision maker for any Cadillac bought/leased new	Would buy/lease new Cadillac if making decision today
Race: Asian			*	*	*
	Unwgted	2388	12	2	6
	Weighted (000)	8358	52	3	9
	Horz %	100.00	0.62	0.03	0.11
	Vert %	3.42	2.96	0.42	0.46
Index	100	86	12	13	
Race: Other Race/Multi-Racial			*	*	*
	Unwgted	8173	57	9	44
	Weighted (000)	34726	213	15	239
	Horz %	100.00	0.61	0.04	0.69
	Vert %	14.23	12.18	2.29	11.95
Index	100	86	16	84	
Hispanic, Latino, Spanish Origin or Descent			*	*	*
	Unwgted	6851	43	11	47
	Weighted (000)	37743	175	36	322
	Horz %	100.00	0.46	0.10	0.85
	Vert %	15.46	10.02	5.59	16.11
Index	100	65	36	104	
Hispanic, Personally Speak Only English at Home			*	*	*
	Unwgted	1739	8	3	19
	Weighted (000)	6214	16	6	57
	Horz %	100.00	0.27	0.10	0.92
	Vert %	2.55	0.94	0.92	2.85
Index	100	37	36	112	
Hispanic, Personally Speak Mostly English, But Some Spanish at Home			*	*	*
	Unwgted	2047	20	6	12
	Weighted (000)	9439	95	26	67
	Horz %	100.00	1.01	0.27	0.70
	Vert %	3.87	5.44	3.94	3.33
Index	100	141	102	86	
Hispanic, Personally Speak Only Spanish at Home			*	*	*
	Unwgted	1280	7	0	11
	Weighted (000)	10474	26	0	128
	Horz %	100.00	0.25	0.00	1.22
	Vert %	4.29	1.47	0.00	6.42
Index	100	34	0	149	
Hispanic, Personally Speak Mostly Spanish, But Some English at Home			*	*	*
	Unwgted	1668	6	2	4
	Weighted (000)	9512	24	5	56
	Horz %	100.00	0.25	0.05	0.59
	Vert %	3.90	1.37	0.73	2.81
Index	100	35	19	72	
Hispanic, Personally Speak Spanish and English Equally at Home			*	*	*
	Unwgted	99	2	0	1
	Weighted (000)	1751	14	0	14
	Horz %	100.00	0.79	0.00	0.81
	Vert %	0.72	0.79	0.00	0.71
Index	100	110	0	98	
Highest Level Education Completed/Highest Degree Received: Master's, Professional School or Doctorate Degree				*	
	Unwgted	6825	59	36	50
	Weighted (000)	26213	224	98	183
	Horz %	100.00	0.85	0.37	0.70
	Vert %	10.74	12.80	14.98	9.15
Index	100	119	140	85	

		Adults 18+	Most recent vehicle bought/leased Cadillac	Decision maker for any Cadillac bought/leased new	Would buy/lease new Cadillac if making decision today
Highest Level Education Completed/Highest Degree Received: Bachelor's Degree	Unwgted	10965	104	70	101
	Weighted (000)	46746	370	222	353
	Horz %	100.00	0.79	0.47	0.76
	Vert %	19.15	21.20	34.00	17.66
	Index	100	111	178	92
Highest Level Education Completed/Highest Degree Received: Associate Degree, Academic	Unwgted	2649	25	8	31
	Weighted (000)	11210	72	14	134
	Horz %	100.00	0.64	0.13	1.19
	Vert %	4.59	4.12	2.16	6.68
	Index	100	90	47	146
Highest Level Education Completed/Highest Degree Received: Associate Degree, Occupational/Vocational	Unwgted	3407	40	13	39
	Weighted (000)	13775	128	60	185
	Horz %	100.00	0.93	0.44	1.35
	Vert %	5.64	7.30	9.26	9.27
	Index	100	129	164	164
Highest Level Education Completed/Highest Degree Received: Some College, but No Degree	Unwgted	10089	93	39	91
	Weighted (000)	44682	399	101	401
	Horz %	100.00	0.89	0.23	0.90
	Vert %	18.31	22.81	15.52	20.04
	Index	100	125	85	109
Respondent - Highest Level Education Completed/Highest Degree Received: High school graduate (High School Diploma or Equivalent, such as GED)	Unwgted	10356	78	25	97
	Weighted (000)	71816	437	124	633
	Horz %	100.00	0.61	0.17	0.88
	Vert %	29.42	25.03	19.01	31.67
	Index	100	85	65	108
Respondent - Highest Level Education Completed/Highest Degree Received: 11th Grade or Less or 12th Grade, No Diploma	Unwgted	4355	25	8	19
	Weighted (000)	29641	118	33	111
	Horz %	100.00	0.40	0.11	0.37
	Vert %	12.14	6.75	5.06	5.53
	Index	100	56	42	46
Currently Attending College or University	Unwgted	3403	20	4	29
	Weighted (000)	19372	100	21	139
	Horz %	100.00	0.51	0.11	0.72
	Vert %	7.94	5.70	3.19	6.94
	Index	100	72	40	88
Employed Full Time	Unwgted	25438	224	110	231
	Weighted (000)	119890	789	356	1000
	Horz %	100.00	0.66	0.30	0.83
	Vert %	49.12	45.17	54.59	50.00
	Index	100	92	111	102
Employed Part Time	Unwgted	5730	40	10	46
	Weighted (000)	28854	209	23	238
	Horz %	100.00	0.72	0.08	0.82
	Vert %	11.82	11.97	3.59	11.90
	Index	100	101	30	101

RAB / GfK MRI AUTO PROFILE: Cadillac

		Adults 18+	Most recent vehicle bought/leased Cadillac	Decision maker for any Cadillac bought/leased new	Would buy/lease new Cadillac if making decision today
Not Employed	Unwgted	17478	160	79	151
	Weighted (000)	95339	749	273	762
	Horz %	100.00	0.79	0.29	0.80
	Vert %	39.06	42.86	41.82	38.09
	Index	100	110	107	98
Temporarily Unemployed			*	*	*
	Unwgted	1886	13	2	15
	Weighted (000)	12314	50	4	93
	Horz %	100.00	0.41	0.04	0.75
	Vert %	5.05	2.88	0.69	4.63
	Index	100	57	14	92
Retired from Employment	Unwgted	10143	110	66	95
	Weighted (000)	46820	458	234	418
	Horz %	100.00	0.98	0.50	0.89
	Vert %	19.18	26.21	35.84	20.93
	Index	100	137	187	109
Not Employed, Principal Shopper for Household			*	*	*
	Unwgted	2543	24	9	19
	Weighted (000)	16573	149	30	116
	Horz %	100.00	0.90	0.18	0.70
	Vert %	6.79	8.54	4.65	5.80
	Index	100	126	68	85
Occupation: Professional and Related Occupations				*	
	Unwgted	7405	70	33	65
	Weighted (000)	34142	281	116	236
	Horz %	100.00	0.82	0.34	0.69
	Vert %	13.99	16.07	17.75	11.78
	Index	100	115	127	84
Occupation: Management, Business and Financial Operations				*	
	Unwgted	6595	52	44	63
	Weighted (000)	24720	125	112	215
	Horz %	100.00	0.51	0.45	0.87
	Vert %	10.13	7.18	17.19	10.77
	Index	100	71	170	106
Occupation: Sales and Office Occupations			*	*	*
	Unwgted	5959	42	16	46
	Weighted (000)	32636	162	39	254
	Horz %	100.00	0.50	0.12	0.78
	Vert %	13.37	9.28	5.92	12.70
	Index	100	69	44	95
Occupation: Natural Resources, Construction and Maintenance Occupations			*	*	*
	Unwgted	2756	33	13	32
	Weighted (000)	13728	115	54	144
	Horz %	100.00	0.84	0.40	1.05
	Vert %	5.62	6.56	8.35	7.18
	Index	100	117	148	128
Occupation: Other Employed				*	
	Unwgted	8453	67	14	71
	Weighted (000)	43519	315	59	389
	Horz %	100.00	0.72	0.13	0.89
	Vert %	17.83	18.04	8.97	19.47
	Index	100	101	50	109

RAB / GfK MRI AUTO PROFILE: Cadillac

		Adults 18+	Most recent vehicle bought/leased Cadillac	Decision maker for any Cadillac bought/leased new	Would buy/lease new Cadillac if making decision today
				*	*
Household Income: \$250,000+	Unwgted	1966	33	28	19
	Weighted (000)	7800	115	85	80
	Horz %	100.00	1.48	1.09	1.02
	Vert %	3.20	6.60	12.99	3.99
	Index	100	206	406	125
			*	*	*
Household Income: \$200,000-\$249,999	Unwgted	1583	17	10	22
	Weighted (000)	7178	106	31	107
	Horz %	100.00	1.47	0.43	1.49
	Vert %	2.94	6.06	4.77	5.36
	Index	100	206	162	182
			*	*	*
Household Income: \$150,000-\$199,999	Unwgted	3725	34	29	29
	Weighted (000)	18847	175	112	164
	Horz %	100.00	0.93	0.59	0.87
	Vert %	7.72	10.03	17.18	8.20
	Index	100	130	223	106
				*	*
Household Income: \$100,000-\$149,999	Unwgted	7038	72	46	70
	Weighted (000)	39997	294	167	347
	Horz %	100.00	0.73	0.42	0.87
	Vert %	16.39	16.83	25.66	17.34
	Index	100	103	157	106
				*	*
Household Income: \$75,000-\$99,999	Unwgted	6168	54	27	47
	Weighted (000)	32585	211	94	250
	Horz %	100.00	0.65	0.29	0.77
	Vert %	13.35	12.06	14.40	12.50
	Index	100	90	108	94
			*	*	*
Household Income: \$60,000-\$74,999	Unwgted	4945	46	15	54
	Weighted (000)	24958	172	35	289
	Horz %	100.00	0.69	0.14	1.16
	Vert %	10.23	9.84	5.40	14.46
	Index	100	96	53	141
			*	*	*
Household Income: \$50,000-\$59,999	Unwgted	3824	46	18	37
	Weighted (000)	18483	194	36	164
	Horz %	100.00	1.05	0.19	0.89
	Vert %	7.57	11.10	5.51	8.22
	Index	100	147	73	109
			*	*	*
Household Income: \$40,000-\$49,999	Unwgted	4928	33	8	41
	Weighted (000)	20001	141	24	123
	Horz %	100.00	0.71	0.12	0.61
	Vert %	8.19	8.09	3.70	6.15
	Index	100	99	45	75
			*	*	*
Household Income: \$30,000-\$39,999	Unwgted	4676	38	9	39
	Weighted (000)	21673	124	39	141
	Horz %	100.00	0.57	0.18	0.65
	Vert %	8.88	7.09	6.01	7.05
	Index	100	80	68	79

RAB / GfK MRI AUTO PROFILE: Cadillac

		Adults 18+	Most recent vehicle bought/leased Cadillac	Decision maker for any Cadillac bought/leased new	Would buy/lease new Cadillac if making decision today
Household Income: \$20,000-\$29,999			*	*	*
	Unwgted	4378	25	6	30
	Weighted (000)	21286	83	13	135
	Horz %	100.00	0.39	0.06	0.64
	Vert %	8.72	4.76	2.04	6.76
	Index	100	55	23	78
Household Income: Under \$20,000			*	*	*
	Unwgted	5415	26	3	40
	Weighted (000)	31275	132	15	200
	Horz %	100.00	0.42	0.05	0.64
	Vert %	12.81	7.55	2.34	9.98
	Index	100	59	18	78
Median Household Income					
	Unwgted				
	Weighted (000)	65.60	78.30	120.70	72.30
	Horz %				
	Vert %				
	Index	100	119	184	110
Marital Status: Single, Never Married				*	
	Unwgted	12107	73	20	106
	Weighted (000)	69105	345	71	506
	Horz %	100.00	0.50	0.10	0.73
	Vert %	28.31	19.77	10.87	25.31
	Index	100	70	38	89
Marital Status: Currently Married					
	Unwgted	24506	252	129	219
	Weighted (000)	129071	1098	463	1130
	Horz %	100.00	0.85	0.36	0.88
	Vert %	52.88	62.86	70.93	56.50
	Index	100	119	134	107
Marital Status: Divorced or Legally Separated				*	
	Unwgted	8229	55	28	77
	Weighted (000)	31030	154	62	270
	Horz %	100.00	0.50	0.20	0.87
	Vert %	12.71	8.81	9.56	13.52
	Index	100	69	75	106
Marital Status: Widowed			*	*	*
	Unwgted	3804	44	22	26
	Weighted (000)	14879	150	56	93
	Horz %	100.00	1.00	0.38	0.63
	Vert %	6.10	8.56	8.65	4.66
	Index	100	140	142	77
Marital Status: Engaged to Be Married			*	*	*
	Unwgted	2120	17	6	10
	Weighted (000)	11812	51	21	50
	Horz %	100.00	0.43	0.18	0.42
	Vert %	4.84	2.90	3.17	2.49
	Index	100	60	65	51
Marital Status: Living with Partner/Fiancé/Boyfriend or Girlfriend (Same or Opposite Sex)			*	*	*
	Unwgted	3596	25	11	27
	Weighted (000)	21557	97	35	126
	Horz %	100.00	0.45	0.16	0.59
	Vert %	8.83	5.58	5.37	6.32
	Index	100	63	61	72

		Adults 18+	Most recent vehicle bought/leased Cadillac	Decision maker for any Cadillac bought/leased new	Would buy/lease new Cadillac if making decision today
Any Child(ren) Under Age 18 Living at Home	Unwgted	18201	160	60	148
	Weighted (000)	94932	684	191	737
	Horz %	100.00	0.72	0.20	0.78
	Vert %	38.89	39.14	29.28	36.87
	Index	100	101	75	95
1 Child Under Age 18 Currently Living at Home	Unwgted	7127	56	22	59
	Weighted (000)	38013	234	55	330
	Horz %	100.00	0.62	0.15	0.87
	Vert %	15.57	13.42	8.47	16.48
	Index	100	86	54	106
2 Children Under Age 18 Currently Living at Home	Unwgted	6935	71	30	45
	Weighted (000)	34366	320	96	211
	Horz %	100.00	0.93	0.28	0.61
	Vert %	14.08	18.32	14.73	10.54
	Index	100	130	105	75
3 Children Under Age 18 Currently Living at Home	Unwgted	2804	19	7	28
	Weighted (000)	14813	70	30	109
	Horz %	100.00	0.47	0.20	0.74
	Vert %	6.07	4.02	4.52	5.45
	Index	100	66	75	90
4 Children Under Age 18 Currently Living at Home	Unwgted	872	9	0	11
	Weighted (000)	4873	29	0	66
	Horz %	100.00	0.60	0.00	1.35
	Vert %	2.00	1.69	0.00	3.29
	Index	100	84	0	165
5 or More Children Under Age 18 Currently Living at Home	Unwgted	463	5	1	5
	Weighted (000)	2867	30	10	22
	Horz %	100.00	1.03	0.36	0.77
	Vert %	1.17	1.70	1.56	1.11
	Index	100	144	133	94
Own Home/Residence	Unwgted	32775	332	175	300
	Weighted (000)	160976	1352	553	1363
	Horz %	100.00	0.84	0.34	0.85
	Vert %	65.95	77.37	84.76	68.20
	Index	100	117	129	103
Rent Home/Residence	Unwgted	15306	89	22	125
	Weighted (000)	80205	386	77	613
	Horz %	100.00	0.48	0.10	0.76
	Vert %	32.86	22.10	11.73	30.68
	Index	100	67	36	93
Live Rent-Free in Home/Residence	Unwgted	565	3	2	3
	Weighted (000)	2903	9	23	22
	Horz %	100.00	0.32	0.79	0.77
	Vert %	1.19	0.53	3.50	1.12
	Index	100	45	295	94

RAB / GfK MRI AUTO PROFILE: Cadillac

		Adults 18+	Most recent vehicle bought/leased Cadillac	Decision maker for any Cadillac bought/leased new	Would buy/lease new Cadillac if making decision today
					*
Census Region: North East	Unwgted	11000	71	49	93
	Weighted (000)	44018	234	163	388
	Horz %	100.00	0.53	0.37	0.88
	Vert %	18.03	13.40	25.04	19.42
	Index	100	74	139	108
Census Region: South	Unwgted	17645	162	63	164
	Weighted (000)	92016	658	194	729
	Horz %	100.00	0.71	0.21	0.79
	Vert %	37.70	37.64	29.80	36.45
	Index	100	100	79	97
Census Region: Midwest	Unwgted	9880	106	42	102
	Weighted (000)	52062	438	146	499
	Horz %	100.00	0.84	0.28	0.96
	Vert %	21.33	25.10	22.43	24.94
	Index	100	118	105	117
Census Region: West	Unwgted	10121	85	45	69
	Weighted (000)	55988	417	148	384
	Horz %	100.00	0.74	0.26	0.69
	Vert %	22.94	23.86	22.73	19.19
	Index	100	104	99	84
Census Sub-Region: New England	Unwgted	2748	15	11	16
	Weighted (000)	11567	51	46	85
	Horz %	100.00	0.44	0.40	0.73
	Vert %	4.74	2.89	7.12	4.23
	Index	100	61	150	89
Census Sub-Region: Mid Atlantic	Unwgted	8252	56	38	77
	Weighted (000)	32451	184	117	304
	Horz %	100.00	0.57	0.36	0.94
	Vert %	13.30	10.51	17.92	15.19
	Index	100	79	135	114
Census Sub-Region: South Atlantic	Unwgted	9812	73	26	87
	Weighted (000)	48740	274	110	389
	Horz %	100.00	0.56	0.22	0.80
	Vert %	19.97	15.68	16.79	19.43
	Index	100	79	84	97
Census Sub-Region: East South Central	Unwgted	1890	17	4	18
	Weighted (000)	14067	110	15	108
	Horz %	100.00	0.79	0.11	0.77
	Vert %	5.76	6.32	2.27	5.41
	Index	100	110	39	94
Census Sub-Region: West South Central	Unwgted	5943	72	33	59
	Weighted (000)	29209	273	70	232
	Horz %	100.00	0.94	0.24	0.79
	Vert %	11.97	15.64	10.74	11.61
	Index	100	131	90	97

		Adults 18+	Most recent vehicle bought/leased Cadillac	Decision maker for any Cadillac bought/leased new	Would buy/lease new Cadillac if making decision today
				*	
Census Sub-Region: East North Central	Unwgted	7303	78	37	87
	Weighted (000)	36089	303	122	422
	Horz %	100.00	0.84	0.34	1.17
	Vert %	14.79	17.36	18.69	21.13
	Index	100	117	126	143
Census Sub-Region: West North Central			*	*	*
	Unwgted	2577	28	5	15
	Weighted (000)	15973	135	24	76
	Horz %	100.00	0.85	0.15	0.48
	Vert %	6.54	7.73	3.74	3.82
Census Sub-Region: Mountain			*	*	*
	Unwgted	2752	17	4	23
	Weighted (000)	18482	111	15	174
	Horz %	100.00	0.60	0.08	0.94
	Vert %	7.57	6.33	2.27	8.71
Census Sub-Region: Pacific				*	*
	Unwgted	7369	68	41	46
	Weighted (000)	37506	306	133	209
	Horz %	100.00	0.82	0.36	0.56
	Vert %	15.37	17.54	20.46	10.48
County Size: A					
	Unwgted	26326	234	138	226
	Weighted (000)	102649	807	388	862
	Horz %	100.00	0.79	0.38	0.84
	Vert %	42.05	46.20	59.41	43.10
County Size: B					
	Unwgted	11709	106	37	115
	Weighted (000)	72000	515	160	647
	Horz %	100.00	0.71	0.22	0.90
	Vert %	29.50	29.46	24.49	32.38
County Size: C/D				*	
	Unwgted	10611	84	24	87
	Weighted (000)	69435	425	105	490
	Horz %	100.00	0.61	0.15	0.71
	Vert %	28.45	24.34	16.09	24.52
Radio Formats: AAA (subset of Alternative) (Monday-Sunday 24-Hour Cume)				*	*
	Unwgted	1128	10	5	10
	Weighted (000)	4719	29	13	36
	Horz %	100.00	0.61	0.28	0.75
	Vert %	1.93	1.66	2.04	1.78
Radio Formats: Adult Contemporary (Monday-Sunday 24-Hour Cume)				*	
	Unwgted	7893	68	31	68
	Weighted (000)	38375	285	96	275
	Horz %	100.00	0.74	0.25	0.72
	Vert %	15.72	16.29	14.69	13.76
	Index	100	104	93	88

		Adults 18+	Most recent vehicle bought/leased Cadillac	Decision maker for any Cadillac bought/leased new	Would buy/lease new Cadillac if making decision today
				*	*
Radio Formats: Adult Hits (Monday-Sunday 24-Hour Cume)	Unwgted	1220	9	7	9
	Weighted (000)	6399	28	19	32
	Horz %	100.00	0.44	0.30	0.50
	Vert %	2.62	1.62	2.95	1.60
	Index	100	62	113	61
		*	*	*	*
UNTRENDED: Radio Formats: Adult Standards/Easy Listening (Monday-Sunday 24-Hour Cume)	Unwgted	0	0	0	0
	Weighted (000)	0	0	0	0
	Horz %	0.00	0.00	0.00	0.00
	Vert %	0.00	0.00	0.00	0.00
	Index	0	0	0	0
			*	*	*
Radio Formats: All News (Monday-Sunday 24-Hour Cume)	Unwgted	2726	27	24	23
	Weighted (000)	7983	55	50	69
	Horz %	100.00	0.69	0.63	0.86
	Vert %	3.27	3.15	7.73	3.44
	Index	100	96	236	105
			*	*	*
Radio Formats: All Sports (Monday-Sunday 24-Hour Cume)	Unwgted	3232	27	13	33
	Weighted (000)	12837	91	41	125
	Horz %	100.00	0.71	0.32	0.97
	Vert %	5.26	5.18	6.21	6.23
	Index	100	99	118	118
			*	*	*
Radio Formats: All Talk (Monday-Sunday 24-Hour Cume)	Unwgted	850	9	8	8
	Weighted (000)	3908	32	30	39
	Horz %	100.00	0.82	0.77	1.00
	Vert %	1.60	1.84	4.62	1.96
	Index	100	115	289	122
			*	*	*
Radio Formats: Alternative (Monday-Sunday 24-Hour Cume)	Unwgted	3051	24	10	19
	Weighted (000)	14357	84	32	86
	Horz %	100.00	0.58	0.22	0.60
	Vert %	5.88	4.80	4.91	4.31
	Index	100	82	83	73
				*	
Radio Formats: CHR/Top 40 (Monday-Sunday 24-Hour Cume)	Unwgted	8136	76	19	76
	Weighted (000)	42891	343	66	360
	Horz %	100.00	0.80	0.15	0.84
	Vert %	17.57	19.66	10.14	17.99
	Index	100	112	58	102
			*	*	*
Radio Formats: Classic Hits (Monday-Sunday 24-Hour Cume)	Unwgted	2864	30	13	29
	Weighted (000)	14285	131	36	152
	Horz %	100.00	0.92	0.25	1.06
	Vert %	5.85	7.50	5.47	7.58
	Index	100	128	93	129
			*	*	*
Radio Formats: Classic Rock (Monday-Sunday 24-Hour Cume)	Unwgted	3360	23	7	37
	Weighted (000)	16987	137	24	159
	Horz %	100.00	0.80	0.14	0.94
	Vert %	6.96	7.82	3.62	7.95
	Index	100	112	52	114

RAB / GfK MRI AUTO PROFILE: Cadillac

		Adults 18+	Most recent vehicle bought/leased Cadillac	Decision maker for any Cadillac bought/leased new	Would buy/lease new Cadillac if making decision today
				*	*
Radio Formats: Classical (Monday-Sunday 24-Hour Cume)	Unwgted	1353	9	10	12
	Weighted (000)	5307	15	21	41
	Horz %	100.00	0.28	0.40	0.77
	Vert %	2.17	0.85	3.27	2.03
	Index	100	39	150	94
				*	*
Radio Formats: Country (Monday-Sunday 24-Hour Cume)	Unwgted	7757	67	27	59
	Weighted (000)	44958	302	93	336
	Horz %	100.00	0.67	0.21	0.75
	Vert %	18.42	17.30	14.32	16.79
	Index	100	94	78	91
				*	*
Radio Formats: Ethnic (Monday-Sunday 24-Hour Cume)	Unwgted	310	1	0	0
	Weighted (000)	1196	6	0	0
	Horz %	100.00	0.51	0.00	0.00
	Vert %	0.49	0.35	0.00	0.00
	Index	100	71	0	0
				*	*
Radio Formats: Gospel (Monday-Sunday 24-Hour Cume)	Unwgted	642	5	0	7
	Weighted (000)	3662	24	0	38
	Horz %	100.00	0.67	0.00	1.03
	Vert %	1.50	1.40	0.00	1.89
	Index	100	93	0	126
				*	*
Radio Formats: Hispanic (All Genres) (Monday-Sunday 24-Hour Cume)	Unwgted	2577	20	4	17
	Weighted (000)	15181	59	8	93
	Horz %	100.00	0.39	0.05	0.61
	Vert %	6.22	3.38	1.24	4.64
	Index	100	54	20	75
				*	*
Radio Formats: Hot AC (Subset of "Adult Contemporary") (Monday-Sunday 24-Hour Cume)	Unwgted	3551	31	14	27
	Weighted (000)	17450	105	30	84
	Horz %	100.00	0.60	0.17	0.48
	Vert %	7.15	6.03	4.67	4.18
	Index	100	84	65	59
				*	*
Radio Formats: Jazz (Monday-Sunday 24-Hour Cume)	Unwgted	631	5	2	5
	Weighted (000)	2496	28	5	13
	Horz %	100.00	1.11	0.19	0.54
	Vert %	1.02	1.58	0.72	0.67
	Index	100	155	70	66
				*	*
Radio Formats: Mexican/Tejano/Ranchera (Subset of "Hispanic") (Monday-Sunday 24-Hour Cume)	Unwgted	1108	10	1	9
	Weighted (000)	6328	26	2	64
	Horz %	100.00	0.41	0.03	1.01
	Vert %	2.59	1.49	0.34	3.21
	Index	100	57	13	124
				*	*
Radio Formats: News/Talk (Monday-Sunday 24-Hour Cume)	Unwgted	5806	44	24	47
	Weighted (000)	23554	126	61	184
	Horz %	100.00	0.54	0.26	0.78
	Vert %	9.65	7.22	9.41	9.19
	Index	100	75	98	95

		Adults 18+	Most recent vehicle bought/leased Cadillac	Decision maker for any Cadillac bought/leased new	Would buy/lease new Cadillac if making decision today
				*	*
Radio Formats: Oldies (Monday-Sunday 24-Hour Cume)	Unwgted	1456	12	4	17
	Weighted (000)	7376	47	6	70
	Horz %	100.00	0.64	0.08	0.95
	Vert %	3.02	2.69	0.93	3.50
	Index	100	89	31	116
			*	*	*
Radio Formats: Public Radio/Non-Commercial (Monday-Sunday 24-Hour Cume)	Unwgted	2625	17	8	18
	Weighted (000)	10677	56	26	51
	Horz %	100.00	0.52	0.24	0.48
	Vert %	4.37	3.20	3.97	2.56
	Index	100	73	91	59
			*	*	*
Radio Formats: Religion/Christian (Monday-Sunday 24-Hour Cume)	Unwgted	3944	30	9	34
	Weighted (000)	20120	108	33	169
	Horz %	100.00	0.53	0.16	0.84
	Vert %	8.24	6.16	5.05	8.45
	Index	100	75	61	102
			*	*	*
Radio Formats: Rhythmic (Monday-Sunday 24-Hour Cume)	Unwgted	2569	26	8	30
	Weighted (000)	13480	154	40	193
	Horz %	100.00	1.14	0.29	1.43
	Vert %	5.52	8.79	6.09	9.64
	Index	100	159	110	175
			*	*	*
Radio Formats: Rock (Monday-Sunday 24-Hour Cume)	Unwgted	3181	30	16	37
	Weighted (000)	16260	120	55	165
	Horz %	100.00	0.73	0.34	1.02
	Vert %	6.66	6.84	8.42	8.27
	Index	100	103	126	124
			*	*	*
Radio Formats: Soft Adult Contemporary/Lite Rock (Monday-Sunday 24-Hour Cume)	Unwgted	1106	11	3	9
	Weighted (000)	5735	34	6	26
	Horz %	100.00	0.59	0.10	0.46
	Vert %	2.35	1.92	0.85	1.31
	Index	100	82	36	56
			*	*	*
Radio Formats: Spanish AC (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	Unwgted	906	6	1	4
	Weighted (000)	5268	20	2	17
	Horz %	100.00	0.38	0.03	0.31
	Vert %	2.16	1.16	0.23	0.83
	Index	100	54	11	38
			*	*	*
Radio Formats: Tropical (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	Unwgted	302	5	2	3
	Weighted (000)	1893	16	3	13
	Horz %	100.00	0.84	0.17	0.69
	Vert %	0.78	0.91	0.50	0.66
	Index	100	118	65	85
			*	*	*
Radio Formats: Urban (All Genres) (Monday-Sunday 24-Hour Cume)	Unwgted	5121	52	17	69
	Weighted (000)	26008	237	45	277
	Horz %	100.00	0.91	0.17	1.06
	Vert %	10.66	13.55	6.84	13.84
	Index	100	127	64	130

RAB / GfK MRI AUTO PROFILE: Cadillac

		Adults 18+	Most recent vehicle bought/leased Cadillac	Decision maker for any Cadillac bought/leased new	Would buy/lease new Cadillac if making decision today
				*	*
Radio Formats: Urban AC (Subset of Urban) (Monday-Sunday 24-Hour Cume)	Unwgted	2133	27	10	31
	Weighted (000)	10077	132	35	112
	Horz %	100.00	1.31	0.35	1.11
	Vert %	4.13	7.57	5.35	5.58
	Index	100	183	130	135
			*	*	*
Radio Formats: Urban Contemporary (Subset of Urban) (Monday-Sunday 24-Hour Cume)	Unwgted	1989	19	4	21
	Weighted (000)	11746	116	8	129
	Horz %	100.00	0.99	0.07	1.10
	Vert %	4.81	6.63	1.19	6.47
	Index	100	138	25	134
			*	*	*
Radio Formats: Variety/Other (Monday-Sunday 24-Hour Cume)	Unwgted	1303	11	3	7
	Weighted (000)	6945	57	9	62
	Horz %	100.00	0.82	0.13	0.90
	Vert %	2.85	3.27	1.39	3.12
	Index	100	115	49	110
Radio Daypart Cumes: Total Week Monday-Sunday 24 Hours	Unwgted	41037	372	166	377
	Weighted (000)	204462	1520	510	1743
	Horz %	100.00	0.74	0.25	0.85
	Vert %	83.77	86.99	78.09	87.19
	Index	100	104	93	104
Radio Daypart Cumes: Weekday 6:00 am - 10:00 am	Unwgted	25278	242	107	229
	Weighted (000)	122460	894	288	1066
	Horz %	100.00	0.73	0.23	0.87
	Vert %	50.17	51.20	44.11	53.34
	Index	100	102	88	106
Radio Daypart Cumes: Weekday 10:00 am - 3:00 pm	Unwgted	18835	188	80	189
	Weighted (000)	94930	714	231	877
	Horz %	100.00	0.75	0.24	0.92
	Vert %	38.89	40.88	35.40	43.89
	Index	100	105	91	113
Radio Daypart Cumes: Weekday 3:00 pm - 7:00 pm	Unwgted	22339	192	91	206
	Weighted (000)	109527	693	255	898
	Horz %	100.00	0.63	0.23	0.82
	Vert %	44.87	39.66	39.14	44.91
	Index	100	88	87	100
				*	*
Radio Daypart Cumes: Weekday 7:00 pm - Midnight	Unwgted	8087	65	41	73
	Weighted (000)	41055	244	157	362
	Horz %	100.00	0.60	0.38	0.88
	Vert %	16.82	14.00	24.03	18.11
	Index	100	83	143	108
			*	*	*
Radio Daypart Cumes: Weekday Midnight - 6:00 am	Unwgted	2418	17	5	8
	Weighted (000)	12268	97	33	45
	Horz %	100.00	0.79	0.27	0.36
	Vert %	5.03	5.53	5.10	2.23
	Index	100	110	102	44

RAB / GfK MRI AUTO PROFILE: Cadillac

		Adults 18+	Most recent vehicle bought/leased Cadillac	Decision maker for any Cadillac bought/leased new	Would buy/lease new Cadillac if making decision today
Radio Daypart Cumes: Weekend 6:00 am - 10:00 am	Unwgted	16140	148	70	151
	Weighted (000)	79167	541	220	670
	Horz %	100.00	0.68	0.28	0.85
	Vert %	32.43	30.95	33.66	33.50
	Index	100	95	104	103
Radio Daypart Cumes: Weekend 10:00 am - 3:00 pm	Unwgted	21592	195	92	213
	Weighted (000)	106532	849	300	989
	Horz %	100.00	0.80	0.28	0.93
	Vert %	43.65	48.62	46.05	49.46
	Index	100	111	106	113
Radio Daypart Cumes: Weekend 3:00 pm - 7:00 pm	Unwgted	16960	142	66	161
	Weighted (000)	85146	552	201	706
	Horz %	100.00	0.65	0.24	0.83
	Vert %	34.88	31.62	30.84	35.29
	Index	100	91	88	101
Radio Daypart Cumes: Weekend 7:00 pm - Midnight				*	
	Unwgted	8346	62	36	74
	Weighted (000)	42195	202	114	321
	Horz %	100.00	0.48	0.27	0.76
	Vert %	17.29	11.57	17.48	16.04
Radio Daypart Cumes: Weekend Midnight - 6:00 am			*	*	*
	Unwgted	2161	16	5	17
	Weighted (000)	10847	54	28	105
	Horz %	100.00	0.50	0.26	0.97
	Vert %	4.44	3.10	4.36	5.25
Where Listen to Radio on Typical Weekday: Home					
	Unwgted	13605	122	57	118
	Weighted (000)	66444	439	159	557
	Horz %	100.00	0.66	0.24	0.84
	Vert %	27.22	25.10	24.40	27.85
Where Listen to Radio on Typical Weekday: Car					
	Unwgted	37582	352	160	360
	Weighted (000)	186198	1440	488	1652
	Horz %	100.00	0.77	0.26	0.89
	Vert %	76.28	82.40	74.78	82.63
Where Listen to Radio on Typical Weekday: Work				*	
	Unwgted	6358	56	16	57
	Weighted (000)	32708	213	59	272
	Horz %	100.00	0.65	0.18	0.83
	Vert %	13.40	12.17	9.05	13.61
Where Listen to Radio on Typical Weekday: Place Other Than Home, Car, Work			*	*	*
	Unwgted	1490	15	5	8
	Weighted (000)	7844	91	14	36
	Horz %	100.00	1.16	0.18	0.45
	Vert %	3.21	5.22	2.14	1.78
	Index	100	162	67	55

		Adults 18+	Most recent vehicle bought/leased Cadillac	Decision maker for any Cadillac bought/leased new	Would buy/lease new Cadillac if making decision today
Where Listen to Radio on Typical Weekend: Home	Unwgted	16122	148	68	158
	Weighted (000)	79216	554	200	728
	Horz %	100.00	0.70	0.25	0.92
	Vert %	32.45	31.70	30.71	36.39
	Index	100	98	95	112
Where Listen to Radio on Typical Weekend: Car	Unwgted	34584	320	143	321
	Weighted (000)	172300	1369	462	1444
	Horz %	100.00	0.79	0.27	0.84
	Vert %	70.59	78.34	70.84	72.22
	Index	100	111	100	102
Where Listen to Radio on Typical Weekend: Work			*	*	*
	Unwgted	2377	23	5	28
	Weighted (000)	13032	83	14	137
	Horz %	100.00	0.64	0.11	1.05
	Vert %	5.34	4.76	2.14	6.87
Where Listen to Radio on Typical Weekend: Place Other Than Home, Car, Work			*	*	*
	Unwgted	1550	15	4	13
	Weighted (000)	8439	73	10	68
	Horz %	100.00	0.86	0.11	0.81
	Vert %	3.46	4.16	1.49	3.42
Ever Listen to AM Radio (Terrestrial Radio)					
	Unwgted	8872	87	51	81
	Weighted (000)	37216	273	143	327
	Horz %	100.00	0.73	0.38	0.88
	Vert %	15.25	15.61	21.88	16.34
Ever Listen to FM Radio (Terrestrial Radio)					
	Unwgted	35648	306	118	317
	Weighted (000)	180517	1273	348	1496
	Horz %	100.00	0.71	0.19	0.83
	Vert %	73.96	72.87	53.26	74.82
Ever Listen to Any Terrestrial Radio (AM/FM)					
	Unwgted	38624	341	139	345
	Weighted (000)	192537	1397	417	1590
	Horz %	100.00	0.73	0.22	0.83
	Vert %	78.88	79.97	63.99	79.55
Ever Listen to Satellite Radio (SiriusXM)					
	Unwgted	6808	86	70	82
	Weighted (000)	31804	350	208	374
	Horz %	100.00	1.10	0.65	1.18
	Vert %	13.03	20.05	31.84	18.73
Household Subscribes to Satellite (SiriusXM) Radio					
	Unwgted	9333	122	88	111
	Weighted (000)	45323	515	298	505
	Horz %	100.00	1.14	0.66	1.11
	Vert %	18.57	29.50	45.62	25.24
	Index	100	159	246	136

RAB / GfK MRI AUTO PROFILE: Cadillac

		Adults 18+	Most recent vehicle bought/leased Cadillac	Decision maker for any Cadillac bought/leased new	Would buy/lease new Cadillac if making decision today
Any Vehicle Currently Owned/Leased Has Satellite Radio	Unwgted	15153	229	140	188
	Weighted (000)	76621	944	461	863
	Horz %	100.00	1.23	0.60	1.13
	Vert %	31.39	54.02	70.59	43.18
	Index	100	172	225	138
Any Vehicle Currently Owned/Leased Has MP3 Player Connection	Unwgted	12633	141	80	108
	Weighted (000)	64670	533	258	621
	Horz %	100.00	0.82	0.40	0.96
	Vert %	26.49	30.52	39.59	31.06
	Index	100	115	149	117
Listened to Online Streaming AM/FM Broadcast Radio Stations - Past Month				*	
	Unwgted	7343	70	32	63
	Weighted (000)	36346	267	120	339
	Horz %	100.00	0.73	0.33	0.93
	Vert %	14.89	15.26	18.46	16.94
Listened to Internet-only radio or other online music or audio services (eg. Pandora, Spotify, etc.) - past month	Unwgted	19242	168	65	185
	Weighted (000)	97996	724	245	909
	Horz %	100.00	0.74	0.25	0.93
	Vert %	40.15	41.43	37.50	45.48
	Index	100	103	93	113
Listening to Any Radio on the Internet/Online - Past Month	Unwgted	21921	190	78	209
	Weighted (000)	110983	793	276	1033
	Horz %	100.00	0.71	0.25	0.93
	Vert %	45.47	45.37	42.23	51.66
	Index	100	100	93	114
Visited a Radio Station, Radio Program or Radio Personality's website - Past Month				*	*
	Unwgted	3452	31	13	37
	Weighted (000)	17001	98	41	144
	Horz %	100.00	0.58	0.24	0.85
	Vert %	6.97	5.61	6.26	7.20
Downloaded Music - Past Month				*	*
	Unwgted	9054	67	40	94
	Weighted (000)	47933	265	120	479
	Horz %	100.00	0.55	0.25	1.00
	Vert %	19.64	15.17	18.41	23.94
Downloaded Podcasts/Engaged in Podcasting - Past Month				*	*
	Unwgted	3700	28	15	32
	Weighted (000)	17081	94	47	175
	Horz %	100.00	0.55	0.27	1.03
	Vert %	7.00	5.36	7.16	8.76
Visited iHeartRadio site - Past Month				*	*
	Unwgted	4412	54	20	49
	Weighted (000)	21989	254	71	310
	Horz %	100.00	1.16	0.32	1.41
	Vert %	9.01	14.54	10.84	15.51
	Index	100	161	120	172

		Adults 18+	Most recent vehicle bought/leased Cadillac	Decision maker for any Cadillac bought/leased new	Would buy/lease new Cadillac if making decision today
					*
Visited iTunes.com site - Past Month	Unwgted	8331	67	41	72
	Weighted (000)	40212	214	133	333
	Horz %	100.00	0.53	0.33	0.83
	Vert %	16.47	12.25	20.35	16.66
	Index	100	74	124	101
Visited Pandora.com site - Past Month	Unwgted	16996	153	61	169
	Weighted (000)	87700	596	206	787
	Horz %	100.00	0.68	0.23	0.90
	Vert %	35.93	34.14	31.57	39.35
	Index	100	95	88	110
Visited Spotify site - Past Month	Unwgted	6074	52	20	52
	Weighted (000)	32588	243	56	247
	Horz %	100.00	0.75	0.17	0.76
	Vert %	13.35	13.90	8.60	12.36
	Index	100	104	64	93
Advertising on radio provides me with useful information about bargains. Agree strongly or Agree somewhat	Unwgted	16507	144	59	169
	Weighted (000)	83844	665	175	825
	Horz %	100.00	0.79	0.21	0.98
	Vert %	34.35	38.09	26.83	41.28
	Index	100	111	78	120
Advertising on radio provides me with meaningful information about the product use of other consumers. Agree strongly or Agree somewhat	Unwgted	13908	132	55	144
	Weighted (000)	70343	538	161	677
	Horz %	100.00	0.77	0.23	0.96
	Vert %	28.82	30.81	24.74	33.84
	Index	100	107	86	117
Advertising on radio provides me with useful information about new products and services. Agree strongly or Agree somewhat	Unwgted	17125	151	63	182
	Weighted (000)	86850	651	193	847
	Horz %	100.00	0.75	0.22	0.97
	Vert %	35.58	37.26	29.61	42.34
	Index	100	105	83	119
For me, advertising on radio is amusing. Agree strongly or Agree somewhat	Unwgted	12845	117	51	126
	Weighted (000)	65189	556	160	603
	Horz %	100.00	0.85	0.25	0.92
	Vert %	26.71	31.84	24.52	30.14
	Index	100	119	92	113
Most trusted media: Radio				*	*
	Unwgted	4143	29	22	33
	Weighted (000)	21056	78	62	132
	Horz %	100.00	0.37	0.29	0.63
	Index	100	52	109	77
TV Dayparts: Total Week Prime Time Cume Audience	Unwgted	38598	364	175	354
	Weighted (000)	190885	1509	580	1619
	Horz %	100.00	0.79	0.30	0.85
	Vert %	78.20	86.35	88.82	80.98
	Index	100	110	114	104

		Adults 18+	Most recent vehicle bought/leased Cadillac	Decision maker for any Cadillac bought/leased new	Would buy/lease new Cadillac if making decision today
TV Dayparts: Prime Time Weekdays Cume Audience: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)	Unwgted	30674	299	143	280
	Weighted (000)	150599	1271	478	1264
	Horz %	100.00	0.84	0.32	0.84
	Vert %	61.70	72.78	73.27	63.20
	Index	100	118	119	102
TV Dayparts: Prime Time Saturday Cume Audience: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)	Unwgted	26407	263	122	241
	Weighted (000)	129573	1066	417	1127
	Horz %	100.00	0.82	0.32	0.87
	Vert %	53.09	61.02	63.84	56.38
	Index	100	115	120	106
TV Dayparts: Prime Time Sunday Cume Audience: 7:00-11:00 pm (Eastern/Pacific), 6:00-10:00 pm (Central/Mountain)	Unwgted	30767	289	145	290
	Weighted (000)	150356	1139	488	1318
	Horz %	100.00	0.76	0.32	0.88
	Vert %	61.60	65.21	74.78	65.92
	Index	100	106	121	107
TV Dayparts: Weekdays Cume Audience: 9:00 am-4:00 pm (Eastern/Pacific) 9:00 am - 3:00 pm (Central/Mountain)	Unwgted	13588	124	58	121
	Weighted (000)	72467	587	224	561
	Horz %	100.00	0.81	0.31	0.77
	Vert %	29.69	33.58	34.27	28.08
	Index	100	113	115	95
TV Dayparts: Weekdays Cume Audience: 4:00 pm-7:30 pm (Eastern/Pacific) 3:00 pm-6:30 pm (Central/Mountain)	Unwgted	24214	238	109	222
	Weighted (000)	122899	994	345	978
	Horz %	100.00	0.81	0.28	0.80
	Vert %	50.35	56.89	52.91	48.94
	Index	100	113	105	97
TV Dayparts: Weekdays Cume Audience: 11:30 pm-1:00 am (Eastern/Pacific) 10:30 pm-Midnight (Central/Mountain)	Unwgted	8203	93	45	92
	Weighted (000)	41009	362	165	441
	Horz %	100.00	0.88	0.40	1.07
	Vert %	16.80	20.71	25.34	22.03
	Index	100	123	151	131
TV Dayparts: Weekend Children's Shows Cume Audience: Saturday-Sunday Morning	Unwgted	20426	194	87	200
	Weighted (000)	102185	885	290	927
	Horz %	100.00	0.87	0.28	0.91
	Vert %	41.86	50.63	44.38	46.38
	Index	100	121	106	111
TV Dayparts: Weekend Sports Cume Audience: Saturday-Sunday Afternoon	Unwgted	23818	226	104	229
	Weighted (000)	120635	975	359	1027
	Horz %	100.00	0.81	0.30	0.85
	Vert %	49.42	55.84	54.95	51.38
	Index	100	113	111	104
Downloaded a TV Program - Past Month	Unwgted	2514	20	9	22
	Weighted (000)	11768	88	31	76
	Horz %	100.00	0.74	0.26	0.64
	Vert %	4.82	5.01	4.73	3.79
	Index	100	104	98	79

		Adults 18+	Most recent vehicle bought/leased Cadillac	Decision maker for any Cadillac bought/leased new	Would buy/lease new Cadillac if making decision today
					*
Watched a TV Program Online Past Month	Unwgted	8915	67	26	68
	Weighted (000)	43431	281	103	307
	Horz %	100.00	0.65	0.24	0.71
	Vert %	17.79	16.06	15.81	15.38
	Index	100	90	89	86
					*
Visited a TV Network or TV Show's Web Site - Past Month	Unwgted	9786	90	34	93
	Weighted (000)	47213	358	102	454
	Horz %	100.00	0.76	0.22	0.96
	Vert %	19.34	20.48	15.57	22.72
	Index	100	106	80	117
					*
Looked at TV Listings Online - Past Month	Unwgted	5331	51	26	51
	Weighted (000)	24808	217	80	178
	Horz %	100.00	0.88	0.32	0.72
	Vert %	10.16	12.44	12.26	8.90
	Index	100	122	121	88
					*
Household Subscribes to Cable TV	Unwgted	22534	201	114	224
	Weighted (000)	109088	809	401	1016
	Horz %	100.00	0.74	0.37	0.93
	Vert %	44.69	46.32	61.45	50.82
	Index	100	104	137	114
					*
Household Subscribes to Cable, Satellite or Fiber Optic TV	Unwgted	37894	359	180	350
	Weighted (000)	188357	1474	602	1600
	Horz %	100.00	0.78	0.32	0.85
	Vert %	77.17	84.39	92.20	80.05
	Index	100	109	119	104
					*
Viewed Any Cable TV (Including Pay) - Past Week	Unwgted	36344	350	176	340
	Weighted (000)	180739	1448	588	1539
	Horz %	100.00	0.80	0.33	0.85
	Vert %	74.05	82.90	90.18	76.98
	Index	100	112	122	104
					*
Heavy Cable TV Viewer (Including Pay) - Past Week	Unwgted	26301	259	132	263
	Weighted (000)	131456	1100	455	1195
	Horz %	100.00	0.84	0.35	0.91
	Vert %	53.86	62.96	69.70	59.76
	Index	100	117	129	111
					*
Viewed Any Premium Cable Channels - Past Month	Unwgted	15801	162	79	162
	Weighted (000)	75868	707	247	726
	Horz %	100.00	0.93	0.33	0.96
	Vert %	31.08	40.46	37.84	36.32
	Index	100	130	122	117
					*
Viewed Any Pay-Per-View Programs or Events - Past Year	Unwgted	5693	66	40	57
	Weighted (000)	27121	254	119	247
	Horz %	100.00	0.94	0.44	0.91
	Vert %	11.11	14.57	18.29	12.34
	Index	100	131	165	111

		Adults 18+	Most recent vehicle bought/leased Cadillac	Decision maker for any Cadillac bought/leased new	Would buy/lease new Cadillac if making decision today
Viewed Any Video-On-Demand Programs or Events - Past Year	Unwgted	13030	121	71	121
	Weighted (000)	59121	497	211	566
	Horz %	100.00	0.84	0.36	0.96
	Vert %	24.22	28.47	32.30	28.29
	Index	100	118	133	117
Household Has a Satellite Dish	Unwgted	10843	117	44	95
	Weighted (000)	61939	533	132	451
	Horz %	100.00	0.86	0.21	0.73
	Vert %	25.38	30.52	20.29	22.57
	Index	100	120	80	89
Household Has a Digital Video Recorder (DVR)	Unwgted	23728	228	124	230
	Weighted (000)	116768	969	397	1004
	Horz %	100.00	0.83	0.34	0.86
	Vert %	47.84	55.46	60.88	50.23
	Index	100	116	127	105
Any Internet/Online Activity - Past Month	Unwgted	42373	368	178	382
	Weighted (000)	208554	1510	548	1748
	Horz %	100.00	0.72	0.26	0.84
	Vert %	85.44	86.46	83.94	87.45
	Index	100	101	98	102
Played Games Online - Past Month	Unwgted	13852	117	50	128
	Weighted (000)	73850	496	159	626
	Horz %	100.00	0.67	0.22	0.85
	Vert %	30.26	28.42	24.34	31.29
	Index	100	94	80	103
Downloaded a Video Game - Past Month	Unwgted	5083	41	10	40
	Weighted (000)	28601	160	36	211
	Horz %	100.00	0.56	0.13	0.74
	Vert %	11.72	9.17	5.55	10.53
	Index	100	78	47	90
Downloaded a Movie - Past Month	Unwgted	4447	41	21	32
	Weighted (000)	21989	178	54	116
	Horz %	100.00	0.81	0.25	0.53
	Vert %	9.01	10.17	8.32	5.81
	Index	100	113	92	65
Watched a Movie Online - Past Month	Unwgted	11540	87	37	95
	Weighted (000)	58047	333	119	462
	Horz %	100.00	0.57	0.20	0.80
	Vert %	23.78	19.07	18.24	23.10
	Index	100	80	77	97
Watched Online Video (Not Movie, TV) - Past Month	Unwgted	10029	81	35	83
	Weighted (000)	50248	321	93	407
	Horz %	100.00	0.64	0.19	0.81
	Vert %	20.59	18.37	14.25	20.35
	Index	100	89	69	99

		Adults 18+	Most recent vehicle bought/leased Cadillac	Decision maker for any Cadillac bought/leased new	Would buy/lease new Cadillac if making decision today
Visited a Chat Room - Past Month			*	*	*
	Unwgted	2194	17	7	18
	Weighted (000)	10601	82	21	60
	Horz %	100.00	0.77	0.20	0.57
	Vert %	4.34	4.69	3.27	3.01
	Index	100	108	75	69
Used e-Mail - Past Month					
	Unwgted	37148	325	162	344
	Weighted (000)	177506	1296	480	1570
	Horz %	100.00	0.73	0.27	0.88
	Vert %	72.72	74.18	73.64	78.52
	Index	100	102	101	108
Used Instant Messenger/IM Online - Past Month					
	Unwgted	29084	249	105	251
	Weighted (000)	148723	1004	318	1248
	Horz %	100.00	0.68	0.21	0.84
	Vert %	60.93	57.48	48.71	62.41
	Index	100	94	80	102
Visited Online Blogs - Past Month				*	*
	Unwgted	6650	51	26	37
	Weighted (000)	32542	214	56	169
	Horz %	100.00	0.66	0.17	0.52
	Vert %	13.33	12.25	8.52	8.48
	Index	100	92	64	64
Wrote an Online Blog - Past Month			*	*	*
	Unwgted	1215	7	2	4
	Weighted (000)	5810	40	5	15
	Horz %	100.00	0.69	0.08	0.26
	Vert %	2.38	2.28	0.71	0.76
	Index	100	96	30	32
Uploaded or Added Video to a Web Site - Past Month			*	*	*
	Unwgted	4085	41	11	28
	Weighted (000)	20569	144	36	144
	Horz %	100.00	0.70	0.17	0.70
	Vert %	8.43	8.26	5.46	7.21
	Index	100	98	65	86
Social networking, photo or video-sharing services visited or used in the last 30 days: Any Social Networking/Photo/Video-sharing services					
	Unwgted	36787	307	141	325
	Weighted (000)	184180	1253	419	1514
	Horz %	100.00	0.68	0.23	0.82
	Vert %	75.46	71.70	64.26	75.73
	Index	100	95	85	100
Social networking, photo or video-sharing services visited or used in the last 30 days: Facebook					
	Unwgted	29944	253	107	261
	Weighted (000)	152016	1075	315	1319
	Horz %	100.00	0.71	0.21	0.87
	Vert %	62.28	61.56	48.26	66.00
	Index	100	99	77	106
Foursquare			*	*	*
	Unwgted	259	6	1	3
	Weighted (000)	1096	21	2	7
	Horz %	100.00	1.89	0.22	0.62
	Vert %	0.45	1.18	0.36	0.34
	Index	100	263	81	76

		Adults 18+	Most recent vehicle bought/leased Cadillac	Decision maker for any Cadillac bought/leased new	Would buy/lease new Cadillac if making decision today
Google + (Google Plus)				*	
	Unwgted	7523	74	38	84
	Weighted (000)	37002	295	130	386
	Horz %	100.00	0.80	0.35	1.04
	Vert %	15.16	16.91	19.95	19.29
	Index	100	112	132	127
Instagram				*	
	Unwgted	11180	106	37	102
	Weighted (000)	59923	498	107	404
	Horz %	100.00	0.83	0.18	0.67
	Vert %	24.55	28.52	16.34	20.22
	Index	100	116	67	82
LinkedIn				*	
	Unwgted	7899	78	50	72
	Weighted (000)	31599	226	118	230
	Horz %	100.00	0.72	0.37	0.73
	Vert %	12.95	12.96	18.03	11.52
	Index	100	100	139	89
Pinterest				*	
	Unwgted	9299	87	34	86
	Weighted (000)	49108	383	123	395
	Horz %	100.00	0.78	0.25	0.81
	Vert %	20.12	21.91	18.81	19.78
	Index	100	109	93	98
Tumblr			*	*	*
	Unwgted	1737	14	6	13
	Weighted (000)	9309	65	13	36
	Horz %	100.00	0.70	0.14	0.39
	Vert %	3.81	3.71	1.95	1.82
	Index	100	97	51	48
Twitter				*	*
	Unwgted	6507	61	20	47
	Weighted (000)	32509	242	74	216
	Horz %	100.00	0.74	0.23	0.67
	Vert %	13.32	13.84	11.34	10.82
	Index	100	104	85	81
Yelp			*	*	*
	Unwgted	4238	38	29	33
	Weighted (000)	17049	122	86	125
	Horz %	100.00	0.72	0.50	0.73
	Vert %	6.98	6.99	13.18	6.24
	Index	100	100	189	89
YouTube					
	Unwgted	24878	209	89	223
	Weighted (000)	125197	824	275	934
	Horz %	100.00	0.66	0.22	0.75
	Vert %	51.29	47.16	42.20	46.73
	Index	100	92	82	91
Activities done using a social networking, photo or video-sharing service in the last 30 days: Posted that you "Like" something					
	Unwgted	19391	164	70	166
	Weighted (000)	98998	676	220	801
	Horz %	100.00	0.68	0.22	0.81
	Vert %	40.56	38.69	33.76	40.07
	Index	100	95	83	99

		Adults 18+	Most recent vehicle bought/leased Cadillac	Decision maker for any Cadillac bought/leased new	Would buy/lease new Cadillac if making decision today
					*
"Follow" or become a "fan of" something or someone	Unwgted	9880	81	32	78
	Weighted (000)	51999	359	111	359
	Horz %	100.00	0.69	0.21	0.69
	Vert %	21.30	20.57	16.96	17.93
	Index	100	97	80	84
					*
Clicked on an advertisement	Unwgted	7250	75	36	62
	Weighted (000)	34609	268	104	277
	Horz %	100.00	0.77	0.30	0.80
	Vert %	14.18	15.34	15.91	13.87
	Index	100	108	112	98
					*
Watched a video	Unwgted	23931	198	83	201
	Weighted (000)	121821	824	270	889
	Horz %	100.00	0.68	0.22	0.73
	Vert %	49.91	47.19	41.41	44.44
	Index	100	95	83	89
			*	*	*
Websites or apps visited or used in the last 30 days: Coupons	Unwgted	1642	19	6	16
	Weighted (000)	7736	96	18	46
	Horz %	100.00	1.25	0.23	0.60
	Vert %	3.17	5.51	2.70	2.32
	Index	100	174	85	73
Sent or Received Text Messages on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	40180	342	167	364
	Weighted (000)	200974	1419	518	1713
	Horz %	100.00	0.71	0.26	0.85
	Vert %	82.34	81.22	79.33	85.67
	Index	100	99	96	104
Sent or Received Instant Messages on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	20952	179	78	185
	Weighted (000)	106707	694	243	913
	Horz %	100.00	0.65	0.23	0.86
	Vert %	43.72	39.74	37.19	45.66
	Index	100	91	85	104
Recorded a Video on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	19339	174	67	176
	Weighted (000)	97935	716	205	791
	Horz %	100.00	0.73	0.21	0.81
	Vert %	40.12	41.00	31.47	39.55
	Index	100	102	78	99
Played Music on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	24725	205	86	233
	Weighted (000)	126500	858	299	1179
	Horz %	100.00	0.68	0.24	0.93
	Vert %	51.83	49.14	45.85	58.95
	Index	100	95	88	114
					*
Played a Game on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	15697	120	48	152
	Weighted (000)	84080	491	191	787
	Horz %	100.00	0.58	0.23	0.94
	Vert %	34.45	28.09	29.29	39.38
	Index	100	82	85	114

RAB / GfK MRI AUTO PROFILE: Cadillac

		Adults 18+	Most recent vehicle bought/leased Cadillac	Decision maker for any Cadillac bought/leased new	Would buy/lease new Cadillac if making decision today
					*
Watched a Movie, TV Program or Other Video on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	11626	87	31	101
	Weighted (000)	61092	373	111	508
	Horz %	100.00	0.61	0.18	0.83
	Vert %	25.03	21.36	16.96	25.42
	Index	100	85	68	102
Used a Mobile "App" - Past Month	Unwgted	25794	225	106	241
	Weighted (000)	128777	942	319	1130
	Horz %	100.00	0.73	0.25	0.88
	Vert %	52.76	53.94	48.88	56.50
	Index	100	102	93	107
Read Any Daily Newspaper (Print/Paper/Hard Copy)	Unwgted	10912	108	67	106
	Weighted (000)	50128	416	207	459
	Horz %	100.00	0.83	0.41	0.92
	Vert %	20.54	23.80	31.75	22.94
	Index	100	116	155	112
Read Any Sunday Newspaper (Print/Paper/Hard Copy)	Unwgted	14245	138	81	136
	Weighted (000)	67106	577	272	641
	Horz %	100.00	0.86	0.41	0.96
	Vert %	27.49	33.00	41.73	32.07
	Index	100	120	152	117
Read or Looked Into Any Electronic Version of a Newspaper, Including Web Site - Past Month	Unwgted	19488	168	84	182
	Weighted (000)	91290	588	227	809
	Horz %	100.00	0.64	0.25	0.89
	Vert %	37.40	33.63	34.83	40.49
	Index	100	90	93	108
Read Classified Advertising in Weekday Newspaper			*	*	
	Unwgted	3772	37	18	50
	Weighted (000)	20084	161	65	223
	Horz %	100.00	0.80	0.33	1.11
	Vert %	8.23	9.23	10.01	11.17
Read Classified Advertising in Sunda/Weekend Newspaper			*	*	
	Unwgted	3758	41	22	60
	Weighted (000)	19510	178	68	331
	Horz %	100.00	0.91	0.35	1.70
	Vert %	7.99	10.19	10.50	16.55
Read Advertisements in Weekday Newspaper				*	
	Unwgted	3812	55	29	57
	Weighted (000)	17916	268	108	219
	Horz %	100.00	1.49	0.60	1.22
	Vert %	7.34	15.32	16.50	10.94
Read Advertisements in Sunday/Weekend Newspaper				*	
	Unwgted	4633	55	31	63
	Weighted (000)	22092	206	103	335
	Horz %	100.00	0.93	0.47	1.52
	Vert %	9.05	11.82	15.85	16.74
	Index	100	131	175	185

		Adults 18+	Most recent vehicle bought/leased Cadillac	Decision maker for any Cadillac bought/leased new	Would buy/lease new Cadillac if making decision today
					*
Read Circulars/Inserts/Fliers in Weekday Newspaper	Unwgted	5068	52	30	65
	Weighted (000)	23852	189	91	243
	Horz %	100.00	0.79	0.38	1.02
	Vert %	9.77	10.83	13.98	12.17
	Index	100	111	143	125
					*
Read Circulars/Inserts/Fliers in Sunday/Weekend Newspaper	Unwgted	7203	72	43	94
	Weighted (000)	34013	297	138	433
	Horz %	100.00	0.87	0.41	1.27
	Vert %	13.93	17.01	21.20	21.66
	Index	100	122	152	155
			*	*	
Received and/or Clipped Coupons from Weekday Newspaper - Past Year	Unwgted	4191	47	32	56
	Weighted (000)	20652	172	127	326
	Horz %	100.00	0.83	0.61	1.58
	Vert %	8.46	9.82	19.44	16.32
	Index	100	116	230	193
Received and/or Clipped Coupons from Sunday/Weekend Newspaper - Past Year	Unwgted	9539	95	61	130
	Weighted (000)	47372	399	228	662
	Horz %	100.00	0.84	0.48	1.40
	Vert %	19.41	22.86	35.01	33.13
	Index	100	118	180	171
		*	*	*	*
UNTRENDED: Personally Referred to Paper Yellow Pages - Past Week	Unwgted	0	0	0	0
	Weighted (000)	0	0	0	0
	Horz %	0.00	0.00	0.00	0.00
	Vert %	0.00	0.00	0.00	0.00
	Index	0	0	0	0
		*	*	*	*
UNTRENDED: Personally Referred to Internet Yellow Pages - Past Week	Unwgted	0	0	0	0
	Weighted (000)	0	0	0	0
	Horz %	0.00	0.00	0.00	0.00
	Vert %	0.00	0.00	0.00	0.00
	Index	0	0	0	0
		*	*	*	*
UNTRENDED: Personally Referred to Paper or Internet Yellow Pages - Past Week	Unwgted	0	0	0	0
	Weighted (000)	0	0	0	0
	Horz %	0.00	0.00	0.00	0.00
	Vert %	0.00	0.00	0.00	0.00
	Index	0	0	0	0
		*	*	*	*
UNTRENDED: Accessed Yellowpages.com (YP.com) - Past Month	Unwgted	0	0	0	0
	Weighted (000)	0	0	0	0
	Horz %	0.00	0.00	0.00	0.00
	Vert %	0.00	0.00	0.00	0.00
	Index	0	0	0	0
				*	
Have Seen Video Ads in Grocery Stores - Past Month	Unwgted	8175	61	27	84
	Weighted (000)	42062	254	92	412
	Horz %	100.00	0.60	0.22	0.98
	Vert %	17.23	14.53	14.15	20.63
	Index	100	84	82	120

		Adults 18+	Most recent vehicle bought/leased Cadillac	Decision maker for any Cadillac bought/leased new	Would buy/lease new Cadillac if making decision today
				*	*
Have Seen Video Ads in Drug Stores - Past Month	Unwgted	5434	43	14	55
	Weighted (000)	27750	171	33	285
	Horz %	100.00	0.62	0.12	1.03
	Vert %	11.37	9.79	5.11	14.26
	Index	100	86	45	125
				*	*
Have Seen Video Ads in Convenience Stores - Past Month	Unwgted	5425	41	14	45
	Weighted (000)	27941	162	28	213
	Horz %	100.00	0.58	0.10	0.76
	Vert %	11.45	9.25	4.34	10.67
	Index	100	81	38	93
				*	*
Have Seen Video Ads in Large Discount/Department Stores - Past Month	Unwgted	5807	53	15	52
	Weighted (000)	30170	235	42	321
	Horz %	100.00	0.78	0.14	1.06
	Vert %	12.36	13.45	6.36	16.05
	Index	100	109	51	130
				*	*
Have Seen Video Ads in Warehouse/Club Stores - Past Month	Unwgted	5047	43	21	45
	Weighted (000)	24469	184	59	220
	Horz %	100.00	0.75	0.24	0.90
	Vert %	10.02	10.53	9.08	11.01
	Index	100	105	91	110
				*	*
Have Seen Video Ads in Other Stores - Past Month	Unwgted	4572	33	9	35
	Weighted (000)	23484	156	42	243
	Horz %	100.00	0.66	0.18	1.04
	Vert %	9.62	8.93	6.42	12.17
	Index	100	93	67	127
				*	*
Have Seen Video Ads in Shopping Malls - Past Month	Unwgted	6133	53	20	66
	Weighted (000)	30556	194	49	382
	Horz %	100.00	0.64	0.16	1.25
	Vert %	12.52	11.11	7.54	19.13
	Index	100	89	60	153
				*	*
Have Seen Video Ads in Bars/Pubs - Past Month	Unwgted	4212	37	16	42
	Weighted (000)	21008	141	45	217
	Horz %	100.00	0.67	0.22	1.03
	Vert %	8.61	8.10	6.94	10.85
	Index	100	94	81	126
				*	*
Have Seen Video Ads in Fast-Food or Family Restaurants - Past Month	Unwgted	6034	49	18	66
	Weighted (000)	31175	195	43	334
	Horz %	100.00	0.63	0.14	1.07
	Vert %	12.77	11.17	6.54	16.71
	Index	100	87	51	131
				*	*
Have Seen Video Ads in Coffee Shops, Cafes or Delis - Past Month	Unwgted	4611	42	15	41
	Weighted (000)	23019	164	38	261
	Horz %	100.00	0.71	0.17	1.13
	Vert %	9.43	9.37	5.85	13.05
	Index	100	99	62	138

RAB / GfK MRI AUTO PROFILE: Cadillac

		Adults 18+	Most recent vehicle bought/leased Cadillac	Decision maker for any Cadillac bought/leased new	Would buy/lease new Cadillac if making decision today
				*	*
Have Seen Video Ads in Gym/Health Clubs - Past Month	Unwgted	4016	29	17	32
	Weighted (000)	19382	94	39	159
	Horz %	100.00	0.48	0.20	0.82
	Vert %	7.94	5.36	6.01	7.95
	Index	100	68	76	100
				*	*
Have Seen Video Ads in Medical Offices - Past Month	Unwgted	5499	46	19	60
	Weighted (000)	27407	179	43	274
	Horz %	100.00	0.65	0.16	1.00
	Vert %	11.23	10.23	6.59	13.71
	Index	100	91	59	122
				*	*
Have Seen Video Ads in Airports - Past Month	Unwgted	3929	40	16	32
	Weighted (000)	17909	137	28	177
	Horz %	100.00	0.77	0.16	0.99
	Vert %	7.34	7.84	4.30	8.83
	Index	100	107	59	120
				*	*
Have Seen Video Ads at Gas Stations - Past Month	Unwgted	8390	72	29	79
	Weighted (000)	41042	268	63	386
	Horz %	100.00	0.65	0.15	0.94
	Vert %	16.81	15.35	9.72	19.33
	Index	100	91	58	115
				*	*
Have Seen Video Ads in Office Building Lobbies - Past Month	Unwgted	3669	22	11	33
	Weighted (000)	18065	85	18	196
	Horz %	100.00	0.47	0.10	1.09
	Vert %	7.40	4.84	2.81	9.81
	Index	100	65	38	133
				*	*
Have Seen Video Ads in Office Building Elevators - Past Month	Unwgted	3552	25	11	37
	Weighted (000)	16785	111	28	173
	Horz %	100.00	0.66	0.16	1.03
	Vert %	6.88	6.37	4.23	8.67
	Index	100	93	61	126
				*	*
Have Seen Video Ads in Movie Theater Lobbies - Past Month	Unwgted	5092	38	16	44
	Weighted (000)	25878	154	42	212
	Horz %	100.00	0.59	0.16	0.82
	Vert %	10.60	8.80	6.44	10.62
	Index	100	83	61	100
				*	*
Have Seen Ads on Billboards - Past Month	Unwgted	23703	216	102	234
	Weighted (000)	117973	873	358	1046
	Horz %	100.00	0.74	0.30	0.89
	Vert %	48.33	49.98	54.92	52.32
	Index	100	103	114	108
				*	*
Have Seen Ads on Buses/Trains - Past Month	Unwgted	10886	96	37	103
	Weighted (000)	50330	380	113	428
	Horz %	100.00	0.76	0.22	0.85
	Vert %	20.62	21.78	17.30	21.39
	Index	100	106	84	104

RAB / GfK MRI AUTO PROFILE: Cadillac

		Adults 18+	Most recent vehicle bought/leased Cadillac	Decision maker for any Cadillac bought/leased new	Would buy/lease new Cadillac if making decision today
					*
Have Seen Ads at Bus Stops or Train Stations - Past Month	Unwgted	7328	60	26	69
	Weighted (000)	32843	259	85	308
	Horz %	100.00	0.79	0.26	0.94
	Vert %	13.46	14.82	13.08	15.39
	Index	100	110	97	114
Have Seen Ads Inside Taxis - Past Month			*	*	*
	Unwgted	3849	25	10	30
	Weighted (000)	17102	102	22	137
	Horz %	100.00	0.60	0.13	0.80
	Vert %	7.01	5.84	3.32	6.84
Have Seen Ads on Top of Taxis - Past Month			*	*	*
	Unwgted	5892	46	16	57
	Weighted (000)	26219	173	39	248
	Horz %	100.00	0.66	0.15	0.95
	Vert %	10.74	9.92	6.02	12.40
Have Seen Ads on Phone Booths - Past Month			*	*	*
	Unwgted	3008	16	5	24
	Weighted (000)	14451	65	10	151
	Horz %	100.00	0.45	0.07	1.04
	Vert %	5.92	3.71	1.58	7.55
Have Seen Ads at Sports or Entertainment Events - Past Month				*	*
	Unwgted	7405	66	32	62
	Weighted (000)	36191	266	95	313
	Horz %	100.00	0.73	0.26	0.86
	Vert %	14.83	15.22	14.62	15.65
Have Seen Ads on Postcards - Past Month				*	*
	Unwgted	5576	50	21	53
	Weighted (000)	26312	159	72	264
	Horz %	100.00	0.60	0.27	1.00
	Vert %	10.78	9.09	11.04	13.19
Have Seen Ads Sent to a Cellphone or Other Mobile Device - Past Month				*	*
	Unwgted	13421	119	55	135
	Weighted (000)	66442	447	167	628
	Horz %	100.00	0.67	0.25	0.94
	Vert %	27.22	25.60	25.55	31.40
Have Seen Ads on Posters at Movie Theaters - Past Month				*	*
	Unwgted	8606	75	34	73
	Weighted (000)	42087	270	77	335
	Horz %	100.00	0.64	0.18	0.80
	Vert %	17.24	15.47	11.78	16.76
Have Seen Ads Shown On-Screen Before Start of a Movie - Past Month				*	*
	Unwgted	10943	92	41	109
	Weighted (000)	53139	333	104	513
	Horz %	100.00	0.63	0.20	0.97
	Vert %	21.77	19.07	15.88	25.68
	Index	100	88	73	118

RAB / GfK MRI AUTO PROFILE: Cadillac

		Adults 18+	Most recent vehicle bought/leased Cadillac	Decision maker for any Cadillac bought/leased new	Would buy/lease new Cadillac if making decision today
Have Seen Ads in Stores (Not Video Ads) - Past Month	Unwgted	15171	136	66	168
	Weighted (000)	76102	551	178	780
	Horz %	100.00	0.72	0.23	1.02
	Vert %	31.18	31.51	27.25	39.02
	Index	100	101	87	125
Have Seen Ads in Shopping Malls (Not Video Ads) - Past Month	Unwgted	10587	97	43	117
	Weighted (000)	52205	410	117	569
	Horz %	100.00	0.79	0.22	1.09
	Vert %	21.39	23.46	17.91	28.47
	Index	100	110	84	133
Have Seen Infomercials - Past Month	Unwgted	9871	79	33	98
	Weighted (000)	49119	316	99	457
	Horz %	100.00	0.64	0.20	0.93
	Vert %	20.12	18.11	15.12	22.86
	Index	100	90	75	114
Have Seen Offers or Ads Sent to Home by Mail - Past Month	Unwgted	19632	172	85	201
	Weighted (000)	96299	714	264	884
	Horz %	100.00	0.74	0.27	0.92
	Vert %	39.45	40.88	40.50	44.23
	Index	100	104	103	112
Have Seen Product Placement in Video Games - Past Month	Unwgted	4596	36	14	45
	Weighted (000)	24167	144	45	273
	Horz %	100.00	0.60	0.18	1.13
	Vert %	9.90	8.23	6.84	13.65
	Index	100	83	69	138
Have Seen Product Placement in TV Shows - Past Month	Unwgted	17823	161	75	179
	Weighted (000)	88092	670	248	834
	Horz %	100.00	0.76	0.28	0.95
	Vert %	36.09	38.34	37.97	41.73
	Index	100	106	105	116
Have Seen Product Placement in Movies - Past Month	Unwgted	11248	79	37	91
	Weighted (000)	56256	309	140	469
	Horz %	100.00	0.55	0.25	0.83
	Vert %	23.05	17.71	21.52	23.44
	Index	100	77	93	102