

RAB / GfK MRI AUTO PROFILE: Jeep

		Adults 18+	Own\Lease Jeep Cherokee	Own\Lease Jeep Compass	Own\Lease Jeep Grand Cherokee/Laredo	Own/Lease Jeep Patriot
Adults18+	Unwgted	48646	507	73	466	168
	Weighted (000)	244084	2851	400	2391	824
	Horz %	100.00	1.17	0.16	0.98	0.34
	Vert %	100.00	100.00	100.00	100.00	100.00
	Index	100	100	100	100	100
Male				*		
	Unwgted	24620	266	30	256	94
	Weighted (000)	117785	1399	173	1253	480
	Horz %	100.00	1.19	0.15	1.06	0.41
	Vert %	48.26	49.08	43.23	52.39	58.25
Female	Index	100	102	90	109	121
				*		
	Unwgted	24026	241	43	210	74
	Weighted (000)	126299	1452	227	1139	344
	Horz %	100.00	1.15	0.18	0.90	0.27
Age 18-24	Vert %	51.74	50.92	56.77	47.61	41.75
	Index	100	98	110	92	81
			*	*	*	*
	Unwgted	3885	38	8	32	15
	Weighted (000)	30253	420	91	232	89
Age 25-34	Horz %	100.00	1.39	0.30	0.77	0.30
	Vert %	12.39	14.74	22.71	9.72	10.85
	Index	100	119	183	78	88
				*		*
	Unwgted	8183	93	12	93	47
Age 35-44	Weighted (000)	43389	559	70	481	205
	Horz %	100.00	1.29	0.16	1.11	0.47
	Vert %	17.78	19.61	17.50	20.13	24.85
	Index	100	110	98	113	140
				*		*
Age 45-54	Unwgted	8605	110	17	97	35
	Weighted (000)	40230	547	107	497	212
	Horz %	100.00	1.36	0.27	1.23	0.53
	Vert %	16.48	19.17	26.76	20.77	25.75
	Index	100	116	162	126	156
Age 55-64				*		*
	Unwgted	8861	118	9	78	28
	Weighted (000)	43105	540	42	382	128
	Horz %	100.00	1.25	0.10	0.89	0.30
	Vert %	17.66	18.96	10.61	15.99	15.50
Age 55-64	Index	100	107	60	91	88
				*		*
	Unwgted	8498	76	14	82	28
	Weighted (000)	40725	440	51	422	154
	Horz %	100.00	1.08	0.12	1.04	0.38
Age 55-64	Vert %	16.68	15.44	12.67	17.66	18.72
	Index	100	93	76	106	112

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		Adults 18+	Own\Lease Jeep Cherokee	Own\Lease Jeep Compass	Own\Lease Jeep Grand Cherokee/Laredo	Own/Lease Jeep Patriot
Age 65+				*		*
	Unwgt'd	10614	72	13	84	15
	Weighted (000)	46383	344	39	376	36
	Horz %	100.00	0.74	0.08	0.81	0.08
	Vert %	19.00	12.08	9.75	15.73	4.33
	Index	100	64	51	83	23
Age 21+						
	Unwgt'd	47284	492	71	452	162
	Weighted (000)	232046	2623	394	2266	781
	Horz %	100.00	1.13	0.17	0.98	0.34
	Vert %	95.07	92.00	98.39	94.75	94.81
	Index	100	97	103	100	100
Age 18-34						
	Unwgt'd	12068	131	20	125	62
	Weighted (000)	73642	979	161	714	294
	Horz %	100.00	1.33	0.22	0.97	0.40
	Vert %	30.17	34.35	40.21	29.85	35.70
	Index	100	114	133	99	118
Age 18-49						
	Unwgt'd	24996	297	40	267	112
	Weighted (000)	134658	1801	280	1462	566
	Horz %	100.00	1.34	0.21	1.09	0.42
	Vert %	55.17	63.18	70.07	61.15	68.67
	Index	100	115	127	111	124
Age 25-54						
	Unwgt'd	25649	321	38	268	110
	Weighted (000)	126724	1646	219	1360	545
	Horz %	100.00	1.30	0.17	1.07	0.43
	Vert %	51.92	57.74	54.88	56.89	66.10
	Index	100	111	106	110	127
Age 35-64						
	Unwgt'd	25964	304	40	257	91
	Weighted (000)	124059	1527	200	1301	494
	Horz %	100.00	1.23	0.16	1.05	0.40
	Vert %	50.83	53.57	50.04	54.42	59.97
	Index	100	105	98	107	118
Age 50+						
	Unwgt'd	23650	210	33	199	56
	Weighted (000)	109426	1050	120	929	258
	Horz %	100.00	0.96	0.11	0.85	0.24
	Vert %	44.83	36.82	29.93	38.85	31.33
	Index	100	82	67	87	70
Median Age						
	Unwgt'd					
	Weighted (000)	47.00	42.80	38.30	44.70	40.50
	Horz %					
	Vert %					
	Index	100	91	81	95	86
Race: White Only						
	Unwgt'd	34564	431	61	422	128
	Weighted (000)	179823	2469	324	2228	651
	Horz %	100.00	1.37	0.18	1.24	0.36
	Vert %	73.67	86.60	80.94	93.17	79.04
	Index	100	118	110	126	107

		Adults 18+	Own\Lease Jeep Cherokee	Own\Lease Jeep Compass	Own\Lease Jeep Grand Cherokee/Laredo	Own/Lease Jeep Patriot
			*	*	*	*
Race: Black/African-American Only	Unwgted	5909	45	4	15	10
	Weighted (000)	29535	218	14	62	69
	Horz %	100.00	0.74	0.05	0.21	0.23
	Vert %	12.10	7.64	3.49	2.59	8.33
	Index	100	63	29	21	69
Race: Asian			*	*	*	*
	Unwgted	2388	10	1	6	9
	Weighted (000)	8358	54	6	19	29
	Horz %	100.00	0.65	0.07	0.23	0.35
	Index	100	56	44	24	104
Race: Other Race/Multi-Racial			*	*	*	*
	Unwgted	8173	31	8	29	30
	Weighted (000)	34726	164	62	102	104
	Horz %	100.00	0.47	0.18	0.29	0.30
	Index	100	41	109	30	89
Hispanic, Latino, Spanish Origin or Descent			*	*	*	*
	Unwgted	6851	35	15	31	20
	Weighted (000)	37743	192	100	176	82
	Horz %	100.00	0.51	0.27	0.47	0.22
	Index	100	44	162	48	65
Hispanic, Personally Speak Only English at Home			*	*	*	*
	Unwgted	1739	14	4	7	7
	Weighted (000)	6214	81	23	29	26
	Horz %	100.00	1.31	0.37	0.46	0.41
	Index	100	112	226	47	122
Hispanic, Personally Speak Mostly English, But Some Spanish at Home			*	*	*	*
	Unwgted	2047	7	6	10	8
	Weighted (000)	9439	32	53	23	31
	Horz %	100.00	0.34	0.57	0.25	0.33
	Index	100	29	345	25	97
Hispanic, Personally Speak Only Spanish at Home			*	*	*	*
	Unwgted	1280	2	1	5	1
	Weighted (000)	10474	29	1	54	4
	Horz %	100.00	0.28	0.01	0.52	0.04
	Index	100	24	7	53	12
Hispanic, Personally Speak Mostly Spanish, But Some English at Home			*	*	*	*
	Unwgted	1668	12	4	8	3
	Weighted (000)	9512	49	22	49	8
	Horz %	100.00	0.52	0.24	0.51	0.08
	Index	100	45	144	52	23
Hispanic, Personally Speak Spanish and English Equally at Home			*	*	*	*
	Unwgted	99	0	0	1	1
	Weighted (000)	1751	0	0	21	14
	Horz %	100.00	0.00	0.00	1.22	0.82
	Index	100	0	0	125	243

		Adults 18+	Own\Lease Jeep Cherokee	Own\Lease Jeep Compass	Own\Lease Jeep Grand Cherokee/Laredo	Own/Lease Jeep Patriot
					*	*
Highest Level Education Completed/Highest Degree Received: Master's, Professional School or Doctorate Degree	Unwgt'd	6825	62	9	84	17
	Weighted (000)	26213	264	62	329	61
	Horz %	100.00	1.01	0.24	1.26	0.23
	Vert %	10.74	9.27	15.59	13.78	7.46
	Index	100	86	145	128	69
					*	*
Highest Level Education Completed/Highest Degree Received: Bachelor's Degree	Unwgt'd	10965	131	19	138	36
	Weighted (000)	46746	678	85	617	163
	Horz %	100.00	1.45	0.18	1.32	0.35
	Vert %	19.15	23.77	21.32	25.79	19.75
	Index	100	124	111	135	103
			*	*	*	*
Highest Level Education Completed/Highest Degree Received: Associate Degree, Academic	Unwgt'd	2649	32	4	31	19
	Weighted (000)	11210	154	21	144	75
	Horz %	100.00	1.37	0.18	1.28	0.67
	Vert %	4.59	5.40	5.15	6.02	9.09
	Index	100	118	112	131	198
			*	*	*	*
Highest Level Education Completed/Highest Degree Received: Associate Degree, Occupational/Vocational	Unwgt'd	3407	39	7	35	11
	Weighted (000)	13775	184	30	146	28
	Horz %	100.00	1.34	0.22	1.06	0.20
	Vert %	5.64	6.46	7.51	6.11	3.37
	Index	100	114	133	108	60
			*	*	*	*
Highest Level Education Completed/Highest Degree Received: Some College, but No Degree	Unwgt'd	10089	124	15	73	39
	Weighted (000)	44682	593	84	324	181
	Horz %	100.00	1.33	0.19	0.72	0.40
	Vert %	18.31	20.82	21.08	13.54	21.93
	Index	100	114	115	74	120
			*	*	*	*
Respondent - Highest Level Education Completed/Highest Degree Received: High school graduate (High School Diploma or Equivalent, such as GED)	Unwgt'd	10356	91	15	83	37
	Weighted (000)	71816	779	95	699	243
	Horz %	100.00	1.08	0.13	0.97	0.34
	Vert %	29.42	27.31	23.69	29.22	29.44
	Index	100	93	81	99	100
			*	*	*	*
Respondent - Highest Level Education Completed/Highest Degree Received: 11th Grade or Less or 12th Grade, No Diploma	Unwgt'd	4355	28	4	22	9
	Weighted (000)	29641	199	23	133	74
	Horz %	100.00	0.67	0.08	0.45	0.25
	Vert %	12.14	6.97	5.66	5.55	8.96
	Index	100	57	47	46	74
			*	*	*	*
Currently Attending College or University	Unwgt'd	3403	31	6	34	14
	Weighted (000)	19372	196	21	207	75
	Horz %	100.00	1.01	0.11	1.07	0.39
	Vert %	7.94	6.88	5.25	8.65	9.15
	Index	100	87	66	109	115
			*	*	*	*
Employed Full Time	Unwgt'd	25438	322	43	280	108
	Weighted (000)	119890	1715	260	1397	510
	Horz %	100.00	1.43	0.22	1.16	0.43
	Vert %	49.12	60.18	65.12	58.41	61.94
	Index	100	123	133	119	126

		Adults 18+	Own\Lease Jeep Cherokee	Own\Lease Jeep Compass	Own\Lease Jeep Grand Cherokee/Laredo	Own/Lease Jeep Patriot
Employed Part Time				*		*
	Unwgt'd	5730	58	12	63	19
	Weighted (000)	28854	289	62	345	77
	Horz %	100.00	1.00	0.21	1.19	0.27
	Vert %	11.82	10.14	15.51	14.41	9.38
	Index	100	86	131	122	79
Not Employed				*		*
	Unwgt'd	17478	127	18	123	41
	Weighted (000)	95339	846	77	650	236
	Horz %	100.00	0.89	0.08	0.68	0.25
	Vert %	39.06	29.68	19.37	27.18	28.68
	Index	100	76	50	70	73
Temporarily Unemployed			*	*	*	*
	Unwgt'd	1886	18	1	16	7
	Weighted (000)	12314	177	3	99	68
	Horz %	100.00	1.43	0.02	0.81	0.55
	Vert %	5.05	6.20	0.64	4.16	8.23
	Index	100	123	13	82	163
Retired from Employment			*	*	*	*
	Unwgt'd	10143	67	12	75	18
	Weighted (000)	46820	350	46	354	81
	Horz %	100.00	0.75	0.10	0.76	0.17
	Vert %	19.18	12.27	11.50	14.79	9.86
	Index	100	64	60	77	51
Not Employed, Principal Shopper for Household			*	*	*	*
	Unwgt'd	2543	18	5	18	7
	Weighted (000)	16573	180	29	103	38
	Horz %	100.00	1.08	0.17	0.62	0.23
	Vert %	6.79	6.30	7.23	4.32	4.62
	Index	100	93	106	64	68
Occupation: Professional and Related Occupations				*		*
	Unwgt'd	7405	101	17	90	35
	Weighted (000)	34142	574	131	443	203
	Horz %	100.00	1.68	0.38	1.30	0.59
	Vert %	13.99	20.14	32.70	18.54	24.58
	Index	100	144	234	133	176
Occupation: Management, Business and Financial Operations				*		*
	Unwgt'd	6595	87	8	79	24
	Weighted (000)	24720	428	24	350	83
	Horz %	100.00	1.73	0.10	1.42	0.33
	Vert %	10.13	15.02	6.06	14.64	10.03
	Index	100	148	60	145	99
Occupation: Sales and Office Occupations				*		*
	Unwgt'd	5959	67	8	70	19
	Weighted (000)	32636	340	39	414	118
	Horz %	100.00	1.04	0.12	1.27	0.36
	Vert %	13.37	11.94	9.63	17.30	14.28
	Index	100	89	72	129	107
Occupation: Natural Resources, Construction and Maintenance Occupations			*	*	*	*
	Unwgt'd	2756	34	6	31	10
	Weighted (000)	13728	167	48	144	29
	Horz %	100.00	1.22	0.35	1.05	0.21
	Vert %	5.62	5.86	11.92	6.04	3.55
	Index	100	104	212	107	63

		Adults 18+	Own\Lease Jeep Cherokee	Own\Lease Jeep Compass	Own\Lease Jeep Grand Cherokee/Laredo	Own/Lease Jeep Patriot
Occupation: Other Employed				*		*
	Unwgted	8453	91	16	73	39
	Weighted (000)	43519	495	81	390	156
	Horz %	100.00	1.14	0.19	0.90	0.36
	Vert %	17.83	17.36	20.33	16.32	18.89
Index	100	97	114	92	106	
Household Income: \$250,000+			*	*	*	*
	Unwgted	1966	23	5	40	5
	Weighted (000)	7800	119	30	188	21
	Horz %	100.00	1.52	0.39	2.41	0.27
	Vert %	3.20	4.17	7.53	7.87	2.58
Index	100	130	236	246	81	
Household Income: \$200,000-\$249,999			*	*	*	*
	Unwgted	1583	18	3	29	9
	Weighted (000)	7178	103	29	135	31
	Horz %	100.00	1.43	0.40	1.88	0.43
	Vert %	2.94	3.60	7.26	5.64	3.79
Index	100	122	247	192	129	
Household Income: \$150,000-\$199,999			*	*	*	*
	Unwgted	3725	69	9	54	14
	Weighted (000)	18847	442	51	285	86
	Horz %	100.00	2.34	0.27	1.51	0.46
	Vert %	7.72	15.49	12.67	11.93	10.47
Index	100	201	164	155	136	
Household Income: \$100,000-\$149,999			*	*	*	*
	Unwgted	7038	98	13	97	38
	Weighted (000)	39997	663	90	566	176
	Horz %	100.00	1.66	0.23	1.42	0.44
	Vert %	16.39	23.25	22.61	23.68	21.42
Index	100	142	138	144	131	
Household Income: \$75,000-\$99,999			*	*	*	*
	Unwgted	6168	78	7	73	19
	Weighted (000)	32585	466	32	349	88
	Horz %	100.00	1.43	0.10	1.07	0.27
	Vert %	13.35	16.34	7.95	14.59	10.64
Index	100	122	60	109	80	
Household Income: \$60,000-\$74,999			*	*	*	*
	Unwgted	4945	66	11	53	25
	Weighted (000)	24958	303	67	238	151
	Horz %	100.00	1.22	0.27	0.95	0.61
	Vert %	10.23	10.64	16.67	9.96	18.33
Index	100	104	163	97	179	
Household Income: \$50,000-\$59,999			*	*	*	*
	Unwgted	3824	28	5	35	17
	Weighted (000)	18483	175	23	202	61
	Horz %	100.00	0.94	0.13	1.09	0.33
	Vert %	7.57	6.13	5.79	8.44	7.42
Index	100	81	77	111	98	
Household Income: \$40,000-\$49,999			*	*	*	*
	Unwgted	4928	43	4	21	14
	Weighted (000)	20001	162	26	90	49
	Horz %	100.00	0.81	0.13	0.45	0.25
	Vert %	8.19	5.68	6.47	3.75	6.01
Index	100	69	79	46	73	

		Adults 18+	Own\Lease Jeep Cherokee	Own\Lease Jeep Compass	Own\Lease Jeep Grand Cherokee/Laredo	Own/Lease Jeep Patriot
			*	*	*	*
Household Income: \$30,000-\$39,999	Unwgted	4676	38	7	21	11
	Weighted (000)	21673	153	31	110	75
	Horz %	100.00	0.70	0.14	0.51	0.34
	Vert %	8.88	5.35	7.79	4.58	9.07
	Index	100	60	88	52	102
Household Income: \$20,000-\$29,999			*	*	*	*
	Unwgted	4378	21	5	22	6
	Weighted (000)	21286	94	7	114	14
	Horz %	100.00	0.44	0.03	0.54	0.06
	Vert %	8.72	3.29	1.63	4.77	1.68
Household Income: Under \$20,000	Index	100	38	19	55	19
			*	*	*	*
	Unwgted	5415	25	4	21	10
	Weighted (000)	31275	173	15	115	71
	Horz %	100.00	0.55	0.05	0.37	0.23
Median Household Income	Vert %	12.81	6.05	3.63	4.81	8.61
	Index	100	47	28	38	67
	Unwgted					
	Weighted (000)	65.60	94.70	100.10	98.50	74.10
Marital Status: Single, Never Married	Horz %					
	Vert %					
	Index	100	144	153	150	113
				*		*
	Unwgted	12107	117	18	98	43
Marital Status: Currently Married	Weighted (000)	69105	860	117	533	216
	Horz %	100.00	1.24	0.17	0.77	0.31
	Vert %	28.31	30.16	29.29	22.30	26.16
	Index	100	107	103	79	92
				*		*
Marital Status: Divorced or Legally Separated	Unwgted	24506	298	38	294	96
	Weighted (000)	129071	1629	221	1582	511
	Horz %	100.00	1.26	0.17	1.23	0.40
	Vert %	52.88	57.13	55.33	66.17	62.01
	Index	100	108	105	125	117
Marital Status: Widowed			*	*	*	*
	Unwgted	8229	70	14	58	20
	Weighted (000)	31030	262	54	227	77
	Horz %	100.00	0.84	0.17	0.73	0.25
	Vert %	12.71	9.19	13.42	9.48	9.35
Marital Status: Engaged to Be Married	Index	100	72	106	75	74
			*	*	*	*
	Unwgted	3804	22	3	16	9
	Weighted (000)	14879	100	8	49	20
	Horz %	100.00	0.67	0.05	0.33	0.14
Marital Status: Engaged to Be Married	Vert %	6.10	3.51	1.97	2.05	2.48
	Index	100	58	32	34	41
			*	*	*	*
	Unwgted	2120	27	3	21	8
	Weighted (000)	11812	174	28	131	41
Marital Status: Engaged to Be Married	Horz %	100.00	1.47	0.24	1.11	0.34
	Vert %	4.84	6.09	7.08	5.48	4.93
	Index	100	126	146	113	102

		Adults 18+	Own\Lease Jeep Cherokee	Own\Lease Jeep Compass	Own\Lease Jeep Grand Cherokee/Laredo	Own/Lease Jeep Patriot
Marital Status: Living with Partner/Fiancé/Boyfriend or Girlfriend (Same or Opposite Sex)				*	*	*
	Unwgted	3596	59	6	44	18
	Weighted (000)	21557	416	39	244	85
	Horz %	100.00	1.93	0.18	1.13	0.39
	Vert %	8.83	14.58	9.68	10.21	10.31
	Index	100	165	110	116	117
Any Child(ren) Under Age 18 Living at Home				*		
	Unwgted	18201	221	22	186	78
	Weighted (000)	94932	1151	140	1030	377
	Horz %	100.00	1.21	0.15	1.09	0.40
	Vert %	38.89	40.39	35.05	43.09	45.75
	Index	100	104	90	111	118
1 Child Under Age 18 Currently Living at Home				*		*
	Unwgted	7127	107	8	72	34
	Weighted (000)	38013	500	61	420	158
	Horz %	100.00	1.32	0.16	1.10	0.41
	Vert %	15.57	17.55	15.19	17.56	19.14
	Index	100	113	98	113	123
2 Children Under Age 18 Currently Living at Home				*		*
	Unwgted	6935	81	9	88	37
	Weighted (000)	34366	425	49	479	170
	Horz %	100.00	1.24	0.14	1.39	0.50
	Vert %	14.08	14.91	12.37	20.03	20.68
	Index	100	106	88	142	147
3 Children Under Age 18 Currently Living at Home			*	*	*	*
	Unwgted	2804	25	5	17	5
	Weighted (000)	14813	177	30	87	42
	Horz %	100.00	1.20	0.20	0.58	0.28
	Vert %	6.07	6.21	7.50	3.62	5.06
	Index	100	102	124	60	83
4 Children Under Age 18 Currently Living at Home			*	*	*	*
	Unwgted	872	5	0	4	1
	Weighted (000)	4873	29	0	30	2
	Horz %	100.00	0.59	0.00	0.63	0.05
	Vert %	2.00	1.01	0.00	1.27	0.30
	Index	100	51	0	64	15
5 or More Children Under Age 18 Currently Living at Home			*	*	*	*
	Unwgted	463	3	0	5	1
	Weighted (000)	2867	20	0	14	5
	Horz %	100.00	0.69	0.00	0.50	0.17
	Vert %	1.17	0.70	0.00	0.60	0.58
	Index	100	59	0	51	49
Own Home/Residence				*		
	Unwgted	32775	388	46	361	123
	Weighted (000)	160976	2105	250	1851	618
	Horz %	100.00	1.31	0.16	1.15	0.38
	Vert %	65.95	73.83	62.50	77.39	74.96
	Index	100	112	95	117	114
Rent Home/Residence				*		*
	Unwgted	15306	116	25	101	41
	Weighted (000)	80205	726	143	524	195
	Horz %	100.00	0.91	0.18	0.65	0.24
	Vert %	32.86	25.46	35.85	21.90	23.63
	Index	100	77	109	67	72

		Adults 18+	Own\Lease Jeep Cherokee	Own\Lease Jeep Compass	Own\Lease Jeep Grand Cherokee/Laredo	Own/Lease Jeep Patriot
Live Rent-Free in Home/Residence			*	*	*	*
	Unwgted	565	3	2	4	4
	Weighted (000)	2903	20	7	17	12
	Horz %	100.00	0.70	0.23	0.58	0.40
	Vert %	1.19	0.71	1.65	0.71	1.41
Index	100	60	139	60	119	
Census Region: North East				*		*
	Unwgted	11000	158	15	140	36
	Weighted (000)	44018	820	58	532	125
	Horz %	100.00	1.86	0.13	1.21	0.28
	Vert %	18.03	28.78	14.53	22.24	15.14
Index	100	160	81	123	84	
Census Region: South				*		*
	Unwgted	17645	135	26	145	54
	Weighted (000)	92016	724	148	732	280
	Horz %	100.00	0.79	0.16	0.80	0.30
	Vert %	37.70	25.41	37.05	30.63	33.98
Index	100	67	98	81	90	
Census Region: Midwest				*		*
	Unwgted	9880	97	16	99	44
	Weighted (000)	52062	603	94	664	256
	Horz %	100.00	1.16	0.18	1.28	0.49
	Vert %	21.33	21.16	23.62	27.77	31.01
Index	100	99	111	130	145	
Census Region: West				*		*
	Unwgted	10121	117	16	82	34
	Weighted (000)	55988	703	99	463	164
	Horz %	100.00	1.26	0.18	0.83	0.29
	Vert %	22.94	24.66	24.80	19.36	19.87
Index	100	108	108	84	87	
Census Sub-Region: New England			*	*	*	*
	Unwgted	2748	47	4	40	12
	Weighted (000)	11567	313	26	143	27
	Horz %	100.00	2.71	0.22	1.24	0.24
	Vert %	4.74	11.00	6.46	5.99	3.33
Index	100	232	136	126	70	
Census Sub-Region: Mid Atlantic				*		*
	Unwgted	8252	111	11	100	24
	Weighted (000)	32451	507	32	389	97
	Horz %	100.00	1.56	0.10	1.20	0.30
	Vert %	13.30	17.78	8.07	16.25	11.81
Index	100	134	61	122	89	
Census Sub-Region: South Atlantic				*		*
	Unwgted	9812	70	16	87	30
	Weighted (000)	48740	345	110	405	137
	Horz %	100.00	0.71	0.23	0.83	0.28
	Vert %	19.97	12.10	27.46	16.93	16.58
Index	100	61	138	85	83	
Census Sub-Region: East South Central			*	*	*	*
	Unwgted	1890	21	1	10	5
	Weighted (000)	14067	171	8	82	33
	Horz %	100.00	1.22	0.06	0.58	0.23
	Vert %	5.76	6.00	2.00	3.44	4.00
Index	100	104	35	60	69	

		Adults 18+	Own\Lease Jeep Cherokee	Own\Lease Jeep Compass	Own\Lease Jeep Grand Cherokee/Laredo	Own/Lease Jeep Patriot
Census Sub-Region: West South Central			*	*	*	*
	Unwgt'd	5943	44	9	48	19
	Weighted (000)	29209	208	30	245	110
	Horz %	100.00	0.71	0.10	0.84	0.38
	Vert %	11.97	7.31	7.60	10.26	13.40
	Index	100	61	63	86	112
Census Sub-Region: East North Central				*		*
	Unwgt'd	7303	70	12	68	31
	Weighted (000)	36089	422	68	416	195
	Horz %	100.00	1.17	0.19	1.15	0.54
	Vert %	14.79	14.82	16.98	17.39	23.63
	Index	100	100	115	118	160
Census Sub-Region: West North Central			*	*	*	*
	Unwgt'd	2577	27	4	31	13
	Weighted (000)	15973	181	27	248	61
	Horz %	100.00	1.13	0.17	1.55	0.38
	Vert %	6.54	6.34	6.65	10.38	7.38
	Index	100	97	102	159	113
Census Sub-Region: Mountain			*	*	*	*
	Unwgt'd	2752	47	7	29	10
	Weighted (000)	18482	318	40	231	44
	Horz %	100.00	1.72	0.22	1.25	0.24
	Vert %	7.57	11.15	9.99	9.65	5.36
	Index	100	147	132	127	71
Census Sub-Region: Pacific				*		*
	Unwgt'd	7369	70	9	53	24
	Weighted (000)	37506	385	59	232	120
	Horz %	100.00	1.03	0.16	0.62	0.32
	Vert %	15.37	13.51	14.81	9.71	14.51
	Index	100	88	96	63	94
County Size: A				*		*
	Unwgt'd	26326	261	44	242	90
	Weighted (000)	102649	1199	192	958	366
	Horz %	100.00	1.17	0.19	0.93	0.36
	Vert %	42.05	42.04	47.92	40.08	44.39
	Index	100	100	114	95	106
County Size: B				*		*
	Unwgt'd	11709	119	13	113	35
	Weighted (000)	72000	833	114	659	169
	Horz %	100.00	1.16	0.16	0.92	0.23
	Vert %	29.50	29.21	28.61	27.57	20.47
	Index	100	99	97	93	69
County Size: C/D				*		*
	Unwgt'd	10611	127	16	111	43
	Weighted (000)	69435	820	94	774	289
	Horz %	100.00	1.18	0.14	1.11	0.42
	Vert %	28.45	28.75	23.48	32.35	35.14
	Index	100	101	83	114	124
Radio Formats: AAA (subset of Alternative) (Monday-Sunday 24-Hour Cume)			*	*	*	*
	Unwgt'd	1128	14	1	12	7
	Weighted (000)	4719	98	1	39	47
	Horz %	100.00	2.07	0.01	0.83	0.99
	Vert %	1.93	3.42	0.18	1.64	5.66
	Index	100	177	9	85	293

RAB / GfK MRI AUTO PROFILE: Jeep

		Adults 18+	Own\Lease Jeep Cherokee	Own\Lease Jeep Compass	Own\Lease Jeep Grand Cherokee/Laredo	Own/Lease Jeep Patriot
				*		*
Radio Formats: Adult Contemporary (Monday-Sunday 24-Hour Cume)	Unwgted	7893	77	15	97	35
	Weighted (000)	38375	415	88	504	124
	Horz %	100.00	1.08	0.23	1.31	0.32
	Vert %	15.72	14.57	22.03	21.08	15.06
	Index	100	93	140	134	96
			*	*	*	*
Radio Formats: Adult Hits (Monday-Sunday 24-Hour Cume)	Unwgted	1220	14	2	13	6
	Weighted (000)	6399	88	12	58	10
	Horz %	100.00	1.38	0.19	0.91	0.15
	Vert %	2.62	3.10	3.00	2.44	1.19
	Index	100	118	115	93	45
		*	*	*	*	*
UNTRENDED: Radio Formats: Adult Standards/Easy Listening (Monday-Sunday 24-Hour Cume)	Unwgted	0	0	0	0	0
	Weighted (000)	0	0	0	0	0
	Horz %	0.00	0.00	0.00	0.00	0.00
	Vert %	0.00	0.00	0.00	0.00	0.00
	Index	0	0	0	0	0
			*	*	*	*
Radio Formats: All News (Monday-Sunday 24-Hour Cume)	Unwgted	2726	27	0	22	7
	Weighted (000)	7983	77	0	50	18
	Horz %	100.00	0.96	0.00	0.63	0.22
	Vert %	3.27	2.70	0.00	2.09	2.13
	Index	100	82	0	64	65
			*	*	*	*
Radio Formats: All Sports (Monday-Sunday 24-Hour Cume)	Unwgted	3232	44	5	38	18
	Weighted (000)	12837	192	24	149	86
	Horz %	100.00	1.49	0.19	1.16	0.67
	Vert %	5.26	6.72	6.08	6.22	10.49
	Index	100	128	116	118	199
			*	*	*	*
Radio Formats: All Talk (Monday-Sunday 24-Hour Cume)	Unwgted	850	8	2	12	2
	Weighted (000)	3908	39	18	59	22
	Horz %	100.00	0.99	0.46	1.51	0.56
	Vert %	1.60	1.36	4.47	2.47	2.66
	Index	100	85	279	155	166
			*	*	*	*
Radio Formats: Alternative (Monday-Sunday 24-Hour Cume)	Unwgted	3051	37	5	31	15
	Weighted (000)	14357	196	23	133	86
	Horz %	100.00	1.36	0.16	0.93	0.60
	Vert %	5.88	6.86	5.82	5.55	10.50
	Index	100	117	99	94	178
			*	*	*	*
Radio Formats: CHR/Top 40 (Monday-Sunday 24-Hour Cume)	Unwgted	8136	103	16	79	41
	Weighted (000)	42891	638	114	384	200
	Horz %	100.00	1.49	0.26	0.89	0.47
	Vert %	17.57	22.38	28.40	16.04	24.24
	Index	100	127	162	91	138
			*	*	*	*
Radio Formats: Classic Hits (Monday-Sunday 24-Hour Cume)	Unwgted	2864	28	5	33	9
	Weighted (000)	14285	173	40	149	45
	Horz %	100.00	1.21	0.28	1.04	0.31
	Vert %	5.85	6.08	9.91	6.24	5.42
	Index	100	104	169	107	93

		Adults 18+	Own\Lease Jeep Cherokee	Own\Lease Jeep Compass	Own\Lease Jeep Grand Cherokee/Laredo	Own/Lease Jeep Patriot
Radio Formats: Classic Rock (Monday-Sunday 24-Hour Cume)				*		*
	Unwgted	3360	59	2	52	16
	Weighted (000)	16987	233	9	238	52
	Horz %	100.00	1.37	0.05	1.40	0.30
	Vert %	6.96	8.19	2.30	9.97	6.29
	Index	100	118	33	143	90
Radio Formats: Classical (Monday-Sunday 24-Hour Cume)			*	*	*	*
	Unwgted	1353	14	0	9	7
	Weighted (000)	5307	57	0	38	34
	Horz %	100.00	1.07	0.00	0.72	0.64
	Vert %	2.17	2.00	0.00	1.60	4.14
	Index	100	92	0	73	191
Radio Formats: Country (Monday-Sunday 24-Hour Cume)			*	*	*	*
	Unwgted	7757	106	14	103	43
	Weighted (000)	44958	588	82	668	230
	Horz %	100.00	1.31	0.18	1.49	0.51
	Vert %	18.42	20.61	20.45	27.95	27.88
	Index	100	112	111	152	151
Radio Formats: Ethnic (Monday-Sunday 24-Hour Cume)			*	*	*	*
	Unwgted	310	2	1	1	3
	Weighted (000)	1196	5	15	2	13
	Horz %	100.00	0.39	1.23	0.14	1.12
	Vert %	0.49	0.16	3.68	0.07	1.62
	Index	100	34	750	15	331
Radio Formats: Gospel (Monday-Sunday 24-Hour Cume)			*	*	*	*
	Unwgted	642	5	0	0	0
	Weighted (000)	3662	28	0	0	0
	Horz %	100.00	0.77	0.00	0.00	0.00
	Vert %	1.50	0.99	0.00	0.00	0.00
	Index	100	66	0	0	0
Radio Formats: Hispanic (All Genres) (Monday-Sunday 24-Hour Cume)			*	*	*	*
	Unwgted	2577	14	8	15	10
	Weighted (000)	15181	86	58	93	36
	Horz %	100.00	0.56	0.38	0.61	0.24
	Vert %	6.22	3.00	14.45	3.88	4.39
	Index	100	48	232	62	71
Radio Formats: Hot AC (Subset of "Adult Contemporary") (Monday-Sunday 24-Hour Cume)			*	*	*	*
	Unwgted	3551	42	10	56	15
	Weighted (000)	17450	235	53	302	64
	Horz %	100.00	1.34	0.31	1.73	0.37
	Vert %	7.15	8.23	13.34	12.62	7.75
	Index	100	115	187	177	108
Radio Formats: Jazz (Monday-Sunday 24-Hour Cume)			*	*	*	*
	Unwgted	631	5	0	3	1
	Weighted (000)	2496	30	0	4	3
	Horz %	100.00	1.21	0.00	0.17	0.12
	Vert %	1.02	1.06	0.00	0.18	0.36
	Index	100	104	0	17	35
Radio Formats: Mexican/Tejano/Ranchera (Subset of "Hispanic") (Monday-Sunday 24-Hour Cume)			*	*	*	*
	Unwgted	1108	10	4	5	0
	Weighted (000)	6328	58	35	25	0
	Horz %	100.00	0.91	0.56	0.40	0.00
	Vert %	2.59	2.03	8.83	1.06	0.00
	Index	100	78	340	41	0

RAB / GfK MRI AUTO PROFILE: Jeep

		Adults 18+	Own\Lease Jeep Cherokee	Own\Lease Jeep Compass	Own\Lease Jeep Grand Cherokee/Laredo	Own/Lease Jeep Patriot
				*		*
Radio Formats: News/Talk (Monday-Sunday 24-Hour Cume)	Unwgted	5806	62	7	64	24
	Weighted (000)	23554	258	45	282	116
	Horz %	100.00	1.09	0.19	1.20	0.49
	Vert %	9.65	9.04	11.34	11.81	14.05
	Index	100	94	118	122	146
			*	*	*	*
Radio Formats: Oldies (Monday-Sunday 24-Hour Cume)	Unwgted	1456	14	5	17	3
	Weighted (000)	7376	83	13	76	26
	Horz %	100.00	1.12	0.18	1.03	0.35
	Vert %	3.02	2.90	3.33	3.16	3.17
	Index	100	96	110	105	105
			*	*	*	*
Radio Formats: Public Radio/Non-Commercial (Monday-Sunday 24-Hour Cume)	Unwgted	2625	25	5	23	2
	Weighted (000)	10677	99	35	82	7
	Horz %	100.00	0.93	0.33	0.77	0.07
	Vert %	4.37	3.47	8.83	3.43	0.86
	Index	100	79	202	78	20
			*	*	*	*
Radio Formats: Religion/Christian (Monday-Sunday 24-Hour Cume)	Unwgted	3944	35	4	39	7
	Weighted (000)	20120	192	26	206	29
	Horz %	100.00	0.96	0.13	1.03	0.14
	Vert %	8.24	6.75	6.41	8.63	3.48
	Index	100	82	78	105	42
			*	*	*	*
Radio Formats: Rhythmic (Monday-Sunday 24-Hour Cume)	Unwgted	2569	27	4	15	12
	Weighted (000)	13480	157	26	57	71
	Horz %	100.00	1.17	0.19	0.42	0.52
	Vert %	5.52	5.52	6.57	2.39	8.57
	Index	100	100	119	43	155
			*	*	*	*
Radio Formats: Rock (Monday-Sunday 24-Hour Cume)	Unwgted	3181	49	7	39	11
	Weighted (000)	16260	239	52	228	44
	Horz %	100.00	1.47	0.32	1.40	0.27
	Vert %	6.66	8.37	12.91	9.54	5.33
	Index	100	126	194	143	80
			*	*	*	*
Radio Formats: Soft Adult Contemporary/Lite Rock (Monday-Sunday 24-Hour Cume)	Unwgted	1106	13	0	6	5
	Weighted (000)	5735	83	0	22	26
	Horz %	100.00	1.45	0.00	0.38	0.46
	Vert %	2.35	2.92	0.00	0.91	3.19
	Index	100	124	0	39	136
			*	*	*	*
Radio Formats: Spanish AC (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	Unwgted	906	6	3	6	4
	Weighted (000)	5268	38	17	36	12
	Horz %	100.00	0.73	0.32	0.68	0.22
	Vert %	2.16	1.35	4.27	1.50	1.44
	Index	100	63	198	69	67
			*	*	*	*
Radio Formats: Tropical (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	Unwgted	302	0	1	2	2
	Weighted (000)	1893	0	6	25	15
	Horz %	100.00	0.00	0.33	1.32	0.80
	Vert %	0.78	0.00	1.58	1.04	1.85
	Index	100	0	203	135	238

		Adults 18+	Own\Lease Jeep Cherokee	Own\Lease Jeep Compass	Own\Lease Jeep Grand Cherokee/Laredo	Own/Lease Jeep Patriot
			*	*	*	*
Radio Formats: Urban (All Genres) (Monday-Sunday 24-Hour Cume)	Unwgted	5121	40	10	29	18
	Weighted (000)	26008	202	79	140	103
	Horz %	100.00	0.78	0.30	0.54	0.40
	Vert %	10.66	7.09	19.74	5.87	12.54
	Index	100	67	185	55	118
			*	*	*	*
Radio Formats: Urban AC (Subset of Urban) (Monday-Sunday 24-Hour Cume)	Unwgted	2133	15	1	7	5
	Weighted (000)	10077	59	2	42	21
	Horz %	100.00	0.59	0.02	0.41	0.21
	Vert %	4.13	2.08	0.47	1.74	2.55
	Index	100	50	11	42	62
			*	*	*	*
Radio Formats: Urban Contemporary (Subset of Urban) (Monday-Sunday 24-Hour Cume)	Unwgted	1989	17	2	10	9
	Weighted (000)	11746	100	19	46	67
	Horz %	100.00	0.85	0.16	0.40	0.57
	Vert %	4.81	3.50	4.73	1.94	8.10
	Index	100	73	98	40	168
			*	*	*	*
Radio Formats: Variety/Other (Monday-Sunday 24-Hour Cume)	Unwgted	1303	20	2	12	6
	Weighted (000)	6945	124	11	31	29
	Horz %	100.00	1.79	0.15	0.45	0.42
	Vert %	2.85	4.36	2.65	1.32	3.57
	Index	100	153	93	46	125
Radio Daypart Cumes: Total Week Monday-Sunday 24 Hours	Unwgted	41037	436	62	407	148
	Weighted (000)	204462	2374	354	2092	737
	Horz %	100.00	1.16	0.17	1.02	0.36
	Vert %	83.77	83.28	88.43	87.48	89.46
	Index	100	99	106	104	107
				*		
Radio Daypart Cumes: Weekday 6:00 am - 10:00 am	Unwgted	25278	299	38	266	94
	Weighted (000)	122460	1478	221	1272	471
	Horz %	100.00	1.21	0.18	1.04	0.38
	Vert %	50.17	51.85	55.24	53.18	57.17
	Index	100	103	110	106	114
				*		
Radio Daypart Cumes: Weekday 10:00 am - 3:00 pm	Unwgted	18835	214	29	178	73
	Weighted (000)	94930	1168	165	855	379
	Horz %	100.00	1.23	0.17	0.90	0.40
	Vert %	38.89	40.96	41.31	35.74	45.99
	Index	100	105	106	92	118
				*		
Radio Daypart Cumes: Weekday 3:00 pm - 7:00 pm	Unwgted	22339	256	36	245	85
	Weighted (000)	109527	1406	175	1358	428
	Horz %	100.00	1.28	0.16	1.24	0.39
	Vert %	44.87	49.31	43.64	56.78	51.91
	Index	100	110	97	127	116
				*		
Radio Daypart Cumes: Weekday 7:00 pm - Midnight	Unwgted	8087	76	11	75	27
	Weighted (000)	41055	467	84	422	136
	Horz %	100.00	1.14	0.20	1.03	0.33
	Vert %	16.82	16.37	21.01	17.63	16.56
	Index	100	97	125	105	98

		Adults 18+	Own\Lease Jeep Cherokee	Own\Lease Jeep Compass	Own\Lease Jeep Grand Cherokee/Laredo	Own/Lease Jeep Patriot
			*	*	*	*
Radio Daypart Cumes: Weekday Midnight - 6:00 am	Unwgt'd	2418	25	5	26	12
	Weighted (000)	12268	161	15	178	55
	Horz %	100.00	1.32	0.12	1.45	0.45
	Vert %	5.03	5.66	3.78	7.46	6.65
	Index	100	113	75	148	132
				*		*
Radio Daypart Cumes: Weekend 6:00 am - 10:00 am	Unwgt'd	16140	178	26	154	46
	Weighted (000)	79167	882	149	807	207
	Horz %	100.00	1.11	0.19	1.02	0.26
	Vert %	32.43	30.92	37.15	33.73	25.07
	Index	100	95	115	104	77
				*		*
Radio Daypart Cumes: Weekend 10:00 am - 3:00 pm	Unwgt'd	21592	249	27	223	71
	Weighted (000)	106532	1339	164	1127	353
	Horz %	100.00	1.26	0.15	1.06	0.33
	Vert %	43.65	46.98	41.03	47.12	42.90
	Index	100	108	94	108	98
				*		*
Radio Daypart Cumes: Weekend 3:00 pm - 7:00 pm	Unwgt'd	16960	179	25	180	64
	Weighted (000)	85146	931	143	911	274
	Horz %	100.00	1.09	0.17	1.07	0.32
	Vert %	34.88	32.65	35.75	38.09	33.29
	Index	100	94	102	109	95
				*		*
Radio Daypart Cumes: Weekend 7:00 pm - Midnight	Unwgt'd	8346	80	14	87	31
	Weighted (000)	42195	448	84	515	151
	Horz %	100.00	1.06	0.20	1.22	0.36
	Vert %	17.29	15.72	20.95	21.54	18.30
	Index	100	91	121	125	106
				*		*
Radio Daypart Cumes: Weekend Midnight - 6:00 am	Unwgt'd	2161	12	3	20	4
	Weighted (000)	10847	72	11	86	22
	Horz %	100.00	0.66	0.10	0.79	0.20
	Vert %	4.44	2.52	2.81	3.59	2.69
	Index	100	57	63	81	61
				*		*
Where Listen to Radio on Typical Weekday: Home	Unwgt'd	13605	123	19	113	39
	Weighted (000)	66444	708	100	591	182
	Horz %	100.00	1.07	0.15	0.89	0.27
	Vert %	27.22	24.84	24.95	24.73	22.14
	Index	100	91	92	91	81
				*		*
Where Listen to Radio on Typical Weekday: Car	Unwgt'd	37582	417	60	402	141
	Weighted (000)	186198	2312	346	2120	692
	Horz %	100.00	1.24	0.19	1.14	0.37
	Vert %	76.28	81.10	86.52	88.67	83.94
	Index	100	106	113	116	110
				*		*
Where Listen to Radio on Typical Weekday: Work	Unwgt'd	6358	83	17	65	28
	Weighted (000)	32708	472	98	318	148
	Horz %	100.00	1.44	0.30	0.97	0.45
	Vert %	13.40	16.57	24.52	13.29	17.91
	Index	100	124	183	99	134

		Adults 18+	Own\Lease Jeep Cherokee	Own\Lease Jeep Compass	Own\Lease Jeep Grand Cherokee/Laredo	Own/Lease Jeep Patriot
Where Listen to Radio on Typical Weekday: Place Other Than Home, Car, Work			*	*	*	*
	Unwgt'd	1490	14	3	7	4
	Weighted (000)	7844	53	19	53	12
	Horz %	100.00	0.68	0.24	0.67	0.15
	Vert %	3.21	1.87	4.66	2.21	1.46
	Index	100	58	145	69	45
Where Listen to Radio on Typical Weekend: Home				*		
	Unwgt'd	16122	153	24	133	50
	Weighted (000)	79216	865	149	701	256
	Horz %	100.00	1.09	0.19	0.88	0.32
	Vert %	32.45	30.34	37.33	29.32	31.05
	Index	100	93	115	90	96
Where Listen to Radio on Typical Weekend: Car						
	Unwgt'd	34584	399	59	369	134
	Weighted (000)	172300	2267	334	1988	639
	Horz %	100.00	1.32	0.19	1.15	0.37
	Vert %	70.59	79.54	83.62	83.12	77.55
	Index	100	113	118	118	110
Where Listen to Radio on Typical Weekend: Work			*	*	*	*
	Unwgt'd	2377	28	1	27	9
	Weighted (000)	13032	163	15	152	36
	Horz %	100.00	1.25	0.12	1.16	0.27
	Vert %	5.34	5.73	3.80	6.35	4.31
	Index	100	107	71	119	81
Where Listen to Radio on Typical Weekend: Place Other Than Home, Car, Work			*	*	*	*
	Unwgt'd	1550	13	1	11	9
	Weighted (000)	8439	77	3	76	68
	Horz %	100.00	0.91	0.04	0.90	0.80
	Vert %	3.46	2.71	0.83	3.17	8.22
	Index	100	78	24	92	238
Ever Listen to AM Radio (Terrestrial Radio)				*		*
	Unwgt'd	8872	87	10	86	40
	Weighted (000)	37216	367	78	370	173
	Horz %	100.00	0.99	0.21	0.99	0.46
	Vert %	15.25	12.88	19.38	15.47	20.94
	Index	100	84	127	101	137
Ever Listen to FM Radio (Terrestrial Radio)						
	Unwgt'd	35648	389	59	359	132
	Weighted (000)	180517	2189	348	1847	667
	Horz %	100.00	1.21	0.19	1.02	0.37
	Vert %	73.96	76.79	86.88	77.26	80.93
	Index	100	104	117	104	109
Ever Listen to Any Terrestrial Radio (AM/FM)						
	Unwgt'd	38624	413	60	378	143
	Weighted (000)	192537	2275	351	1939	701
	Horz %	100.00	1.18	0.18	1.01	0.36
	Vert %	78.88	79.81	87.67	81.11	85.07
	Index	100	101	111	103	108
Ever Listen to Satellite Radio (SiriusXM)				*		*
	Unwgt'd	6808	91	10	103	27
	Weighted (000)	31804	501	48	588	152
	Horz %	100.00	1.58	0.15	1.85	0.48
	Vert %	13.03	17.58	12.12	24.58	18.39
	Index	100	135	93	189	141

		Adults 18+	Own\Lease Jeep Cherokee	Own\Lease Jeep Compass	Own\Lease Jeep Grand Cherokee/Laredo	Own/Lease Jeep Patriot
Household Subscribes to Satellite (SiriusXM) Radio				*		*
	Unwgt'd	9333	123	17	154	36
	Weighted (000)	45323	684	101	799	186
	Horz %	100.00	1.51	0.22	1.76	0.41
	Vert %	18.57	24.00	25.25	33.42	22.58
Index	100	129	136	180	122	
Any Vehicle Currently Owned/Leased Has Satellite Radio				*		
	Unwgt'd	15153	221	28	248	65
	Weighted (000)	76621	1241	168	1317	287
	Horz %	100.00	1.62	0.22	1.72	0.37
	Vert %	31.39	43.53	42.01	55.09	34.86
Index	100	139	134	176	111	
Any Vehicle Currently Owned/Leased Has MP3 Player Connection				*		
	Unwgt'd	12633	181	25	204	57
	Weighted (000)	64670	1015	148	1069	271
	Horz %	100.00	1.57	0.23	1.65	0.42
	Vert %	26.49	35.62	37.11	44.70	32.86
Index	100	134	140	169	124	
Listened to Online Streaming AM/FM Broadcast Radio Stations - Past Month				*		*
	Unwgt'd	7343	93	9	82	27
	Weighted (000)	36346	481	45	443	147
	Horz %	100.00	1.32	0.12	1.22	0.40
	Vert %	14.89	16.88	11.26	18.54	17.80
Index	100	113	76	125	120	
Listened to Internet-only radio or other online music or audio services (eg. Pandora, Spotify, etc.) - past month				*		
	Unwgt'd	19242	228	29	209	83
	Weighted (000)	97996	1338	216	1066	415
	Horz %	100.00	1.37	0.22	1.09	0.42
	Vert %	40.15	46.92	53.96	44.59	50.39
Index	100	117	134	111	126	
Listening to Any Radio on the Internet/Online - Past Month				*		
	Unwgt'd	21921	261	31	240	89
	Weighted (000)	110983	1501	222	1210	438
	Horz %	100.00	1.35	0.20	1.09	0.39
	Vert %	45.47	52.66	55.40	50.59	53.10
Index	100	116	122	111	117	
Visited a Radio Station, Radio Program or Radio Personality's website - Past Month			*	*	*	*
	Unwgt'd	3452	45	8	42	10
	Weighted (000)	17001	234	39	218	60
	Horz %	100.00	1.37	0.23	1.28	0.35
	Vert %	6.97	8.20	9.77	9.10	7.23
Index	100	118	140	131	104	
Downloaded Music - Past Month				*		*
	Unwgt'd	9054	116	18	94	37
	Weighted (000)	47933	728	128	423	208
	Horz %	100.00	1.52	0.27	0.88	0.43
	Vert %	19.64	25.53	31.95	17.70	25.30
Index	100	130	163	90	129	
Downloaded Podcasts/Engaged in Podcasting - Past Month			*	*	*	*
	Unwgt'd	3700	43	5	31	16
	Weighted (000)	17081	189	33	127	87
	Horz %	100.00	1.10	0.19	0.75	0.51
	Vert %	7.00	6.62	8.23	5.32	10.52
Index	100	95	118	76	150	

		Adults 18+	Own\Lease Jeep Cherokee	Own\Lease Jeep Compass	Own\Lease Jeep Grand Cherokee/Laredo	Own/Lease Jeep Patriot
Visited iHeartRadio site - Past Month			*	*	*	*
	Unwgted	4412	40	7	49	23
	Weighted (000)	21989	205	32	285	92
	Horz %	100.00	0.93	0.15	1.30	0.42
	Vert %	9.01	7.19	8.03	11.91	11.20
	Index	100	80	89	132	124
Visited iTunes.com site - Past Month				*		*
	Unwgted	8331	106	9	103	32
	Weighted (000)	40212	697	63	476	181
	Horz %	100.00	1.73	0.16	1.18	0.45
	Vert %	16.47	24.45	15.81	19.89	22.00
	Index	100	148	96	121	134
Visited Pandora.com site - Past Month				*		*
	Unwgted	16996	198	38	174	77
	Weighted (000)	87700	1107	256	851	395
	Horz %	100.00	1.26	0.29	0.97	0.45
	Vert %	35.93	38.83	63.90	35.59	47.90
	Index	100	108	178	99	133
Visited Spotify site - Past Month				*		*
	Unwgted	6074	67	10	62	25
	Weighted (000)	32588	472	62	302	141
	Horz %	100.00	1.45	0.19	0.93	0.43
	Vert %	13.35	16.57	15.54	12.61	17.08
	Index	100	124	116	94	128
Advertising on radio provides me with useful information about bargains. Agree strongly or Agree somewhat				*		*
	Unwgted	16507	175	32	161	58
	Weighted (000)	83844	980	215	745	288
	Horz %	100.00	1.17	0.26	0.89	0.34
	Vert %	34.35	34.37	53.85	31.14	34.95
	Index	100	100	157	91	102
Advertising on radio provides me with meaningful information about the product use of other consumers. Agree strongly or Agree somewhat				*		*
	Unwgted	13908	134	23	130	45
	Weighted (000)	70343	789	174	601	226
	Horz %	100.00	1.12	0.25	0.85	0.32
	Vert %	28.82	27.69	43.51	25.14	27.40
	Index	100	96	151	87	95
Advertising on radio provides me with useful information about new products and services. Agree strongly or Agree somewhat				*		*
	Unwgted	17125	175	28	182	61
	Weighted (000)	86850	1011	169	853	283
	Horz %	100.00	1.16	0.19	0.98	0.33
	Vert %	35.58	35.47	42.28	35.69	34.35
	Index	100	100	119	100	97
For me, advertising on radio is amusing. Agree strongly or Agree somewhat				*		*
	Unwgted	12845	135	20	127	49
	Weighted (000)	65189	782	136	697	257
	Horz %	100.00	1.20	0.21	1.07	0.39
	Vert %	26.71	27.44	34.07	29.14	31.23
	Index	100	103	128	109	117
Most trusted media: Radio			*	*	*	*
	Unwgted	4143	47	5	36	19
	Weighted (000)	21056	256	28	150	81
	Horz %	100.00	1.21	0.13	0.71	0.39
	Vert %	8.63	8.97	6.91	6.27	9.86
	Index	100	104	80	73	114

		Adults 18+	Own\Lease Jeep Cherokee	Own\Lease Jeep Compass	Own\Lease Jeep Grand Cherokee/Laredo	Own/Lease Jeep Patriot
TV Dayparts: Total Week Prime Time Cume Audience	Unwgted	38598	420	62	376	131
	Weighted (000)	190885	2382	335	1982	666
	Horz %	100.00	1.25	0.18	1.04	0.35
	Vert %	78.20	83.57	83.81	82.90	80.87
	Index	100	107	107	106	103
				*		
TV Dayparts: Prime Time Weekdays Cume Audience: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)	Unwgted	30674	330	47	300	103
	Weighted (000)	150599	1880	264	1565	527
	Horz %	100.00	1.25	0.18	1.04	0.35
	Vert %	61.70	65.93	66.03	65.44	63.96
	Index	100	107	107	106	104
				*		
TV Dayparts: Prime Time Saturday Cume Audience: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)	Unwgted	26407	286	36	266	87
	Weighted (000)	129573	1615	166	1413	462
	Horz %	100.00	1.25	0.13	1.09	0.36
	Vert %	53.09	56.65	41.53	59.08	56.09
	Index	100	107	78	111	106
				*		
TV Dayparts: Prime Time Sunday Cume Audience: 7:00-11:00 pm (Eastern/Pacific), 6:00-10:00 pm (Central/Mountain)	Unwgted	30767	332	46	308	103
	Weighted (000)	150356	1819	226	1595	523
	Horz %	100.00	1.21	0.15	1.06	0.35
	Vert %	61.60	63.79	56.49	66.71	63.48
	Index	100	104	92	108	103
				*		*
TV Dayparts: Weekdays Cume Audience: 9:00 am-4:00 pm (Eastern/Pacific) 9:00 am - 3:00 pm (Central/Mountain)	Unwgted	13588	105	17	94	42
	Weighted (000)	72467	729	108	524	211
	Horz %	100.00	1.01	0.15	0.72	0.29
	Vert %	29.69	25.57	27.00	21.92	25.57
	Index	100	86	91	74	86
				*		
TV Dayparts: Weekdays Cume Audience: 4:00 pm-7:30 pm (Eastern/Pacific) 3:00 pm-6:30 pm (Central/Mountain)	Unwgted	24214	242	37	234	76
	Weighted (000)	122899	1386	206	1094	408
	Horz %	100.00	1.13	0.17	0.89	0.33
	Vert %	50.35	48.61	51.47	45.75	49.54
	Index	100	97	102	91	98
				*		*
TV Dayparts: Weekdays Cume Audience: 11:30 pm-1:00 am (Eastern/Pacific) 10:30 pm-Midnight (Central/Mountain)	Unwgted	8203	73	14	68	28
	Weighted (000)	41009	408	65	330	162
	Horz %	100.00	0.99	0.16	0.80	0.40
	Vert %	16.80	14.31	16.18	13.78	19.71
	Index	100	85	96	82	117
				*		
TV Dayparts: Weekend Children's Shows Cume Audience: Saturday-Sunday Morning	Unwgted	20426	221	26	210	78
	Weighted (000)	102185	1343	136	1052	353
	Horz %	100.00	1.31	0.13	1.03	0.35
	Vert %	41.86	47.12	34.01	44.00	42.89
	Index	100	113	81	105	102
				*		
TV Dayparts: Weekend Sports Cume Audience: Saturday-Sunday Afternoon	Unwgted	23818	245	36	220	81
	Weighted (000)	120635	1552	199	1140	431
	Horz %	100.00	1.29	0.16	0.95	0.36
	Vert %	49.42	54.45	49.72	47.69	52.30
	Index	100	110	101	96	106

		Adults 18+	Own\Lease Jeep Cherokee	Own\Lease Jeep Compass	Own\Lease Jeep Grand Cherokee/Laredo	Own/Lease Jeep Patriot
Downloaded a TV Program - Past Month			*	*	*	*
	Unwgt'd	2514	20	2	23	8
	Weighted (000)	11768	75	11	126	44
	Horz %	100.00	0.63	0.09	1.07	0.37
	Vert %	4.82	2.61	2.72	5.25	5.29
	Index	100	54	56	109	110
Watched a TV Program Online - Past Month				*		*
	Unwgt'd	8915	97	14	92	31
	Weighted (000)	43431	529	82	396	146
	Horz %	100.00	1.22	0.19	0.91	0.34
	Vert %	17.79	18.55	20.42	16.58	17.72
	Index	100	104	115	93	100
Visited a TV Network or TV Show's Web Site - Past Month				*		*
	Unwgt'd	9786	125	16	103	37
	Weighted (000)	47213	701	76	512	180
	Horz %	100.00	1.48	0.16	1.08	0.38
	Vert %	19.34	24.57	19.10	21.41	21.80
	Index	100	127	99	111	113
Looked at TV Listings Online - Past Month				*		*
	Unwgt'd	5331	59	7	54	14
	Weighted (000)	24808	358	27	267	45
	Horz %	100.00	1.44	0.11	1.08	0.18
	Vert %	10.16	12.56	6.80	11.17	5.42
	Index	100	124	67	110	53
Household Subscribes to Cable TV				*		
	Unwgt'd	22534	227	33	239	73
	Weighted (000)	109088	1240	203	1035	360
	Horz %	100.00	1.14	0.19	0.95	0.33
	Vert %	44.69	43.49	50.87	43.27	43.69
	Index	100	97	114	97	98
Household Subscribes to Cable, Satellite or Fiber Optic TV						
	Unwgt'd	37894	426	59	390	138
	Weighted (000)	188357	2405	331	2041	674
	Horz %	100.00	1.28	0.18	1.08	0.36
	Vert %	77.17	84.36	82.78	85.34	81.75
	Index	100	109	107	111	106
Viewed Any Cable TV (Including Pay) - Past Week						
	Unwgt'd	36344	412	58	377	134
	Weighted (000)	180739	2325	312	1991	658
	Horz %	100.00	1.29	0.17	1.10	0.36
	Vert %	74.05	81.57	78.02	83.27	79.87
	Index	100	110	105	112	108
Heavy Cable TV Viewer (Including Pay) - Past Week				*		
	Unwgt'd	26301	316	43	255	103
	Weighted (000)	131456	1816	236	1315	490
	Horz %	100.00	1.38	0.18	1.00	0.37
	Vert %	53.86	63.70	59.06	54.99	59.48
	Index	100	118	110	102	110
Viewed Any Premium Cable Channels - Past Month				*		
	Unwgt'd	15801	197	30	157	63
	Weighted (000)	75868	1114	177	702	296
	Horz %	100.00	1.47	0.23	0.93	0.39
	Vert %	31.08	39.08	44.16	29.37	35.94
	Index	100	126	142	94	116

		Adults 18+	Own\Lease Jeep Cherokee	Own\Lease Jeep Compass	Own\Lease Jeep Grand Cherokee/Laredo	Own/Lease Jeep Patriot
Viewed Any Pay-Per-View Programs or Events - Past Year				*		*
	Unwgted	5693	85	15	67	20
	Weighted (000)	27121	467	100	323	88
	Horz %	100.00	1.72	0.37	1.19	0.33
	Vert %	11.11	16.38	24.93	13.51	10.71
	Index	100	147	224	122	96
Viewed Any Video-On-Demand Programs or Events - Past Year				*		
	Unwgted	13030	193	25	151	65
	Weighted (000)	59121	992	157	719	312
	Horz %	100.00	1.68	0.27	1.22	0.53
	Vert %	24.22	34.81	39.30	30.08	37.89
	Index	100	144	162	124	156
Household Has a Satellite Dish				*		*
	Unwgted	10843	141	16	105	41
	Weighted (000)	61939	910	95	782	233
	Horz %	100.00	1.47	0.15	1.26	0.38
	Vert %	25.38	31.93	23.66	32.70	28.24
	Index	100	126	93	129	111
Household Has a Digital Video Recorder (DVR)				*		
	Unwgted	23728	300	39	272	89
	Weighted (000)	116768	1598	202	1444	469
	Horz %	100.00	1.37	0.17	1.24	0.40
	Vert %	47.84	56.06	50.58	60.37	56.98
	Index	100	117	106	126	119
Any Internet/Online Activity - Past Month				*		
	Unwgted	42373	475	68	439	154
	Weighted (000)	208554	2617	385	2242	751
	Horz %	100.00	1.25	0.18	1.07	0.36
	Vert %	85.44	91.81	96.28	93.74	91.20
	Index	100	107	113	110	107
Played Games Online - Past Month				*		
	Unwgted	13852	154	23	131	55
	Weighted (000)	73850	871	133	688	310
	Horz %	100.00	1.18	0.18	0.93	0.42
	Vert %	30.26	30.56	33.30	28.79	37.67
	Index	100	101	110	95	124
Downloaded a Video Game - Past Month				*	*	*
	Unwgted	5083	57	8	43	14
	Weighted (000)	28601	356	73	243	89
	Horz %	100.00	1.25	0.25	0.85	0.31
	Vert %	11.72	12.49	18.14	10.15	10.81
	Index	100	107	155	87	92
Downloaded a Movie - Past Month				*	*	*
	Unwgted	4447	54	3	43	11
	Weighted (000)	21989	292	17	195	37
	Horz %	100.00	1.33	0.08	0.89	0.17
	Vert %	9.01	10.26	4.36	8.16	4.54
	Index	100	114	48	91	50
Watched a Movie Online - Past Month				*		*
	Unwgted	11540	126	17	127	39
	Weighted (000)	58047	687	106	649	201
	Horz %	100.00	1.18	0.18	1.12	0.35
	Vert %	23.78	24.10	26.56	27.12	24.43
	Index	100	101	112	114	103

		Adults 18+	Own\Lease Jeep Cherokee	Own\Lease Jeep Compass	Own\Lease Jeep Grand Cherokee/Laredo	Own/Lease Jeep Patriot
Watched Online Video (Not Movie, TV) - Past Month				*		*
	Unwgted	10029	113	12	108	42
	Weighted (000)	50248	668	55	484	197
	Horz %	100.00	1.33	0.11	0.96	0.39
	Vert %	20.59	23.44	13.76	20.24	23.93
	Index	100	114	67	98	116
Visited a Chat Room - Past Month			*	*	*	*
	Unwgted	2194	21	6	12	3
	Weighted (000)	10601	107	36	55	17
	Horz %	100.00	1.01	0.34	0.52	0.16
	Vert %	4.34	3.76	9.07	2.32	2.12
	Index	100	87	209	53	49
Used e-Mail - Past Month						
	Unwgted	37148	437	64	405	136
	Weighted (000)	177506	2401	372	2047	650
	Horz %	100.00	1.35	0.21	1.15	0.37
	Vert %	72.72	84.23	92.90	85.62	78.87
	Index	100	116	128	118	108
Used Instant Messenger/IM Online - Past Month				*		
	Unwgted	29084	337	49	297	113
	Weighted (000)	148723	1909	287	1532	578
	Horz %	100.00	1.28	0.19	1.03	0.39
	Vert %	60.93	66.98	71.64	64.07	70.13
	Index	100	110	118	105	115
Visited Online Blogs - Past Month				*		*
	Unwgted	6650	84	11	55	19
	Weighted (000)	32542	469	49	221	114
	Horz %	100.00	1.44	0.15	0.68	0.35
	Vert %	13.33	16.45	12.28	9.24	13.81
	Index	100	123	92	69	104
Wrote an Online Blog - Past Month			*	*	*	*
	Unwgted	1215	14	4	10	3
	Weighted (000)	5810	69	12	25	13
	Horz %	100.00	1.19	0.21	0.43	0.22
	Vert %	2.38	2.44	3.10	1.04	1.57
	Index	100	102	130	44	66
Uploaded or Added Video to a Web Site - Past Month			*	*	*	*
	Unwgted	4085	42	7	41	14
	Weighted (000)	20569	194	39	174	71
	Horz %	100.00	0.95	0.19	0.85	0.34
	Vert %	8.43	6.82	9.65	7.30	8.56
	Index	100	81	114	87	102
Social networking, photo or video-sharing services visited or used in the last 30 days: Any Social Networking/Photo/Video-sharing services						
	Unwgted	36787	428	61	394	137
	Weighted (000)	184180	2363	361	2075	699
	Horz %	100.00	1.28	0.20	1.13	0.38
	Vert %	75.46	82.90	90.18	86.77	84.85
	Index	100	110	120	115	112
Social networking, photo or video-sharing services visited or used in the last 30 days: Facebook				*		
	Unwgted	29944	356	48	322	110
	Weighted (000)	152016	1989	269	1706	565
	Horz %	100.00	1.31	0.18	1.12	0.37
	Vert %	62.28	69.77	67.29	71.33	68.53
	Index	100	112	108	115	110

RAB / GfK MRI AUTO PROFILE: Jeep

		Adults 18+	Own\Lease Jeep Cherokee	Own\Lease Jeep Compass	Own\Lease Jeep Grand Cherokee/Laredo	Own/Lease Jeep Patriot
Foursquare			*	*	*	*
	Unwgted	259	0	0	1	0
	Weighted (000)	1096	0	0	1	0
	Horz %	100.00	0.00	0.00	0.11	0.00
	Vert %	0.45	0.00	0.00	0.05	0.00
	Index	100	0	0	12	0
Google + (Google Plus)				*		*
	Unwgted	7523	69	8	64	26
	Weighted (000)	37002	307	53	249	108
	Horz %	100.00	0.83	0.14	0.67	0.29
	Vert %	15.16	10.77	13.15	10.42	13.05
	Index	100	71	87	69	86
Instagram				*		*
	Unwgted	11180	133	20	119	53
	Weighted (000)	59923	773	106	626	234
	Horz %	100.00	1.29	0.18	1.05	0.39
	Vert %	24.55	27.11	26.62	26.20	28.37
	Index	100	110	108	107	116
LinkedIn				*		*
	Unwgted	7899	85	10	97	28
	Weighted (000)	31599	407	44	430	137
	Horz %	100.00	1.29	0.14	1.36	0.43
	Vert %	12.95	14.27	11.09	17.96	16.61
	Index	100	110	86	139	128
Pinterest				*		*
	Unwgted	9299	129	15	108	34
	Weighted (000)	49108	813	73	641	149
	Horz %	100.00	1.66	0.15	1.30	0.30
	Vert %	20.12	28.52	18.13	26.79	18.13
	Index	100	142	90	133	90
Tumblr			*	*	*	*
	Unwgted	1737	18	1	11	7
	Weighted (000)	9309	118	4	51	25
	Horz %	100.00	1.26	0.04	0.55	0.27
	Vert %	3.81	4.12	1.01	2.13	3.06
	Index	100	108	26	56	80
Twitter				*		*
	Unwgted	6507	66	8	70	25
	Weighted (000)	32509	422	36	382	122
	Horz %	100.00	1.30	0.11	1.18	0.38
	Vert %	13.32	14.81	9.06	15.98	14.81
	Index	100	111	68	120	111
Yelp			*	*	*	*
	Unwgted	4238	46	3	47	16
	Weighted (000)	17049	189	12	199	67
	Horz %	100.00	1.11	0.07	1.17	0.39
	Vert %	6.98	6.61	3.08	8.32	8.08
	Index	100	95	44	119	116
YouTube				*		*
	Unwgted	24878	293	43	246	93
	Weighted (000)	125197	1579	259	1252	502
	Horz %	100.00	1.26	0.21	1.00	0.40
	Vert %	51.29	55.40	64.63	52.37	60.93
	Index	100	108	126	102	119

		Adults 18+	Own\Lease Jeep Cherokee	Own\Lease Jeep Compass	Own\Lease Jeep Grand Cherokee/Laredo	Own/Lease Jeep Patriot
					*	
Activities done using a social networking, photo or video-sharing service in the last 30 days: Posted that you "Like" something	Unwgt'd	19391	240	34	216	77
	Weighted (000)	98998	1349	202	1198	356
	Horz %	100.00	1.36	0.20	1.21	0.36
	Vert %	40.56	47.32	50.60	50.09	43.21
	Index	100	117	125	123	107
					*	*
"Follow" or become a "fan of" something or someone	Unwgt'd	9880	127	15	115	38
	Weighted (000)	51999	756	86	589	228
	Horz %	100.00	1.45	0.17	1.13	0.44
	Vert %	21.30	26.54	21.49	24.62	27.64
	Index	100	125	101	116	130
					*	*
Clicked on an advertisement	Unwgt'd	7250	77	11	84	28
	Weighted (000)	34609	391	72	390	152
	Horz %	100.00	1.13	0.21	1.13	0.44
	Vert %	14.18	13.71	18.05	16.33	18.42
	Index	100	97	127	115	130
					*	*
Watched a video	Unwgt'd	23931	284	39	265	100
	Weighted (000)	121821	1540	252	1357	538
	Horz %	100.00	1.26	0.21	1.11	0.44
	Vert %	49.91	54.03	62.95	56.76	65.26
	Index	100	108	126	114	131
			*	*	*	*
Websites or apps visited or used in the last 30 days: Coupons	Unwgt'd	1642	15	2	6	4
	Weighted (000)	7736	66	7	40	27
	Horz %	100.00	0.85	0.09	0.52	0.35
	Vert %	3.17	2.32	1.66	1.68	3.27
	Index	100	73	52	53	103
Sent or Received Text Messages on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	40180	451	68	417	151
	Weighted (000)	200974	2492	391	2168	751
	Horz %	100.00	1.24	0.19	1.08	0.37
	Vert %	82.34	87.40	97.64	90.65	91.19
	Index	100	106	119	110	111
					*	*
Sent or Received Instant Messages on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	20952	263	36	226	92
	Weighted (000)	106707	1521	210	1114	435
	Horz %	100.00	1.43	0.20	1.04	0.41
	Vert %	43.72	53.35	52.42	46.58	52.80
	Index	100	122	120	107	121
					*	*
Recorded a Video on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	19339	228	31	194	83
	Weighted (000)	97935	1191	177	969	443
	Horz %	100.00	1.22	0.18	0.99	0.45
	Vert %	40.12	41.78	44.17	40.54	53.78
	Index	100	104	110	101	134
					*	*
Played Music on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	24725	292	41	266	100
	Weighted (000)	126500	1641	262	1433	531
	Horz %	100.00	1.30	0.21	1.13	0.42
	Vert %	51.83	57.55	65.62	59.93	64.43
	Index	100	111	127	116	124

		Adults 18+	Own\Lease Jeep Cherokee	Own\Lease Jeep Compass	Own\Lease Jeep Grand Cherokee/Laredo	Own/Lease Jeep Patriot
Played a Game on Cellular Phone/Mobile/Smartphone - Past Month					*	
	Unwgt'd	15697	174	32	149	63
	Weighted (000)	84080	1002	159	766	350
	Horz %	100.00	1.19	0.19	0.91	0.42
	Vert %	34.45	35.15	39.86	32.05	42.51
	Index	100	102	116	93	123
Watched a Movie, TV Program or Other Video on Cellular Phone/Mobile/Smartphone - Past Month					*	*
	Unwgt'd	11626	123	13	107	49
	Weighted (000)	61092	674	66	585	228
	Horz %	100.00	1.10	0.11	0.96	0.37
	Vert %	25.03	23.65	16.62	24.48	27.68
	Index	100	94	66	98	111
Used a Mobile "App" - Past Month					*	*
	Unwgt'd	25794	303	45	292	104
	Weighted (000)	128777	1694	267	1493	568
	Horz %	100.00	1.32	0.21	1.16	0.44
	Vert %	52.76	59.43	66.85	62.44	68.98
	Index	100	113	127	118	131
Read Any Daily Newspaper (Print/Paper/Hard Copy)					*	*
	Unwgt'd	10912	89	13	91	29
	Weighted (000)	50128	442	54	460	149
	Horz %	100.00	0.88	0.11	0.92	0.30
	Vert %	20.54	15.52	13.52	19.25	18.12
	Index	100	76	66	94	88
Read Any Sunday Newspaper (Print/Paper/Hard Copy)					*	*
	Unwgt'd	14245	127	17	126	35
	Weighted (000)	67106	583	78	627	167
	Horz %	100.00	0.87	0.12	0.93	0.25
	Vert %	27.49	20.46	19.58	26.21	20.21
	Index	100	74	71	95	74
Read or Looked Into Any Electronic Version of a Newspaper, Including Web Site - Past Month					*	*
	Unwgt'd	19488	233	27	224	78
	Weighted (000)	91290	1317	116	1116	389
	Horz %	100.00	1.44	0.13	1.22	0.43
	Vert %	37.40	46.21	28.91	46.68	47.21
	Index	100	124	77	125	126
Read Classified Advertising in Weekday Newspaper			*	*	*	*
	Unwgt'd	3772	34	9	37	9
	Weighted (000)	20084	219	38	211	28
	Horz %	100.00	1.09	0.19	1.05	0.14
	Vert %	8.23	7.67	9.62	8.83	3.39
	Index	100	93	117	107	41
Read Classified Advertising in Sunda/Weekend Newspaper			*	*	*	*
	Unwgt'd	3758	44	6	33	10
	Weighted (000)	19510	278	44	189	32
	Horz %	100.00	1.42	0.23	0.97	0.16
	Vert %	7.99	9.74	11.08	7.92	3.89
	Index	100	122	139	99	49
Read Advertisements in Weekday Newspaper			*	*	*	*
	Unwgt'd	3812	38	10	35	7
	Weighted (000)	17916	215	51	114	33
	Horz %	100.00	1.20	0.29	0.64	0.18
	Vert %	7.34	7.52	12.84	4.77	4.01
	Index	100	103	175	65	55

		Adults 18+	Own\Lease Jeep Cherokee	Own\Lease Jeep Compass	Own\Lease Jeep Grand Cherokee/Laredo	Own/Lease Jeep Patriot
Read Advertisements in Sunday/Weekend Newspaper				*	*	*
	Unwgt'd	4633	55	8	40	12
	Weighted (000)	22092	284	26	180	57
	Horz %	100.00	1.28	0.12	0.81	0.26
	Vert %	9.05	9.95	6.40	7.51	6.90
	Index	100	110	71	83	76
Read Circulars/Inserts/Fliers in Weekday Newspaper				*	*	*
	Unwgt'd	5068	50	10	47	14
	Weighted (000)	23852	297	46	213	56
	Horz %	100.00	1.25	0.19	0.89	0.24
	Vert %	9.77	10.43	11.53	8.89	6.83
	Index	100	107	118	91	70
Read Circulars/Inserts/Fliers in Sunday/Weekend Newspaper				*	*	*
	Unwgt'd	7203	82	15	64	21
	Weighted (000)	34013	438	75	321	86
	Horz %	100.00	1.29	0.22	0.94	0.25
	Vert %	13.93	15.37	18.70	13.44	10.42
	Index	100	110	134	96	75
Received and/or Clipped Coupons from Weekday Newspaper - Past Year				*	*	*
	Unwgt'd	4191	58	4	33	11
	Weighted (000)	20652	255	21	179	63
	Horz %	100.00	1.24	0.10	0.87	0.30
	Vert %	8.46	8.96	5.21	7.48	7.59
	Index	100	106	62	88	90
Received and/or Clipped Coupons from Sunday/Weekend Newspaper - Past Year				*	*	*
	Unwgt'd	9539	125	17	92	28
	Weighted (000)	47372	644	88	513	127
	Horz %	100.00	1.36	0.19	1.08	0.27
	Vert %	19.41	22.58	22.08	21.47	15.38
	Index	100	116	114	111	79
UNTRENDED: Personally Referred to Paper Yellow Pages - Past Week		*	*	*	*	*
	Unwgt'd	0	0	0	0	0
	Weighted (000)	0	0	0	0	0
	Horz %	0.00	0.00	0.00	0.00	0.00
	Vert %	0.00	0.00	0.00	0.00	0.00
	Index	0	0	0	0	0
UNTRENDED: Personally Referred to Internet Yellow Pages - Past Week		*	*	*	*	*
	Unwgt'd	0	0	0	0	0
	Weighted (000)	0	0	0	0	0
	Horz %	0.00	0.00	0.00	0.00	0.00
	Vert %	0.00	0.00	0.00	0.00	0.00
	Index	0	0	0	0	0
UNTRENDED: Personally Referred to Paper or Internet Yellow Pages - Past Week		*	*	*	*	*
	Unwgt'd	0	0	0	0	0
	Weighted (000)	0	0	0	0	0
	Horz %	0.00	0.00	0.00	0.00	0.00
	Vert %	0.00	0.00	0.00	0.00	0.00
	Index	0	0	0	0	0
UNTRENDED: Accessed Yellowpages.com (YP.com) - Past Month		*	*	*	*	*
	Unwgt'd	0	0	0	0	0
	Weighted (000)	0	0	0	0	0
	Horz %	0.00	0.00	0.00	0.00	0.00
	Vert %	0.00	0.00	0.00	0.00	0.00
	Index	0	0	0	0	0

		Adults 18+	Own\Lease Jeep Cherokee	Own\Lease Jeep Compass	Own\Lease Jeep Grand Cherokee/Laredo	Own/Lease Jeep Patriot
Have Seen Video Ads in Grocery Stores - Past Month				*		*
	Unwgted	8175	88	16	66	32
	Weighted (000)	42062	553	88	306	131
	Horz %	100.00	1.32	0.21	0.73	0.31
	Vert %	17.23	19.41	21.96	12.80	15.85
	Index	100	113	127	74	92
Have Seen Video Ads in Drug Stores - Past Month				*	*	*
	Unwgted	5434	67	6	32	18
	Weighted (000)	27750	329	48	113	80
	Horz %	100.00	1.19	0.17	0.41	0.29
	Vert %	11.37	11.54	12.02	4.74	9.75
	Index	100	102	106	42	86
Have Seen Video Ads in Convenience Stores - Past Month				*	*	*
	Unwgted	5425	67	12	30	17
	Weighted (000)	27941	375	84	112	68
	Horz %	100.00	1.34	0.30	0.40	0.24
	Vert %	11.45	13.16	20.92	4.69	8.24
	Index	100	115	183	41	72
Have Seen Video Ads in Large Discount/Department Stores - Past Month				*	*	*
	Unwgted	5807	63	13	47	19
	Weighted (000)	30170	335	82	196	93
	Horz %	100.00	1.11	0.27	0.65	0.31
	Vert %	12.36	11.75	20.54	8.19	11.27
	Index	100	95	166	66	91
Have Seen Video Ads in Warehouse/Club Stores - Past Month				*	*	*
	Unwgted	5047	54	9	38	21
	Weighted (000)	24469	238	58	147	112
	Horz %	100.00	0.97	0.24	0.60	0.46
	Vert %	10.02	8.36	14.56	6.13	13.53
	Index	100	83	145	61	135
Have Seen Video Ads in Other Stores - Past Month			*	*	*	*
	Unwgted	4572	44	10	33	11
	Weighted (000)	23484	189	65	134	54
	Horz %	100.00	0.80	0.28	0.57	0.23
	Vert %	9.62	6.62	16.26	5.58	6.52
	Index	100	69	169	58	68
Have Seen Video Ads in Shopping Malls - Past Month				*	*	*
	Unwgted	6133	70	11	46	22
	Weighted (000)	30556	367	91	187	108
	Horz %	100.00	1.20	0.30	0.61	0.35
	Vert %	12.52	12.89	22.78	7.81	13.11
	Index	100	103	182	62	105
Have Seen Video Ads in Bars/Pubs - Past Month				*	*	*
	Unwgted	4212	51	8	28	12
	Weighted (000)	21008	227	50	82	64
	Horz %	100.00	1.08	0.24	0.39	0.30
	Vert %	8.61	7.98	12.48	3.42	7.71
	Index	100	93	145	40	90
Have Seen Video Ads in Fast-Food or Family Restaurants - Past Month				*	*	*
	Unwgted	6034	75	14	37	22
	Weighted (000)	31175	385	96	142	90
	Horz %	100.00	1.23	0.31	0.45	0.29
	Vert %	12.77	13.50	23.95	5.92	10.89
	Index	100	106	187	46	85

		Adults 18+	Own\Lease Jeep Cherokee	Own\Lease Jeep Compass	Own\Lease Jeep Grand Cherokee/Laredo	Own/Lease Jeep Patriot
				*	*	*
Have Seen Video Ads in Coffee Shops, Cafes or Delis - Past Month	Unwgted	4611	56	12	32	14
	Weighted (000)	23019	293	99	105	72
	Horz %	100.00	1.27	0.43	0.45	0.31
	Vert %	9.43	10.28	24.79	4.38	8.76
	Index	100	109	263	46	93
			*	*	*	*
Have Seen Video Ads in Gym/Health Clubs - Past Month	Unwgted	4016	44	9	36	15
	Weighted (000)	19382	207	70	126	73
	Horz %	100.00	1.07	0.36	0.65	0.38
	Vert %	7.94	7.26	17.47	5.28	8.91
	Index	100	91	220	67	112
			*	*	*	*
Have Seen Video Ads in Medical Offices - Past Month	Unwgted	5499	58	11	56	19
	Weighted (000)	27407	313	53	240	110
	Horz %	100.00	1.14	0.19	0.88	0.40
	Vert %	11.23	10.96	13.33	10.05	13.35
	Index	100	98	119	90	119
			*	*	*	*
Have Seen Video Ads in Airports - Past Month	Unwgted	3929	34	8	33	16
	Weighted (000)	17909	124	31	136	74
	Horz %	100.00	0.69	0.17	0.76	0.42
	Vert %	7.34	4.36	7.74	5.67	9.04
	Index	100	59	105	77	123
			*	*	*	*
Have Seen Video Ads at Gas Stations - Past Month	Unwgted	8390	93	15	75	33
	Weighted (000)	41042	490	114	296	136
	Horz %	100.00	1.19	0.28	0.72	0.33
	Vert %	16.81	17.20	28.55	12.38	16.48
	Index	100	102	170	74	98
			*	*	*	*
Have Seen Video Ads in Office Building Lobbies - Past Month	Unwgted	3669	43	7	20	10
	Weighted (000)	18065	253	42	59	44
	Horz %	100.00	1.40	0.23	0.32	0.24
	Vert %	7.40	8.89	10.48	2.45	5.31
	Index	100	120	142	33	72
			*	*	*	*
Have Seen Video Ads in Office Building Elevators - Past Month	Unwgted	3552	37	9	25	13
	Weighted (000)	16785	182	46	94	50
	Horz %	100.00	1.09	0.27	0.56	0.30
	Vert %	6.88	6.40	11.41	3.93	6.05
	Index	100	93	166	57	88
			*	*	*	*
Have Seen Video Ads in Movie Theater Lobbies - Past Month	Unwgted	5092	62	11	33	14
	Weighted (000)	25878	339	83	141	63
	Horz %	100.00	1.31	0.32	0.54	0.24
	Vert %	10.60	11.90	20.66	5.89	7.66
	Index	100	112	195	56	72
			*	*	*	*
Have Seen Ads on Billboards - Past Month	Unwgted	23703	294	42	275	86
	Weighted (000)	117973	1635	247	1258	381
	Horz %	100.00	1.39	0.21	1.07	0.32
	Vert %	48.33	57.35	61.88	52.59	46.23
	Index	100	119	128	109	96

		Adults 18+	Own\Lease Jeep Cherokee	Own\Lease Jeep Compass	Own\Lease Jeep Grand Cherokee/Laredo	Own/Lease Jeep Patriot
Have Seen Ads on Buses/Trains - Past Month				*		*
	Unwgted	10886	143	14	116	29
	Weighted (000)	50330	691	94	468	164
	Horz %	100.00	1.37	0.19	0.93	0.33
	Vert %	20.62	24.24	23.54	19.56	19.87
Index	100	118	114	95	96	
Have Seen Ads at Bus Stops or Train Stations - Past Month				*		*
	Unwgted	7328	95	11	67	17
	Weighted (000)	32843	439	82	271	86
	Horz %	100.00	1.34	0.25	0.83	0.26
	Vert %	13.46	15.40	20.62	11.34	10.48
Index	100	114	153	84	78	
Have Seen Ads Inside Taxis - Past Month			*	*	*	*
	Unwgted	3849	39	4	33	10
	Weighted (000)	17102	156	34	141	46
	Horz %	100.00	0.91	0.20	0.82	0.27
	Vert %	7.01	5.46	8.57	5.88	5.64
Index	100	78	122	84	81	
Have Seen Ads on Top of Taxis - Past Month				*		*
	Unwgted	5892	57	7	59	16
	Weighted (000)	26219	250	62	232	85
	Horz %	100.00	0.95	0.24	0.88	0.32
	Vert %	10.74	8.78	15.45	9.70	10.27
Index	100	82	144	90	96	
Have Seen Ads on Phone Booths - Past Month			*	*	*	*
	Unwgted	3008	31	7	23	6
	Weighted (000)	14451	121	67	87	43
	Horz %	100.00	0.84	0.46	0.60	0.30
	Vert %	5.92	4.26	16.70	3.64	5.26
Index	100	72	282	61	89	
Have Seen Ads at Sports or Entertainment Events - Past Month				*		*
	Unwgted	7405	94	16	70	26
	Weighted (000)	36191	476	93	316	109
	Horz %	100.00	1.32	0.26	0.87	0.30
	Vert %	14.83	16.71	23.30	13.22	13.28
Index	100	113	157	89	90	
Have Seen Ads on Postcards - Past Month				*	*	*
	Unwgted	5576	62	9	46	21
	Weighted (000)	26312	271	53	204	122
	Horz %	100.00	1.03	0.20	0.78	0.46
	Vert %	10.78	9.52	13.17	8.55	14.83
Index	100	88	122	79	138	
Have Seen Ads Sent to a Cellphone or Other Mobile Device - Past Month				*		*
	Unwgted	13421	170	22	136	58
	Weighted (000)	66442	816	141	636	277
	Horz %	100.00	1.23	0.21	0.96	0.42
	Vert %	27.22	28.64	35.19	26.60	33.58
Index	100	105	129	98	123	
Have Seen Ads on Posters at Movie Theaters - Past Month				*		*
	Unwgted	8606	105	16	76	30
	Weighted (000)	42087	519	92	324	136
	Horz %	100.00	1.23	0.22	0.77	0.32
	Vert %	17.24	18.19	22.97	13.53	16.56
Index	100	106	133	78	96	

RAB / GfK MRI AUTO PROFILE: Jeep

		Adults 18+	Own\Lease Jeep Cherokee	Own\Lease Jeep Compass	Own\Lease Jeep Grand Cherokee/Laredo	Own/Lease Jeep Patriot
Have Seen Ads Shown On-Screen Before Start of a Movie - Past Month					*	*
	Unwgt'd	10943	140	22	107	42
	Weighted (000)	53139	726	137	416	196
	Horz %	100.00	1.37	0.26	0.78	0.37
	Vert %	21.77	25.48	34.25	17.40	23.74
	Index	100	117	157	80	109
Have Seen Ads in Stores (Not Video Ads) - Past Month					*	
	Unwgt'd	15171	187	33	165	53
	Weighted (000)	76102	1022	175	764	204
	Horz %	100.00	1.34	0.23	1.00	0.27
	Vert %	31.18	35.84	43.65	31.95	24.72
	Index	100	115	140	102	79
Have Seen Ads in Shopping Malls (Not Video Ads) - Past Month					*	*
	Unwgt'd	10587	115	24	117	35
	Weighted (000)	52205	626	144	525	154
	Horz %	100.00	1.20	0.28	1.01	0.30
	Vert %	21.39	21.96	36.02	21.95	18.74
	Index	100	103	168	103	88
Have Seen Infomercials - Past Month					*	*
	Unwgt'd	9871	124	16	104	35
	Weighted (000)	49119	785	102	487	141
	Horz %	100.00	1.60	0.21	0.99	0.29
	Vert %	20.12	27.55	25.58	20.38	17.14
	Index	100	137	127	101	85
Have Seen Offers or Ads Sent to Home by Mail - Past Month					*	
	Unwgt'd	19632	243	30	213	72
	Weighted (000)	96299	1343	154	921	307
	Horz %	100.00	1.39	0.16	0.96	0.32
	Vert %	39.45	47.11	38.53	38.50	37.23
	Index	100	119	98	98	94
Have Seen Product Placement in Video Games - Past Month			*	*	*	*
	Unwgt'd	4596	49	7	33	12
	Weighted (000)	24167	303	37	179	55
	Horz %	100.00	1.26	0.15	0.74	0.23
	Vert %	9.90	10.64	9.32	7.49	6.68
	Index	100	107	94	76	67
Have Seen Product Placement in TV Shows - Past Month					*	
	Unwgt'd	17823	221	35	202	62
	Weighted (000)	88092	1232	190	955	286
	Horz %	100.00	1.40	0.22	1.08	0.32
	Vert %	36.09	43.23	47.48	39.95	34.70
	Index	100	120	132	111	96
Have Seen Product Placement in Movies - Past Month					*	*
	Unwgt'd	11248	146	19	122	40
	Weighted (000)	56256	775	130	563	207
	Horz %	100.00	1.38	0.23	1.00	0.37
	Vert %	23.05	27.17	32.42	23.53	25.14
	Index	100	118	141	102	109

		Adults 18+	Own\Lease Jeep Wrangler	Automobiles And Oth Jeep	Most recent vehicle bought/leased Jeep	Decision maker for any Jeep bought/leased new
Adults18+	Unwgted	48646	563	2369	1222	798
	Weighted (000)	244084	2835	12522	6328	3657
	Horz %	100.00	1.16	5.13	2.59	1.50
	Vert %	100.00	100.00	100.00	100.00	100.00
	Index	100	100	100	100	100
Male	Unwgted	24620	347	1313	679	448
	Weighted (000)	117785	1699	6505	3282	1951
	Horz %	100.00	1.44	5.52	2.79	1.66
	Vert %	48.26	59.93	51.95	51.86	53.35
	Index	100	124	108	107	111
Female	Unwgted	24026	216	1056	543	350
	Weighted (000)	126299	1136	6017	3046	1706
	Horz %	100.00	0.90	4.76	2.41	1.35
	Vert %	51.74	40.07	48.05	48.14	46.65
	Index	100	77	93	93	90
Age 18-24	Unwgted	3885	51	196	110	30
	Weighted (000)	30253	345	1597	857	218
	Horz %	100.00	1.14	5.28	2.83	0.72
	Vert %	12.39	12.17	12.75	13.54	5.96
	Index	100	98	103	109	48
Age 25-34	Unwgted	8183	112	427	226	120
	Weighted (000)	43389	571	2230	1196	561
	Horz %	100.00	1.32	5.14	2.76	1.29
	Vert %	17.78	20.13	17.81	18.91	15.34
	Index	100	113	100	106	86
Age 35-44	Unwgted	8605	126	481	259	154
	Weighted (000)	40230	611	2508	1296	781
	Horz %	100.00	1.52	6.23	3.22	1.94
	Vert %	16.48	21.54	20.03	20.47	21.35
	Index	100	131	122	124	130
Age 45-54	Unwgted	8861	138	509	240	194
	Weighted (000)	43105	651	2529	1113	829
	Horz %	100.00	1.51	5.87	2.58	1.92
	Vert %	17.66	22.96	20.20	17.58	22.68
	Index	100	130	114	100	128
Age 55-64	Unwgted	8498	93	426	203	153
	Weighted (000)	40725	441	2186	1048	724
	Horz %	100.00	1.08	5.37	2.57	1.78
	Vert %	16.68	15.56	17.45	16.56	19.80
	Index	100	93	105	99	119

RAB / GfK MRI AUTO PROFILE: Jeep

		Adults 18+	Own\Lease Jeep Wrangler	Automobiles And Oth Jeep	Most recent vehicle bought/leased Jeep	Decision maker for any Jeep bought\leased new
Age 65+				*		
	Unwgted	10614	43	330	184	147
	Weighted (000)	46383	216	1472	818	543
	Horz %	100.00	0.47	3.17	1.76	1.17
	Vert %	19.00	7.64	11.75	12.93	14.86
	Index	100	40	62	68	78
Age 21+	Unwgted	47284	549	2297	1184	790
	Weighted (000)	232046	2717	11851	5981	3586
	Horz %	100.00	1.17	5.11	2.58	1.55
	Vert %	95.07	95.86	94.64	94.51	98.08
	Index	100	101	100	99	103
Age 18-34	Unwgted	12068	163	623	336	150
	Weighted (000)	73642	916	3827	2053	779
	Horz %	100.00	1.24	5.20	2.79	1.06
	Vert %	30.17	32.31	30.56	32.45	21.30
	Index	100	107	101	108	71
Age 18-49	Unwgted	24996	351	1349	726	404
	Weighted (000)	134658	1814	7629	3967	2041
	Horz %	100.00	1.35	5.67	2.95	1.52
	Vert %	55.17	63.99	60.92	62.68	55.81
	Index	100	116	110	114	101
Age 25-54	Unwgted	25649	376	1417	725	468
	Weighted (000)	126724	1832	7267	3605	2171
	Horz %	100.00	1.45	5.73	2.84	1.71
	Vert %	51.92	64.63	58.04	56.96	59.38
	Index	100	124	112	110	114
Age 35-64	Unwgted	25964	357	1416	702	501
	Weighted (000)	124059	1702	7223	3457	2334
	Horz %	100.00	1.37	5.82	2.79	1.88
	Vert %	50.83	60.06	57.68	54.62	63.84
	Index	100	118	113	107	126
Age 50+	Unwgted	23650	212	1020	496	394
	Weighted (000)	109426	1021	4893	2361	1616
	Horz %	100.00	0.93	4.47	2.16	1.48
	Vert %	44.83	36.01	39.08	37.32	44.19
	Index	100	80	87	83	99
Median Age	Unwgted					
	Weighted (000)	47.00	43.40	44.70	43.40	47.80
	Horz %					
	Vert %					
	Index	100	92	95	92	102
Race: White Only	Unwgted	34564	491	2009	1044	700
	Weighted (000)	179823	2518	10874	5473	3230
	Horz %	100.00	1.40	6.05	3.04	1.80
	Vert %	73.67	88.81	86.84	86.48	88.34
	Index	100	121	118	117	120

		Adults 18+	Own\Lease Jeep Wrangler	Automobiles And Oth Jeep	Most recent vehicle bought/leased Jeep	Decision maker for any Jeep bought\leased new
Race: Black/African-American Only			*			*
	Unwgted	5909	14	136	75	45
	Weighted (000)	29535	73	678	385	253
	Horz %	100.00	0.25	2.29	1.30	0.86
	Vert %	12.10	2.57	5.41	6.08	6.93
	Index	100	21	45	50	57
Race: Asian			*		*	*
	Unwgted	2388	22	59	28	19
	Weighted (000)	8358	59	208	62	56
	Horz %	100.00	0.71	2.48	0.74	0.67
	Vert %	3.42	2.09	1.66	0.98	1.52
	Index	100	61	48	29	45
Race: Other Race/Multi-Racial			*			*
	Unwgted	8173	58	224	103	53
	Weighted (000)	34726	244	970	471	173
	Horz %	100.00	0.70	2.79	1.36	0.50
	Vert %	14.23	8.62	7.75	7.44	4.73
	Index	100	61	54	52	33
Hispanic, Latino, Spanish Origin or Descent			*			*
	Unwgted	6851	47	213	95	47
	Weighted (000)	37743	270	1230	590	231
	Horz %	100.00	0.72	3.26	1.56	0.61
	Vert %	15.46	9.53	9.82	9.32	6.31
	Index	100	62	63	60	41
Hispanic, Personally Speak Only English at Home			*		*	*
	Unwgted	1739	16	64	25	21
	Weighted (000)	6214	52	279	112	73
	Horz %	100.00	0.83	4.49	1.80	1.17
	Vert %	2.55	1.83	2.23	1.77	1.99
	Index	100	72	88	69	78
Hispanic, Personally Speak Mostly English, But Some Spanish at Home			*		*	*
	Unwgted	2047	15	70	33	12
	Weighted (000)	9439	88	331	179	49
	Horz %	100.00	0.94	3.50	1.89	0.51
	Vert %	3.87	3.12	2.64	2.82	1.33
	Index	100	81	68	73	34
Hispanic, Personally Speak Only Spanish at Home			*	*	*	*
	Unwgted	1280	4	26	14	1
	Weighted (000)	10474	49	284	141	13
	Horz %	100.00	0.46	2.71	1.35	0.13
	Vert %	4.29	1.71	2.26	2.23	0.37
	Index	100	40	53	52	9
Hispanic, Personally Speak Mostly Spanish, But Some English at Home			*		*	*
	Unwgted	1668	12	51	22	12
	Weighted (000)	9512	81	300	144	74
	Horz %	100.00	0.85	3.16	1.51	0.78
	Vert %	3.90	2.87	2.40	2.27	2.03
	Index	100	74	61	58	52
Hispanic, Personally Speak Spanish and English Equally at Home			*	*	*	*
	Unwgted	99	0	2	1	1
	Weighted (000)	1751	0	36	14	21
	Horz %	100.00	0.00	2.04	0.82	1.22
	Vert %	0.72	0.00	0.29	0.23	0.59
	Index	100	0	40	32	82

		Adults 18+	Own\Lease Jeep Wrangler	Automobiles And Oth Jeep	Most recent vehicle bought/leased Jeep	Decision maker for any Jeep bought\leased new
Highest Level Education Completed/Highest Degree Received: Master's, Professional School or Doctorate Degree	Unwgt'd	6825	98	345	172	156
	Weighted (000)	26213	401	1466	767	621
	Horz %	100.00	1.53	5.59	2.92	2.37
	Vert %	10.74	14.15	11.70	12.12	16.98
	Index	100	132	109	113	158
Highest Level Education Completed/Highest Degree Received: Bachelor's Degree	Unwgt'd	10965	169	630	327	248
	Weighted (000)	46746	768	2923	1388	1056
	Horz %	100.00	1.64	6.25	2.97	2.26
	Vert %	19.15	27.09	23.34	21.94	28.88
	Index	100	141	122	115	151
Highest Level Education Completed/Highest Degree Received: Associate Degree, Academic	Unwgt'd	2649	33	158	84	43
	Weighted (000)	11210	151	728	386	159
	Horz %	100.00	1.35	6.49	3.45	1.42
	Vert %	4.59	5.32	5.81	6.11	4.35
	Index	100	116	127	133	95
Highest Level Education Completed/Highest Degree Received: Associate Degree, Occupational/Vocational	Unwgt'd	3407	51	182	86	61
	Weighted (000)	13775	225	830	382	273
	Horz %	100.00	1.63	6.03	2.78	1.98
	Vert %	5.64	7.93	6.63	6.04	7.47
	Index	100	140	117	107	132
Highest Level Education Completed/Highest Degree Received: Some College, but No Degree	Unwgt'd	10089	129	509	257	146
	Weighted (000)	44682	678	2456	1153	645
	Horz %	100.00	1.52	5.50	2.58	1.44
	Vert %	18.31	23.91	19.61	18.21	17.65
	Index	100	131	107	100	96
Respondent - Highest Level Education Completed/Highest Degree Received: High school graduate (High School Diploma or Equivalent, such as GED)	Unwgt'd	10356	71	430	231	119
	Weighted (000)	71816	527	3268	1804	758
	Horz %	100.00	0.73	4.55	2.51	1.05
	Vert %	29.42	18.60	26.10	28.51	20.72
	Index	100	63	89	97	70
Respondent - Highest Level Education Completed/Highest Degree Received: 11th Grade or Less or 12th Grade, No Diploma	Unwgt'd	4355	12	115	65	25
	Weighted (000)	29641	85	851	448	145
	Horz %	100.00	0.29	2.87	1.51	0.49
	Vert %	12.14	3.00	6.80	7.07	3.95
	Index	100	25	56	58	33
Currently Attending College or University	Unwgt'd	3403	45	169	91	42
	Weighted (000)	19372	273	995	481	214
	Horz %	100.00	1.41	5.14	2.48	1.10
	Vert %	7.94	9.64	7.95	7.60	5.85
	Index	100	121	100	96	74
Employed Full Time	Unwgt'd	25438	403	1501	755	511
	Weighted (000)	119890	1865	7526	3623	2289
	Horz %	100.00	1.56	6.28	3.02	1.91
	Vert %	49.12	65.78	60.10	57.25	62.61
	Index	100	134	122	117	127

		Adults 18+	Own\Lease Jeep Wrangler	Automobiles And Oth Jeep	Most recent vehicle bought/leased Jeep	Decision maker for any Jeep bought\leased new
Employed Part Time	Unwgted	5730	64	281	138	88
	Weighted (000)	28854	387	1479	669	337
	Horz %	100.00	1.34	5.13	2.32	1.17
	Vert %	11.82	13.65	11.81	10.57	9.22
	Index	100	115	100	89	78
Not Employed	Unwgted	17478	96	587	329	199
	Weighted (000)	95339	583	3517	2036	1030
	Horz %	100.00	0.61	3.69	2.14	1.08
	Vert %	39.06	20.57	28.09	32.18	28.18
	Index	100	53	72	82	72
Temporarily Unemployed	Unwgted	1886	13	79	40	19
	Weighted (000)	12314	94	631	359	126
	Horz %	100.00	0.76	5.13	2.92	1.02
	Vert %	5.05	3.32	5.04	5.68	3.44
	Index	100	66	100	113	68
Retired from Employment	Unwgted	10143	53	330	186	133
	Weighted (000)	46820	292	1653	950	618
	Horz %	100.00	0.62	3.53	2.03	1.32
	Vert %	19.18	10.30	13.20	15.02	16.89
	Index	100	54	69	78	88
Not Employed, Principal Shopper for Household	Unwgted	2543	12	91	46	29
	Weighted (000)	16573	85	657	383	180
	Horz %	100.00	0.51	3.97	2.31	1.09
	Vert %	6.79	2.99	5.25	6.05	4.92
	Index	100	44	77	89	73
Occupation: Professional and Related Occupations	Unwgted	7405	131	453	225	163
	Weighted (000)	34142	629	2456	1153	776
	Horz %	100.00	1.84	7.19	3.38	2.27
	Vert %	13.99	22.18	19.61	18.22	21.23
	Index	100	159	140	130	152
Occupation: Management, Business and Financial Operations	Unwgted	6595	130	412	212	172
	Weighted (000)	24720	496	1670	854	661
	Horz %	100.00	2.01	6.76	3.45	2.67
	Vert %	10.13	17.51	13.34	13.49	18.08
	Index	100	173	132	133	179
Occupation: Sales and Office Occupations	Unwgted	5959	70	317	162	104
	Weighted (000)	32636	371	1720	817	487
	Horz %	100.00	1.14	5.27	2.50	1.49
	Vert %	13.37	13.09	13.74	12.90	13.32
	Index	100	98	103	97	100
Occupation: Natural Resources, Construction and Maintenance Occupations	Unwgted	2756	50	166	90	43
	Weighted (000)	13728	255	829	433	205
	Horz %	100.00	1.86	6.04	3.15	1.49
	Vert %	5.62	9.00	6.62	6.84	5.60
	Index	100	160	118	122	99

		Adults 18+	Own\Lease Jeep Wrangler	Automobiles And Oth Jeep	Most recent vehicle bought/leased Jeep	Decision maker for any Jeep bought\leased new
Occupation: Other Employed	Unwgted	8453	86	434	204	117
	Weighted (000)	43519	500	2330	1036	497
	Horz %	100.00	1.15	5.35	2.38	1.14
	Vert %	17.83	17.64	18.60	16.36	13.60
	Index	100	99	104	92	76
Household Income: \$250,000+	Unwgted	1966	57	149	69	65
	Weighted (000)	7800	250	675	280	276
	Horz %	100.00	3.20	8.65	3.58	3.54
	Vert %	3.20	8.80	5.39	4.42	7.55
	Index	100	275	169	138	236
Household Income: \$200,000-\$249,999	Unwgted	1583	32	115	57	49
	Weighted (000)	7178	181	621	327	234
	Horz %	100.00	2.51	8.65	4.56	3.27
	Vert %	2.94	6.37	4.96	5.17	6.41
	Index	100	217	169	176	218
Household Income: \$150,000-\$199,999	Unwgted	3725	74	278	133	108
	Weighted (000)	18847	322	1443	701	498
	Horz %	100.00	1.71	7.65	3.72	2.64
	Vert %	7.72	11.36	11.52	11.08	13.61
	Index	100	147	149	144	176
Household Income: \$100,000-\$149,999	Unwgted	7038	127	482	213	194
	Weighted (000)	39997	717	2901	1252	978
	Horz %	100.00	1.79	7.25	3.13	2.45
	Vert %	16.39	25.29	23.17	19.79	26.75
	Index	100	154	141	121	163
Household Income: \$75,000-\$99,999	Unwgted	6168	98	360	187	137
	Weighted (000)	32585	546	1981	952	656
	Horz %	100.00	1.68	6.08	2.92	2.01
	Vert %	13.35	19.26	15.82	15.05	17.94
	Index	100	144	118	113	134
Household Income: \$60,000-\$74,999	Unwgted	4945	67	272	136	68
	Weighted (000)	24958	302	1297	553	309
	Horz %	100.00	1.21	5.20	2.22	1.24
	Vert %	10.23	10.66	10.35	8.75	8.46
	Index	100	104	101	86	83
Household Income: \$50,000-\$59,999	Unwgted	3824	41	171	90	54
	Weighted (000)	18483	273	945	503	248
	Horz %	100.00	1.47	5.11	2.72	1.34
	Vert %	7.57	9.62	7.54	7.95	6.79
	Index	100	127	100	105	90
Household Income: \$40,000-\$49,999	Unwgted	4928	33	174	96	50
	Weighted (000)	20001	130	745	415	181
	Horz %	100.00	0.65	3.73	2.07	0.90
	Vert %	8.19	4.57	5.95	6.55	4.94
	Index	100	56	73	80	60

		Adults 18+	Own\Lease Jeep Wrangler	Automobiles And Oth Jeep	Most recent vehicle bought/leased Jeep	Decision maker for any Jeep bought\leased new
Household Income: \$30,000-\$39,999			*			*
	Unwgted	4676	20	150	94	39
	Weighted (000)	21673	55	727	509	156
	Horz %	100.00	0.25	3.35	2.35	0.72
	Vert %	8.88	1.93	5.80	8.04	4.27
	Index	100	22	65	91	48
Household Income: \$20,000-\$29,999			*			*
	Unwgted	4378	10	117	72	22
	Weighted (000)	21286	40	539	354	86
	Horz %	100.00	0.19	2.53	1.66	0.40
	Vert %	8.72	1.40	4.30	5.59	2.35
	Index	100	16	49	64	27
Household Income: Under \$20,000			*			*
	Unwgted	5415	4	101	75	12
	Weighted (000)	31275	21	649	482	34
	Horz %	100.00	0.07	2.07	1.54	0.11
	Vert %	12.81	0.75	5.18	7.62	0.93
	Index	100	6	40	59	7
Median Household Income						
	Unwgted					
	Weighted (000)	65.60	103.60	92.20	84.10	108.10
	Horz %					
	Vert %					
	Index	100	158	140	128	165
Marital Status: Single, Never Married						
	Unwgted	12107	132	526	303	115
	Weighted (000)	69105	751	3219	1783	614
	Horz %	100.00	1.09	4.66	2.58	0.89
	Vert %	28.31	26.51	25.71	28.17	16.79
	Index	100	94	91	100	59
Marital Status: Currently Married						
	Unwgted	24506	362	1433	680	542
	Weighted (000)	129071	1857	7775	3649	2629
	Horz %	100.00	1.44	6.02	2.83	2.04
	Vert %	52.88	65.50	62.09	57.66	71.89
	Index	100	124	117	109	136
Marital Status: Divorced or Legally Separated						
	Unwgted	8229	62	326	186	107
	Weighted (000)	31030	206	1241	734	311
	Horz %	100.00	0.67	4.00	2.37	1.00
	Vert %	12.71	7.28	9.91	11.60	8.51
	Index	100	57	78	91	67
Marital Status: Widowed			*			*
	Unwgted	3804	7	84	53	34
	Weighted (000)	14879	20	288	162	103
	Horz %	100.00	0.13	1.93	1.09	0.69
	Vert %	6.10	0.71	2.30	2.57	2.81
	Index	100	12	38	42	46
Marital Status: Engaged to Be Married			*			*
	Unwgted	2120	20	101	59	25
	Weighted (000)	11812	76	557	350	121
	Horz %	100.00	0.64	4.72	2.97	1.02
	Vert %	4.84	2.69	4.45	5.53	3.30
	Index	100	55	92	114	68

		Adults 18+	Own\Lease Jeep Wrangler	Automobiles And Oth Jeep	Most recent vehicle bought/leased Jeep	Decision maker for any Jeep bought\leased new
Marital Status: Living with Partner/Fiancé/Boyfriend or Girlfriend (Same or Opposite Sex)			*			*
	Unwgted	3596	34	215	109	41
	Weighted (000)	21557	192	1329	737	223
	Horz %	100.00	0.89	6.16	3.42	1.03
	Vert %	8.83	6.79	10.61	11.65	6.10
	Index	100	77	120	132	69
Any Child(ren) Under Age 18 Living at Home	Unwgted	18201	235	947	470	305
	Weighted (000)	94932	1133	4974	2368	1350
	Horz %	100.00	1.19	5.24	2.49	1.42
	Vert %	38.89	39.97	39.72	37.42	36.93
	Index	100	103	102	96	95
1 Child Under Age 18 Currently Living at Home	Unwgted	7127	101	420	204	130
	Weighted (000)	38013	458	2137	962	543
	Horz %	100.00	1.20	5.62	2.53	1.43
	Vert %	15.57	16.15	17.06	15.20	14.85
	Index	100	104	110	98	95
2 Children Under Age 18 Currently Living at Home	Unwgted	6935	106	383	197	138
	Weighted (000)	34366	488	1975	1020	580
	Horz %	100.00	1.42	5.75	2.97	1.69
	Vert %	14.08	17.20	15.77	16.12	15.86
	Index	100	122	112	115	113
3 Children Under Age 18 Currently Living at Home			*			*
	Unwgted	2804	20	103	52	28
	Weighted (000)	14813	120	619	284	156
	Horz %	100.00	0.81	4.18	1.91	1.05
	Vert %	6.07	4.23	4.94	4.48	4.27
	Index	100	70	81	74	70
4 Children Under Age 18 Currently Living at Home			*	*	*	*
	Unwgted	872	4	23	9	6
	Weighted (000)	4873	43	130	59	48
	Horz %	100.00	0.87	2.68	1.21	0.97
	Vert %	2.00	1.50	1.04	0.93	1.30
	Index	100	75	52	47	65
5 or More Children Under Age 18 Currently Living at Home			*	*	*	*
	Unwgted	463	4	18	8	3
	Weighted (000)	2867	25	113	43	24
	Horz %	100.00	0.88	3.96	1.51	0.83
	Vert %	1.17	0.89	0.91	0.68	0.65
	Index	100	76	77	58	56
Own Home/Residence	Unwgted	32775	457	1814	883	669
	Weighted (000)	160976	2325	9497	4406	3030
	Horz %	100.00	1.44	5.90	2.74	1.88
	Vert %	65.95	82.03	75.84	69.63	82.86
	Index	100	124	115	106	126
Rent Home/Residence	Unwgted	15306	104	538	329	124
	Weighted (000)	80205	496	2952	1873	602
	Horz %	100.00	0.62	3.68	2.33	0.75
	Vert %	32.86	17.48	23.58	29.59	16.48
	Index	100	53	72	90	50

		Adults 18+	Own\Lease Jeep Wrangler	Automobiles And Oth Jeep	Most recent vehicle bought/leased Jeep	Decision maker for any Jeep bought\leased new
			*	*	*	*
Live Rent-Free in Home/Residence	Unwgted	565	2	17	10	5
	Weighted (000)	2903	14	73	49	24
	Horz %	100.00	0.48	2.52	1.70	0.84
	Vert %	1.19	0.49	0.58	0.78	0.67
	Index	100	41	49	65	56
Census Region: North East	Unwgted	11000	143	640	327	255
	Weighted (000)	44018	555	2673	1357	968
	Horz %	100.00	1.26	6.07	3.08	2.20
	Vert %	18.03	19.57	21.34	21.45	26.48
	Index	100	109	118	119	147
Census Region: South	Unwgted	17645	205	808	394	258
	Weighted (000)	92016	1060	4348	2103	1094
	Horz %	100.00	1.15	4.73	2.29	1.19
	Vert %	37.70	37.40	34.72	33.23	29.92
	Index	100	99	92	88	79
Census Region: Midwest	Unwgted	9880	90	449	260	151
	Weighted (000)	52062	530	2812	1508	876
	Horz %	100.00	1.02	5.40	2.90	1.68
	Vert %	21.33	18.68	22.46	23.84	23.95
	Index	100	88	105	112	112
Census Region: West	Unwgted	10121	125	472	241	134
	Weighted (000)	55988	690	2689	1360	718
	Horz %	100.00	1.23	4.80	2.43	1.28
	Vert %	22.94	24.35	21.47	21.49	19.65
	Index	100	106	94	94	86
Census Sub-Region: New England	Unwgted	2748	49	195	112	71
	Weighted (000)	11567	244	882	513	263
	Horz %	100.00	2.11	7.63	4.43	2.27
	Vert %	4.74	8.61	7.04	8.10	7.19
	Index	100	182	149	171	152
Census Sub-Region: Mid Atlantic	Unwgted	8252	94	445	215	184
	Weighted (000)	32451	311	1791	844	706
	Horz %	100.00	0.96	5.52	2.60	2.17
	Vert %	13.30	10.96	14.30	13.34	19.30
	Index	100	82	108	100	145
Census Sub-Region: South Atlantic	Unwgted	9812	119	446	212	153
	Weighted (000)	48740	537	2224	1072	590
	Horz %	100.00	1.10	4.56	2.20	1.21
	Vert %	19.97	18.95	17.76	16.94	16.12
	Index	100	95	89	85	81
Census Sub-Region: East South Central	Unwgted	1890	22	82	40	16
	Weighted (000)	14067	164	672	313	107
	Horz %	100.00	1.17	4.77	2.22	0.76
	Vert %	5.76	5.79	5.36	4.94	2.93
	Index	100	100	93	86	51

		Adults 18+	Own\Lease Jeep Wrangler	Automobiles And Oth Jeep	Most recent vehicle bought/leased Jeep	Decision maker for any Jeep bought\leased new
Census Sub-Region: West South Central	Unwgt'd	5943	64	280	142	89
	Weighted (000)	29209	359	1452	718	397
	Horz %	100.00	1.23	4.97	2.46	1.36
	Vert %	11.97	12.66	11.60	11.35	10.87
	Index	100	106	97	95	91
Census Sub-Region: East North Central	Unwgt'd	7303	65	321	186	116
	Weighted (000)	36089	336	1885	1040	635
	Horz %	100.00	0.93	5.22	2.88	1.76
	Vert %	14.79	11.85	15.05	16.44	17.36
	Index	100	80	102	111	117
Census Sub-Region: West North Central			*			*
	Unwgt'd	2577	25	128	74	35
	Weighted (000)	15973	194	928	468	241
	Horz %	100.00	1.21	5.81	2.93	1.51
	Vert %	6.54	6.83	7.41	7.39	6.59
Index	100	104	113	113	101	
Census Sub-Region: Mountain	Unwgt'd	2752	50	189	100	53
	Weighted (000)	18482	345	1252	666	336
	Horz %	100.00	1.87	6.77	3.60	1.82
	Vert %	7.57	12.18	10.00	10.52	9.19
	Index	100	161	132	139	121
Census Sub-Region: Pacific	Unwgt'd	7369	75	283	141	81
	Weighted (000)	37506	345	1437	694	382
	Horz %	100.00	0.92	3.83	1.85	1.02
	Vert %	15.37	12.17	11.48	10.97	10.46
	Index	100	79	75	71	68
County Size: A	Unwgt'd	26326	296	1226	619	473
	Weighted (000)	102649	1151	5039	2467	1770
	Horz %	100.00	1.12	4.91	2.40	1.72
	Vert %	42.05	40.61	40.24	38.98	48.40
	Index	100	97	96	93	115
County Size: B	Unwgt'd	11709	154	571	298	182
	Weighted (000)	72000	983	3614	1839	1051
	Horz %	100.00	1.37	5.02	2.55	1.46
	Vert %	29.50	34.69	28.86	29.06	28.74
	Index	100	118	98	99	97
County Size: C/D	Unwgt'd	10611	113	572	305	143
	Weighted (000)	69435	700	3869	2022	836
	Horz %	100.00	1.01	5.57	2.91	1.20
	Vert %	28.45	24.70	30.90	31.96	22.86
	Index	100	87	109	112	80
Radio Formats: AAA (subset of Alternative) (Monday-Sunday 24-Hour Cume)			*		*	*
	Unwgt'd	1128	19	66	34	17
	Weighted (000)	4719	79	318	172	99
	Horz %	100.00	1.68	6.74	3.65	2.10
	Vert %	1.93	2.80	2.54	2.72	2.70
Index	100	145	131	141	140	

RAB / GfK MRI AUTO PROFILE: Jeep

		Adults 18+	Own\Lease Jeep Wrangler	Automobiles And Oth Jeep	Most recent vehicle bought/leased Jeep	Decision maker for any Jeep bought\leased new
Radio Formats: Adult Contemporary (Monday- Sunday 24-Hour Cume)	Unwgted	7893	108	432	217	143
	Weighted (000)	38375	524	2255	1119	597
	Horz %	100.00	1.37	5.88	2.92	1.55
	Vert %	15.72	18.48	18.01	17.69	16.32
	Index	100	118	115	112	104
Radio Formats: Adult Hits (Monday-Sunday 24-Hour Cume)			*		*	*
	Unwgted	1220	12	63	29	18
	Weighted (000)	6399	55	319	135	69
	Horz %	100.00	0.86	4.98	2.10	1.08
	Vert %	2.62	1.95	2.55	2.13	1.90
Index	100	74	97	81	72	
UNTRENDED: Radio Formats: Adult Standards/Easy Listening (Monday-Sunday 24-Hour Cume)		*	*	*	*	*
	Unwgted	0	0	0	0	0
	Weighted (000)	0	0	0	0	0
	Horz %	0.00	0.00	0.00	0.00	0.00
	Vert %	0.00	0.00	0.00	0.00	0.00
Index	0	0	0	0	0	
Radio Formats: All News (Monday-Sunday 24-Hour Cume)			*			
	Unwgted	2726	37	128	66	57
	Weighted (000)	7983	97	378	198	141
	Horz %	100.00	1.22	4.74	2.48	1.77
	Vert %	3.27	3.43	3.02	3.13	3.87
Index	100	105	92	96	118	
Radio Formats: All Sports (Monday-Sunday 24-Hour Cume)			*			
	Unwgted	3232	48	199	94	81
	Weighted (000)	12837	192	786	353	298
	Horz %	100.00	1.50	6.12	2.75	2.32
	Vert %	5.26	6.77	6.28	5.58	8.14
Index	100	129	119	106	155	
Radio Formats: All Talk (Monday-Sunday 24-Hour Cume)			*		*	*
	Unwgted	850	23	56	24	21
	Weighted (000)	3908	99	249	125	91
	Horz %	100.00	2.54	6.38	3.20	2.32
	Vert %	1.60	3.50	1.99	1.98	2.48
Index	100	219	124	123	155	
Radio Formats: Alternative (Monday-Sunday 24-Hour Cume)						
	Unwgted	3051	51	171	96	54
	Weighted (000)	14357	241	823	435	263
	Horz %	100.00	1.68	5.73	3.03	1.83
	Vert %	5.88	8.48	6.57	6.87	7.19
Index	100	144	112	117	122	
Radio Formats: CHR/Top 40 (Monday-Sunday 24-Hour Cume)						
	Unwgted	8136	111	450	236	150
	Weighted (000)	42891	564	2384	1249	661
	Horz %	100.00	1.32	5.56	2.91	1.54
	Vert %	17.57	19.91	19.04	19.73	18.08
Index	100	113	108	112	103	
Radio Formats: Classic Hits (Monday-Sunday 24-Hour Cume)			*			*
	Unwgted	2864	36	146	75	40
	Weighted (000)	14285	181	723	356	187
	Horz %	100.00	1.27	5.06	2.49	1.31
	Vert %	5.85	6.38	5.77	5.62	5.12
Index	100	109	99	96	87	

		Adults 18+	Own\Lease Jeep Wrangler	Automobiles And Oth Jeep	Most recent vehicle bought/leased Jeep	Decision maker for any Jeep bought\leased new
Radio Formats: Classic Rock (Monday-Sunday 24-Hour Cume)	Unwgted	3360	55	239	115	81
	Weighted (000)	16987	270	1124	526	302
	Horz %	100.00	1.59	6.62	3.10	1.78
	Vert %	6.96	9.54	8.97	8.31	8.26
	Index	100	137	129	119	119
Radio Formats: Classical (Monday-Sunday 24-Hour Cume)			*		*	*
	Unwgted	1353	12	58	28	18
	Weighted (000)	5307	62	264	115	64
	Horz %	100.00	1.17	4.97	2.17	1.21
	Index	100	101	97	84	81
Radio Formats: Country (Monday-Sunday 24-Hour Cume)	Unwgted	7757	123	515	270	159
	Weighted (000)	44958	757	3055	1542	823
	Horz %	100.00	1.68	6.79	3.43	1.83
	Vert %	18.42	26.71	24.40	24.37	22.52
	Index	100	145	132	132	122
Radio Formats: Ethnic (Monday-Sunday 24-Hour Cume)			*	*	*	*
	Unwgted	310	5	14	9	2
	Weighted (000)	1196	9	55	46	3
	Horz %	100.00	0.76	4.63	3.84	0.26
	Index	100	66	90	148	17
Radio Formats: Gospel (Monday-Sunday 24-Hour Cume)			*	*	*	*
	Unwgted	642	1	12	6	3
	Weighted (000)	3662	3	86	43	14
	Horz %	100.00	0.07	2.34	1.16	0.37
	Index	100	6	46	45	25
Radio Formats: Hispanic (All Genres) (Monday-Sunday 24- Hour Cume)			*		*	*
	Unwgted	2577	17	87	48	19
	Weighted (000)	15181	117	537	319	81
	Horz %	100.00	0.77	3.54	2.10	0.54
	Index	100	66	69	81	36
Radio Formats: Hot AC (Subset of "Adult Contemporary") (Monday- Sunday 24-Hour Cume)	Unwgted	3551	54	216	109	70
	Weighted (000)	17450	257	1166	580	294
	Horz %	100.00	1.47	6.68	3.32	1.69
	Vert %	7.15	9.08	9.31	9.16	8.05
	Index	100	127	130	128	113
Radio Formats: Jazz (Monday- Sunday 24-Hour Cume)			*	*	*	*
	Unwgted	631	6	23	18	8
	Weighted (000)	2496	22	90	68	34
	Horz %	100.00	0.89	3.59	2.71	1.38
	Index	100	76	70	104	92
Radio Formats: Mexican/Tejano/Ranchera (Subset of "Hispanic") (Monday-Sunday 24-Hour Cume)			*	*	*	*
	Unwgted	1108	5	31	15	3
	Weighted (000)	6328	38	228	133	26
	Horz %	100.00	0.60	3.61	2.11	0.41
	Index	100	51	70	81	27

RAB / GfK MRI AUTO PROFILE: Jeep

		Adults 18+	Own\Lease Jeep Wrangler	Automobiles And Oth Jeep	Most recent vehicle bought/leased Jeep	Decision maker for any Jeep bought\leased new
Radio Formats: News/Talk (Monday-Sunday 24-Hour Cume)	Unwgted	5806	77	307	165	135
	Weighted (000)	23554	287	1303	709	531
	Horz %	100.00	1.22	5.53	3.01	2.26
	Vert %	9.65	10.12	10.40	11.20	14.53
	Index	100	105	108	116	151
Radio Formats: Oldies (Monday-Sunday 24-Hour Cume)			*		*	*
	Unwgted	1456	10	82	39	31
	Weighted (000)	7376	48	413	163	119
	Horz %	100.00	0.66	5.60	2.21	1.61
	Vert %	3.02	1.71	3.30	2.58	3.25
Index	100	57	109	85	107	
Radio Formats: Public Radio/Non-Commercial (Monday-Sunday 24-Hour Cume)			*			*
	Unwgted	2625	26	112	54	31
	Weighted (000)	10677	118	473	225	124
	Horz %	100.00	1.10	4.43	2.11	1.17
	Vert %	4.37	4.15	3.78	3.55	3.40
Index	100	95	86	81	78	
Radio Formats: Religion/Christian (Monday- Sunday 24-Hour Cume)			*			*
	Unwgted	3944	41	178	94	61
	Weighted (000)	20120	176	993	505	303
	Horz %	100.00	0.88	4.93	2.51	1.51
	Vert %	8.24	6.21	7.93	7.98	8.30
Index	100	75	96	97	101	
Radio Formats: Rhythmic (Monday-Sunday 24-Hour Cume)			*		*	*
	Unwgted	2569	21	99	49	30
	Weighted (000)	13480	80	496	285	119
	Horz %	100.00	0.60	3.68	2.12	0.88
	Vert %	5.52	2.84	3.96	4.51	3.26
Index	100	51	72	82	59	
Radio Formats: Rock (Monday- Sunday 24-Hour Cume)	Unwgted	3181	73	225	105	64
	Weighted (000)	16260	393	1190	593	309
	Horz %	100.00	2.42	7.32	3.64	1.90
	Vert %	6.66	13.85	9.50	9.36	8.44
	Index	100	208	143	141	127
Radio Formats: Soft Adult Contemporary/Lite Rock (Monday-Sunday 24-Hour Cume)			*		*	*
	Unwgted	1106	15	51	25	21
	Weighted (000)	5735	77	269	137	90
	Horz %	100.00	1.34	4.69	2.40	1.56
	Vert %	2.35	2.72	2.15	2.17	2.45
Index	100	116	91	92	104	
Radio Formats: Spanish AC (Subset of Hispanic) (Monday- Sunday 24-Hour Cume)			*	*	*	*
	Unwgted	906	5	30	16	5
	Weighted (000)	5268	46	153	86	9
	Horz %	100.00	0.88	2.90	1.64	0.18
	Vert %	2.16	1.64	1.22	1.36	0.25
Index	100	76	57	63	12	
Radio Formats: Tropical (Subset of Hispanic) (Monday- Sunday 24-Hour Cume)			*	*	*	*
	Unwgted	302	2	9	6	5
	Weighted (000)	1893	6	55	48	21
	Horz %	100.00	0.30	2.89	2.54	1.10
	Vert %	0.78	0.20	0.44	0.76	0.57
Index	100	26	56	98	74	

		Adults 18+	Own\Lease Jeep Wrangler	Automobiles And Oth Jeep	Most recent vehicle bought/leased Jeep	Decision maker for any Jeep bought\leased new
Radio Formats: Urban (All Genres) (Monday-Sunday 24- Hour Cume)			*			*
	Unwgted	5121	26	165	84	39
	Weighted (000)	26008	99	870	500	210
	Horz %	100.00	0.38	3.34	1.92	0.81
	Vert %	10.66	3.50	6.95	7.90	5.74
Index	100	33	65	74	54	
Radio Formats: Urban AC (Subset of Urban) (Monday- Sunday 24-Hour Cume)			*	*	*	*
	Unwgted	2133	6	48	22	14
	Weighted (000)	10077	25	207	97	74
	Horz %	100.00	0.25	2.05	0.96	0.74
	Vert %	4.13	0.89	1.65	1.53	2.03
Index	100	22	40	37	49	
Radio Formats: Urban Contemporary (Subset of Urban) (Monday-Sunday 24- Hour Cume)			*		*	*
	Unwgted	1989	14	79	39	17
	Weighted (000)	11746	67	462	256	112
	Horz %	100.00	0.57	3.93	2.18	0.95
	Vert %	4.81	2.36	3.69	4.05	3.05
Index	100	49	77	84	63	
Radio Formats: Variety/Other (Monday-Sunday 24-Hour Cume)			*		*	*
	Unwgted	1303	6	59	34	24
	Weighted (000)	6945	29	316	191	127
	Horz %	100.00	0.42	4.55	2.76	1.83
	Vert %	2.85	1.04	2.52	3.02	3.48
Index	100	36	89	106	122	
Radio Daypart Cumes: Total Week Monday-Sunday 24 Hours						
	Unwgted	41037	514	2083	1065	720
	Weighted (000)	204462	2564	10883	5507	3295
	Horz %	100.00	1.25	5.32	2.69	1.61
	Vert %	83.77	90.45	86.91	87.03	90.12
Index	100	108	104	104	108	
Radio Daypart Cumes: Weekday 6:00 am - 10:00 am						
	Unwgted	25278	340	1362	695	487
	Weighted (000)	122460	1512	6672	3256	2176
	Horz %	100.00	1.23	5.45	2.66	1.78
	Vert %	50.17	53.33	53.29	51.46	59.50
Index	100	106	106	103	119	
Radio Daypart Cumes: Weekday 10:00 am - 3:00 pm						
	Unwgted	18835	250	987	513	334
	Weighted (000)	94930	1416	5295	2710	1498
	Horz %	100.00	1.49	5.58	2.86	1.58
	Vert %	38.89	49.96	42.28	42.83	40.97
Index	100	128	109	110	105	
Radio Daypart Cumes: Weekday 3:00 pm - 7:00 pm						
	Unwgted	22339	327	1260	640	437
	Weighted (000)	109527	1490	6428	3206	1994
	Horz %	100.00	1.36	5.87	2.93	1.82
	Vert %	44.87	52.56	51.34	50.65	54.53
Index	100	117	114	113	122	
Radio Daypart Cumes: Weekday 7:00 pm - Midnight						
	Unwgted	8087	99	383	198	135
	Weighted (000)	41055	503	2120	1002	621
	Horz %	100.00	1.22	5.16	2.44	1.51
	Vert %	16.82	17.74	16.93	15.83	16.98
Index	100	105	101	94	101	

		Adults 18+	Own\Lease Jeep Wrangler	Automobiles And Oth Jeep	Most recent vehicle bought/leased Jeep	Decision maker for any Jeep bought\leased new
				*		*
Radio Daypart Cumes: Weekday Midnight - 6:00 am	Unwgted	2418	26	150	68	41
	Weighted (000)	12268	140	805	324	174
	Horz %	100.00	1.14	6.56	2.64	1.42
	Vert %	5.03	4.94	6.43	5.12	4.76
	Index	100	98	128	102	95
Radio Daypart Cumes: Weekend 6:00 am - 10:00 am	Unwgted	16140	192	785	407	299
	Weighted (000)	79167	926	3968	2071	1360
	Horz %	100.00	1.17	5.01	2.62	1.72
	Vert %	32.43	32.65	31.68	32.72	37.19
	Index	100	101	98	101	115
Radio Daypart Cumes: Weekend 10:00 am - 3:00 pm	Unwgted	21592	277	1119	573	411
	Weighted (000)	106532	1431	5851	2940	1892
	Horz %	100.00	1.34	5.49	2.76	1.78
	Vert %	43.65	50.48	46.72	46.46	51.75
	Index	100	116	107	106	119
Radio Daypart Cumes: Weekend 3:00 pm - 7:00 pm	Unwgted	16960	222	888	461	312
	Weighted (000)	85146	1169	4631	2349	1455
	Horz %	100.00	1.37	5.44	2.76	1.71
	Vert %	34.88	41.23	36.98	37.11	39.79
	Index	100	118	106	106	114
Radio Daypart Cumes: Weekend 7:00 pm - Midnight	Unwgted	8346	89	416	204	131
	Weighted (000)	42195	465	2332	1104	649
	Horz %	100.00	1.10	5.53	2.62	1.54
	Vert %	17.29	16.42	18.62	17.45	17.76
	Index	100	95	108	101	103
Radio Daypart Cumes: Weekend Midnight - 6:00 am				*		*
	Unwgted	2161	16	104	53	25
	Weighted (000)	10847	70	542	273	76
	Horz %	100.00	0.64	5.00	2.52	0.70
	Index	100	55	97	97	47
Where Listen to Radio on Typical Weekday: Home	Unwgted	13605	142	567	289	213
	Weighted (000)	66444	753	3069	1470	955
	Horz %	100.00	1.13	4.62	2.21	1.44
	Vert %	27.22	26.55	24.51	23.22	26.11
	Index	100	98	90	85	96
Where Listen to Radio on Typical Weekday: Car	Unwgted	37582	505	2017	1025	689
	Weighted (000)	186198	2560	10588	5270	3201
	Horz %	100.00	1.37	5.69	2.83	1.72
	Vert %	76.28	90.30	84.55	83.27	87.54
	Index	100	118	111	109	115
Where Listen to Radio on Typical Weekday: Work	Unwgted	6358	102	380	187	118
	Weighted (000)	32708	534	2070	1002	564
	Horz %	100.00	1.63	6.33	3.06	1.73
	Vert %	13.40	18.82	16.53	15.84	15.43
	Index	100	140	123	118	115

		Adults 18+	Own\Lease Jeep Wrangler	Automobiles And Oth Jeep	Most recent vehicle bought/leased Jeep	Decision maker for any Jeep bought\leased new
Where Listen to Radio on Typical Weekday: Place Other Than Home, Car, Work			*		*	*
	Unwgt'd	1490	21	66	38	24
	Weighted (000)	7844	97	330	214	101
	Horz %	100.00	1.23	4.21	2.73	1.29
	Vert %	3.21	3.41	2.64	3.38	2.77
Index	100	106	82	105	86	
Where Listen to Radio on Typical Weekend: Home	Unwgt'd	16122	170	699	354	255
	Weighted (000)	79216	874	3778	1882	1189
	Horz %	100.00	1.10	4.77	2.38	1.50
	Vert %	32.45	30.84	30.17	29.74	32.52
	Index	100	95	93	92	100
Where Listen to Radio on Typical Weekend: Car	Unwgt'd	34584	445	1845	960	639
	Weighted (000)	172300	2261	9847	5014	2974
	Horz %	100.00	1.31	5.71	2.91	1.73
	Vert %	70.59	79.78	78.64	79.23	81.32
	Index	100	113	111	112	115
Where Listen to Radio on Typical Weekend: Work			*			*
	Unwgt'd	2377	34	128	67	39
	Weighted (000)	13032	177	742	383	220
	Horz %	100.00	1.36	5.69	2.94	1.69
	Vert %	5.34	6.25	5.93	6.06	6.01
Index	100	117	111	113	113	
Where Listen to Radio on Typical Weekend: Place Other Than Home, Car, Work			*		*	*
	Unwgt'd	1550	26	77	44	31
	Weighted (000)	8439	156	485	260	114
	Horz %	100.00	1.85	5.75	3.08	1.35
	Vert %	3.46	5.51	3.88	4.11	3.11
Index	100	159	112	119	90	
Ever Listen to AM Radio (Terrestrial Radio)	Unwgt'd	8872	97	440	224	171
	Weighted (000)	37216	380	1859	959	593
	Horz %	100.00	1.02	5.00	2.58	1.59
	Vert %	15.25	13.41	14.85	15.15	16.22
	Index	100	88	97	99	106
Ever Listen to FM Radio (Terrestrial Radio)	Unwgt'd	35648	437	1815	927	598
	Weighted (000)	180517	2216	9651	4821	2804
	Horz %	100.00	1.23	5.35	2.67	1.55
	Vert %	73.96	78.17	77.07	76.18	76.69
	Index	100	106	104	103	104
Ever Listen to Any Terrestrial Radio (AM/FM)	Unwgt'd	38624	463	1938	993	649
	Weighted (000)	192537	2305	10114	5101	2952
	Horz %	100.00	1.20	5.25	2.65	1.53
	Vert %	78.88	81.33	80.77	80.61	80.73
	Index	100	103	102	102	102
Ever Listen to Satellite Radio (SiriusXM)	Unwgt'd	6808	134	464	228	225
	Weighted (000)	31804	638	2401	1110	1061
	Horz %	100.00	2.01	7.55	3.49	3.33
	Vert %	13.03	22.50	19.17	17.54	29.00
	Index	100	173	147	135	223

		Adults 18+	Own\Lease Jeep Wrangler	Automobiles And Oth Jeep	Most recent vehicle bought/leased Jeep	Decision maker for any Jeep bought\leased new
Household Subscribes to Satellite (SiriusXM) Radio	Unwgted	9333	182	646	318	293
	Weighted (000)	45323	842	3265	1544	1306
	Horz %	100.00	1.86	7.20	3.41	2.88
	Vert %	18.57	29.69	26.08	24.41	35.72
	Index	100	160	140	131	192
Any Vehicle Currently Owned/Leased Has Satellite Radio	Unwgted	15153	304	1076	525	489
	Weighted (000)	76621	1521	5549	2547	2230
	Horz %	100.00	1.98	7.24	3.32	2.91
	Vert %	31.39	53.64	44.31	40.25	60.97
	Index	100	171	141	128	194
Any Vehicle Currently Owned/Leased Has MP3 Player Connection	Unwgted	12633	240	870	435	344
	Weighted (000)	64670	1275	4525	2202	1645
	Horz %	100.00	1.97	7.00	3.41	2.54
	Vert %	26.49	44.97	36.13	34.80	44.98
	Index	100	170	136	131	170
Listened to Online Streaming AM/FM Broadcast Radio Stations - Past Month	Unwgted	7343	129	434	227	148
	Weighted (000)	36346	611	2181	1123	646
	Horz %	100.00	1.68	6.00	3.09	1.78
	Vert %	14.89	21.56	17.42	17.75	17.67
	Index	100	145	117	119	119
Listened to Internet-only radio or other online music or audio services (eg. Pandora, Spotify, etc.) - past month	Unwgted	19242	273	1042	539	327
	Weighted (000)	97996	1415	5663	2849	1592
	Horz %	100.00	1.44	5.78	2.91	1.62
	Vert %	40.15	49.92	45.23	45.02	43.54
	Index	100	124	113	112	108
Listening to Any Radio on the Internet/Online - Past Month	Unwgted	21921	321	1205	627	381
	Weighted (000)	110983	1634	6424	3245	1828
	Horz %	100.00	1.47	5.79	2.92	1.65
	Vert %	45.47	57.65	51.31	51.28	49.98
	Index	100	127	113	113	110
Visited a Radio Station, Radio Program or Radio Personality's website - Past Month	Unwgted	3452	50	198	107	74
	Weighted (000)	17001	255	1058	527	335
	Horz %	100.00	1.50	6.23	3.10	1.97
	Vert %	6.97	8.99	8.45	8.33	9.15
	Index	100	129	121	120	131
Downloaded Music - Past Month	Unwgted	9054	134	501	275	175
	Weighted (000)	47933	688	2822	1620	911
	Horz %	100.00	1.43	5.89	3.38	1.90
	Vert %	19.64	24.26	22.53	25.59	24.92
	Index	100	124	115	130	127
Downloaded Podcasts/Engaged in Podcasting - Past Month	Unwgted	3700	64	195	108	69
	Weighted (000)	17081	319	915	470	304
	Horz %	100.00	1.87	5.36	2.75	1.78
	Vert %	7.00	11.24	7.31	7.43	8.31
	Index	100	161	104	106	119

		Adults 18+	Own\Lease Jeep Wrangler	Automobiles And Oth Jeep	Most recent vehicle bought/leased Jeep	Decision maker for any Jeep bought\leased new
Visited iHeartRadio site - Past Month	Unwgted	4412	71	256	125	87
	Weighted (000)	21989	358	1336	616	438
	Horz %	100.00	1.63	6.08	2.80	1.99
	Vert %	9.01	12.62	10.67	9.74	11.97
	Index	100	140	118	108	133
Visited iTunes.com site - Past Month	Unwgted	8331	135	505	258	191
	Weighted (000)	40212	659	2703	1378	975
	Horz %	100.00	1.64	6.72	3.43	2.42
	Vert %	16.47	23.25	21.59	21.78	26.66
	Index	100	141	131	132	162
Visited Pandora.com site - Past Month	Unwgted	16996	254	953	472	306
	Weighted (000)	87700	1345	5101	2493	1453
	Horz %	100.00	1.53	5.82	2.84	1.66
	Vert %	35.93	47.45	40.73	39.39	39.74
	Index	100	132	113	110	111
Visited Spotify site - Past Month	Unwgted	6074	78	298	163	84
	Weighted (000)	32588	379	1689	855	436
	Horz %	100.00	1.16	5.18	2.62	1.34
	Vert %	13.35	13.37	13.49	13.52	11.93
	Index	100	100	101	101	89
Advertising on radio provides me with useful information about bargains. Agree strongly or Agree somewhat	Unwgted	16507	181	821	424	285
	Weighted (000)	83844	922	4338	2260	1257
	Horz %	100.00	1.10	5.17	2.70	1.50
	Vert %	34.35	32.53	34.64	35.71	34.38
	Index	100	95	101	104	100
Advertising on radio provides me with meaningful information about the product use of other consumers. Agree strongly or Agree somewhat	Unwgted	13908	145	658	345	231
	Weighted (000)	70343	762	3571	1956	1071
	Horz %	100.00	1.08	5.08	2.78	1.52
	Vert %	28.82	26.90	28.51	30.90	29.30
	Index	100	93	99	107	102
Advertising on radio provides me with useful information about new products and services. Agree strongly or Agree somewhat	Unwgted	17125	191	861	455	303
	Weighted (000)	86850	994	4628	2456	1374
	Horz %	100.00	1.14	5.33	2.83	1.58
	Vert %	35.58	35.06	36.96	38.81	37.58
	Index	100	99	104	109	106
For me, advertising on radio is amusing. Agree strongly or Agree somewhat	Unwgted	12845	146	640	335	214
	Weighted (000)	65189	722	3516	1877	970
	Horz %	100.00	1.11	5.39	2.88	1.49
	Vert %	26.71	25.47	28.07	29.66	26.52
	Index	100	95	105	111	99
Most trusted media: Radio			*			
	Unwgted	4143	46	210	116	68
	Weighted (000)	21056	212	1008	551	293
	Horz %	100.00	1.01	4.79	2.62	1.39
	Index	100	87	93	101	93

		Adults 18+	Own\Lease Jeep Wrangler	Automobiles And Oth Jeep	Most recent vehicle bought/leased Jeep	Decision maker for any Jeep bought\leased new
TV Dayparts: Total Week Prime Time Cume Audience	Unwgted	38598	454	1930	992	669
	Weighted (000)	190885	2309	10308	5224	3067
	Horz %	100.00	1.21	5.40	2.74	1.61
	Vert %	78.20	81.44	82.32	82.55	83.89
	Index	100	104	105	106	107
TV Dayparts: Prime Time Weekdays Cume Audience: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)	Unwgted	30674	347	1508	776	536
	Weighted (000)	150599	1706	7936	4030	2443
	Horz %	100.00	1.13	5.27	2.68	1.62
	Vert %	61.70	60.19	63.38	63.69	66.82
	Index	100	98	103	103	108
TV Dayparts: Prime Time Saturday Cume Audience: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)	Unwgted	26407	302	1309	680	476
	Weighted (000)	129573	1501	7003	3547	2216
	Horz %	100.00	1.16	5.40	2.74	1.71
	Vert %	53.09	52.94	55.93	56.06	60.60
	Index	100	100	105	106	114
TV Dayparts: Prime Time Sunday Cume Audience: 7:00-11:00 pm (Eastern/Pacific), 6:00-10:00 pm (Central/Mountain)	Unwgted	30767	356	1525	784	538
	Weighted (000)	150356	1814	8086	4069	2439
	Horz %	100.00	1.21	5.38	2.71	1.62
	Vert %	61.60	64.01	64.58	64.30	66.70
	Index	100	104	105	104	108
TV Dayparts: Weekdays Cume Audience: 9:00 am-4:00 pm (Eastern/Pacific) 9:00 am - 3:00 pm (Central/Mountain)	Unwgted	13588	100	508	269	157
	Weighted (000)	72467	556	2943	1656	806
	Horz %	100.00	0.77	4.06	2.28	1.11
	Vert %	29.69	19.63	23.50	26.16	22.05
	Index	100	66	79	88	74
TV Dayparts: Weekdays Cume Audience: 4:00 pm-7:30 pm (Eastern/Pacific) 3:00 pm-6:30 pm (Central/Mountain)	Unwgted	24214	241	1113	569	368
	Weighted (000)	122899	1300	5985	3100	1723
	Horz %	100.00	1.06	4.87	2.52	1.40
	Vert %	50.35	45.86	47.79	48.99	47.13
	Index	100	91	95	97	94
TV Dayparts: Weekdays Cume Audience: 11:30 pm-1:00 am (Eastern/Pacific) 10:30 pm-Midnight (Central/Mountain)	Unwgted	8203	70	366	212	113
	Weighted (000)	41009	402	2022	1135	559
	Horz %	100.00	0.98	4.93	2.77	1.36
	Vert %	16.80	14.18	16.15	17.93	15.28
	Index	100	84	96	107	91
TV Dayparts: Weekend Children's Shows Cume Audience: Saturday-Sunday Morning	Unwgted	20426	225	997	526	342
	Weighted (000)	102185	1178	5378	2847	1658
	Horz %	100.00	1.15	5.26	2.79	1.62
	Vert %	41.86	41.55	42.95	44.99	45.33
	Index	100	99	103	107	108
TV Dayparts: Weekend Sports Cume Audience: Saturday-Sunday Afternoon	Unwgted	23818	266	1133	580	407
	Weighted (000)	120635	1355	6194	3097	1937
	Horz %	100.00	1.12	5.13	2.57	1.61
	Vert %	49.42	47.79	49.47	48.94	52.97
	Index	100	97	100	99	107

		Adults 18+	Own\Lease Jeep Wrangler	Automobiles And Oth Jeep	Most recent vehicle bought/leased Jeep	Decision maker for any Jeep bought\leased new
			*			*
Downloaded a TV Program - Past Month	Unwgt'd	2514	33	113	56	39
	Weighted (000)	11768	164	586	300	183
	Horz %	100.00	1.40	4.98	2.55	1.56
	Vert %	4.82	5.80	4.68	4.74	5.01
	Index	100	120	97	98	104
Watched a TV Program Online - Past Month	Unwgt'd	8915	128	452	239	128
	Weighted (000)	43431	657	2290	1184	575
	Horz %	100.00	1.51	5.27	2.73	1.32
	Vert %	17.79	23.19	18.29	18.71	15.73
	Index	100	130	103	105	88
Visited a TV Network or TV Show's Web Site - Past Month	Unwgt'd	9786	133	531	285	176
	Weighted (000)	47213	638	2622	1502	816
	Horz %	100.00	1.35	5.55	3.18	1.73
	Vert %	19.34	22.52	20.94	23.73	22.31
	Index	100	116	108	123	115
Looked at TV Listings Online - Past Month	Unwgt'd	5331	59	256	138	88
	Weighted (000)	24808	282	1290	652	402
	Horz %	100.00	1.14	5.20	2.63	1.62
	Vert %	10.16	9.96	10.30	10.30	10.98
	Index	100	98	101	101	108
Household Subscribes to Cable TV	Unwgt'd	22534	263	1115	573	398
	Weighted (000)	109088	1332	5524	2894	1703
	Horz %	100.00	1.22	5.06	2.65	1.56
	Vert %	44.69	46.98	44.12	45.73	46.58
	Index	100	105	99	102	104
Household Subscribes to Cable, Satellite or Fiber Optic TV	Unwgt'd	37894	458	1968	989	691
	Weighted (000)	188357	2315	10374	5189	3176
	Horz %	100.00	1.23	5.51	2.75	1.69
	Vert %	77.17	81.66	82.85	81.99	86.85
	Index	100	106	107	106	113
Viewed Any Cable TV (Including Pay) - Past Week	Unwgt'd	36344	444	1909	964	675
	Weighted (000)	180739	2273	10086	5038	3099
	Horz %	100.00	1.26	5.58	2.79	1.71
	Vert %	74.05	80.17	80.55	79.60	84.74
	Index	100	108	109	108	114
Heavy Cable TV Viewer (Including Pay) - Past Week	Unwgt'd	26301	307	1378	705	508
	Weighted (000)	131456	1610	7328	3800	2374
	Horz %	100.00	1.22	5.57	2.89	1.81
	Vert %	53.86	56.80	58.52	60.05	64.93
	Index	100	105	109	112	121
Viewed Any Premium Cable Channels - Past Month	Unwgt'd	15801	214	870	427	316
	Weighted (000)	75868	1007	4366	2158	1362
	Horz %	100.00	1.33	5.75	2.84	1.80
	Vert %	31.08	35.53	34.86	34.11	37.25
	Index	100	114	112	110	120

RAB / GfK MRI AUTO PROFILE: Jeep

		Adults 18+	Own\Lease Jeep Wrangler	Automobiles And Oth Jeep	Most recent vehicle bought/leased Jeep	Decision maker for any Jeep bought/leased new
Viewed Any Pay-Per-View Programs or Events - Past Year	Unwgted	5693	94	355	166	122
	Weighted (000)	27121	527	1921	926	608
	Horz %	100.00	1.94	7.08	3.41	2.24
	Vert %	11.11	18.58	15.34	14.63	16.64
	Index	100	167	138	132	150
Viewed Any Video-On-Demand Programs or Events - Past Year	Unwgted	13030	205	812	403	325
	Weighted (000)	59121	934	3980	1945	1392
	Horz %	100.00	1.58	6.73	3.29	2.35
	Vert %	24.22	32.96	31.78	30.73	38.06
	Index	100	136	131	127	157
Household Has a Satellite Dish	Unwgted	10843	136	594	288	194
	Weighted (000)	61939	773	3787	1795	1116
	Horz %	100.00	1.25	6.11	2.90	1.80
	Vert %	25.38	27.26	30.24	28.36	30.52
	Index	100	107	119	112	120
Household Has a Digital Video Recorder (DVR)	Unwgted	23728	332	1350	661	495
	Weighted (000)	116768	1666	7057	3430	2264
	Horz %	100.00	1.43	6.04	2.94	1.94
	Vert %	47.84	58.76	56.36	54.20	61.92
	Index	100	123	118	113	129
Any Internet/Online Activity - Past Month	Unwgted	42373	548	2216	1130	752
	Weighted (000)	208554	2718	11624	5811	3473
	Horz %	100.00	1.30	5.57	2.79	1.67
	Vert %	85.44	95.90	92.83	91.82	94.98
	Index	100	112	109	107	111
Played Games Online - Past Month	Unwgted	13852	173	718	376	219
	Weighted (000)	73850	993	4009	2065	1065
	Horz %	100.00	1.34	5.43	2.80	1.44
	Vert %	30.26	35.03	32.02	32.63	29.13
	Index	100	116	106	108	96
Downloaded a Video Game - Past Month	Unwgted	5083	70	256	135	82
	Weighted (000)	28601	389	1446	806	411
	Horz %	100.00	1.36	5.06	2.82	1.44
	Vert %	11.72	13.73	11.55	12.73	11.25
	Index	100	117	99	109	96
Downloaded a Movie - Past Month	Unwgted	4447	60	226	120	74
	Weighted (000)	21989	289	1154	624	352
	Horz %	100.00	1.31	5.25	2.84	1.60
	Vert %	9.01	10.20	9.22	9.87	9.64
	Index	100	113	102	110	107
Watched a Movie Online - Past Month	Unwgted	11540	161	597	336	186
	Weighted (000)	58047	885	3286	1673	846
	Horz %	100.00	1.52	5.66	2.88	1.46
	Vert %	23.78	31.22	26.24	26.44	23.14
	Index	100	131	110	111	97

		Adults 18+	Own\Lease Jeep Wrangler	Automobiles And Oth Jeep	Most recent vehicle bought/leased Jeep	Decision maker for any Jeep bought\leased new
Watched Online Video (Not Movie, TV) - Past Month	Unwgt'd	10029	147	542	284	161
	Weighted (000)	50248	748	2925	1459	733
	Horz %	100.00	1.49	5.82	2.90	1.46
	Vert %	20.59	26.39	23.36	23.05	20.05
	Index	100	128	113	112	97
Visited a Chat Room - Past Month			*		*	*
	Unwgt'd	2194	27	93	43	33
	Weighted (000)	10601	91	441	193	155
	Horz %	100.00	0.86	4.16	1.82	1.46
	Vert %	4.34	3.21	3.53	3.05	4.23
	Index	100	74	81	70	97
Used e-Mail - Past Month	Unwgt'd	37148	504	2012	1019	696
	Weighted (000)	177506	2433	10344	5138	3170
	Horz %	100.00	1.37	5.83	2.89	1.79
	Vert %	72.72	85.82	82.60	81.19	86.70
	Index	100	118	114	112	119
Used Instant Messenger/IM Online - Past Month	Unwgt'd	29084	396	1546	804	518
	Weighted (000)	148723	1998	8354	4243	2442
	Horz %	100.00	1.34	5.62	2.85	1.64
	Vert %	60.93	70.50	66.72	67.05	66.78
	Index	100	116	109	110	110
Visited Online Blogs - Past Month	Unwgt'd	6650	79	326	175	101
	Weighted (000)	32542	378	1606	804	445
	Horz %	100.00	1.16	4.94	2.47	1.37
	Vert %	13.33	13.35	12.83	12.70	12.17
	Index	100	100	96	95	91
Wrote an Online Blog - Past Month			*		*	*
	Unwgt'd	1215	16	59	32	18
	Weighted (000)	5810	80	268	170	82
	Horz %	100.00	1.38	4.61	2.92	1.41
	Vert %	2.38	2.82	2.14	2.68	2.24
	Index	100	119	90	113	94
Uploaded or Added Video to a Web Site - Past Month	Unwgt'd	4085	61	215	120	71
	Weighted (000)	20569	255	998	542	299
	Horz %	100.00	1.24	4.85	2.63	1.45
	Vert %	8.43	9.00	7.97	8.56	8.18
	Index	100	107	95	102	97
Social networking, photo or video-sharing services visited or used in the last 30 days: Any Social Networking/Photo/Video-sharing services						*
	Unwgt'd	36787	491	1955	1001	0
	Weighted (000)	184180	2403	10406	5235	0
	Horz %	100.00	1.30	5.65	2.84	0.00
	Vert %	75.46	84.78	83.10	82.72	0.00
	Index	100	112	110	110	0
Social networking, photo or video-sharing services visited or used in the last 30 days: Facebook						*
	Unwgt'd	29944	377	1581	814	0
	Weighted (000)	152016	1931	8601	4335	0
	Horz %	100.00	1.27	5.66	2.85	0.00
	Vert %	62.28	68.13	68.69	68.50	0.00
	Index	100	109	110	110	0

		Adults 18+	Own\Lease Jeep Wrangler	Automobiles And Oth Jeep	Most recent vehicle bought/leased Jeep	Decision maker for any Jeep bought\leased new
Foursquare			*	*	*	*
	Unwgted	259	2	6	2	0
	Weighted (000)	1096	10	56	44	0
	Horz %	100.00	0.93	5.13	4.00	0.00
	Vert %	0.45	0.36	0.45	0.69	0.00
	Index	100	80	100	154	0
Google + (Google Plus)						*
	Unwgted	7523	100	363	189	0
	Weighted (000)	37002	455	1689	879	0
	Horz %	100.00	1.23	4.56	2.38	0.00
	Vert %	15.16	16.06	13.49	13.89	0.00
	Index	100	106	89	92	0
Instagram						*
	Unwgted	11180	170	613	318	0
	Weighted (000)	59923	870	3280	1658	0
	Horz %	100.00	1.45	5.47	2.77	0.00
	Vert %	24.55	30.70	26.19	26.20	0.00
	Index	100	125	107	107	0
LinkedIn						*
	Unwgted	7899	144	453	226	0
	Weighted (000)	31599	595	2008	922	0
	Horz %	100.00	1.88	6.35	2.92	0.00
	Vert %	12.95	20.99	16.03	14.58	0.00
	Index	100	162	124	113	0
Pinterest						*
	Unwgted	9299	143	534	266	0
	Weighted (000)	49108	688	2978	1462	0
	Horz %	100.00	1.40	6.06	2.98	0.00
	Vert %	20.12	24.26	23.78	23.11	0.00
	Index	100	121	118	115	0
Tumblr			*			*
	Unwgted	1737	26	84	54	0
	Weighted (000)	9309	121	471	259	0
	Horz %	100.00	1.30	5.06	2.78	0.00
	Vert %	3.81	4.27	3.76	4.09	0.00
	Index	100	112	99	107	0
Twitter						*
	Unwgted	6507	102	340	177	0
	Weighted (000)	32509	504	1830	942	0
	Horz %	100.00	1.55	5.63	2.90	0.00
	Vert %	13.32	17.76	14.62	14.88	0.00
	Index	100	133	110	112	0
Yelp						*
	Unwgted	4238	63	209	113	0
	Weighted (000)	17049	268	888	492	0
	Horz %	100.00	1.57	5.21	2.88	0.00
	Vert %	6.98	9.46	7.09	7.77	0.00
	Index	100	135	102	111	0
YouTube						*
	Unwgted	24878	345	1327	682	0
	Weighted (000)	125197	1714	6979	3615	0
	Horz %	100.00	1.37	5.57	2.89	0.00
	Vert %	51.29	60.47	55.74	57.13	0.00
	Index	100	118	109	111	0

		Adults 18+	Own\Lease Jeep Wrangler	Automobiles And Oth Jeep	Most recent vehicle bought/leased Jeep	Decision maker for any Jeep bought\leased new
						*
Activities done using a social networking, photo or video-sharing service in the last 30 days: Posted that you "Like" something	Unwgt'd	19391	267	1076	552	0
	Weighted (000)	98998	1344	5835	2867	0
	Horz %	100.00	1.36	5.89	2.90	0.00
	Vert %	40.56	47.41	46.59	45.31	0.00
	Index	100	117	115	112	0
						*
"Follow" or become a "fan of" something or someone	Unwgt'd	9880	141	556	305	0
	Weighted (000)	51999	730	3024	1633	0
	Horz %	100.00	1.40	5.81	3.14	0.00
	Vert %	21.30	25.75	24.15	25.80	0.00
	Index	100	121	113	121	0
						*
Clicked on an advertisement	Unwgt'd	7250	103	400	223	0
	Weighted (000)	34609	437	1962	1120	0
	Horz %	100.00	1.26	5.67	3.24	0.00
	Vert %	14.18	15.41	15.67	17.70	0.00
	Index	100	109	110	125	0
						*
Watched a video	Unwgt'd	23931	334	1289	683	0
	Weighted (000)	121821	1682	6903	3604	0
	Horz %	100.00	1.38	5.67	2.96	0.00
	Vert %	49.91	59.35	55.13	56.95	0.00
	Index	100	119	110	114	0
			*		*	*
Websites or apps visited or used in the last 30 days: Coupons	Unwgt'd	1642	14	67	34	0
	Weighted (000)	7736	62	359	176	0
	Horz %	100.00	0.80	4.64	2.28	0.00
	Vert %	3.17	2.20	2.87	2.79	0.00
	Index	100	69	90	88	0
Sent or Received Text Messages on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	40180	533	2128	1094	706
	Weighted (000)	200974	2644	11231	5683	3263
	Horz %	100.00	1.32	5.59	2.83	1.62
	Vert %	82.34	93.28	89.69	89.80	89.24
	Index	100	113	109	109	108
Sent or Received Instant Messages on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	20952	303	1183	626	393
	Weighted (000)	106707	1532	6368	3334	1867
	Horz %	100.00	1.44	5.97	3.12	1.75
	Vert %	43.72	54.03	50.85	52.69	51.05
	Index	100	124	116	121	117
Recorded a Video on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	19339	265	1043	534	345
	Weighted (000)	97935	1164	5242	2647	1539
	Horz %	100.00	1.19	5.35	2.70	1.57
	Vert %	40.12	41.07	41.86	41.83	42.09
	Index	100	102	104	104	105
Played Music on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	24725	358	1357	697	432
	Weighted (000)	126500	1756	7275	3695	2095
	Horz %	100.00	1.39	5.75	2.92	1.66
	Vert %	51.83	61.93	58.10	58.39	57.28
	Index	100	120	112	113	111

		Adults 18+	Own\Lease Jeep Wrangler	Automobiles And Oth Jeep	Most recent vehicle bought/leased Jeep	Decision maker for any Jeep bought\leased new
Played a Game on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	15697	222	856	449	264
	Weighted (000)	84080	1241	4728	2448	1317
	Horz %	100.00	1.48	5.62	2.91	1.57
	Vert %	34.45	43.78	37.76	38.68	36.01
	Index	100	127	110	112	105
Watched a Movie, TV Program or Other Video on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	11626	168	603	325	182
	Weighted (000)	61092	914	3372	1801	869
	Horz %	100.00	1.50	5.52	2.95	1.42
	Vert %	25.03	32.24	26.93	28.45	23.76
	Index	100	129	108	114	95
Used a Mobile "App" - Past Month	Unwgted	25794	394	1464	759	500
	Weighted (000)	128777	1916	7703	3874	2349
	Horz %	100.00	1.49	5.98	3.01	1.82
	Vert %	52.76	67.60	61.51	61.21	64.24
	Index	100	128	117	116	122
Read Any Daily Newspaper (Print/Paper/Hard Copy)	Unwgted	10912	98	465	245	170
	Weighted (000)	50128	434	2299	1203	696
	Horz %	100.00	0.86	4.59	2.40	1.39
	Vert %	20.54	15.30	18.36	19.02	19.05
	Index	100	74	89	93	93
Read Any Sunday Newspaper (Print/Paper/Hard Copy)	Unwgted	14245	133	617	312	220
	Weighted (000)	67106	617	2962	1517	933
	Horz %	100.00	0.92	4.41	2.26	1.39
	Vert %	27.49	21.78	23.65	23.98	25.51
	Index	100	79	86	87	93
Read or Looked Into Any Electronic Version of a Newspaper, Including Web Site - Past Month	Unwgted	19488	280	1088	559	398
	Weighted (000)	91290	1344	5534	2685	1674
	Horz %	100.00	1.47	6.06	2.94	1.83
	Vert %	37.40	47.42	44.20	42.42	45.78
	Index	100	127	118	113	122
Read Classified Advertising in Weekday Newspaper			*			
	Unwgted	3772	36	180	91	60
	Weighted (000)	20084	193	1014	556	255
	Horz %	100.00	0.96	5.05	2.77	1.27
	Vert %	8.23	6.82	8.10	8.78	6.96
Read Classified Advertising in Sunda/Weekend Newspaper			*			
	Unwgted	3758	40	189	102	67
	Weighted (000)	19510	256	1075	588	307
	Horz %	100.00	1.31	5.51	3.01	1.57
	Vert %	7.99	9.02	8.58	9.29	8.39
Read Advertisements in Weekday Newspaper			*			
	Unwgted	3812	30	161	83	65
	Weighted (000)	17916	139	765	422	286
	Horz %	100.00	0.77	4.27	2.36	1.60
	Vert %	7.34	4.90	6.11	6.67	7.82
	Index	100	67	83	91	106

		Adults 18+	Own\Lease Jeep Wrangler	Automobiles And Oth Jeep	Most recent vehicle bought/leased Jeep	Decision maker for any Jeep bought\leased new
Read Advertisements in Sunday/Weekend Newspaper			*			
	Unwgted	4633	42	219	106	92
	Weighted (000)	22092	237	1092	542	472
	Horz %	100.00	1.07	4.94	2.45	2.14
	Vert %	9.05	8.37	8.72	8.56	12.91
	Index	100	92	96	95	143
Read Circulars/Inserts/Fliers in Weekday Newspaper			*			
	Unwgted	5068	47	221	120	87
	Weighted (000)	23852	314	1224	702	447
	Horz %	100.00	1.32	5.13	2.94	1.88
	Vert %	9.77	11.08	9.77	11.09	12.23
	Index	100	113	100	114	125
Read Circulars/Inserts/Fliers in Sunday/Weekend Newspaper			*			
	Unwgted	7203	77	352	189	137
	Weighted (000)	34013	476	1865	1031	686
	Horz %	100.00	1.40	5.48	3.03	2.02
	Vert %	13.93	16.78	14.90	16.30	18.77
	Index	100	120	107	117	135
Received and/or Clipped Coupons from Weekday Newspaper - Past Year			*			
	Unwgted	4191	39	192	79	75
	Weighted (000)	20652	187	958	383	300
	Horz %	100.00	0.91	4.64	1.85	1.45
	Vert %	8.46	6.61	7.65	6.05	8.19
	Index	100	78	90	72	97
Received and/or Clipped Coupons from Sunday/Weekend Newspaper - Past Year			*			
	Unwgted	9539	84	467	209	166
	Weighted (000)	47372	503	2584	1168	800
	Horz %	100.00	1.06	5.45	2.47	1.69
	Vert %	19.41	17.75	20.63	18.45	21.88
	Index	100	91	106	95	113
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

RAB / GfK MRI AUTO PROFILE: Jeep

		Adults 18+	Own\Lease Jeep Wrangler	Automobiles And Oth Jeep	Most recent vehicle bought/leased Jeep	Decision maker for any Jeep bought\leased new
Have Seen Video Ads in Grocery Storees - Past Month	Unwgted	8175	103	420	229	142
	Weighted (000)	42062	478	2137	1214	631
	Horz %	100.00	1.14	5.08	2.89	1.50
	Vert %	17.23	16.86	17.07	19.18	17.26
	Index	100	98	99	111	100
Have Seen Video Ads in Drug Stores - Past Month	Unwgted	5434	57	256	131	92
	Weighted (000)	27750	255	1212	630	378
	Horz %	100.00	0.92	4.37	2.27	1.36
	Vert %	11.37	9.00	9.68	9.95	10.33
	Index	100	79	85	88	91
Have Seen Video Ads in Convenience Stores - Past Month	Unwgted	5425	58	260	143	88
	Weighted (000)	27941	256	1253	703	377
	Horz %	100.00	0.92	4.48	2.52	1.35
	Vert %	11.45	9.03	10.00	11.11	10.30
	Index	100	79	87	97	90
Have Seen Video Ads in Large Discount/Department Stores - Past Month	Unwgted	5807	61	271	144	85
	Weighted (000)	30170	305	1410	770	398
	Horz %	100.00	1.01	4.67	2.55	1.32
	Vert %	12.36	10.75	11.26	12.17	10.88
	Index	100	87	91	98	88
Have Seen Video Ads in Warehouse/Club Stores - Past Month	Unwgted	5047	63	254	145	90
	Weighted (000)	24469	316	1227	736	420
	Horz %	100.00	1.29	5.01	3.01	1.71
	Vert %	10.02	11.14	9.80	11.64	11.48
	Index	100	111	98	116	114
Have Seen Video Ads in Other Stores - Past Month	Unwgted	4572	51	205	109	71
	Weighted (000)	23484	195	918	532	287
	Horz %	100.00	0.83	3.91	2.26	1.22
	Vert %	9.62	6.89	7.33	8.40	7.85
	Index	100	72	76	87	82
Have Seen Video Ads in Shopping Malls - Past Month	Unwgted	6133	65	298	167	114
	Weighted (000)	30556	268	1427	795	492
	Horz %	100.00	0.88	4.67	2.60	1.61
	Vert %	12.52	9.45	11.39	12.55	13.45
	Index	100	76	91	100	107
Have Seen Video Ads in Bars/Pubs - Past Month	Unwgted	4212	53	219	123	76
	Weighted (000)	21008	213	977	571	296
	Horz %	100.00	1.02	4.65	2.72	1.41
	Vert %	8.61	7.53	7.80	9.03	8.08
	Index	100	87	91	105	94
Have Seen Video Ads in Fast- Food or Family Restaurants - Past Month	Unwgted	6034	65	293	165	100
	Weighted (000)	31175	311	1418	853	412
	Horz %	100.00	1.00	4.55	2.74	1.32
	Vert %	12.77	10.96	11.32	13.49	11.27
	Index	100	86	89	106	88

		Adults 18+	Own\Lease Jeep Wrangler	Automobiles And Oth Jeep	Most recent vehicle bought/leased Jeep	Decision maker for any Jeep bought\leased new
Have Seen Video Ads in Coffee Shops, Cafes or Delis - Past Month	Unwgted	4611	52	233	134	82
	Weighted (000)	23019	220	1151	664	334
	Horz %	100.00	0.96	5.00	2.88	1.45
	Vert %	9.43	7.78	9.19	10.49	9.12
	Index	100	82	97	111	97
Have Seen Video Ads in Gym/Health Clubs - Past Month			*			
	Unwgted	4016	44	205	115	72
	Weighted (000)	19382	179	945	546	261
	Horz %	100.00	0.92	4.88	2.82	1.34
	Vert %	7.94	6.32	7.55	8.63	7.13
Index	100	80	95	109	90	
Have Seen Video Ads in Medical Offices - Past Month	Unwgted	5499	59	278	158	104
	Weighted (000)	27407	258	1352	793	441
	Horz %	100.00	0.94	4.93	2.89	1.61
	Vert %	11.23	9.10	10.80	12.52	12.05
	Index	100	81	96	112	107
Have Seen Video Ads in Airports - Past Month	Unwgted	3929	50	191	102	72
	Weighted (000)	17909	214	818	436	256
	Horz %	100.00	1.20	4.57	2.44	1.43
	Vert %	7.34	7.55	6.54	6.90	7.01
	Index	100	103	89	94	96
Have Seen Video Ads at Gas Stations - Past Month	Unwgted	8390	109	417	221	135
	Weighted (000)	41042	544	2091	1091	598
	Horz %	100.00	1.33	5.09	2.66	1.46
	Vert %	16.81	19.19	16.70	17.24	16.36
	Index	100	114	99	103	97
Have Seen Video Ads in Office Building Lobbies - Past Month			*			
	Unwgted	3669	38	164	89	54
	Weighted (000)	18065	141	767	446	207
	Horz %	100.00	0.78	4.25	2.47	1.15
	Vert %	7.40	4.97	6.13	7.05	5.66
Index	100	67	83	95	76	
Have Seen Video Ads in Office Building Elevators - Past Month			*			
	Unwgted	3552	35	160	83	53
	Weighted (000)	16785	139	700	405	181
	Horz %	100.00	0.83	4.17	2.42	1.08
	Vert %	6.88	4.92	5.59	6.41	4.94
Index	100	71	81	93	72	
Have Seen Video Ads in Movie Theater Lobbies - Past Month	Unwgted	5092	56	241	129	87
	Weighted (000)	25878	271	1274	628	358
	Horz %	100.00	1.05	4.92	2.43	1.38
	Vert %	10.60	9.57	10.18	9.92	9.79
	Index	100	90	96	94	92
Have Seen Ads on Billboards - Past Month	Unwgted	23703	332	1323	674	440
	Weighted (000)	117973	1604	6703	3276	1943
	Horz %	100.00	1.36	5.68	2.78	1.65
	Vert %	48.33	56.58	53.53	51.77	53.14
	Index	100	117	111	107	110

		Adults 18+	Own\Lease Jeep Wrangler	Automobiles And Oth Jeep	Most recent vehicle bought/leased Jeep	Decision maker for any Jeep bought\leased new
Have Seen Ads on Buses/Trains - Past Month	Unwgted	10886	139	547	288	183
	Weighted (000)	50330	590	2563	1287	740
	Horz %	100.00	1.17	5.09	2.56	1.47
	Vert %	20.62	20.82	20.46	20.34	20.24
	Index	100	101	99	99	98
Have Seen Ads at Bus Stops or Train Stations - Past Month	Unwgted	7328	74	339	182	119
	Weighted (000)	32843	290	1539	820	513
	Horz %	100.00	0.88	4.69	2.50	1.56
	Vert %	13.46	10.22	12.29	12.96	14.04
	Index	100	76	91	96	104
Have Seen Ads Inside Taxis - Past Month			*			
	Unwgted	3849	47	182	110	67
	Weighted (000)	17102	190	820	507	267
	Horz %	100.00	1.11	4.80	2.97	1.56
	Vert %	7.01	6.69	6.55	8.01	7.30
	Index	100	96	94	114	104
Have Seen Ads on Top of Taxis - Past Month	Unwgted	5892	66	276	140	98
	Weighted (000)	26219	266	1272	614	380
	Horz %	100.00	1.01	4.85	2.34	1.45
	Vert %	10.74	9.38	10.16	9.71	10.40
	Index	100	87	95	90	97
Have Seen Ads on Phone Booths - Past Month			*			*
	Unwgted	3008	28	136	77	46
	Weighted (000)	14451	123	644	340	201
	Horz %	100.00	0.85	4.45	2.35	1.39
	Vert %	5.92	4.35	5.14	5.37	5.49
	Index	100	73	87	91	93
Have Seen Ads at Sports or Entertainment Events - Past Month	Unwgted	7405	103	412	223	155
	Weighted (000)	36191	494	1979	1074	626
	Horz %	100.00	1.36	5.47	2.97	1.73
	Vert %	14.83	17.43	15.81	16.97	17.12
	Index	100	118	107	114	115
Have Seen Ads on Postcards - Past Month	Unwgted	5576	64	276	150	91
	Weighted (000)	26312	308	1333	744	359
	Horz %	100.00	1.17	5.07	2.83	1.36
	Vert %	10.78	10.85	10.65	11.75	9.81
	Index	100	101	99	109	91
Have Seen Ads Sent to a Cellphone or Other Mobile Device - Past Month	Unwgted	13421	178	733	385	247
	Weighted (000)	66442	874	3647	1987	1079
	Horz %	100.00	1.32	5.49	2.99	1.62
	Vert %	27.22	30.83	29.13	31.40	29.50
	Index	100	113	107	115	108
Have Seen Ads on Posters at Movie Theaters - Past Month	Unwgted	8606	106	448	231	150
	Weighted (000)	42087	475	2157	1017	583
	Horz %	100.00	1.13	5.13	2.42	1.39
	Vert %	17.24	16.76	17.23	16.07	15.95
	Index	100	97	100	93	92

		Adults 18+	Own\Lease Jeep Wrangler	Automobiles And Oth Jeep	Most recent vehicle bought/leased Jeep	Decision maker for any Jeep bought\leased new
Have Seen Ads Shown On-Screen Before Start of a Movie - Past Month	Unwgt'd	10943	134	599	308	211
	Weighted (000)	53139	615	2909	1400	833
	Horz %	100.00	1.16	5.47	2.63	1.57
	Vert %	21.77	21.68	23.23	22.12	22.78
	Index	100	100	107	102	105
Have Seen Ads in Stores (Not Video Ads) - Past Month	Unwgt'd	15171	197	843	434	294
	Weighted (000)	76102	963	4309	2190	1250
	Horz %	100.00	1.27	5.66	2.88	1.64
	Vert %	31.18	33.99	34.42	34.61	34.18
	Index	100	109	110	111	110
Have Seen Ads in Shopping Malls (Not Video Ads) - Past Month	Unwgt'd	10587	146	581	308	207
	Weighted (000)	52205	650	2819	1495	883
	Horz %	100.00	1.25	5.40	2.86	1.69
	Vert %	21.39	22.94	22.52	23.62	24.14
	Index	100	107	105	110	113
Have Seen Infomercials - Past Month	Unwgt'd	9871	124	525	260	189
	Weighted (000)	49119	607	2761	1326	841
	Horz %	100.00	1.23	5.62	2.70	1.71
	Vert %	20.12	21.40	22.05	20.95	22.99
	Index	100	106	110	104	114
Have Seen Offers or Ads Sent to Home by Mail - Past Month	Unwgt'd	19632	260	1069	534	368
	Weighted (000)	96299	1223	5252	2557	1598
	Horz %	100.00	1.27	5.45	2.65	1.66
	Vert %	39.45	43.14	41.94	40.40	43.70
	Index	100	109	106	102	111
Have Seen Product Placement in Video Games - Past Month	Unwgt'd	4596	45	208	110	59
	Weighted (000)	24167	252	1185	611	294
	Horz %	100.00	1.04	4.90	2.53	1.22
	Vert %	9.90	8.88	9.47	9.66	8.05
	Index	100	90	96	98	81
Have Seen Product Placement in TV Shows - Past Month	Unwgt'd	17823	232	999	509	344
	Weighted (000)	88092	1203	5097	2571	1562
	Horz %	100.00	1.37	5.79	2.92	1.77
	Vert %	36.09	42.44	40.71	40.62	42.71
	Index	100	118	113	113	118
Have Seen Product Placement in Movies - Past Month	Unwgt'd	11248	153	625	316	219
	Weighted (000)	56256	800	3212	1552	973
	Horz %	100.00	1.42	5.71	2.76	1.73
	Vert %	23.05	28.21	25.65	24.52	26.61
	Index	100	122	111	106	115

RAB / GfK MRI AUTO PROFILE: Jeep

		Adults 18+	Would buy/lease new Jeep if making any decision today
Adults18+	Unwgted	48646	889
	Weighted (000)	244084	4339
	Horz %	100.00	1.78
	Vert %	100.00	100.00
	Index	100	100
Male	Unwgted	24620	421
	Weighted (000)	117785	1831
	Horz %	100.00	1.55
	Vert %	48.26	42.19
	Index	100	87
Female	Unwgted	24026	468
	Weighted (000)	126299	2508
	Horz %	100.00	1.99
	Vert %	51.74	57.81
	Index	100	112
Age 18-24	Unwgted	3885	119
	Weighted (000)	30253	922
	Horz %	100.00	3.05
	Vert %	12.39	21.26
	Index	100	172
Age 25-34	Unwgted	8183	176
	Weighted (000)	43389	828
	Horz %	100.00	1.91
	Vert %	17.78	19.09
	Index	100	107
Age 35-44	Unwgted	8605	169
	Weighted (000)	40230	786
	Horz %	100.00	1.95
	Vert %	16.48	18.11
	Index	100	110
Age 45-54	Unwgted	8861	169
	Weighted (000)	43105	787
	Horz %	100.00	1.83
	Vert %	17.66	18.14
	Index	100	103
Age 55-64	Unwgted	8498	145
	Weighted (000)	40725	626
	Horz %	100.00	1.54
	Vert %	16.68	14.42
	Index	100	86

		Adults 18+	Would buy/lease new Jeep if making any decision today
Age 65+	Unwgted	10614	111
	Weighted (000)	46383	390
	Horz %	100.00	0.84
	Vert %	19.00	8.99
	Index	100	47
Age 21+	Unwgted	47284	850
	Weighted (000)	232046	4012
	Horz %	100.00	1.73
	Vert %	95.07	92.47
	Index	100	97
Age 18-34	Unwgted	12068	295
	Weighted (000)	73642	1751
	Horz %	100.00	2.38
	Vert %	30.17	40.35
	Index	100	134
Age 18-49	Unwgted	24996	551
	Weighted (000)	134658	2971
	Horz %	100.00	2.21
	Vert %	55.17	68.47
	Index	100	124
Age 25-54	Unwgted	25649	514
	Weighted (000)	126724	2401
	Horz %	100.00	1.89
	Vert %	51.92	55.34
	Index	100	107
Age 35-64	Unwgted	25964	483
	Weighted (000)	124059	2198
	Horz %	100.00	1.77
	Vert %	50.83	50.67
	Index	100	100
Age 50+	Unwgted	23650	338
	Weighted (000)	109426	1368
	Horz %	100.00	1.25
	Vert %	44.83	31.53
	Index	100	70
Median Age	Unwgted		
	Weighted (000)	47.00	41.10
	Horz %		
	Vert %		
	Index	100	88
Race: White Only	Unwgted	34564	714
	Weighted (000)	179823	3606
	Horz %	100.00	2.01
	Vert %	73.67	83.11
	Index	100	113

		Adults 18+	Would buy/lease new Jeep if making any decision today
Race: Black/African-American Only	Unwgted	5909	77
	Weighted (000)	29535	348
	Horz %	100.00	1.18
	Vert %	12.10	8.02
	Index	100	66
			*
Race: Asian	Unwgted	2388	19
	Weighted (000)	8358	89
	Horz %	100.00	1.06
	Vert %	3.42	2.05
	Index	100	60
Race: Other Race/Multi-Racial	Unwgted	8173	98
	Weighted (000)	34726	385
	Horz %	100.00	1.11
	Vert %	14.23	8.86
	Index	100	62
Hispanic, Latino, Spanish Origin or Descent	Unwgted	6851	100
	Weighted (000)	37743	481
	Horz %	100.00	1.28
	Vert %	15.46	11.10
	Index	100	72
			*
Hispanic, Personally Speak Only English at Home	Unwgted	1739	25
	Weighted (000)	6214	83
	Horz %	100.00	1.34
	Vert %	2.55	1.91
	Index	100	75
			*
Hispanic, Personally Speak Mostly English, But Some Spanish at Home	Unwgted	2047	40
	Weighted (000)	9439	110
	Horz %	100.00	1.17
	Vert %	3.87	2.54
	Index	100	66
			*
Hispanic, Personally Speak Only Spanish at Home	Unwgted	1280	12
	Weighted (000)	10474	114
	Horz %	100.00	1.09
	Vert %	4.29	2.62
	Index	100	61
			*
Hispanic, Personally Speak Mostly Spanish, But Some English at Home	Unwgted	1668	20
	Weighted (000)	9512	142
	Horz %	100.00	1.50
	Vert %	3.90	3.28
	Index	100	84
			*
Hispanic, Personally Speak Spanish and English Equally at Home	Unwgted	99	3
	Weighted (000)	1751	32
	Horz %	100.00	1.85
	Vert %	0.72	0.75
	Index	100	104

		Adults 18+	Would buy/lease new Jeep if making any decision today
Highest Level Education Completed/Highest Degree Received: Master's, Professional School or Doctorate Degree	Unwgted	6825	112
	Weighted (000)	26213	513
	Horz %	100.00	1.96
	Vert %	10.74	11.83
	Index	100	110
Highest Level Education Completed/Highest Degree Received: Bachelor's Degree	Unwgted	10965	228
	Weighted (000)	46746	896
	Horz %	100.00	1.92
	Vert %	19.15	20.65
	Index	100	108
Highest Level Education Completed/Highest Degree Received: Associate Degree, Academic	Unwgted	2649	55
	Weighted (000)	11210	255
	Horz %	100.00	2.27
	Vert %	4.59	5.88
	Index	100	128
Highest Level Education Completed/Highest Degree Received: Associate Degree, Occupational/Vocational	Unwgted	3407	72
	Weighted (000)	13775	277
	Horz %	100.00	2.01
	Vert %	5.64	6.39
	Index	100	113
Highest Level Education Completed/Highest Degree Received: Some College, but No Degree	Unwgted	10089	202
	Weighted (000)	44682	852
	Horz %	100.00	1.91
	Vert %	18.31	19.63
	Index	100	107
Respondent - Highest Level Education Completed/Highest Degree Received: High school graduate (High School Diploma or Equivalent, such as GED)	Unwgted	10356	168
	Weighted (000)	71816	1201
	Horz %	100.00	1.67
	Vert %	29.42	27.69
	Index	100	94
Respondent - Highest Level Education Completed/Highest Degree Received: 11th Grade or Less or 12th Grade, No Diploma	Unwgted	4355	52
	Weighted (000)	29641	344
	Horz %	100.00	1.16
	Vert %	12.14	7.93
	Index	100	65
Currently Attending College or University	Unwgted	3403	88
	Weighted (000)	19372	494
	Horz %	100.00	2.55
	Vert %	7.94	11.38
	Index	100	143
Employed Full Time	Unwgted	25438	544
	Weighted (000)	119890	2399
	Horz %	100.00	2.00
	Vert %	49.12	55.28
	Index	100	113

		Adults 18+	Would buy/lease new Jeep if making any decision today
Employed Part Time	Unwgted	5730	118
	Weighted (000)	28854	671
	Horz %	100.00	2.33
	Vert %	11.82	15.46
	Index	100	131
Not Employed	Unwgted	17478	227
	Weighted (000)	95339	1269
	Horz %	100.00	1.33
	Vert %	39.06	29.26
	Index	100	75
Temporarily Unemployed	Unwgted	1886	28
	Weighted (000)	12314	175
	Horz %	100.00	1.42
	Vert %	5.05	4.03
	Index	100	80
Retired from Employment	Unwgted	10143	116
	Weighted (000)	46820	479
	Horz %	100.00	1.02
	Vert %	19.18	11.03
	Index	100	58
Not Employed, Principal Shopper for Household	Unwgted	2543	35
	Weighted (000)	16573	221
	Horz %	100.00	1.33
	Vert %	6.79	5.08
	Index	100	75
Occupation: Professional and Related Occupations	Unwgted	7405	161
	Weighted (000)	34142	840
	Horz %	100.00	2.46
	Vert %	13.99	19.36
	Index	100	138
Occupation: Management, Business and Financial Operations	Unwgted	6595	130
	Weighted (000)	24720	497
	Horz %	100.00	2.01
	Vert %	10.13	11.46
	Index	100	113
Occupation: Sales and Office Occupations	Unwgted	5959	161
	Weighted (000)	32636	784
	Horz %	100.00	2.40
	Vert %	13.37	18.07
	Index	100	135
Occupation: Natural Resources, Construction and Maintenance Occupations	Unwgted	2756	47
	Weighted (000)	13728	196
	Horz %	100.00	1.43
	Vert %	5.62	4.52
	Index	100	80

		Adults 18+	Would buy/lease new Jeep if making any decision today
Occupation: Other Employed	Unwgted	8453	163
	Weighted (000)	43519	752
	Horz %	100.00	1.73
	Vert %	17.83	17.34
	Index	100	97
			*
Household Income: \$250,000+	Unwgted	1966	42
	Weighted (000)	7800	180
	Horz %	100.00	2.30
	Vert %	3.20	4.14
	Index	100	129
			*
Household Income: \$200,000-\$249,999	Unwgted	1583	20
	Weighted (000)	7178	91
	Horz %	100.00	1.27
	Vert %	2.94	2.11
	Index	100	72
Household Income: \$150,000-\$199,999	Unwgted	3725	77
	Weighted (000)	18847	350
	Horz %	100.00	1.86
	Vert %	7.72	8.07
	Index	100	105
Household Income: \$100,000-\$149,999	Unwgted	7038	142
	Weighted (000)	39997	784
	Horz %	100.00	1.96
	Vert %	16.39	18.07
	Index	100	110
Household Income: \$75,000-\$99,999	Unwgted	6168	113
	Weighted (000)	32585	531
	Horz %	100.00	1.63
	Vert %	13.35	12.24
	Index	100	92
Household Income: \$60,000-\$74,999	Unwgted	4945	115
	Weighted (000)	24958	554
	Horz %	100.00	2.22
	Vert %	10.23	12.77
	Index	100	125
Household Income: \$50,000-\$59,999	Unwgted	3824	69
	Weighted (000)	18483	356
	Horz %	100.00	1.92
	Vert %	7.57	8.20
	Index	100	108
Household Income: \$40,000-\$49,999	Unwgted	4928	96
	Weighted (000)	20001	357
	Horz %	100.00	1.79
	Vert %	8.19	8.24
	Index	100	101

		Adults 18+	Would buy/lease new Jeep if making any decision today
Household Income: \$30,000-\$39,999	Unwgted	4676	81
	Weighted (000)	21673	410
	Horz %	100.00	1.89
	Vert %	8.88	9.45
	Index	100	106
Household Income: \$20,000-\$29,999	Unwgted	4378	70
	Weighted (000)	21286	381
	Horz %	100.00	1.79
	Vert %	8.72	8.78
	Index	100	101
Household Income: Under \$20,000	Unwgted	5415	64
	Weighted (000)	31275	344
	Horz %	100.00	1.10
	Vert %	12.81	7.94
	Index	100	62
Median Household Income	Unwgted		
	Weighted (000)	65.60	68.70
	Horz %		
	Vert %		
	Index	100	105
Marital Status: Single, Never Married	Unwgted	12107	271
	Weighted (000)	69105	1549
	Horz %	100.00	2.24
	Vert %	28.31	35.70
	Index	100	126
Marital Status: Currently Married	Unwgted	24506	427
	Weighted (000)	129071	2188
	Horz %	100.00	1.70
	Vert %	52.88	50.42
	Index	100	95
Marital Status: Divorced or Legally Separated	Unwgted	8229	153
	Weighted (000)	31030	506
	Horz %	100.00	1.63
	Vert %	12.71	11.66
	Index	100	92
Marital Status: Widowed	Unwgted	3804	38
	Weighted (000)	14879	96
	Horz %	100.00	0.65
	Vert %	6.10	2.22
	Index	100	36
Marital Status: Engaged to Be Married	Unwgted	2120	51
	Weighted (000)	11812	255
	Horz %	100.00	2.16
	Vert %	4.84	5.87
	Index	100	121

		Adults 18+	Would buy/lease new Jeep if making any decision today
Marital Status: Living with Partner/Fiancé/Boyfriend or Girlfriend (Same or Opposite Sex)	Unwgted	3596	78
	Weighted (000)	21557	431
	Horz %	100.00	2.00
	Vert %	8.83	9.94
	Index	100	113
Any Child(ren) Under Age 18 Living at Home	Unwgted	18201	349
	Weighted (000)	94932	1694
	Horz %	100.00	1.78
	Vert %	38.89	39.05
	Index	100	100
1 Child Under Age 18 Currently Living at Home	Unwgted	7127	161
	Weighted (000)	38013	783
	Horz %	100.00	2.06
	Vert %	15.57	18.04
	Index	100	116
2 Children Under Age 18 Currently Living at Home	Unwgted	6935	135
	Weighted (000)	34366	643
	Horz %	100.00	1.87
	Vert %	14.08	14.82
	Index	100	105
3 Children Under Age 18 Currently Living at Home			*
	Unwgted	2804	39
	Weighted (000)	14813	195
	Horz %	100.00	1.32
	Index	100	74
4 Children Under Age 18 Currently Living at Home			*
	Unwgted	872	10
	Weighted (000)	4873	57
	Horz %	100.00	1.17
	Index	100	66
5 or More Children Under Age 18 Currently Living at Home			*
	Unwgted	463	4
	Weighted (000)	2867	17
	Horz %	100.00	0.59
	Index	100	33
Own Home/Residence	Unwgted	32775	591
	Weighted (000)	160976	2838
	Horz %	100.00	1.76
	Vert %	65.95	65.41
	Index	100	99
Rent Home/Residence	Unwgted	15306	290
	Weighted (000)	80205	1472
	Horz %	100.00	1.84
	Vert %	32.86	33.93
	Index	100	103

		Adults 18+	Would buy/lease new Jeep if making any decision today
			*
Live Rent-Free in Home/Residence	Unwgted	565	8
	Weighted (000)	2903	29
	Horz %	100.00	0.99
	Vert %	1.19	0.66
	Index	100	56
Census Region: North East	Unwgted	11000	245
	Weighted (000)	44018	994
	Horz %	100.00	2.26
	Vert %	18.03	22.92
	Index	100	127
Census Region: South	Unwgted	17645	318
	Weighted (000)	92016	1541
	Horz %	100.00	1.67
	Vert %	37.70	35.51
	Index	100	94
Census Region: Midwest	Unwgted	9880	187
	Weighted (000)	52062	932
	Horz %	100.00	1.79
	Vert %	21.33	21.47
	Index	100	101
Census Region: West	Unwgted	10121	139
	Weighted (000)	55988	872
	Horz %	100.00	1.56
	Vert %	22.94	20.11
	Index	100	88
Census Sub-Region: New England	Unwgted	2748	70
	Weighted (000)	11567	307
	Horz %	100.00	2.65
	Vert %	4.74	7.08
	Index	100	149
Census Sub-Region: Mid Atlantic	Unwgted	8252	175
	Weighted (000)	32451	687
	Horz %	100.00	2.12
	Vert %	13.30	15.84
	Index	100	119
Census Sub-Region: South Atlantic	Unwgted	9812	178
	Weighted (000)	48740	693
	Horz %	100.00	1.42
	Vert %	19.97	15.97
	Index	100	80
Census Sub-Region: East South Central			*
	Unwgted	1890	26
	Weighted (000)	14067	299
	Horz %	100.00	2.13
	Vert %	5.76	6.90
			120

		Adults 18+	Would buy/lease new Jeep if making any decision today
Census Sub-Region: West South Central	Unwgted	5943	114
	Weighted (000)	29209	548
	Horz %	100.00	1.88
	Vert %	11.97	12.64
	Index	100	106
Census Sub-Region: East North Central	Unwgted	7303	151
	Weighted (000)	36089	686
	Horz %	100.00	1.90
	Vert %	14.79	15.81
	Index	100	107
Census Sub-Region: West North Central			*
	Unwgted	2577	36
	Weighted (000)	15973	246
	Horz %	100.00	1.54
	Vert %	6.54	5.66
Census Sub-Region: Mountain	Index	100	87
	Unwgted	2752	57
	Weighted (000)	18482	357
	Horz %	100.00	1.93
	Vert %	7.57	8.22
Census Sub-Region: Pacific	Index	100	109
	Unwgted	7369	82
	Weighted (000)	37506	516
	Horz %	100.00	1.37
	Vert %	15.37	11.88
County Size: A	Index	100	77
	Unwgted	26326	491
	Weighted (000)	102649	1845
	Horz %	100.00	1.80
	Vert %	42.05	42.53
County Size: B	Index	100	101
	Unwgted	11709	216
	Weighted (000)	72000	1344
	Horz %	100.00	1.87
	Vert %	29.50	30.98
County Size: C/D	Index	100	105
	Unwgted	10611	182
	Weighted (000)	69435	1150
	Horz %	100.00	1.66
	Vert %	28.45	26.49
Radio Formats: AAA (subset of Alternative) (Monday-Sunday 24-Hour Cume)	Index	100	93
	Unwgted	1128	17
	Weighted (000)	4719	67
	Horz %	100.00	1.41
	Vert %	1.93	1.54
			79

		Adults 18+	Would buy/lease new Jeep if making any decision today
Radio Formats: Adult Contemporary (Monday-Sunday 24-Hour Cume)	Unwgted	7893	172
	Weighted (000)	38375	881
	Horz %	100.00	2.29
	Vert %	15.72	20.29
	Index	100	129
			*
Radio Formats: Adult Hits (Monday-Sunday 24-Hour Cume)	Unwgted	1220	23
	Weighted (000)	6399	95
	Horz %	100.00	1.48
	Vert %	2.62	2.19
	Index	100	83
		*	*
UNTRENDED: Radio Formats: Adult Standards/Easy Listening (Monday-Sunday 24-Hour Cume)	Unwgted	0	0
	Weighted (000)	0	0
	Horz %	0.00	0.00
	Vert %	0.00	0.00
	Index	0	0
			*
Radio Formats: All News (Monday-Sunday 24-Hour Cume)	Unwgted	2726	49
	Weighted (000)	7983	149
	Horz %	100.00	1.87
	Vert %	3.27	3.44
	Index	100	105
			*
Radio Formats: All Sports (Monday-Sunday 24-Hour Cume)	Unwgted	3232	70
	Weighted (000)	12837	301
	Horz %	100.00	2.34
	Vert %	5.26	6.93
	Index	100	132
			*
Radio Formats: All Talk (Monday-Sunday 24-Hour Cume)	Unwgted	850	12
	Weighted (000)	3908	51
	Horz %	100.00	1.29
	Vert %	1.60	1.16
	Index	100	73
			*
Radio Formats: Alternative (Monday-Sunday 24-Hour Cume)	Unwgted	3051	63
	Weighted (000)	14357	372
	Horz %	100.00	2.59
	Vert %	5.88	8.58
	Index	100	146
			*
Radio Formats: CHR/Top 40 (Monday-Sunday 24-Hour Cume)	Unwgted	8136	199
	Weighted (000)	42891	1114
	Horz %	100.00	2.60
	Vert %	17.57	25.68
	Index	100	146
			*
Radio Formats: Classic Hits (Monday-Sunday 24-Hour Cume)	Unwgted	2864	52
	Weighted (000)	14285	269
	Horz %	100.00	1.88
	Vert %	5.85	6.20
	Index	100	106

		Adults 18+	Would buy/lease new Jeep if making any decision today
Radio Formats: Classic Rock (Monday-Sunday 24-Hour Cume)	Unwgted	3360	76
	Weighted (000)	16987	323
	Horz %	100.00	1.90
	Vert %	6.96	7.44
	Index	100	107
			*
Radio Formats: Classical (Monday-Sunday 24-Hour Cume)	Unwgted	1353	14
	Weighted (000)	5307	52
	Horz %	100.00	0.98
	Vert %	2.17	1.20
	Index	100	55
			*
Radio Formats: Country (Monday-Sunday 24-Hour Cume)	Unwgted	7757	164
	Weighted (000)	44958	1004
	Horz %	100.00	2.23
	Vert %	18.42	23.13
	Index	100	126
			*
Radio Formats: Ethnic (Monday-Sunday 24-Hour Cume)	Unwgted	310	3
	Weighted (000)	1196	19
	Horz %	100.00	1.61
	Vert %	0.49	0.44
	Index	100	91
			*
Radio Formats: Gospel (Monday-Sunday 24-Hour Cume)	Unwgted	642	8
	Weighted (000)	3662	38
	Horz %	100.00	1.04
	Vert %	1.50	0.88
	Index	100	58
			*
Radio Formats: Hispanic (All Genres) (Monday-Sunday 24-Hour Cume)	Unwgted	2577	30
	Weighted (000)	15181	184
	Horz %	100.00	1.21
	Vert %	6.22	4.23
	Index	100	68
			*
Radio Formats: Hot AC (Subset of "Adult Contemporary") (Monday-Sunday 24-Hour Cume)	Unwgted	3551	85
	Weighted (000)	17450	439
	Horz %	100.00	2.51
	Vert %	7.15	10.11
	Index	100	141
			*
Radio Formats: Jazz (Monday-Sunday 24-Hour Cume)	Unwgted	631	8
	Weighted (000)	2496	30
	Horz %	100.00	1.20
	Vert %	1.02	0.69
	Index	100	67
			*
Radio Formats: Mexican/Tejano/Ranchera (Subset of "Hispanic") (Monday-Sunday 24-Hour Cume)	Unwgted	1108	9
	Weighted (000)	6328	46
	Horz %	100.00	0.73
	Vert %	2.59	1.06
	Index	100	41

		Adults 18+	Would buy/lease new Jeep if making any decision today
Radio Formats: News/Talk (Monday-Sunday 24-Hour Cume)	Unwgted	5806	108
	Weighted (000)	23554	445
	Horz %	100.00	1.89
	Vert %	9.65	10.26
	Index	100	106
			*
Radio Formats: Oldies (Monday-Sunday 24-Hour Cume)	Unwgted	1456	36
	Weighted (000)	7376	157
	Horz %	100.00	2.13
	Vert %	3.02	3.62
	Index	100	120
			*
Radio Formats: Public Radio/Non-Commercial (Monday-Sunday 24-Hour Cume)	Unwgted	2625	40
	Weighted (000)	10677	174
	Horz %	100.00	1.63
	Vert %	4.37	4.01
	Index	100	92
Radio Formats: Religion/Christian (Monday-Sunday 24-Hour Cume)	Unwgted	3944	70
	Weighted (000)	20120	368
	Horz %	100.00	1.83
	Vert %	8.24	8.48
	Index	100	103
Radio Formats: Rhythmic (Monday-Sunday 24-Hour Cume)	Unwgted	2569	51
	Weighted (000)	13480	286
	Horz %	100.00	2.12
	Vert %	5.52	6.59
	Index	100	119
Radio Formats: Rock (Monday-Sunday 24-Hour Cume)	Unwgted	3181	70
	Weighted (000)	16260	347
	Horz %	100.00	2.14
	Vert %	6.66	8.00
	Index	100	120
			*
Radio Formats: Soft Adult Contemporary/Lite Rock (Monday-Sunday 24-Hour Cume)	Unwgted	1106	16
	Weighted (000)	5735	87
	Horz %	100.00	1.52
	Vert %	2.35	2.01
	Index	100	85
			*
Radio Formats: Spanish AC (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	Unwgted	906	13
	Weighted (000)	5268	75
	Horz %	100.00	1.42
	Vert %	2.16	1.73
	Index	100	80
			*
Radio Formats: Tropical (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	Unwgted	302	2
	Weighted (000)	1893	4
	Horz %	100.00	0.23
	Vert %	0.78	0.10
	Index	100	13

		Adults 18+	Would buy/lease new Jeep if making any decision today
Radio Formats: Urban (All Genres) (Monday-Sunday 24-Hour Cume)	Unwgted	5121	67
	Weighted (000)	26008	324
	Horz %	100.00	1.25
	Vert %	10.66	7.47
	Index	100	70
			*
Radio Formats: Urban AC (Subset of Urban) (Monday-Sunday 24-Hour Cume)	Unwgted	2133	26
	Weighted (000)	10077	98
	Horz %	100.00	0.98
	Vert %	4.13	2.27
	Index	100	55
			*
Radio Formats: Urban Contemporary (Subset of Urban) (Monday-Sunday 24-Hour Cume)	Unwgted	1989	27
	Weighted (000)	11746	116
	Horz %	100.00	0.99
	Vert %	4.81	2.67
	Index	100	55
			*
Radio Formats: Variety/Other (Monday-Sunday 24-Hour Cume)	Unwgted	1303	25
	Weighted (000)	6945	99
	Horz %	100.00	1.43
	Vert %	2.85	2.29
	Index	100	81
Radio Daypart Cumes: Total Week Monday-Sunday 24 Hours	Unwgted	41037	774
	Weighted (000)	204462	3886
	Horz %	100.00	1.90
	Vert %	83.77	89.56
	Index	100	107
Radio Daypart Cumes: Weekday 6:00 am - 10:00 am	Unwgted	25278	491
	Weighted (000)	122460	2410
	Horz %	100.00	1.97
	Vert %	50.17	55.54
	Index	100	111
Radio Daypart Cumes: Weekday 10:00 am - 3:00 pm	Unwgted	18835	343
	Weighted (000)	94930	1699
	Horz %	100.00	1.79
	Vert %	38.89	39.16
	Index	100	101
Radio Daypart Cumes: Weekday 3:00 pm - 7:00 pm	Unwgted	22339	461
	Weighted (000)	109527	2331
	Horz %	100.00	2.13
	Vert %	44.87	53.73
	Index	100	120
Radio Daypart Cumes: Weekday 7:00 pm - Midnight	Unwgted	8087	173
	Weighted (000)	41055	938
	Horz %	100.00	2.29
	Vert %	16.82	21.62
	Index	100	129

		Adults 18+	Would buy/lease new Jeep if making any decision today
Radio Daypart Cumes: Weekday Midnight - 6:00 am	Unwgted	2418	54
	Weighted (000)	12268	295
	Horz %	100.00	2.40
	Vert %	5.03	6.79
	Index	100	135
Radio Daypart Cumes: Weekend 6:00 am - 10:00 am	Unwgted	16140	292
	Weighted (000)	79167	1396
	Horz %	100.00	1.76
	Vert %	32.43	32.18
	Index	100	99
Radio Daypart Cumes: Weekend 10:00 am - 3:00 pm	Unwgted	21592	425
	Weighted (000)	106532	2209
	Horz %	100.00	2.07
	Vert %	43.65	50.92
	Index	100	117
Radio Daypart Cumes: Weekend 3:00 pm - 7:00 pm	Unwgted	16960	327
	Weighted (000)	85146	1585
	Horz %	100.00	1.86
	Vert %	34.88	36.53
	Index	100	105
Radio Daypart Cumes: Weekend 7:00 pm - Midnight	Unwgted	8346	173
	Weighted (000)	42195	808
	Horz %	100.00	1.91
	Vert %	17.29	18.61
	Index	100	108
Radio Daypart Cumes: Weekend Midnight - 6:00 am			*
	Unwgted	2161	37
	Weighted (000)	10847	153
	Horz %	100.00	1.41
	Index	100	79
Where Listen to Radio on Typical Weekday: Home	Unwgted	13605	232
	Weighted (000)	66444	1162
	Horz %	100.00	1.75
	Vert %	27.22	26.78
	Index	100	98
Where Listen to Radio on Typical Weekday: Car	Unwgted	37582	719
	Weighted (000)	186198	3591
	Horz %	100.00	1.93
	Vert %	76.28	82.76
	Index	100	108
Where Listen to Radio on Typical Weekday: Work	Unwgted	6358	137
	Weighted (000)	32708	604
	Horz %	100.00	1.85
	Vert %	13.40	13.93
	Index	100	104

		Adults 18+	Would buy/lease new Jeep if making any decision today
			*
Where Listen to Radio on Typical Weekday: Place Other Than Home, Car, Work	Unwgted	1490	31
	Weighted (000)	7844	156
	Horz %	100.00	1.99
	Vert %	3.21	3.59
	Index	100	112
Where Listen to Radio on Typical Weekend: Home	Unwgted	16122	272
	Weighted (000)	79216	1324
	Horz %	100.00	1.67
	Vert %	32.45	30.51
	Index	100	94
Where Listen to Radio on Typical Weekend: Car	Unwgted	34584	672
	Weighted (000)	172300	3276
	Horz %	100.00	1.90
	Vert %	70.59	75.50
	Index	100	107
Where Listen to Radio on Typical Weekend: Work			*
	Unwgted	2377	34
	Weighted (000)	13032	157
	Horz %	100.00	1.21
	Index	100	68
Where Listen to Radio on Typical Weekend: Place Other Than Home, Car, Work			*
	Unwgted	1550	27
	Weighted (000)	8439	148
	Horz %	100.00	1.75
	Index	100	98
Ever Listen to AM Radio (Terrestrial Radio)	Unwgted	8872	157
	Weighted (000)	37216	598
	Horz %	100.00	1.61
	Vert %	15.25	13.78
	Index	100	90
Ever Listen to FM Radio (Terrestrial Radio)	Unwgted	35648	672
	Weighted (000)	180517	3408
	Horz %	100.00	1.89
	Vert %	73.96	78.55
	Index	100	106
Ever Listen to Any Terrestrial Radio (AM/FM)	Unwgted	38624	718
	Weighted (000)	192537	3553
	Horz %	100.00	1.85
	Vert %	78.88	81.87
	Index	100	104
Ever Listen to Satellite Radio (SiriusXM)	Unwgted	6808	166
	Weighted (000)	31804	716
	Horz %	100.00	2.25
	Vert %	13.03	16.51
	Index	100	127

		Adults 18+	Would buy/lease new Jeep if making any decision today
Household Subscribes to Satellite (SiriusXM) Radio	Unwgted	9333	207
	Weighted (000)	45323	988
	Horz %	100.00	2.18
	Vert %	18.57	22.76
	Index	100	123
Any Vehicle Currently Owned/Leased Has Satellite Radio	Unwgted	15153	345
	Weighted (000)	76621	1671
	Horz %	100.00	2.18
	Vert %	31.39	38.51
	Index	100	123
Any Vehicle Currently Owned/Leased Has MP3 Player Connection	Unwgted	12633	317
	Weighted (000)	64670	1492
	Horz %	100.00	2.31
	Vert %	26.49	34.40
	Index	100	130
Listened to Online Streaming AM/FM Broadcast Radio Stations - Past Month	Unwgted	7343	171
	Weighted (000)	36346	839
	Horz %	100.00	2.31
	Vert %	14.89	19.34
	Index	100	130
Listened to Internet-only radio or other online music or audio services (eg. Pandora, Spotify, etc.) - past month	Unwgted	19242	411
	Weighted (000)	97996	2086
	Horz %	100.00	2.13
	Vert %	40.15	48.07
	Index	100	120
Listening to Any Radio on the Internet/Online - Past Month	Unwgted	21921	471
	Weighted (000)	110983	2356
	Horz %	100.00	2.12
	Vert %	45.47	54.30
	Index	100	119
Visited a Radio Station, Radio Program or Radio Personality's website - Past Month	Unwgted	3452	76
	Weighted (000)	17001	367
	Horz %	100.00	2.16
	Vert %	6.97	8.46
	Index	100	121
Downloaded Music - Past Month	Unwgted	9054	196
	Weighted (000)	47933	1077
	Horz %	100.00	2.25
	Vert %	19.64	24.83
	Index	100	126
Downloaded Podcasts/Engaged in Podcasting - Past Month	Unwgted	3700	77
	Weighted (000)	17081	364
	Horz %	100.00	2.13
	Vert %	7.00	8.40
	Index	100	120

		Adults 18+	Would buy/lease new Jeep if making any decision today
Visited iHeartRadio site - Past Month	Unwgted	4412	96
	Weighted (000)	21989	433
	Horz %	100.00	1.97
	Vert %	9.01	9.99
	Index	100	111
Visited iTunes.com site - Past Month	Unwgted	8331	190
	Weighted (000)	40212	948
	Horz %	100.00	2.36
	Vert %	16.47	21.84
	Index	100	133
Visited Pandora.com site - Past Month	Unwgted	16996	361
	Weighted (000)	87700	1821
	Horz %	100.00	2.08
	Vert %	35.93	41.97
	Index	100	117
Visited Spotify site - Past Month	Unwgted	6074	158
	Weighted (000)	32588	939
	Horz %	100.00	2.88
	Vert %	13.35	21.63
	Index	100	162
Advertising on radio provides me with useful information about bargains. Agree strongly or Agree somewhat	Unwgted	16507	305
	Weighted (000)	83844	1516
	Horz %	100.00	1.81
	Vert %	34.35	34.94
	Index	100	102
Advertising on radio provides me with meaningful information about the product use of other consumers. Agree strongly or Agree somewhat	Unwgted	13908	254
	Weighted (000)	70343	1287
	Horz %	100.00	1.83
	Vert %	28.82	29.67
	Index	100	103
Advertising on radio provides me with useful information about new products and services. Agree strongly or Agree somewhat	Unwgted	17125	337
	Weighted (000)	86850	1621
	Horz %	100.00	1.87
	Vert %	35.58	37.37
	Index	100	105
For me, advertising on radio is amusing. Agree strongly or Agree somewhat	Unwgted	12845	244
	Weighted (000)	65189	1188
	Horz %	100.00	1.82
	Vert %	26.71	27.39
	Index	100	103
Most trusted media: Radio	Unwgted	4143	66
	Weighted (000)	21056	308
	Horz %	100.00	1.46
	Vert %	8.63	7.09
	Index	100	82

		Adults 18+	Would buy/lease new Jeep if making any decision today
TV Dayparts: Total Week Prime Time Cume Audience	Unwgted	38598	697
	Weighted (000)	190885	3255
	Horz %	100.00	1.71
	Vert %	78.20	75.02
	Index	100	96
TV Dayparts: Prime Time Weekdays Cume Audience: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)	Unwgted	30674	544
	Weighted (000)	150599	2526
	Horz %	100.00	1.68
	Vert %	61.70	58.21
	Index	100	94
TV Dayparts: Prime Time Saturday Cume Audience: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)	Unwgted	26407	475
	Weighted (000)	129573	2229
	Horz %	100.00	1.72
	Vert %	53.09	51.36
	Index	100	97
TV Dayparts: Prime Time Sunday Cume Audience: 7:00-11:00 pm (Eastern/Pacific), 6:00-10:00 pm (Central/Mountain)	Unwgted	30767	559
	Weighted (000)	150356	2636
	Horz %	100.00	1.75
	Vert %	61.60	60.75
	Index	100	99
TV Dayparts: Weekdays Cume Audience: 9:00 am-4:00 pm (Eastern/Pacific) 9:00 am - 3:00 pm (Central/Mountain)	Unwgted	13588	195
	Weighted (000)	72467	996
	Horz %	100.00	1.37
	Vert %	29.69	22.96
	Index	100	77
TV Dayparts: Weekdays Cume Audience: 4:00 pm-7:30 pm (Eastern/Pacific) 3:00 pm-6:30 pm (Central/Mountain)	Unwgted	24214	395
	Weighted (000)	122899	1956
	Horz %	100.00	1.59
	Vert %	50.35	45.07
	Index	100	90
TV Dayparts: Weekdays Cume Audience: 11:30 pm-1:00 am (Eastern/Pacific) 10:30 pm-Midnight (Central/Mountain)	Unwgted	8203	136
	Weighted (000)	41009	599
	Horz %	100.00	1.46
	Vert %	16.80	13.82
	Index	100	82
TV Dayparts: Weekend Children's Shows Cume Audience: Saturday-Sunday Morning	Unwgted	20426	361
	Weighted (000)	102185	1870
	Horz %	100.00	1.83
	Vert %	41.86	43.09
	Index	100	103
TV Dayparts: Weekend Sports Cume Audience: Saturday-Sunday Afternoon	Unwgted	23818	447
	Weighted (000)	120635	2231
	Horz %	100.00	1.85
	Vert %	49.42	51.41
	Index	100	104

		Adults 18+	Would buy/lease new Jeep if making any decision today
			*
Downloaded a TV Program - Past Month	Unwgted	2514	47
	Weighted (000)	11768	262
	Horz %	100.00	2.23
	Vert %	4.82	6.04
	Index	100	125
Watched a TV Program Online - Past Month	Unwgted	8915	193
	Weighted (000)	43431	934
	Horz %	100.00	2.15
	Vert %	17.79	21.52
	Index	100	121
Visited a TV Network or TV Show's Web Site - Past Month	Unwgted	9786	219
	Weighted (000)	47213	1003
	Horz %	100.00	2.12
	Vert %	19.34	23.11
	Index	100	119
Looked at TV Listings Online - Past Month	Unwgted	5331	106
	Weighted (000)	24808	484
	Horz %	100.00	1.95
	Vert %	10.16	11.16
	Index	100	110
Household Subscribes to Cable TV	Unwgted	22534	394
	Weighted (000)	109088	1799
	Horz %	100.00	1.65
	Vert %	44.69	41.47
	Index	100	93
Household Subscribes to Cable, Satellite or Fiber Optic TV	Unwgted	37894	686
	Weighted (000)	188357	3309
	Horz %	100.00	1.76
	Vert %	77.17	76.26
	Index	100	99
Viewed Any Cable TV (Including Pay) - Past Week	Unwgted	36344	659
	Weighted (000)	180739	3149
	Horz %	100.00	1.74
	Vert %	74.05	72.57
	Index	100	98
Heavy Cable TV Viewer (Including Pay) - Past Week	Unwgted	26301	483
	Weighted (000)	131456	2233
	Horz %	100.00	1.70
	Vert %	53.86	51.47
	Index	100	96
Viewed Any Premium Cable Channels - Past Month	Unwgted	15801	296
	Weighted (000)	75868	1316
	Horz %	100.00	1.74
	Vert %	31.08	30.34
	Index	100	98

		Adults 18+	Would buy/lease new Jeep if making any decision today
Viewed Any Pay-Per-View Programs or Events - Past Year	Unwgted	5693	101
	Weighted (000)	27121	522
	Horz %	100.00	1.93
	Vert %	11.11	12.04
	Index	100	108
Viewed Any Video-On-Demand Programs or Events - Past Year	Unwgted	13030	266
	Weighted (000)	59121	1170
	Horz %	100.00	1.98
	Vert %	24.22	26.95
	Index	100	111
Household Has a Satellite Dish	Unwgted	10843	207
	Weighted (000)	61939	1272
	Horz %	100.00	2.05
	Vert %	25.38	29.30
	Index	100	115
Household Has a Digital Video Recorder (DVR)	Unwgted	23728	444
	Weighted (000)	116768	2151
	Horz %	100.00	1.84
	Vert %	47.84	49.57
	Index	100	104
Any Internet/Online Activity - Past Month	Unwgted	42373	824
	Weighted (000)	208554	4002
	Horz %	100.00	1.92
	Vert %	85.44	92.22
	Index	100	108
Played Games Online - Past Month	Unwgted	13852	299
	Weighted (000)	73850	1555
	Horz %	100.00	2.11
	Vert %	30.26	35.83
	Index	100	118
Downloaded a Video Game - Past Month	Unwgted	5083	104
	Weighted (000)	28601	545
	Horz %	100.00	1.91
	Vert %	11.72	12.57
	Index	100	107
Downloaded a Movie - Past Month	Unwgted	4447	82
	Weighted (000)	21989	472
	Horz %	100.00	2.14
	Vert %	9.01	10.87
	Index	100	121
Watched a Movie Online - Past Month	Unwgted	11540	245
	Weighted (000)	58047	1251
	Horz %	100.00	2.15
	Vert %	23.78	28.83
	Index	100	121

		Adults 18+	Would buy/lease new Jeep if making any decision today
Watched Online Video (Not Movie, TV) - Past Month	Unwgted	10029	210
	Weighted (000)	50248	1098
	Horz %	100.00	2.19
	Vert %	20.59	25.31
	Index	100	123
			*
Visited a Chat Room - Past Month	Unwgted	2194	41
	Weighted (000)	10601	184
	Horz %	100.00	1.74
	Vert %	4.34	4.25
	Index	100	98
Used e-Mail - Past Month	Unwgted	37148	755
	Weighted (000)	177506	3602
	Horz %	100.00	2.03
	Vert %	72.72	83.00
	Index	100	114
Used Instant Messenger/IM Online - Past Month	Unwgted	29084	617
	Weighted (000)	148723	3031
	Horz %	100.00	2.04
	Vert %	60.93	69.86
	Index	100	115
Visited Online Blogs - Past Month	Unwgted	6650	159
	Weighted (000)	32542	836
	Horz %	100.00	2.57
	Vert %	13.33	19.27
	Index	100	145
			*
Wrote an Online Blog - Past Month	Unwgted	1215	27
	Weighted (000)	5810	124
	Horz %	100.00	2.13
	Vert %	2.38	2.85
	Index	100	120
Uploaded or Added Video to a Web Site - Past Month	Unwgted	4085	100
	Weighted (000)	20569	498
	Horz %	100.00	2.42
	Vert %	8.43	11.49
	Index	100	136
Social networking, photo or video-sharing services visited or used in the last 30 days: Any Social Networking/Photo/Video-sharing services	Unwgted	36787	745
	Weighted (000)	184180	3668
	Horz %	100.00	1.99
	Vert %	75.46	84.53
	Index	100	112
Social networking, photo or video-sharing services visited or used in the last 30 days: Facebook	Unwgted	29944	623
	Weighted (000)	152016	3148
	Horz %	100.00	2.07
	Vert %	62.28	72.54
	Index	100	116

		Adults 18+	Would buy/lease new Jeep if making any decision today
			*
Foursquare	Unwgted	259	6
	Weighted (000)	1096	45
	Horz %	100.00	4.13
	Vert %	0.45	1.04
	Index	100	232
Google + (Google Plus)	Unwgted	7523	152
	Weighted (000)	37002	718
	Horz %	100.00	1.94
	Vert %	15.16	16.55
	Index	100	109
Instagram	Unwgted	11180	293
	Weighted (000)	59923	1576
	Horz %	100.00	2.63
	Vert %	24.55	36.32
	Index	100	148
LinkedIn	Unwgted	7899	154
	Weighted (000)	31599	573
	Horz %	100.00	1.81
	Vert %	12.95	13.21
	Index	100	102
Pinterest	Unwgted	9299	227
	Weighted (000)	49108	1268
	Horz %	100.00	2.58
	Vert %	20.12	29.23
	Index	100	145
Tumblr	Unwgted	1737	61
	Weighted (000)	9309	355
	Horz %	100.00	3.81
	Vert %	3.81	8.18
	Index	100	214
Twitter	Unwgted	6507	178
	Weighted (000)	32509	958
	Horz %	100.00	2.95
	Vert %	13.32	22.07
	Index	100	166
Yelp	Unwgted	4238	59
	Weighted (000)	17049	208
	Horz %	100.00	1.22
	Vert %	6.98	4.79
	Index	100	69
YouTube	Unwgted	24878	503
	Weighted (000)	125197	2443
	Horz %	100.00	1.95
	Vert %	51.29	56.30
	Index	100	110

		Adults 18+	Would buy/lease new Jeep if making any decision today
Activities done using a social networking, photo or video-sharing service in the last 30 days: Posted that you "Like" something	Unwgted	19391	449
	Weighted (000)	98998	2295
	Horz %	100.00	2.32
	Vert %	40.56	52.90
	Index	100	130
"Follow" or become a "fan of" something or someone	Unwgted	9880	247
	Weighted (000)	51999	1309
	Horz %	100.00	2.52
	Vert %	21.30	30.18
	Index	100	142
Clicked on an advertisement	Unwgted	7250	169
	Weighted (000)	34609	784
	Horz %	100.00	2.27
	Vert %	14.18	18.08
	Index	100	127
Watched a video	Unwgted	23931	495
	Weighted (000)	121821	2545
	Horz %	100.00	2.09
	Vert %	49.91	58.64
	Index	100	117
Websites or apps visited or used in the last 30 days: Coupons			*
	Unwgted	1642	25
	Weighted (000)	7736	125
	Horz %	100.00	1.61
	Index	100	91
Sent or Received Text Messages on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	40180	799
	Weighted (000)	200974	3860
	Horz %	100.00	1.92
	Vert %	82.34	88.96
	Index	100	108
Sent or Received Instant Messages on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	20952	464
	Weighted (000)	106707	2286
	Horz %	100.00	2.14
	Vert %	43.72	52.67
	Index	100	120
Recorded a Video on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	19339	424
	Weighted (000)	97935	2154
	Horz %	100.00	2.20
	Vert %	40.12	49.64
	Index	100	124
Played Music on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	24725	531
	Weighted (000)	126500	2635
	Horz %	100.00	2.08
	Vert %	51.83	60.73
	Index	100	117

		Adults 18+	Would buy/lease new Jeep if making any decision today
Played a Game on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	15697	376
	Weighted (000)	84080	1966
	Horz %	100.00	2.34
	Vert %	34.45	45.31
	Index	100	132
Watched a Movie, TV Program or Other Video on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	11626	251
	Weighted (000)	61092	1417
	Horz %	100.00	2.32
	Vert %	25.03	32.66
	Index	100	130
Used a Mobile "App" - Past Month	Unwgted	25794	568
	Weighted (000)	128777	2744
	Horz %	100.00	2.13
	Vert %	52.76	63.25
	Index	100	120
Read Any Daily Newspaper (Print/Paper/Hard Copy)	Unwgted	10912	161
	Weighted (000)	50128	677
	Horz %	100.00	1.35
	Vert %	20.54	15.61
	Index	100	76
Read Any Sunday Newspaper (Print/Paper/Hard Copy)	Unwgted	14245	220
	Weighted (000)	67106	910
	Horz %	100.00	1.36
	Vert %	27.49	20.98
	Index	100	76
Read or Looked Into Any Electronic Version of a Newspaper, Including Web Site - Past Month	Unwgted	19488	395
	Weighted (000)	91290	1868
	Horz %	100.00	2.05
	Vert %	37.40	43.06
	Index	100	115
Read Classified Advertising in Weekday Newspaper	Unwgted	3772	50
	Weighted (000)	20084	282
	Horz %	100.00	1.40
	Vert %	8.23	6.49
	Index	100	79
Read Classified Advertising in Sunda/Weekend Newspaper	Unwgted	3758	71
	Weighted (000)	19510	419
	Horz %	100.00	2.15
	Vert %	7.99	9.65
	Index	100	121
Read Advertisements in Weekday Newspaper	Unwgted	3812	67
	Weighted (000)	17916	302
	Horz %	100.00	1.68
	Vert %	7.34	6.95
	Index	100	95

		Adults 18+	Would buy/lease new Jeep if making any decision today
Read Advertisements in Sunday/Weekend Newspaper	Unwgted	4633	95
	Weighted (000)	22092	441
	Horz %	100.00	2.00
	Vert %	9.05	10.17
	Index	100	112
Read Circulars/Inserts/Fliers in Weekday Newspaper	Unwgted	5068	96
	Weighted (000)	23852	487
	Horz %	100.00	2.04
	Vert %	9.77	11.22
	Index	100	115
Read Circulars/Inserts/Fliers in Sunday/Weekend Newspaper	Unwgted	7203	151
	Weighted (000)	34013	731
	Horz %	100.00	2.15
	Vert %	13.93	16.85
	Index	100	121
Received and/or Clipped Coupons from Weekday Newspaper - Past Year	Unwgted	4191	96
	Weighted (000)	20652	449
	Horz %	100.00	2.17
	Vert %	8.46	10.34
	Index	100	122
Received and/or Clipped Coupons from Sunday/Weekend Newspaper - Past Year	Unwgted	9539	183
	Weighted (000)	47372	894
	Horz %	100.00	1.89
	Vert %	19.41	20.61
	Index	100	106
UNTRENDED: Personally Referred to Paper Yellow Pages - Past Week		*	*
	Unwgted	0	0
	Weighted (000)	0	0
	Horz %	0.00	0.00
	Index	0	0
UNTRENDED: Personally Referred to Internet Yellow Pages - Past Week		*	*
	Unwgted	0	0
	Weighted (000)	0	0
	Horz %	0.00	0.00
	Index	0	0
UNTRENDED: Personally Referred to Paper or Internet Yellow Pages - Past Week		*	*
	Unwgted	0	0
	Weighted (000)	0	0
	Horz %	0.00	0.00
	Index	0	0
UNTRENDED: Accessed Yellowpages.com (YP.com) - Past Month		*	*
	Unwgted	0	0
	Weighted (000)	0	0
	Horz %	0.00	0.00
	Index	0	0

		Adults 18+	Would buy/lease new Jeep if making any decision today
Have Seen Video Ads in Grocery Stores - Past Month	Unwgted	8175	189
	Weighted (000)	42062	882
	Horz %	100.00	2.10
	Vert %	17.23	20.32
	Index	100	118
Have Seen Video Ads in Drug Stores - Past Month	Unwgted	5434	116
	Weighted (000)	27750	543
	Horz %	100.00	1.96
	Vert %	11.37	12.52
	Index	100	110
Have Seen Video Ads in Convenience Stores - Past Month	Unwgted	5425	124
	Weighted (000)	27941	608
	Horz %	100.00	2.17
	Vert %	11.45	14.00
	Index	100	122
Have Seen Video Ads in Large Discount/Department Stores - Past Month	Unwgted	5807	127
	Weighted (000)	30170	630
	Horz %	100.00	2.09
	Vert %	12.36	14.51
	Index	100	117
Have Seen Video Ads in Warehouse/Club Stores - Past Month	Unwgted	5047	103
	Weighted (000)	24469	470
	Horz %	100.00	1.92
	Vert %	10.02	10.83
	Index	100	108
Have Seen Video Ads in Other Stores - Past Month	Unwgted	4572	101
	Weighted (000)	23484	436
	Horz %	100.00	1.86
	Vert %	9.62	10.06
	Index	100	105
Have Seen Video Ads in Shopping Malls - Past Month	Unwgted	6133	141
	Weighted (000)	30556	628
	Horz %	100.00	2.06
	Vert %	12.52	14.48
	Index	100	116
Have Seen Video Ads in Bars/Pubs - Past Month	Unwgted	4212	106
	Weighted (000)	21008	485
	Horz %	100.00	2.31
	Vert %	8.61	11.17
	Index	100	130
Have Seen Video Ads in Fast-Food or Family Restaurants - Past Month	Unwgted	6034	141
	Weighted (000)	31175	721
	Horz %	100.00	2.31
	Vert %	12.77	16.61
	Index	100	130

RAB / GfK MRI AUTO PROFILE: Jeep

		Adults 18+	Would buy/lease new Jeep if making any decision today
Have Seen Video Ads in Coffee Shops, Cafes or Delis - Past Month	Unwgted	4611	116
	Weighted (000)	23019	555
	Horz %	100.00	2.41
	Vert %	9.43	12.80
	Index	100	136
Have Seen Video Ads in Gym/Health Clubs - Past Month	Unwgted	4016	94
	Weighted (000)	19382	409
	Horz %	100.00	2.11
	Vert %	7.94	9.43
	Index	100	119
Have Seen Video Ads in Medical Offices - Past Month	Unwgted	5499	132
	Weighted (000)	27407	599
	Horz %	100.00	2.19
	Vert %	11.23	13.80
	Index	100	123
Have Seen Video Ads in Airports - Past Month	Unwgted	3929	76
	Weighted (000)	17909	358
	Horz %	100.00	2.00
	Vert %	7.34	8.26
	Index	100	113
Have Seen Video Ads at Gas Stations - Past Month	Unwgted	8390	197
	Weighted (000)	41042	967
	Horz %	100.00	2.36
	Vert %	16.81	22.28
	Index	100	133
Have Seen Video Ads in Office Building Lobbies - Past Month	Unwgted	3669	82
	Weighted (000)	18065	373
	Horz %	100.00	2.07
	Vert %	7.40	8.60
	Index	100	116
Have Seen Video Ads in Office Building Elevators - Past Month	Unwgted	3552	80
	Weighted (000)	16785	357
	Horz %	100.00	2.13
	Vert %	6.88	8.23
	Index	100	120
Have Seen Video Ads in Movie Theater Lobbies - Past Month	Unwgted	5092	124
	Weighted (000)	25878	658
	Horz %	100.00	2.54
	Vert %	10.60	15.16
	Index	100	143
Have Seen Ads on Billboards - Past Month	Unwgted	23703	532
	Weighted (000)	117973	2418
	Horz %	100.00	2.05
	Vert %	48.33	55.72
	Index	100	115

		Adults 18+	Would buy/lease new Jeep if making any decision today
Have Seen Ads on Buses/Trains - Past Month	Unwgted	10886	227
	Weighted (000)	50330	930
	Horz %	100.00	1.85
	Vert %	20.62	21.44
	Index	100	104
Have Seen Ads at Bus Stops or Train Stations - Past Month	Unwgted	7328	142
	Weighted (000)	32843	655
	Horz %	100.00	2.00
	Vert %	13.46	15.10
	Index	100	112
Have Seen Ads Inside Taxis - Past Month	Unwgted	3849	83
	Weighted (000)	17102	305
	Horz %	100.00	1.78
	Vert %	7.01	7.03
	Index	100	100
Have Seen Ads on Top of Taxis - Past Month	Unwgted	5892	128
	Weighted (000)	26219	475
	Horz %	100.00	1.81
	Vert %	10.74	10.96
	Index	100	102
Have Seen Ads on Phone Booths - Past Month	Unwgted	3008	58
	Weighted (000)	14451	205
	Horz %	100.00	1.42
	Vert %	5.92	4.73
	Index	100	80
Have Seen Ads at Sports or Entertainment Events - Past Month	Unwgted	7405	175
	Weighted (000)	36191	759
	Horz %	100.00	2.10
	Vert %	14.83	17.50
	Index	100	118
Have Seen Ads on Postcards - Past Month	Unwgted	5576	116
	Weighted (000)	26312	435
	Horz %	100.00	1.65
	Vert %	10.78	10.02
	Index	100	93
Have Seen Ads Sent to a Cellphone or Other Mobile Device - Past Month	Unwgted	13421	308
	Weighted (000)	66442	1403
	Horz %	100.00	2.11
	Vert %	27.22	32.33
	Index	100	119
Have Seen Ads on Posters at Movie Theaters - Past Month	Unwgted	8606	210
	Weighted (000)	42087	1027
	Horz %	100.00	2.44
	Vert %	17.24	23.66
	Index	100	137

		Adults 18+	Would buy/lease new Jeep if making any decision today
Have Seen Ads Shown On-Screen Before Start of a Movie - Past Month	Unwgted	10943	272
	Weighted (000)	53139	1343
	Horz %	100.00	2.53
	Vert %	21.77	30.94
	Index	100	142
Have Seen Ads in Stores (Not Video Ads) - Past Month	Unwgted	15171	358
	Weighted (000)	76102	1723
	Horz %	100.00	2.26
	Vert %	31.18	39.70
	Index	100	127
Have Seen Ads in Shopping Malls (Not Video Ads) - Past Month	Unwgted	10587	262
	Weighted (000)	52205	1238
	Horz %	100.00	2.37
	Vert %	21.39	28.54
	Index	100	133
Have Seen Infomercials - Past Month	Unwgted	9871	237
	Weighted (000)	49119	1082
	Horz %	100.00	2.20
	Vert %	20.12	24.94
	Index	100	124
Have Seen Offers or Ads Sent to Home by Mail - Past Month	Unwgted	19632	419
	Weighted (000)	96299	1964
	Horz %	100.00	2.04
	Vert %	39.45	45.25
	Index	100	115
Have Seen Product Placement in Video Games - Past Month	Unwgted	4596	92
	Weighted (000)	24167	469
	Horz %	100.00	1.94
	Vert %	9.90	10.82
	Index	100	109
Have Seen Product Placement in TV Shows - Past Month	Unwgted	17823	402
	Weighted (000)	88092	1886
	Horz %	100.00	2.14
	Vert %	36.09	43.47
	Index	100	120
Have Seen Product Placement in Movies - Past Month	Unwgted	11248	287
	Weighted (000)	56256	1359
	Horz %	100.00	2.42
	Vert %	23.05	31.33
	Index	100	136