

RAB / GfK MRI AUTO PROFILE: Hyundai

		Adults 18+	Own/Lease Hyundai Accent	Own/Lease Hyundai Elantra	Own/Lease Hyundai Santa Fe	Own\ Lease Hyundai Sonata
Adults 18+	Unwgt'd	48646	189	545	401	634
	Weighted (000)	244084	963	2550	2056	2981
	Horz %	100.00	0.39	1.04	0.84	1.22
	Vert %	100.00	100.00	100.00	100.00	100.00
	Index	100	100	100	100	100
Male	Unwgt'd	24620	98	283	223	305
	Weighted (000)	117785	416	1233	1074	1344
	Horz %	100.00	0.35	1.05	0.91	1.14
	Vert %	48.26	43.24	48.34	52.24	45.07
	Index	100	90	100	108	93
Female	Unwgt'd	24026	91	262	178	329
	Weighted (000)	126299	546	1317	982	1638
	Horz %	100.00	0.43	1.04	0.78	1.30
	Vert %	51.74	56.76	51.66	47.76	54.93
	Index	100	110	100	92	106
Age 18-24			*		*	*
	Unwgt'd	3885	21	55	31	49
	Weighted (000)	30253	132	291	290	347
	Horz %	100.00	0.44	0.96	0.96	1.15
	Vert %	12.39	13.69	11.43	14.12	11.65
Age 25-34			*			
	Unwgt'd	8183	32	92	63	115
	Weighted (000)	43389	153	521	293	526
	Horz %	100.00	0.35	1.20	0.68	1.21
	Vert %	17.78	15.86	20.43	14.25	17.65
Age 35-44			*			
	Unwgt'd	8605	25	108	75	105
	Weighted (000)	40230	125	399	379	504
	Horz %	100.00	0.31	0.99	0.94	1.25
	Vert %	16.48	12.96	15.65	18.45	16.89
Age 45-54			*			
	Unwgt'd	8861	47	111	79	110
	Weighted (000)	43105	245	459	350	470
	Horz %	100.00	0.57	1.06	0.81	1.09
	Vert %	17.66	25.41	17.99	17.00	15.76
Age 55-64			*			
	Unwgt'd	8498	33	104	84	121
	Weighted (000)	40725	172	568	452	642
	Horz %	100.00	0.42	1.40	1.11	1.58
	Vert %	16.68	17.83	22.29	21.97	21.54
	Index	100	107	134	132	129

		Adults 18+	Own/Lease Hyundai Accent	Own/Lease Hyundai Elantra	Own/Lease Hyundai Santa Fe	Own\ Lease Hyundai Sonata
Age 65+				*		
	Unwgted	10614	31	75	69	134
	Weighted (000)	46383	137	311	292	492
	Horz %	100.00	0.30	0.67	0.63	1.06
	Vert %	19.00	14.25	12.21	14.21	16.49
	Index	100	75	64	75	87
Age 21+	Unwgted	47284	182	525	387	617
	Weighted (000)	232046	917	2413	1880	2844
	Horz %	100.00	0.40	1.04	0.81	1.23
	Vert %	95.07	95.30	94.62	91.41	95.39
	Index	100	100	100	96	100
Age 18-34	Unwgted	12068	53	147	94	164
	Weighted (000)	73642	284	812	583	874
	Horz %	100.00	0.39	1.10	0.79	1.19
	Vert %	30.17	29.55	31.86	28.37	29.31
	Index	100	98	106	94	97
Age 18-49	Unwgted	24996	108	312	207	327
	Weighted (000)	134658	567	1446	1151	1617
	Horz %	100.00	0.42	1.07	0.85	1.20
	Vert %	55.17	58.86	56.69	55.99	54.24
	Index	100	107	103	101	98
Age 25-54	Unwgted	25649	104	311	217	330
	Weighted (000)	126724	522	1379	1022	1500
	Horz %	100.00	0.41	1.09	0.81	1.18
	Vert %	51.92	54.22	54.08	49.70	50.31
	Index	100	104	104	96	97
Age 35-64	Unwgted	25964	105	323	238	336
	Weighted (000)	124059	541	1426	1181	1616
	Horz %	100.00	0.44	1.15	0.95	1.30
	Vert %	50.83	56.19	55.93	57.43	54.20
	Index	100	111	110	113	107
Age 50+	Unwgted	23650	81	233	194	307
	Weighted (000)	109426	396	1104	905	1364
	Horz %	100.00	0.36	1.01	0.83	1.25
	Vert %	44.83	41.14	43.31	44.01	45.76
	Index	100	92	97	98	102
Median Age	Unwgted					
	Weighted (000)	47.00	47.30	46.40	46.70	47.40
	Horz %					
	Vert %					
	Index	100	101	99	100	101
Race: White Only	Unwgted	34564	154	422	345	504
	Weighted (000)	179823	848	2069	1799	2411
	Horz %	100.00	0.47	1.15	1.00	1.34
	Vert %	73.67	88.08	81.12	87.50	80.85
	Index	100	120	110	119	110

		Adults 18+	Own/Lease Hyundai Accent	Own/Lease Hyundai Elantra	Own/Lease Hyundai Santa Fe	Own\ Lease Hyundai Sonata
			*	*	*	
Race: Black/African-American Only	Unwgted	5909	15	47	33	65
	Weighted (000)	29535	47	270	153	256
	Horz %	100.00	0.16	0.91	0.52	0.87
	Vert %	12.10	4.93	10.57	7.42	8.60
	Index	100	41	87	61	71
			*	*	*	*
Race: Asian	Unwgted	2388	6	26	7	22
	Weighted (000)	8358	26	68	13	97
	Horz %	100.00	0.31	0.81	0.16	1.17
	Vert %	3.42	2.66	2.67	0.64	3.27
	Index	100	78	78	19	95
			*	*	*	*
Race: Other Race/Multi-Racial	Unwgted	8173	20	76	23	65
	Weighted (000)	34726	67	212	104	314
	Horz %	100.00	0.19	0.61	0.30	0.91
	Vert %	14.23	6.99	8.31	5.08	10.54
	Index	100	49	58	36	74
			*	*	*	*
Hispanic, Latino, Spanish Origin or Descent	Unwgted	6851	19	54	28	74
	Weighted (000)	37743	104	231	146	401
	Horz %	100.00	0.28	0.61	0.39	1.06
	Vert %	15.46	10.83	9.07	7.09	13.45
	Index	100	70	59	46	87
			*	*	*	*
Hispanic, Personally Speak Only English at Home	Unwgted	1739	8	20	12	30
	Weighted (000)	6214	33	57	60	131
	Horz %	100.00	0.54	0.92	0.97	2.10
	Vert %	2.55	3.46	2.24	2.92	4.38
	Index	100	136	88	115	172
			*	*	*	*
Hispanic, Personally Speak Mostly English, But Some Spanish at Home	Unwgted	2047	3	16	3	23
	Weighted (000)	9439	26	45	4	100
	Horz %	100.00	0.27	0.48	0.05	1.06
	Vert %	3.87	2.67	1.78	0.22	3.36
	Index	100	69	46	6	87
			*	*	*	*
Hispanic, Personally Speak Only Spanish at Home	Unwgted	1280	3	7	4	4
	Weighted (000)	10474	18	74	39	47
	Horz %	100.00	0.17	0.70	0.37	0.45
	Vert %	4.29	1.83	2.89	1.91	1.57
	Index	100	43	67	44	36
			*	*	*	*
Hispanic, Personally Speak Mostly Spanish, But Some English at Home	Unwgted	1668	5	11	9	13
	Weighted (000)	9512	28	55	42	61
	Horz %	100.00	0.29	0.58	0.44	0.64
	Vert %	3.90	2.87	2.16	2.05	2.04
	Index	100	74	56	53	52
			*	*	*	*
Hispanic, Personally Speak Spanish and English Equally at Home	Unwgted	99	0	0	0	4
	Weighted (000)	1751	0	0	0	63
	Horz %	100.00	0.00	0.00	0.00	3.58
	Vert %	0.72	0.00	0.00	0.00	2.10
	Index	100	0	0	0	293

		Adults 18+	Own/Lease Hyundai Accent	Own/Lease Hyundai Elantra	Own/Lease Hyundai Santa Fe	Own\ Lease Hyundai Sonata
			*			
Highest Level Education Completed/Highest Degree Received: Master's, Professional School or Doctorate Degree	Unwgt'd	6825	23	82	68	116
	Weighted (000)	26213	100	300	328	487
	Horz %	100.00	0.38	1.14	1.25	1.86
	Vert %	10.74	10.40	11.77	15.97	16.33
	Index	100	97	110	149	152
Highest Level Education Completed/Highest Degree Received: Bachelor's Degree	Unwgt'd	10965	52	154	115	172
	Weighted (000)	46746	248	684	546	731
	Horz %	100.00	0.53	1.46	1.17	1.56
	Vert %	19.15	25.81	26.81	26.57	24.51
	Index	100	135	140	139	128
Highest Level Education Completed/Highest Degree Received: Associate Degree, Academic	Unwgt'd	2649	10	38	19	41
	Weighted (000)	11210	62	163	75	158
	Horz %	100.00	0.55	1.46	0.67	1.41
	Vert %	4.59	6.43	6.40	3.64	5.30
	Index	100	140	139	79	115
Highest Level Education Completed/Highest Degree Received: Associate Degree, Occupational/Vocational	Unwgt'd	3407	17	31	31	50
	Weighted (000)	13775	55	137	129	204
	Horz %	100.00	0.40	0.99	0.93	1.48
	Vert %	5.64	5.74	5.37	6.26	6.85
	Index	100	102	95	111	121
Highest Level Education Completed/Highest Degree Received: Some College, but No Degree	Unwgt'd	10089	42	105	78	123
	Weighted (000)	44682	181	457	362	513
	Horz %	100.00	0.40	1.02	0.81	1.15
	Vert %	18.31	18.77	17.93	17.63	17.20
	Index	100	103	98	96	94
Respondent - Highest Level Education Completed/Highest Degree Received: High school graduate (High School Diploma or Equivalent, such as GED)	Unwgt'd	10356	34	101	72	99
	Weighted (000)	71816	237	572	474	689
	Horz %	100.00	0.33	0.80	0.66	0.96
	Vert %	29.42	24.66	22.44	23.07	23.12
	Index	100	84	76	78	79
Respondent - Highest Level Education Completed/Highest Degree Received: 11th Grade or Less or 12th Grade, No Diploma	Unwgt'd	4355	11	34	18	33
	Weighted (000)	29641	79	237	141	200
	Horz %	100.00	0.27	0.80	0.48	0.67
	Vert %	12.14	8.21	9.29	6.87	6.69
	Index	100	68	77	57	55
Currently Attending College or University	Unwgt'd	3403	14	41	23	39
	Weighted (000)	19372	86	199	201	216
	Horz %	100.00	0.44	1.03	1.04	1.12
	Vert %	7.94	8.94	7.79	9.76	7.25
	Index	100	113	98	123	91
Employed Full Time	Unwgt'd	25438	107	337	252	358
	Weighted (000)	119890	521	1511	1187	1678
	Horz %	100.00	0.43	1.26	0.99	1.40
	Vert %	49.12	54.12	59.25	57.73	56.29
	Index	100	110	121	118	115

		Adults 18+	Own/Lease Hyundai Accent	Own/Lease Hyundai Elantra	Own/Lease Hyundai Santa Fe	Own\ Lease Hyundai Sonata
			*		*	
Employed Part Time	Unwgted	5730	27	69	49	87
	Weighted (000)	28854	116	315	299	408
	Horz %	100.00	0.40	1.09	1.04	1.41
	Vert %	11.82	12.01	12.37	14.54	13.69
	Index	100	102	105	123	116
Not Employed	Unwgted	17478	55	139	100	189
	Weighted (000)	95339	326	724	570	895
	Horz %	100.00	0.34	0.76	0.60	0.94
	Vert %	39.06	33.86	28.39	27.73	30.03
	Index	100	87	73	71	77
Temporarily Unemployed	Unwgted	1886	12	26	6	20
	Weighted (000)	12314	53	136	13	77
	Horz %	100.00	0.43	1.10	0.10	0.62
	Vert %	5.05	5.54	5.32	0.62	2.58
	Index	100	110	106	12	51
Retired from Employment	Unwgted	10143	29	74	63	127
	Weighted (000)	46820	164	344	310	512
	Horz %	100.00	0.35	0.74	0.66	1.09
	Vert %	19.18	17.07	13.51	15.08	17.19
	Index	100	89	70	79	90
Not Employed, Principal Shopper for Household	Unwgted	2543	6	19	19	26
	Weighted (000)	16573	56	120	137	178
	Horz %	100.00	0.34	0.72	0.83	1.07
	Vert %	6.79	5.77	4.69	6.66	5.97
	Index	100	85	69	98	88
Occupation: Professional and Related Occupations	Unwgted	7405	40	101	86	125
	Weighted (000)	34142	175	449	451	555
	Horz %	100.00	0.51	1.32	1.32	1.62
	Vert %	13.99	18.21	17.61	21.96	18.61
	Index	100	130	126	157	133
Occupation: Management, Business and Financial Operations	Unwgted	6595	23	90	68	86
	Weighted (000)	24720	100	358	239	349
	Horz %	100.00	0.40	1.45	0.97	1.41
	Vert %	10.13	10.34	14.03	11.65	11.72
	Index	100	102	139	115	116
Occupation: Sales and Office Occupations	Unwgted	5959	20	82	53	91
	Weighted (000)	32636	88	391	299	493
	Horz %	100.00	0.27	1.20	0.92	1.51
	Vert %	13.37	9.19	15.34	14.53	16.55
	Index	100	69	115	109	124
Occupation: Natural Resources, Construction and Maintenance Occupations	Unwgted	2756	17	30	19	35
	Weighted (000)	13728	90	164	123	170
	Horz %	100.00	0.66	1.19	0.90	1.24
	Vert %	5.62	9.39	6.43	6.00	5.70
	Index	100	167	114	107	101

		Adults 18+	Own/Lease Hyundai Accent	Own/Lease Hyundai Elantra	Own/Lease Hyundai Santa Fe	Own\ Lease Hyundai Sonata
Occupation: Other Employed			*			
	Unwgted	8453	34	103	75	108
	Weighted (000)	43519	183	464	373	519
	Horz %	100.00	0.42	1.07	0.86	1.19
	Vert %	17.83	19.00	18.20	18.14	17.39
	Index	100	107	102	102	98
Household Income: \$250,000+			*	*	*	*
	Unwgted	1966	7	17	27	31
	Weighted (000)	7800	16	68	111	94
	Horz %	100.00	0.21	0.87	1.42	1.20
	Vert %	3.20	1.70	2.68	5.39	3.15
	Index	100	53	84	169	99
Household Income: \$200,000- \$249,999			*	*	*	*
	Unwgted	1583	3	20	17	26
	Weighted (000)	7178	12	89	114	124
	Horz %	100.00	0.17	1.24	1.59	1.73
	Vert %	2.94	1.23	3.49	5.54	4.16
	Index	100	42	119	189	142
Household Income: \$150,000- \$199,999			*		*	
	Unwgted	3725	18	50	49	62
	Weighted (000)	18847	96	228	266	393
	Horz %	100.00	0.51	1.21	1.41	2.09
	Vert %	7.72	9.94	8.94	12.95	13.18
	Index	100	129	116	168	171
Household Income: \$100,000- \$149,999			*			
	Unwgted	7038	35	97	95	115
	Weighted (000)	39997	204	498	528	604
	Horz %	100.00	0.51	1.24	1.32	1.51
	Vert %	16.39	21.14	19.52	25.68	20.24
	Index	100	129	119	157	124
Household Income: \$75,000- \$99,999			*			
	Unwgted	6168	25	107	66	104
	Weighted (000)	32585	145	587	374	541
	Horz %	100.00	0.45	1.80	1.15	1.66
	Vert %	13.35	15.12	23.00	18.20	18.16
	Index	100	113	172	136	136
Household Income: \$60,000- \$74,999			*		*	
	Unwgted	4945	19	66	36	68
	Weighted (000)	24958	74	333	149	307
	Horz %	100.00	0.30	1.33	0.60	1.23
	Vert %	10.23	7.70	13.05	7.24	10.31
	Index	100	75	128	71	101
Household Income: \$50,000- \$59,999			*	*	*	
	Unwgted	3824	20	39	26	52
	Weighted (000)	18483	118	114	96	214
	Horz %	100.00	0.64	0.62	0.52	1.16
	Vert %	7.57	12.29	4.48	4.66	7.18
	Index	100	162	59	62	95
Household Income: \$40,000- \$49,999			*		*	
	Unwgted	4928	13	50	36	56
	Weighted (000)	20001	59	146	165	223
	Horz %	100.00	0.30	0.73	0.82	1.11
	Vert %	8.19	6.17	5.72	8.01	7.47
	Index	100	75	70	98	91

		Adults 18+	Own/Lease Hyundai Accent	Own/Lease Hyundai Elantra	Own/Lease Hyundai Santa Fe	Own\ Lease Hyundai Sonata
			*	*	*	*
Household Income: \$30,000-\$39,999	Unwgted	4676	14	35	23	55
	Weighted (000)	21673	80	143	111	216
	Horz %	100.00	0.37	0.66	0.51	1.00
	Vert %	8.88	8.32	5.63	5.37	7.23
	Index	100	94	63	61	81
			*	*	*	*
Household Income: \$20,000-\$29,999	Unwgted	4378	20	32	14	38
	Weighted (000)	21286	90	138	50	148
	Horz %	100.00	0.42	0.65	0.23	0.69
	Vert %	8.72	9.35	5.41	2.43	4.95
	Index	100	107	62	28	57
			*	*	*	*
Household Income: Under \$20,000	Unwgted	5415	15	32	12	27
	Weighted (000)	31275	68	206	93	118
	Horz %	100.00	0.22	0.66	0.30	0.38
	Vert %	12.81	7.04	8.07	4.53	3.95
	Index	100	55	63	35	31
Median Household Income	Unwgted					
	Weighted (000)	65.60	73.30	83.30	99.40	87.20
	Horz %					
	Vert %					
	Index	100	112	127	152	133
			*			
Marital Status: Single, Never Married	Unwgted	12107	47	140	73	146
	Weighted (000)	69105	227	703	451	787
	Horz %	100.00	0.33	1.02	0.65	1.14
	Vert %	28.31	23.62	27.57	21.92	26.38
	Index	100	83	97	77	93
Marital Status: Currently Married	Unwgted	24506	99	292	264	356
	Weighted (000)	129071	517	1490	1377	1794
	Horz %	100.00	0.40	1.15	1.07	1.39
	Vert %	52.88	53.71	58.42	66.99	60.16
	Index	100	102	110	127	114
			*		*	
Marital Status: Divorced or Legally Separated	Unwgted	8229	36	85	45	93
	Weighted (000)	31030	182	279	155	282
	Horz %	100.00	0.59	0.90	0.50	0.91
	Vert %	12.71	18.93	10.96	7.52	9.45
	Index	100	149	86	59	74
			*	*	*	*
Marital Status: Widowed	Unwgted	3804	7	28	19	39
	Weighted (000)	14879	36	78	73	119
	Horz %	100.00	0.24	0.52	0.49	0.80
	Vert %	6.10	3.74	3.05	3.56	4.01
	Index	100	61	50	58	66
			*	*	*	*
Marital Status: Engaged to Be Married	Unwgted	2120	5	23	13	40
	Weighted (000)	11812	12	133	42	170
	Horz %	100.00	0.10	1.13	0.35	1.44
	Vert %	4.84	1.20	5.23	2.02	5.70
	Index	100	25	108	42	118

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			*	*	*	
Marital Status: Living with Partner/Fiancé/Boyfriend or Girlfriend (Same or Opposite Sex)	Unwgted	3596	13	42	21	56
	Weighted (000)	21557	47	243	105	225
	Horz %	100.00	0.22	1.13	0.49	1.04
	Vert %	8.83	4.88	9.51	5.10	7.55
	Index	100	55	108	58	86
Any Child(ren) Under Age 18 Living at Home	Unwgted	18201	74	217	182	246
	Weighted (000)	94932	352	1047	1033	1303
	Horz %	100.00	0.37	1.10	1.09	1.37
	Vert %	38.89	36.57	41.05	50.26	43.69
	Index	100	94	106	129	112
1 Child Under Age 18 Currently Living at Home	Unwgted	7127	31	89	89	118
	Weighted (000)	38013	148	440	519	674
	Horz %	100.00	0.39	1.16	1.36	1.77
	Vert %	15.57	15.34	17.25	25.22	22.60
	Index	100	98	111	162	145
2 Children Under Age 18 Currently Living at Home	Unwgted	6935	28	92	70	93
	Weighted (000)	34366	139	439	404	481
	Horz %	100.00	0.40	1.28	1.17	1.40
	Vert %	14.08	14.44	17.22	19.63	16.14
	Index	100	103	122	139	115
3 Children Under Age 18 Currently Living at Home	Unwgted	2804	12	24	16	27
	Weighted (000)	14813	61	130	80	122
	Horz %	100.00	0.41	0.88	0.54	0.82
	Vert %	6.07	6.38	5.11	3.88	4.09
	Index	100	105	84	64	67
4 Children Under Age 18 Currently Living at Home	Unwgted	872	2	10	5	6
	Weighted (000)	4873	3	36	13	17
	Horz %	100.00	0.06	0.73	0.28	0.34
	Vert %	2.00	0.31	1.40	0.65	0.56
	Index	100	16	70	33	28
5 or More Children Under Age 18 Currently Living at Home	Unwgted	463	1	2	2	2
	Weighted (000)	2867	1	2	18	9
	Horz %	100.00	0.03	0.06	0.62	0.31
	Vert %	1.17	0.09	0.07	0.87	0.30
	Index	100	8	6	74	25
Own Home/Residence	Unwgted	32775	122	393	326	478
	Weighted (000)	160976	616	1871	1666	2227
	Horz %	100.00	0.38	1.16	1.04	1.38
	Vert %	65.95	64.01	73.35	81.04	74.69
	Index	100	97	111	123	113
Rent Home/Residence	Unwgted	15306	66	147	74	148
	Weighted (000)	80205	337	661	384	731
	Horz %	100.00	0.42	0.82	0.48	0.91
	Vert %	32.86	35.02	25.94	18.66	24.52
	Index	100	107	79	57	75

		Adults 18+	Own/Lease Hyundai Accent	Own/Lease Hyundai Elantra	Own/Lease Hyundai Santa Fe	Own\ Lease Hyundai Sonata
			*	*	*	*
Live Rent-Free in Home/Residence	Unwgted	565	1	5	1	8
	Weighted (000)	2903	9	18	6	24
	Horz %	100.00	0.32	0.62	0.21	0.81
	Vert %	1.19	0.97	0.70	0.30	0.79
	Index	100	81	59	25	66
Census Region: North East	Unwgted	11000	56	142	102	170
	Weighted (000)	44018	183	535	405	738
	Horz %	100.00	0.42	1.22	0.92	1.68
	Vert %	18.03	19.04	20.98	19.72	24.75
	Index	100	106	116	109	137
Census Region: South	Unwgted	17645	64	201	147	245
	Weighted (000)	92016	338	930	728	1130
	Horz %	100.00	0.37	1.01	0.79	1.23
	Vert %	37.70	35.10	36.48	35.42	37.90
	Index	100	93	97	94	101
Census Region: Midwest			*			
	Unwgted	9880	36	99	102	113
	Weighted (000)	52062	238	465	563	488
	Horz %	100.00	0.46	0.89	1.08	0.94
	Index	100	116	85	128	77
Census Region: West			*			
	Unwgted	10121	33	103	50	106
	Weighted (000)	55988	204	620	359	626
	Horz %	100.00	0.36	1.11	0.64	1.12
	Index	100	92	106	76	92
Census Sub-Region: New England			*	*	*	*
	Unwgted	2748	11	26	20	34
	Weighted (000)	11567	63	129	81	133
	Horz %	100.00	0.55	1.11	0.70	1.15
	Index	100	139	106	84	94
Census Sub-Region: Mid Atlantic			*			
	Unwgted	8252	45	116	82	136
	Weighted (000)	32451	120	406	324	605
	Horz %	100.00	0.37	1.25	1.00	1.86
	Index	100	94	120	119	153
Census Sub-Region: South Atlantic			*			
	Unwgted	9812	42	125	91	154
	Weighted (000)	48740	211	594	411	680
	Horz %	100.00	0.43	1.22	0.84	1.39
	Index	100	110	117	100	114
Census Sub-Region: East South Central			*	*	*	*
	Unwgted	1890	2	11	10	21
	Weighted (000)	14067	10	104	97	122
	Horz %	100.00	0.07	0.74	0.69	0.87
	Index	100	18	71	82	71

		Adults 18+	Own/Lease Hyundai Accent	Own/Lease Hyundai Elantra	Own/Lease Hyundai Santa Fe	Own\ Lease Hyundai Sonata
Census Sub-Region: West South Central			*		*	
	Unwgted	5943	20	65	46	70
	Weighted (000)	29209	117	233	221	328
	Horz %	100.00	0.40	0.80	0.76	1.12
	Vert %	11.97	12.16	9.12	10.75	11.02
	Index	100	102	76	90	92
Census Sub-Region: East North Central			*			
	Unwgted	7303	23	83	71	95
	Weighted (000)	36089	152	371	339	378
	Horz %	100.00	0.42	1.03	0.94	1.05
	Vert %	14.79	15.76	14.55	16.50	12.68
	Index	100	107	98	112	86
Census Sub-Region: West North Central			*	*	*	*
	Unwgted	2577	13	16	31	18
	Weighted (000)	15973	86	94	224	110
	Horz %	100.00	0.54	0.59	1.40	0.69
	Vert %	6.54	8.95	3.67	10.90	3.68
	Index	100	137	56	167	56
Census Sub-Region: Mountain			*	*	*	*
	Unwgted	2752	11	37	27	32
	Weighted (000)	18482	80	269	201	192
	Horz %	100.00	0.43	1.46	1.09	1.04
	Vert %	7.57	8.27	10.55	9.77	6.43
	Index	100	109	139	129	85
Census Sub-Region: Pacific			*		*	
	Unwgted	7369	22	66	23	74
	Weighted (000)	37506	124	351	158	434
	Horz %	100.00	0.33	0.94	0.42	1.16
	Vert %	15.37	12.89	13.76	7.70	14.57
	Index	100	84	90	50	95
County Size: A						
	Unwgted	26326	106	323	252	359
	Weighted (000)	102649	407	1104	936	1371
	Horz %	100.00	0.40	1.08	0.91	1.34
	Vert %	42.05	42.27	43.28	45.51	45.99
	Index	100	101	103	108	109
County Size: B						
	Unwgted	11709	56	132	84	156
	Weighted (000)	72000	384	864	632	821
	Horz %	100.00	0.53	1.20	0.88	1.14
	Vert %	29.50	39.93	33.88	30.75	27.54
	Index	100	135	115	104	93
County Size: C/D			*			
	Unwgted	10611	27	90	65	119
	Weighted (000)	69435	171	582	488	789
	Horz %	100.00	0.25	0.84	0.70	1.14
	Vert %	28.45	17.80	22.84	23.73	26.47
	Index	100	63	80	83	93
Radio Formats: AAA (subset of Alternative) (Monday-Sunday 24-Hour Cume)			*	*	*	*
	Unwgted	1128	6	8	17	18
	Weighted (000)	4719	34	48	75	44
	Horz %	100.00	0.71	1.01	1.59	0.93
	Vert %	1.93	3.49	1.88	3.64	1.48
	Index	100	181	97	188	77

		Adults 18+	Own/Lease Hyundai Accent	Own/Lease Hyundai Elantra	Own/Lease Hyundai Santa Fe	Own\ Lease Hyundai Sonata
Radio Formats: Adult Contemporary (Monday-Sunday 24-Hour Cume)			*			
	Unwgted	7893	34	115	80	103
	Weighted (000)	38375	196	532	436	395
	Horz %	100.00	0.51	1.39	1.14	1.03
	Vert %	15.72	20.32	20.85	21.19	13.26
	Index	100	129	133	135	84
Radio Formats: Adult Hits (Monday-Sunday 24-Hour Cume)			*	*	*	*
	Unwgted	1220	10	16	13	17
	Weighted (000)	6399	65	77	91	80
	Horz %	100.00	1.01	1.20	1.43	1.26
	Vert %	2.62	6.70	3.00	4.45	2.70
	Index	100	256	115	170	103
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	14	33	31	47
	Weighted (000)	7983	44	103	86	123
	Horz %	100.00	0.55	1.29	1.07	1.54
	Vert %	3.27	4.53	4.05	4.17	4.12
	Index	100	138	124	128	126
Radio Formats: All Sports (Monday-Sunday 24-Hour Cume)			*	*	*	*
	Unwgted	3232	11	50	57	57
	Weighted (000)	12837	50	188	248	216
	Horz %	100.00	0.39	1.46	1.93	1.68
	Vert %	5.26	5.24	7.37	12.07	7.24
	Index	100	100	140	230	138
Radio Formats: All Talk (Monday-Sunday 24-Hour Cume)			*	*	*	*
	Unwgted	850	5	8	2	7
	Weighted (000)	3908	23	57	3	42
	Horz %	100.00	0.59	1.47	0.08	1.07
	Vert %	1.60	2.38	2.25	0.16	1.40
	Index	100	149	141	10	87
Radio Formats: Alternative (Monday-Sunday 24-Hour Cume)			*	*	*	*
	Unwgted	3051	20	39	34	45
	Weighted (000)	14357	120	205	176	186
	Horz %	100.00	0.84	1.43	1.23	1.30
	Vert %	5.88	12.50	8.04	8.56	6.25
	Index	100	212	137	145	106
Radio Formats: CHR/Top 40 (Monday-Sunday 24-Hour Cume)			*	*	*	*
	Unwgted	8136	30	114	81	101
	Weighted (000)	42891	152	581	491	470
	Horz %	100.00	0.36	1.35	1.14	1.10
	Vert %	17.57	15.84	22.77	23.86	15.76
	Index	100	90	130	136	90
Radio Formats: Classic Hits (Monday-Sunday 24-Hour Cume)			*	*	*	*
	Unwgted	2864	15	46	34	46
	Weighted (000)	14285	99	180	152	190
	Horz %	100.00	0.69	1.26	1.06	1.33
	Vert %	5.85	10.31	7.08	7.40	6.38
	Index	100	176	121	126	109

		Adults 18+	Own/Lease Hyundai Accent	Own/Lease Hyundai Elantra	Own/Lease Hyundai Santa Fe	Own\ Lease Hyundai Sonata
			*		*	*
Radio Formats: Classic Rock (Monday-Sunday 24-Hour Cume)	Unwgted	3360	18	52	36	44
	Weighted (000)	16987	72	244	137	203
	Horz %	100.00	0.42	1.44	0.80	1.20
	Vert %	6.96	7.48	9.58	6.64	6.81
	Index	100	108	138	95	98
			*	*	*	*
Radio Formats: Classical (Monday-Sunday 24-Hour Cume)	Unwgted	1353	7	9	18	14
	Weighted (000)	5307	39	41	103	40
	Horz %	100.00	0.73	0.77	1.94	0.76
	Vert %	2.17	4.02	1.60	5.01	1.35
	Index	100	185	74	230	62
			*			
Radio Formats: Country (Monday-Sunday 24-Hour Cume)	Unwgted	7757	29	97	65	83
	Weighted (000)	44958	158	533	420	413
	Horz %	100.00	0.35	1.19	0.94	0.92
	Vert %	18.42	16.41	20.91	20.45	13.85
	Index	100	89	114	111	75
			*	*	*	*
Radio Formats: Ethnic (Monday-Sunday 24-Hour Cume)	Unwgted	310	0	3	1	6
	Weighted (000)	1196	0	7	1	11
	Horz %	100.00	0.00	0.61	0.12	0.96
	Vert %	0.49	0.00	0.29	0.07	0.38
	Index	100	0	58	14	78
			*	*	*	*
Radio Formats: Gospel (Monday-Sunday 24-Hour Cume)	Unwgted	642	1	8	3	7
	Weighted (000)	3662	4	51	11	26
	Horz %	100.00	0.11	1.40	0.30	0.70
	Vert %	1.50	0.43	2.01	0.53	0.86
	Index	100	29	134	35	57
			*	*	*	*
Radio Formats: Hispanic (All Genres) (Monday-Sunday 24- Hour Cume)	Unwgted	2577	9	24	12	28
	Weighted (000)	15181	46	137	64	111
	Horz %	100.00	0.31	0.90	0.42	0.73
	Vert %	6.22	4.82	5.38	3.11	3.73
	Index	100	77	86	50	60
			*		*	*
Radio Formats: Hot AC (Subset of "Adult Contemporary") (Monday- Sunday 24-Hour Cume)	Unwgted	3551	12	53	38	41
	Weighted (000)	17450	75	274	200	167
	Horz %	100.00	0.43	1.57	1.15	0.95
	Vert %	7.15	7.78	10.76	9.72	5.59
	Index	100	109	150	136	78
			*	*	*	*
Radio Formats: Jazz (Monday- Sunday 24-Hour Cume)	Unwgted	631	4	7	6	11
	Weighted (000)	2496	26	26	15	27
	Horz %	100.00	1.06	1.03	0.62	1.09
	Vert %	1.02	2.75	1.01	0.75	0.91
	Index	100	269	98	73	89
			*	*	*	*
Radio Formats: Mexican/Tejano/Ranchera (Subset of "Hispanic") (Monday-Sunday 24-Hour Cume)	Unwgted	1108	6	11	4	6
	Weighted (000)	6328	27	63	8	14
	Horz %	100.00	0.43	1.00	0.13	0.23
	Vert %	2.59	2.85	2.47	0.40	0.48
	Index	100	110	95	16	18

		Adults 18+	Own/Lease Hyundai Accent	Own/Lease Hyundai Elantra	Own/Lease Hyundai Santa Fe	Own\ Lease Hyundai Sonata
Radio Formats: News/Talk (Monday-Sunday 24-Hour Cume)			*			
	Unwgted	5806	29	67	71	76
	Weighted (000)	23554	108	259	272	275
	Horz %	100.00	0.46	1.10	1.15	1.17
	Vert %	9.65	11.21	10.14	13.22	9.24
	Index	100	116	105	137	96
Radio Formats: Oldies (Monday-Sunday 24-Hour Cume)			*	*	*	*
	Unwgted	1456	4	9	16	29
	Weighted (000)	7376	11	36	80	168
	Horz %	100.00	0.14	0.48	1.09	2.28
	Vert %	3.02	1.09	1.40	3.91	5.64
	Index	100	36	46	129	187
Radio Formats: Public Radio/Non-Commercial (Monday-Sunday 24-Hour Cume)			*	*	*	*
	Unwgted	2625	11	40	20	37
	Weighted (000)	10677	57	158	96	126
	Horz %	100.00	0.54	1.48	0.90	1.18
	Vert %	4.37	5.95	6.21	4.67	4.24
	Index	100	136	142	107	97
Radio Formats: Religion/Christian (Monday- Sunday 24-Hour Cume)			*	*	*	*
	Unwgted	3944	21	49	37	68
	Weighted (000)	20120	117	261	178	313
	Horz %	100.00	0.58	1.30	0.89	1.56
	Vert %	8.24	12.12	10.24	8.66	10.51
	Index	100	147	124	105	128
Radio Formats: Rhythmic (Monday-Sunday 24-Hour Cume)			*	*	*	*
	Unwgted	2569	7	32	13	27
	Weighted (000)	13480	21	158	94	115
	Horz %	100.00	0.15	1.17	0.70	0.85
	Vert %	5.52	2.15	6.18	4.59	3.85
	Index	100	39	112	83	70
Radio Formats: Rock (Monday- Sunday 24-Hour Cume)			*	*	*	*
	Unwgted	3181	14	49	36	49
	Weighted (000)	16260	53	234	204	244
	Horz %	100.00	0.33	1.44	1.26	1.50
	Vert %	6.66	5.51	9.18	9.93	8.18
	Index	100	83	138	149	123
Radio Formats: Soft Adult Contemporary/Lite Rock (Monday-Sunday 24-Hour Cume)			*	*	*	*
	Unwgted	1106	5	14	8	21
	Weighted (000)	5735	25	49	26	121
	Horz %	100.00	0.44	0.86	0.45	2.11
	Vert %	2.35	2.60	1.93	1.25	4.07
	Index	100	111	82	53	173
Radio Formats: Spanish AC (Subset of Hispanic) (Monday- Sunday 24-Hour Cume)			*	*	*	*
	Unwgted	906	4	10	3	10
	Weighted (000)	5268	18	40	27	43
	Horz %	100.00	0.35	0.75	0.52	0.82
	Vert %	2.16	1.90	1.55	1.34	1.46
	Index	100	88	72	62	67
Radio Formats: Tropical (Subset of Hispanic) (Monday- Sunday 24-Hour Cume)			*	*	*	*
	Unwgted	302	1	2	1	3
	Weighted (000)	1893	4	8	5	18
	Horz %	100.00	0.22	0.44	0.24	0.96
	Vert %	0.78	0.43	0.33	0.22	0.61
	Index	100	55	43	28	79

		Adults 18+	Own/Lease Hyundai Accent	Own/Lease Hyundai Elantra	Own/Lease Hyundai Santa Fe	Own\ Lease Hyundai Sonata
Radio Formats: Urban (All Genres) (Monday-Sunday 24-Hour Cume)			*		*	
	Unwgted	5121	19	55	36	53
	Weighted (000)	26008	49	239	170	256
	Horz %	100.00	0.19	0.92	0.66	0.98
	Vert %	10.66	5.08	9.38	8.29	8.59
Index	100	48	88	78	81	
Radio Formats: Urban AC (Subset of Urban) (Monday-Sunday 24-Hour Cume)			*	*	*	*
	Unwgted	2133	7	19	16	19
	Weighted (000)	10077	15	86	61	60
	Horz %	100.00	0.14	0.86	0.61	0.60
	Vert %	4.13	1.51	3.39	2.97	2.02
Index	100	37	82	72	49	
Radio Formats: Urban Contemporary (Subset of Urban) (Monday-Sunday 24-Hour Cume)			*	*	*	*
	Unwgted	1989	7	19	14	21
	Weighted (000)	11746	19	73	95	115
	Horz %	100.00	0.16	0.62	0.81	0.98
	Vert %	4.81	1.99	2.85	4.64	3.87
Index	100	41	59	97	80	
Radio Formats: Variety/Other (Monday-Sunday 24-Hour Cume)			*	*	*	*
	Unwgted	1303	5	16	11	14
	Weighted (000)	6945	20	59	79	46
	Horz %	100.00	0.28	0.85	1.14	0.67
	Vert %	2.85	2.05	2.31	3.86	1.55
Index	100	72	81	135	55	
Radio Daypart Cumes: Total Week Monday-Sunday 24 Hours						
	Unwgted	41037	167	493	364	552
	Weighted (000)	204462	860	2280	1854	2524
	Horz %	100.00	0.42	1.12	0.91	1.23
	Vert %	83.77	89.33	89.40	90.17	84.67
Index	100	107	107	108	101	
Radio Daypart Cumes: Weekday 6:00 am - 10:00 am						
	Unwgted	25278	105	327	250	342
	Weighted (000)	122460	512	1477	1263	1520
	Horz %	100.00	0.42	1.21	1.03	1.24
	Vert %	50.17	53.18	57.93	61.44	51.00
Index	100	106	115	122	102	
Radio Daypart Cumes: Weekday 10:00 am - 3:00 pm						
	Unwgted	18835	72	218	178	256
	Weighted (000)	94930	357	1017	961	1187
	Horz %	100.00	0.38	1.07	1.01	1.25
	Vert %	38.89	37.13	39.88	46.73	39.82
Index	100	95	103	120	102	
Radio Daypart Cumes: Weekday 3:00 pm - 7:00 pm						
	Unwgted	22339	96	279	229	303
	Weighted (000)	109527	473	1253	1229	1383
	Horz %	100.00	0.43	1.14	1.12	1.26
	Vert %	44.87	49.14	49.15	59.77	46.40
Index	100	110	110	133	103	
Radio Daypart Cumes: Weekday 7:00 pm - Midnight			*		*	
	Unwgted	8087	39	92	43	109
	Weighted (000)	41055	178	438	249	544
	Horz %	100.00	0.43	1.07	0.61	1.32
	Vert %	16.82	18.47	17.16	12.11	18.23
Index	100	110	102	72	108	

		Adults 18+	Own/Lease Hyundai Accent	Own/Lease Hyundai Elantra	Own/Lease Hyundai Santa Fe	Own\ Lease Hyundai Sonata
			*	*	*	*
Radio Daypart Cumes: Weekday Midnight - 6:00 am	Unwgted	2418	18	27	23	27
	Weighted (000)	12268	81	137	105	120
	Horz %	100.00	0.66	1.11	0.86	0.98
	Vert %	5.03	8.45	5.36	5.10	4.02
	Index	100	168	107	102	80
Radio Daypart Cumes: Weekend 6:00 am - 10:00 am	Unwgted	16140	72	195	127	199
	Weighted (000)	79167	315	894	638	812
	Horz %	100.00	0.40	1.13	0.81	1.03
	Vert %	32.43	32.73	35.07	31.02	27.23
	Index	100	101	108	96	84
Radio Daypart Cumes: Weekend 10:00 am - 3:00 pm	Unwgted	21592	85	274	212	297
	Weighted (000)	106532	408	1275	1086	1339
	Horz %	100.00	0.38	1.20	1.02	1.26
	Vert %	43.65	42.39	50.01	52.81	44.92
	Index	100	97	115	121	103
Radio Daypart Cumes: Weekend 3:00 pm - 7:00 pm	Unwgted	16960	75	201	152	226
	Weighted (000)	85146	331	905	733	1053
	Horz %	100.00	0.39	1.06	0.86	1.24
	Vert %	34.88	34.36	35.50	35.66	35.31
	Index	100	99	102	102	101
Radio Daypart Cumes: Weekend 7:00 pm - Midnight			*			
	Unwgted	8346	37	100	62	117
	Weighted (000)	42195	152	482	290	616
	Horz %	100.00	0.36	1.14	0.69	1.46
	Index	100	92	109	82	120
Radio Daypart Cumes: Weekend Midnight - 6:00 am			*	*	*	*
	Unwgted	2161	10	20	16	29
	Weighted (000)	10847	45	92	99	142
	Horz %	100.00	0.42	0.85	0.92	1.30
	Index	100	106	81	109	107
Where Listen to Radio on Typical Weekday: Home	Unwgted	13605	51	124	101	160
	Weighted (000)	66444	222	595	508	744
	Horz %	100.00	0.33	0.90	0.76	1.12
	Vert %	27.22	23.06	23.32	24.72	24.96
	Index	100	85	86	91	92
Where Listen to Radio on Typical Weekday: Car	Unwgted	37582	162	463	347	534
	Weighted (000)	186198	851	2082	1738	2433
	Horz %	100.00	0.46	1.12	0.93	1.31
	Vert %	76.28	88.43	81.63	84.54	81.60
	Index	100	116	107	111	107
Where Listen to Radio on Typical Weekday: Work			*			
	Unwgted	6358	22	74	51	84
	Weighted (000)	32708	81	347	262	412
	Horz %	100.00	0.25	1.06	0.80	1.26
	Index	100	63	102	95	103

		Adults 18+	Own/Lease Hyundai Accent	Own/Lease Hyundai Elantra	Own/Lease Hyundai Santa Fe	Own\ Lease Hyundai Sonata
Where Listen to Radio on Typical Weekday: Place Other Than Home, Car, Work			*	*	*	*
	Unwgted	1490	4	16	13	14
	Weighted (000)	7844	20	67	91	59
	Horz %	100.00	0.26	0.85	1.16	0.75
	Vert %	3.21	2.12	2.61	4.42	1.98
Index	100	66	81	137	62	
Where Listen to Radio on Typical Weekend: Home						
	Unwgted	16122	68	161	133	185
	Weighted (000)	79216	325	821	738	904
	Horz %	100.00	0.41	1.04	0.93	1.14
	Vert %	32.45	33.74	32.21	35.87	30.33
Index	100	104	99	111	93	
Where Listen to Radio on Typical Weekend: Car						
	Unwgted	34584	137	423	318	505
	Weighted (000)	172300	736	1862	1506	2309
	Horz %	100.00	0.43	1.08	0.87	1.34
	Vert %	70.59	76.49	73.02	73.24	77.46
Index	100	108	103	104	110	
Where Listen to Radio on Typical Weekend: Work			*	*	*	*
	Unwgted	2377	10	22	13	20
	Weighted (000)	13032	62	170	39	131
	Horz %	100.00	0.48	1.30	0.30	1.01
	Vert %	5.34	6.44	6.65	1.91	4.41
Index	100	121	125	36	83	
Where Listen to Radio on Typical Weekend: Place Other Than Home, Car, Work			*	*	*	*
	Unwgted	1550	5	10	11	8
	Weighted (000)	8439	28	46	88	51
	Horz %	100.00	0.33	0.54	1.04	0.60
	Vert %	3.46	2.93	1.79	4.26	1.71
Index	100	85	52	123	49	
Ever Listen to AM Radio (Terrestrial Radio)			*			
	Unwgted	8872	34	86	89	119
	Weighted (000)	37216	172	366	368	424
	Horz %	100.00	0.46	0.98	0.99	1.14
	Vert %	15.25	17.82	14.34	17.91	14.22
Index	100	117	94	117	93	
Ever Listen to FM Radio (Terrestrial Radio)						
	Unwgted	35648	152	443	308	476
	Weighted (000)	180517	807	2052	1580	2109
	Horz %	100.00	0.45	1.14	0.88	1.17
	Vert %	73.96	83.83	80.48	76.83	70.74
Index	100	113	109	104	96	
Ever Listen to Any Terrestrial Radio (AM/FM)						
	Unwgted	38624	158	466	334	506
	Weighted (000)	192537	824	2136	1671	2227
	Horz %	100.00	0.43	1.11	0.87	1.16
	Vert %	78.88	85.57	83.77	81.25	74.69
Index	100	108	106	103	95	
Ever Listen to Satellite Radio (SiriusXM)			*			
	Unwgted	6808	26	83	86	143
	Weighted (000)	31804	121	387	460	737
	Horz %	100.00	0.38	1.22	1.44	2.32
	Vert %	13.03	12.55	15.19	22.35	24.71
Index	100	96	117	172	190	

		Adults 18+	Own/Lease Hyundai Accent	Own/Lease Hyundai Elantra	Own/Lease Hyundai Santa Fe	Own\ Lease Hyundai Sonata
Household Subscribes to Satellite (SiriusXM) Radio			*			
	Unwgted	9333	31	128	115	181
	Weighted (000)	45323	147	639	583	940
	Horz %	100.00	0.33	1.41	1.29	2.08
	Vert %	18.57	15.30	25.07	28.34	31.55
	Index	100	82	135	153	170
Any Vehicle Currently Owned/Leased Has Satellite Radio	Unwgted	15153	59	280	249	351
	Weighted (000)	76621	307	1299	1181	1706
	Horz %	100.00	0.40	1.69	1.54	2.23
	Vert %	31.39	31.92	50.93	57.43	57.22
	Index	100	102	162	183	182
Any Vehicle Currently Owned/Leased Has MP3 Player Connection	Unwgted	12633	58	242	188	293
	Weighted (000)	64670	317	1034	944	1381
	Horz %	100.00	0.49	1.60	1.46	2.14
	Vert %	26.49	32.93	40.56	45.89	46.32
	Index	100	124	153	173	175
Listened to Online Streaming AM/FM Broadcast Radio Stations - Past Month			*			
	Unwgted	7343	32	75	69	84
	Weighted (000)	36346	145	384	339	387
	Horz %	100.00	0.40	1.06	0.93	1.06
	Vert %	14.89	15.09	15.06	16.51	12.97
	Index	100	101	101	111	87
Listened to Internet-only radio or other online music or audio services (eg. Pandora, Spotify, etc.) - past month	Unwgted	19242	85	239	165	257
	Weighted (000)	97996	445	1150	936	1242
	Horz %	100.00	0.45	1.17	0.96	1.27
	Vert %	40.15	46.22	45.12	45.54	41.67
	Index	100	115	112	113	104
Listening to Any Radio on the Internet/Online - Past Month	Unwgted	21921	97	265	186	290
	Weighted (000)	110983	503	1256	1037	1406
	Horz %	100.00	0.45	1.13	0.93	1.27
	Vert %	45.47	52.26	49.24	50.42	47.16
	Index	100	115	108	111	104
Visited a Radio Station, Radio Program or Radio Personality's website - Past Month			*	*	*	
	Unwgted	3452	18	49	35	57
	Weighted (000)	17001	76	277	160	261
	Horz %	100.00	0.44	1.63	0.94	1.53
	Vert %	6.97	7.85	10.87	7.79	8.75
	Index	100	113	156	112	126
Downloaded Music - Past Month			*			
	Unwgted	9054	38	118	76	138
	Weighted (000)	47933	216	587	369	636
	Horz %	100.00	0.45	1.23	0.77	1.33
	Vert %	19.64	22.46	23.03	17.95	21.33
	Index	100	114	117	91	109
Downloaded Podcasts/Engaged in Podcasting - Past Month			*		*	
	Unwgted	3700	15	56	39	53
	Weighted (000)	17081	47	235	183	269
	Horz %	100.00	0.27	1.37	1.07	1.57
	Vert %	7.00	4.88	9.20	8.88	9.02
	Index	100	70	131	127	129

		Adults 18+	Own/Lease Hyundai Accent	Own/Lease Hyundai Elantra	Own/Lease Hyundai Santa Fe	Own\ Lease Hyundai Sonata
Visited iHeartRadio site - Past Month			*		*	
	Unwgted	4412	21	52	43	56
	Weighted (000)	21989	76	205	212	285
	Horz %	100.00	0.34	0.93	0.97	1.30
	Vert %	9.01	7.85	8.04	10.33	9.57
	Index	100	87	89	115	106
Visited iTunes.com site - Past Month			*			
	Unwgted	8331	39	105	98	117
	Weighted (000)	40212	209	518	467	591
	Horz %	100.00	0.52	1.29	1.16	1.47
	Vert %	16.47	21.75	20.31	22.72	19.84
	Index	100	132	123	138	120
Visited Pandora.com site - Past Month			*			
	Unwgted	16996	71	210	150	237
	Weighted (000)	87700	347	891	785	1221
	Horz %	100.00	0.40	1.02	0.90	1.39
	Vert %	35.93	36.01	34.95	38.18	40.96
	Index	100	100	97	106	114
Visited Spotify site - Past Month			*		*	
	Unwgted	6074	22	79	48	78
	Weighted (000)	32588	126	361	258	373
	Horz %	100.00	0.39	1.11	0.79	1.14
	Vert %	13.35	13.10	14.18	12.57	12.51
	Index	100	98	106	94	94
Advertising on radio provides me with useful information about bargains. Agree strongly or Agree somewhat			*			
	Unwgted	16507	58	178	137	227
	Weighted (000)	83844	317	961	636	1051
	Horz %	100.00	0.38	1.15	0.76	1.25
	Vert %	34.35	32.89	37.68	30.92	35.25
	Index	100	96	110	90	103
Advertising on radio provides me with meaningful information about the product use of other consumers. Agree strongly or Agree somewhat			*			
	Unwgted	13908	47	160	112	185
	Weighted (000)	70343	268	822	479	849
	Horz %	100.00	0.38	1.17	0.68	1.21
	Vert %	28.82	27.83	32.22	23.29	28.48
	Index	100	97	112	81	99
Advertising on radio provides me with useful information about new products and services. Agree strongly or Agree somewhat			*			
	Unwgted	17125	63	189	149	203
	Weighted (000)	86850	338	952	692	969
	Horz %	100.00	0.39	1.10	0.80	1.12
	Vert %	35.58	35.16	37.34	33.68	32.49
	Index	100	99	105	95	91
For me, advertising on radio is amusing. Agree strongly or Agree somewhat			*			
	Unwgted	12845	41	152	104	163
	Weighted (000)	65189	206	744	486	814
	Horz %	100.00	0.32	1.14	0.75	1.25
	Vert %	26.71	21.36	29.17	23.64	27.30
	Index	100	80	109	89	102
Most trusted media: Radio			*	*	*	
	Unwgted	4143	22	37	31	56
	Weighted (000)	21056	85	155	150	294
	Horz %	100.00	0.41	0.74	0.71	1.39
	Vert %	8.63	8.86	6.08	7.27	9.85
	Index	100	103	70	84	114

		Adults 18+	Own/Lease Hyundai Accent	Own/Lease Hyundai Elantra	Own/Lease Hyundai Santa Fe	Own\ Lease Hyundai Sonata
TV Dayparts: Total Week Prime Time Cume Audience	Unwgted	38598	141	437	339	508
	Weighted (000)	190885	631	2041	1665	2351
	Horz %	100.00	0.33	1.07	0.87	1.23
	Vert %	78.20	65.59	80.03	80.96	78.87
	Index	100	84	102	104	101
TV Dayparts: Prime Time Weekdays Cume Audience: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)	Unwgted	30674	114	352	271	416
	Weighted (000)	150599	536	1633	1250	1855
	Horz %	100.00	0.36	1.08	0.83	1.23
	Vert %	61.70	55.67	64.03	60.78	62.21
	Index	100	90	104	99	101
TV Dayparts: Prime Time Saturday Cume Audience: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)	Unwgted	26407	100	302	241	334
	Weighted (000)	129573	431	1371	1164	1485
	Horz %	100.00	0.33	1.06	0.90	1.15
	Vert %	53.09	44.81	53.78	56.61	49.83
	Index	100	84	101	107	94
TV Dayparts: Prime Time Sunday Cume Audience: 7:00- 11:00 pm (Eastern/Pacific), 6:00-10:00 pm (Central/Mountain)	Unwgted	30767	113	337	269	406
	Weighted (000)	150356	523	1556	1326	1895
	Horz %	100.00	0.35	1.03	0.88	1.26
	Vert %	61.60	54.30	61.02	64.51	63.55
	Index	100	88	99	105	103
TV Dayparts: Weekdays Cume Audience: 9:00 am-4:00 pm (Eastern/Pacific) 9:00 am - 3:00 pm (Central/Mountain)			*			
	Unwgted	13588	47	117	92	166
	Weighted (000)	72467	264	570	525	726
	Horz %	100.00	0.36	0.79	0.72	1.00
	Vert %	29.69	27.40	22.35	25.51	24.34
TV Dayparts: Weekdays Cume Audience: 4:00 pm-7:30 pm (Eastern/Pacific) 3:00 pm-6:30 pm (Central/Mountain)	Unwgted	24214	88	276	200	303
	Weighted (000)	122899	494	1355	1034	1395
	Horz %	100.00	0.40	1.10	0.84	1.13
	Vert %	50.35	51.35	53.13	50.30	46.78
	Index	100	102	106	100	93
TV Dayparts: Weekdays Cume Audience: 11:30 pm-1:00 am (Eastern/Pacific) 10:30 pm- Midnight (Central/Mountain)			*			
	Unwgted	8203	42	87	66	103
	Weighted (000)	41009	205	356	303	413
	Horz %	100.00	0.50	0.87	0.74	1.01
	Vert %	16.80	21.30	13.94	14.74	13.86
TV Dayparts: Weekend Children's Shows Cume Audience: Saturday-Sunday Morning	Unwgted	20426	77	221	153	230
	Weighted (000)	102185	376	1047	781	1110
	Horz %	100.00	0.37	1.02	0.76	1.09
	Vert %	41.86	39.07	41.05	37.97	37.25
	Index	100	93	98	91	89
TV Dayparts: Weekend Sports Cume Audience: Saturday- Sunday Afternoon	Unwgted	23818	84	257	204	293
	Weighted (000)	120635	438	1251	995	1426
	Horz %	100.00	0.36	1.04	0.82	1.18
	Vert %	49.42	45.49	49.04	48.37	47.83
	Index	100	92	99	98	97

		Adults 18+	Own/Lease Hyundai Accent	Own/Lease Hyundai Elantra	Own/Lease Hyundai Santa Fe	Own\ Lease Hyundai Sonata
Downloaded a TV Program - Past Month			*	*	*	*
	Unwgt'd	2514	14	34	26	28
	Weighted (000)	11768	66	181	124	120
	Horz %	100.00	0.56	1.54	1.05	1.02
	Vert %	4.82	6.86	7.11	6.04	4.03
	Index	100	142	148	125	84
Watched a TV Program Online - Past Month			*			
	Unwgt'd	8915	48	118	70	119
	Weighted (000)	43431	215	534	386	521
	Horz %	100.00	0.49	1.23	0.89	1.20
	Vert %	17.79	22.29	20.94	18.79	17.49
	Index	100	125	118	106	98
Visited a TV Network or TV Show's Web Site - Past Month			*			
	Unwgt'd	9786	46	134	76	145
	Weighted (000)	47213	235	638	405	690
	Horz %	100.00	0.50	1.35	0.86	1.46
	Vert %	19.34	24.38	25.00	19.68	23.14
	Index	100	126	129	102	120
Looked at TV Listings Online - Past Month			*		*	
	Unwgt'd	5331	25	84	43	79
	Weighted (000)	24808	109	444	231	327
	Horz %	100.00	0.44	1.79	0.93	1.32
	Vert %	10.16	11.33	17.42	11.25	10.98
	Index	100	111	171	111	108
Household Subscribes to Cable TV						
	Unwgt'd	22534	86	246	183	311
	Weighted (000)	109088	425	1147	919	1418
	Horz %	100.00	0.39	1.05	0.84	1.30
	Vert %	44.69	44.11	45.00	44.70	47.58
	Index	100	99	101	100	106
Household Subscribes to Cable, Satellite or Fiber Optic TV						
	Unwgt'd	37894	157	430	352	535
	Weighted (000)	188357	805	1960	1790	2510
	Horz %	100.00	0.43	1.04	0.95	1.33
	Vert %	77.17	83.66	76.88	87.07	84.20
	Index	100	108	100	113	109
Viewed Any Cable TV (Including Pay) - Past Week						
	Unwgt'd	36344	152	412	342	515
	Weighted (000)	180739	775	1888	1733	2387
	Horz %	100.00	0.43	1.04	0.96	1.32
	Vert %	74.05	80.56	74.06	84.30	80.07
	Index	100	109	100	114	108
Heavy Cable TV Viewer (Including Pay) - Past Week						
	Unwgt'd	26301	107	283	244	349
	Weighted (000)	131456	565	1264	1252	1577
	Horz %	100.00	0.43	0.96	0.95	1.20
	Vert %	53.86	58.74	49.57	60.90	52.88
	Index	100	109	92	113	98
Viewed Any Premium Cable Channels - Past Month						
	Unwgt'd	15801	68	177	164	219
	Weighted (000)	75868	298	795	892	996
	Horz %	100.00	0.39	1.05	1.18	1.31
	Vert %	31.08	30.96	31.17	43.37	33.42
	Index	100	100	100	140	108

		Adults 18+	Own/Lease Hyundai Accent	Own/Lease Hyundai Elantra	Own/Lease Hyundai Santa Fe	Own\ Lease Hyundai Sonata
Viewed Any Pay-Per-View Programs or Events - Past Year			*			
	Unwgted	5693	22	77	58	76
	Weighted (000)	27121	145	344	220	307
	Horz %	100.00	0.53	1.27	0.81	1.13
	Vert %	11.11	15.03	13.47	10.71	10.30
	Index	100	135	121	96	93
Viewed Any Video-On-Demand Programs or Events - Past Year	Unwgted	13030	56	170	140	212
	Weighted (000)	59121	336	772	650	934
	Horz %	100.00	0.57	1.31	1.10	1.58
	Vert %	24.22	34.91	30.28	31.60	31.32
	Index	100	144	125	130	129
Household Has a Satellite Dish	Unwgted	10843	50	112	108	155
	Weighted (000)	61939	315	579	656	877
	Horz %	100.00	0.51	0.94	1.06	1.42
	Vert %	25.38	32.76	22.72	31.93	29.42
	Index	100	129	90	126	116
Household Has a Digital Video Recorder (DVR)	Unwgted	23728	94	293	247	379
	Weighted (000)	116768	516	1364	1242	1756
	Horz %	100.00	0.44	1.17	1.06	1.50
	Vert %	47.84	53.58	53.50	60.40	58.89
	Index	100	112	112	126	123
Any Internet/Online Activity - Past Month	Unwgted	42373	179	505	373	590
	Weighted (000)	208554	903	2320	1906	2751
	Horz %	100.00	0.43	1.11	0.91	1.32
	Vert %	85.44	93.84	90.97	92.68	92.27
	Index	100	110	106	108	108
Played Games Online - Past Month	Unwgted	13852	61	168	122	186
	Weighted (000)	73850	299	845	659	939
	Horz %	100.00	0.41	1.14	0.89	1.27
	Vert %	30.26	31.09	33.12	32.04	31.49
	Index	100	103	109	106	104
Downloaded a Video Game - Past Month			*		*	
	Unwgted	5083	25	65	44	60
	Weighted (000)	28601	108	283	265	290
	Horz %	100.00	0.38	0.99	0.93	1.01
	Vert %	11.72	11.26	11.11	12.89	9.71
	Index	100	96	95	110	83
Downloaded a Movie - Past Month			*	*	*	*
	Unwgted	4447	22	44	35	48
	Weighted (000)	21989	106	229	182	209
	Horz %	100.00	0.48	1.04	0.83	0.95
	Vert %	9.01	10.99	8.98	8.87	7.02
	Index	100	122	100	98	78
Watched a Movie Online - Past Month	Unwgted	11540	60	137	88	148
	Weighted (000)	58047	309	678	502	751
	Horz %	100.00	0.53	1.17	0.86	1.29
	Vert %	23.78	32.15	26.60	24.40	25.19
	Index	100	135	112	103	106

		Adults 18+	Own/Lease Hyundai Accent	Own/Lease Hyundai Elantra	Own/Lease Hyundai Santa Fe	Own\ Lease Hyundai Sonata
Watched Online Video (Not Movie, TV) - Past Month	Unwgt'd	10029	50	127	78	152
	Weighted (000)	50248	270	558	397	621
	Horz %	100.00	0.54	1.11	0.79	1.24
	Vert %	20.59	28.05	21.87	19.30	20.84
	Index	100	136	106	94	101
Visited a Chat Room - Past Month			*	*	*	*
	Unwgt'd	2194	6	25	14	21
	Weighted (000)	10601	16	91	76	89
	Horz %	100.00	0.15	0.86	0.71	0.84
	Vert %	4.34	1.66	3.58	3.68	2.99
Index	100	38	82	85	69	
Used e-Mail - Past Month	Unwgt'd	37148	160	455	344	530
	Weighted (000)	177506	813	2080	1690	2464
	Horz %	100.00	0.46	1.17	0.95	1.39
	Vert %	72.72	84.43	81.56	82.21	82.65
	Index	100	116	112	113	114
Used Instant Messenger/IM Online - Past Month	Unwgt'd	29084	117	344	250	414
	Weighted (000)	148723	623	1612	1387	2035
	Horz %	100.00	0.42	1.08	0.93	1.37
	Vert %	60.93	64.71	63.20	67.47	68.25
	Index	100	106	104	111	112
Visited Online Blogs - Past Month			*			
	Unwgt'd	6650	32	82	64	96
	Weighted (000)	32542	170	334	302	424
	Horz %	100.00	0.52	1.03	0.93	1.30
	Vert %	13.33	17.67	13.10	14.70	14.23
Index	100	133	98	110	107	
Wrote an Online Blog - Past Month			*	*	*	*
	Unwgt'd	1215	6	16	15	14
	Weighted (000)	5810	20	47	80	63
	Horz %	100.00	0.35	0.81	1.37	1.08
	Vert %	2.38	2.11	1.84	3.87	2.11
Index	100	89	77	163	89	
Uploaded or Added Video to a Web Site - Past Month			*		*	*
	Unwgt'd	4085	24	60	36	46
	Weighted (000)	20569	160	294	197	191
	Horz %	100.00	0.78	1.43	0.96	0.93
	Vert %	8.43	16.63	11.52	9.58	6.40
Index	100	197	137	114	76	
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	159	438	324	516
	Weighted (000)	184180	843	2054	1698	2446
	Horz %	100.00	0.46	1.12	0.92	1.33
	Vert %	75.46	87.60	80.54	82.59	82.04
	Index	100	116	107	109	109
Social networking, photo or video-sharing services visited or used in the last 30 days: Facebook	Unwgt'd	29944	122	356	256	419
	Weighted (000)	152016	661	1724	1397	1996
	Horz %	100.00	0.43	1.13	0.92	1.31
	Vert %	62.28	68.64	67.61	67.96	66.95
	Index	100	110	109	109	107

		Adults 18+	Own/Lease Hyundai Accent	Own/Lease Hyundai Elantra	Own/Lease Hyundai Santa Fe	Own\ Lease Hyundai Sonata
			*	*	*	*
Foursquare	Unwgted	259	0	4	2	4
	Weighted (000)	1096	0	17	15	13
	Horz %	100.00	0.00	1.55	1.38	1.20
	Vert %	0.45	0.00	0.66	0.73	0.44
	Index	100	0	148	164	98
			*			
Google + (Google Plus)	Unwgted	7523	32	73	65	101
	Weighted (000)	37002	167	305	287	446
	Horz %	100.00	0.45	0.82	0.78	1.20
	Vert %	15.16	17.34	11.96	13.98	14.95
	Index	100	114	79	92	99
			*			
Instagram	Unwgted	11180	44	137	94	155
	Weighted (000)	59923	227	690	641	776
	Horz %	100.00	0.38	1.15	1.07	1.29
	Vert %	24.55	23.58	27.04	31.17	26.03
	Index	100	96	110	127	106
			*			
LinkedIn	Unwgted	7899	36	109	77	118
	Weighted (000)	31599	182	454	341	387
	Horz %	100.00	0.58	1.44	1.08	1.22
	Vert %	12.95	18.94	17.80	16.57	12.97
	Index	100	146	138	128	100
			*			
Pinterest	Unwgted	9299	42	109	102	148
	Weighted (000)	49108	244	642	560	728
	Horz %	100.00	0.50	1.31	1.14	1.48
	Vert %	20.12	25.34	25.18	27.25	24.43
	Index	100	126	125	135	121
			*	*	*	*
Tumblr	Unwgted	1737	11	21	14	17
	Weighted (000)	9309	42	90	50	66
	Horz %	100.00	0.45	0.97	0.54	0.71
	Vert %	3.81	4.34	3.55	2.45	2.21
	Index	100	114	93	64	58
			*			
Twitter	Unwgted	6507	25	80	70	104
	Weighted (000)	32509	90	320	360	545
	Horz %	100.00	0.28	0.99	1.11	1.68
	Vert %	13.32	9.31	12.56	17.53	18.27
	Index	100	70	94	132	137
			*	*	*	
Yelp	Unwgted	4238	16	45	32	59
	Weighted (000)	17049	69	172	173	219
	Horz %	100.00	0.40	1.01	1.02	1.28
	Vert %	6.98	7.17	6.73	8.42	7.34
	Index	100	103	96	121	105
			*			
YouTube	Unwgted	24878	115	312	207	345
	Weighted (000)	125197	612	1445	1096	1641
	Horz %	100.00	0.49	1.15	0.88	1.31
	Vert %	51.29	63.57	56.67	53.29	55.06
	Index	100	124	110	104	107

		Adults 18+	Own/Lease Hyundai Accent	Own/Lease Hyundai Elantra	Own/Lease Hyundai Santa Fe	Own\ Lease Hyundai Sonata
Activities done using a social networking, photo or video-sharing service in the last 30 days: Posted that you "Like" something	Unwgt'd	19391	82	236	185	280
	Weighted (000)	98998	464	1132	952	1380
	Horz %	100.00	0.47	1.14	0.96	1.39
	Vert %	40.56	48.23	44.38	46.29	46.27
	Index	100	119	109	114	114
"Follow" or become a "fan of" something or someone	Unwgt'd	9880	54	128	86	138
	Weighted (000)	51999	282	645	421	625
	Horz %	100.00	0.54	1.24	0.81	1.20
	Vert %	21.30	29.25	25.30	20.45	20.98
	Index	100	137	119	96	98
Clicked on an advertisement	Unwgt'd	7250	28	97	61	104
	Weighted (000)	34609	138	439	309	451
	Horz %	100.00	0.40	1.27	0.89	1.30
	Vert %	14.18	14.30	17.22	15.04	15.14
	Index	100	101	121	106	107
Watched a video	Unwgt'd	23931	99	299	216	338
	Weighted (000)	121821	542	1388	1113	1621
	Horz %	100.00	0.44	1.14	0.91	1.33
	Vert %	49.91	56.26	54.43	54.16	54.37
	Index	100	113	109	109	109
Websites or apps visited or used in the last 30 days: Coupons	Unwgt'd	1642	6	14	13	17
	Weighted (000)	7736	18	77	63	49
	Horz %	100.00	0.23	0.99	0.81	0.63
	Vert %	3.17	1.82	3.01	3.05	1.64
	Index	100	57	95	96	52
Sent or Received Text Messages on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	40180	165	476	367	545
	Weighted (000)	200974	852	2262	1859	2573
	Horz %	100.00	0.42	1.13	0.93	1.28
	Vert %	82.34	88.50	88.69	90.42	86.29
	Index	100	107	108	110	105
Sent or Received Instant Messages on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	20952	93	250	187	291
	Weighted (000)	106707	450	1117	1093	1363
	Horz %	100.00	0.42	1.05	1.02	1.28
	Vert %	43.72	46.80	43.80	53.15	45.73
	Index	100	107	100	122	105
Recorded a Video on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	19339	85	236	170	265
	Weighted (000)	97935	475	1068	978	1276
	Horz %	100.00	0.49	1.09	1.00	1.30
	Vert %	40.12	49.39	41.90	47.55	42.79
	Index	100	123	104	119	107
Played Music on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	24725	99	276	218	336
	Weighted (000)	126500	500	1297	1136	1675
	Horz %	100.00	0.40	1.03	0.90	1.32
	Vert %	51.83	51.99	50.88	55.24	56.20
	Index	100	100	98	107	108

		Adults 18+	Own/Lease Hyundai Accent	Own/Lease Hyundai Elantra	Own/Lease Hyundai Santa Fe	Own\ Lease Hyundai Sonata
Played a Game on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	15697	69	187	157	205
	Weighted (000)	84080	343	947	897	1031
	Horz %	100.00	0.41	1.13	1.07	1.23
	Vert %	34.45	35.63	37.14	43.63	34.58
	Index	100	103	108	127	100
			*			
Watched a Movie, TV Program or Other Video on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	11626	49	136	90	150
	Weighted (000)	61092	241	667	527	719
	Horz %	100.00	0.39	1.09	0.86	1.18
	Vert %	25.03	25.06	26.18	25.63	24.11
	Index	100	100	105	102	96
			*			
Used a Mobile "App" - Past Month	Unwgt'd	25794	105	328	253	358
	Weighted (000)	128777	511	1529	1325	1702
	Horz %	100.00	0.40	1.19	1.03	1.32
	Vert %	52.76	53.12	59.95	64.42	57.10
	Index	100	101	114	122	108
			*			
Read Any Daily Newspaper (Print/Paper/Hard Copy)	Unwgt'd	10912	35	121	109	145
	Weighted (000)	50128	200	544	500	630
	Horz %	100.00	0.40	1.09	1.00	1.26
	Vert %	20.54	20.81	21.33	24.34	21.14
	Index	100	101	104	119	103
			*			
Read Any Sunday Newspaper (Print/Paper/Hard Copy)	Unwgt'd	14245	51	154	126	185
	Weighted (000)	67106	244	777	601	784
	Horz %	100.00	0.36	1.16	0.90	1.17
	Vert %	27.49	25.33	30.47	29.21	26.30
	Index	100	92	111	106	96
			*			
Read or Looked Into Any Electronic Version of a Newspaper, Including Web Site - Past Month	Unwgt'd	19488	83	252	180	277
	Weighted (000)	91290	444	1213	869	1179
	Horz %	100.00	0.49	1.33	0.95	1.29
	Vert %	37.40	46.08	47.57	42.28	39.55
	Index	100	123	127	113	106
			*	*	*	*
Read Classified Advertising in Weekday Newspaper	Unwgt'd	3772	15	32	29	39
	Weighted (000)	20084	102	149	204	188
	Horz %	100.00	0.51	0.74	1.02	0.94
	Vert %	8.23	10.62	5.85	9.93	6.30
	Index	100	129	71	121	77
			*	*	*	*
Read Classified Advertising in Sunda/Weekend Newspaper	Unwgt'd	3758	16	39	35	48
	Weighted (000)	19510	122	186	198	224
	Horz %	100.00	0.63	0.95	1.02	1.15
	Vert %	7.99	12.69	7.28	9.64	7.53
	Index	100	159	91	121	94
			*	*	*	*
Read Advertisements in Weekday Newspaper	Unwgt'd	3812	14	40	34	67
	Weighted (000)	17916	124	204	129	252
	Horz %	100.00	0.69	1.14	0.72	1.41
	Vert %	7.34	12.85	8.01	6.26	8.45
	Index	100	175	109	85	115

		Adults 18+	Own/Lease Hyundai Accent	Own/Lease Hyundai Elantra	Own/Lease Hyundai Santa Fe	Own\ Lease Hyundai Sonata
Read Advertisements in Sunday/Weekend Newspaper			*		*	
	Unwgted	4633	22	60	45	74
	Weighted (000)	22092	161	307	251	316
	Horz %	100.00	0.73	1.39	1.14	1.43
	Vert %	9.05	16.71	12.04	12.22	10.61
	Index	100	185	133	135	117
Read Circulars/Inserts/Fliers in Weekday Newspaper			*		*	
	Unwgted	5068	21	63	49	86
	Weighted (000)	23852	144	338	298	360
	Horz %	100.00	0.60	1.42	1.25	1.51
	Vert %	9.77	14.96	13.25	14.48	12.09
	Index	100	153	136	148	124
Read Circulars/Inserts/Fliers in Sunday/Weekend Newspaper			*		*	
	Unwgted	7203	31	103	87	129
	Weighted (000)	34013	200	525	490	565
	Horz %	100.00	0.59	1.54	1.44	1.66
	Vert %	13.93	20.74	20.59	23.85	18.94
	Index	100	149	148	171	136
Received and/or Clipped Coupons from Weekday Newspaper - Past Year			*		*	
	Unwgted	4191	9	44	56	56
	Weighted (000)	20652	38	213	223	233
	Horz %	100.00	0.18	1.03	1.08	1.13
	Vert %	8.46	3.91	8.36	10.83	7.83
	Index	100	46	99	128	93
Received and/or Clipped Coupons from Sunday/Weekend Newspaper - Past Year			*		*	
	Unwgted	9539	35	161	122	177
	Weighted (000)	47372	173	861	567	833
	Horz %	100.00	0.37	1.82	1.20	1.76
	Vert %	19.41	18.00	33.77	27.60	27.95
	Index	100	93	174	142	144
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

		Adults 18+	Own/Lease Hyundai Accent	Own/Lease Hyundai Elantra	Own/Lease Hyundai Santa Fe	Own\ Lease Hyundai Sonata
Have Seen Video Ads in Grocery Stores - Past Month			*			
	Unwgted	8175	36	92	75	97
	Weighted (000)	42062	216	441	363	496
	Horz %	100.00	0.51	1.05	0.86	1.18
	Vert %	17.23	22.48	17.31	17.66	16.65
	Index	100	130	100	102	97
Have Seen Video Ads in Drug Stores - Past Month			*		*	
	Unwgted	5434	15	59	44	67
	Weighted (000)	27750	50	308	208	305
	Horz %	100.00	0.18	1.11	0.75	1.10
	Vert %	11.37	5.19	12.08	10.11	10.23
	Index	100	46	106	89	90
Have Seen Video Ads in Convenience Stores - Past Month			*		*	
	Unwgted	5425	21	57	43	67
	Weighted (000)	27941	111	320	223	288
	Horz %	100.00	0.40	1.14	0.80	1.03
	Vert %	11.45	11.49	12.53	10.82	9.66
	Index	100	100	109	95	84
Have Seen Video Ads in Large Discount/Department Stores - Past Month			*		*	
	Unwgted	5807	22	61	48	76
	Weighted (000)	30170	107	320	265	344
	Horz %	100.00	0.35	1.06	0.88	1.14
	Vert %	12.36	11.11	12.53	12.89	11.52
	Index	100	90	101	104	93
Have Seen Video Ads in Warehouse/Club Stores - Past Month			*			
	Unwgted	5047	20	52	51	57
	Weighted (000)	24469	104	265	245	238
	Horz %	100.00	0.42	1.08	1.00	0.97
	Vert %	10.02	10.77	10.39	11.91	7.98
	Index	100	107	104	119	80
Have Seen Video Ads in Other Stores - Past Month			*	*	*	*
	Unwgted	4572	19	49	35	49
	Weighted (000)	23484	96	245	181	200
	Horz %	100.00	0.41	1.04	0.77	0.85
	Vert %	9.62	9.99	9.59	8.83	6.72
	Index	100	104	100	92	70
Have Seen Video Ads in Shopping Malls - Past Month			*		*	
	Unwgted	6133	23	61	45	86
	Weighted (000)	30556	130	290	268	380
	Horz %	100.00	0.43	0.95	0.88	1.24
	Vert %	12.52	13.54	11.35	13.01	12.74
	Index	100	108	91	104	102
Have Seen Video Ads in Bars/Pubs - Past Month			*	*	*	
	Unwgted	4212	16	38	37	54
	Weighted (000)	21008	71	186	210	255
	Horz %	100.00	0.34	0.89	1.00	1.22
	Vert %	8.61	7.40	7.30	10.22	8.57
	Index	100	86	85	119	100
Have Seen Video Ads in Fast-Food or Family Restaurants - Past Month			*			
	Unwgted	6034	23	57	51	68
	Weighted (000)	31175	155	255	280	328
	Horz %	100.00	0.50	0.82	0.90	1.05
	Vert %	12.77	16.07	10.02	13.64	11.01
	Index	100	126	78	107	86

		Adults 18+	Own/Lease Hyundai Accent	Own/Lease Hyundai Elantra	Own/Lease Hyundai Santa Fe	Own\ Lease Hyundai Sonata
Have Seen Video Ads in Coffee Shops, Cafes or Delis - Past Month			*	*	*	
	Unwgted	4611	14	44	36	50
	Weighted (000)	23019	80	177	188	216
	Horz %	100.00	0.35	0.77	0.82	0.94
	Vert %	9.43	8.36	6.94	9.16	7.25
	Index	100	89	74	97	77
Have Seen Video Ads in Gym/Health Clubs - Past Month			*	*	*	*
	Unwgted	4016	20	41	30	46
	Weighted (000)	19382	81	189	169	198
	Horz %	100.00	0.42	0.97	0.87	1.02
	Vert %	7.94	8.43	7.40	8.22	6.65
	Index	100	106	93	103	84
Have Seen Video Ads in Medical Offices - Past Month			*	*	*	*
	Unwgted	5499	27	57	52	72
	Weighted (000)	27407	170	272	253	349
	Horz %	100.00	0.62	0.99	0.92	1.27
	Vert %	11.23	17.68	10.68	12.31	11.70
	Index	100	157	95	110	104
Have Seen Video Ads in Airports - Past Month			*	*	*	*
	Unwgted	3929	17	37	29	54
	Weighted (000)	17909	91	162	146	216
	Horz %	100.00	0.51	0.91	0.82	1.21
	Vert %	7.34	9.44	6.36	7.12	7.26
	Index	100	129	87	97	99
Have Seen Video Ads at Gas Stations - Past Month			*	*	*	*
	Unwgted	8390	42	81	87	118
	Weighted (000)	41042	198	374	435	509
	Horz %	100.00	0.48	0.91	1.06	1.24
	Vert %	16.81	20.53	14.65	21.15	17.06
	Index	100	122	87	126	101
Have Seen Video Ads in Office Building Lobbies - Past Month			*	*	*	*
	Unwgted	3669	18	37	31	48
	Weighted (000)	18065	71	211	164	225
	Horz %	100.00	0.39	1.17	0.91	1.24
	Vert %	7.40	7.35	8.28	8.00	7.54
	Index	100	99	112	108	102
Have Seen Video Ads in Office Building Elevators - Past Month			*	*	*	*
	Unwgted	3552	16	33	30	43
	Weighted (000)	16785	66	178	158	211
	Horz %	100.00	0.39	1.06	0.94	1.25
	Vert %	6.88	6.86	6.99	7.67	7.06
	Index	100	100	102	112	103
Have Seen Video Ads in Movie Theater Lobbies - Past Month			*	*	*	*
	Unwgted	5092	18	47	39	67
	Weighted (000)	25878	103	226	187	319
	Horz %	100.00	0.40	0.87	0.72	1.23
	Vert %	10.60	10.72	8.85	9.11	10.70
	Index	100	101	83	86	101
Have Seen Ads on Billboards - Past Month						
	Unwgted	23703	105	280	233	364
	Weighted (000)	117973	532	1284	1234	1778
	Horz %	100.00	0.45	1.09	1.05	1.51
	Vert %	48.33	55.27	50.34	60.01	59.65
	Index	100	114	104	124	123

		Adults 18+	Own/Lease Hyundai Accent	Own/Lease Hyundai Elantra	Own/Lease Hyundai Santa Fe	Own\ Lease Hyundai Sonata
Have Seen Ads on Buses/Trains - Past Month			*			
	Unwgted	10886	48	124	95	147
	Weighted (000)	50330	236	547	432	628
	Horz %	100.00	0.47	1.09	0.86	1.25
	Vert %	20.62	24.53	21.47	21.01	21.07
	Index	100	119	104	102	102
Have Seen Ads at Bus Stops or Train Stations - Past Month			*			
	Unwgted	7328	39	73	66	87
	Weighted (000)	32843	168	327	282	373
	Horz %	100.00	0.51	1.00	0.86	1.14
	Vert %	13.46	17.46	12.82	13.71	12.52
	Index	100	130	95	102	93
Have Seen Ads Inside Taxis - Past Month			*	*	*	*
	Unwgted	3849	24	38	29	44
	Weighted (000)	17102	76	183	159	169
	Horz %	100.00	0.44	1.07	0.93	0.99
	Vert %	7.01	7.89	7.16	7.74	5.67
	Index	100	113	102	110	81
Have Seen Ads on Top of Taxis - Past Month			*			
	Unwgted	5892	26	65	53	75
	Weighted (000)	26219	102	282	265	316
	Horz %	100.00	0.39	1.08	1.01	1.20
	Vert %	10.74	10.58	11.07	12.90	10.59
	Index	100	98	103	120	99
Have Seen Ads on Phone Booths - Past Month			*	*	*	*
	Unwgted	3008	13	28	23	26
	Weighted (000)	14451	70	159	160	103
	Horz %	100.00	0.49	1.10	1.10	0.71
	Vert %	5.92	7.30	6.22	7.76	3.47
	Index	100	123	105	131	59
Have Seen Ads at Sports or Entertainment Events - Past Month			*			
	Unwgted	7405	41	78	81	104
	Weighted (000)	36191	171	393	446	476
	Horz %	100.00	0.47	1.09	1.23	1.31
	Vert %	14.83	17.80	15.40	21.70	15.96
	Index	100	120	104	146	108
Have Seen Ads on Postcards - Past Month			*			
	Unwgted	5576	17	55	57	73
	Weighted (000)	26312	59	270	288	315
	Horz %	100.00	0.23	1.03	1.09	1.20
	Vert %	10.78	6.17	10.58	13.99	10.58
	Index	100	57	98	130	98
Have Seen Ads Sent to a Cellphone or Other Mobile Device - Past Month			*			
	Unwgted	13421	54	163	135	208
	Weighted (000)	66442	268	726	705	924
	Horz %	100.00	0.40	1.09	1.06	1.39
	Vert %	27.22	27.88	28.48	34.29	30.98
	Index	100	102	105	126	114
Have Seen Ads on Posters at Movie Theaters - Past Month			*			
	Unwgted	8606	36	93	88	119
	Weighted (000)	42087	193	498	469	479
	Horz %	100.00	0.46	1.18	1.11	1.14
	Vert %	17.24	20.04	19.51	22.82	16.05
	Index	100	116	113	132	93

		Adults 18+	Own/Lease Hyundai Accent	Own/Lease Hyundai Elantra	Own/Lease Hyundai Santa Fe	Own\ Lease Hyundai Sonata
Have Seen Ads Shown On-Screen Before Start of a Movie - Past Month			*			
	Unwgt'd	10943	46	138	118	155
	Weighted (000)	53139	206	588	625	599
	Horz %	100.00	0.39	1.11	1.18	1.13
	Vert %	21.77	21.42	23.07	30.38	20.09
Index	100	98	106	140	92	
Have Seen Ads in Stores (Not Video Ads) - Past Month	Unwgt'd	15171	57	185	135	224
	Weighted (000)	76102	281	849	737	1060
	Horz %	100.00	0.37	1.12	0.97	1.39
	Vert %	31.18	29.20	33.29	35.86	35.55
	Index	100	94	107	115	114
Have Seen Ads in Shopping Malls (Not Video Ads) - Past Month	Unwgt'd	10587	40	120	91	166
	Weighted (000)	52205	213	579	475	748
	Horz %	100.00	0.41	1.11	0.91	1.43
	Vert %	21.39	22.14	22.72	23.10	25.08
	Index	100	104	106	108	117
Have Seen Infomercials - Past Month			*			
	Unwgt'd	9871	48	128	88	150
	Weighted (000)	49119	306	575	447	672
	Horz %	100.00	0.62	1.17	0.91	1.37
	Vert %	20.12	31.75	22.56	21.76	22.54
Index	100	158	112	108	112	
Have Seen Offers or Ads Sent to Home by Mail - Past Month	Unwgt'd	19632	81	237	197	290
	Weighted (000)	96299	434	1034	980	1364
	Horz %	100.00	0.45	1.07	1.02	1.42
	Vert %	39.45	45.11	40.54	47.65	45.74
	Index	100	114	103	121	116
Have Seen Product Placement in Video Games - Past Month			*	*	*	
	Unwgt'd	4596	18	49	41	58
	Weighted (000)	24167	63	282	196	291
	Horz %	100.00	0.26	1.17	0.81	1.20
	Vert %	9.90	6.56	11.06	9.54	9.76
Index	100	66	112	96	99	
Have Seen Product Placement in TV Shows - Past Month	Unwgt'd	17823	76	206	159	270
	Weighted (000)	88092	403	893	842	1276
	Horz %	100.00	0.46	1.01	0.96	1.45
	Vert %	36.09	41.87	35.02	40.93	42.82
	Index	100	116	97	113	119
Have Seen Product Placement in Movies - Past Month	Unwgt'd	11248	54	129	105	175
	Weighted (000)	56256	295	604	536	774
	Horz %	100.00	0.52	1.07	0.95	1.38
	Vert %	23.05	30.63	23.68	26.05	25.97
	Index	100	133	103	113	113

		Adults 18+	Own/Lease Hyundai Tucson	Own\ lease any Hyundai	Most recent vehicle bought/leased Hyundai	Decision maker for any Hyundai bought\leased new
Adults 18+	Unwgted	48646	114	2140	1350	986
	Weighted (000)	244084	519	10518	6287	4285
	Horz %	100.00	0.21	4.31	2.58	1.76
	Vert %	100.00	100.00	100.00	100.00	100.00
	Index	100	100	100	100	100
Male	Unwgted	24620	55	1086	641	510
	Weighted (000)	117785	219	4946	2898	2043
	Horz %	100.00	0.19	4.20	2.46	1.73
	Vert %	48.26	42.16	47.03	46.09	47.68
	Index	100	87	97	96	99
Female	Unwgted	24026	59	1054	709	476
	Weighted (000)	126299	300	5571	3390	2242
	Horz %	100.00	0.24	4.41	2.68	1.78
	Vert %	51.74	57.84	52.97	53.91	52.32
	Index	100	112	102	104	101
Age 18-24			*			*
	Unwgted	3885	4	172	99	49
	Weighted (000)	30253	21	1227	699	250
	Horz %	100.00	0.07	4.06	2.31	0.83
	Vert %	12.39	4.05	11.67	11.11	5.84
Age 25-34			*			
	Unwgted	8183	20	360	244	116
	Weighted (000)	43389	113	1957	1279	585
	Horz %	100.00	0.26	4.51	2.95	1.35
	Vert %	17.78	21.79	18.61	20.34	13.65
Age 35-44			*			
	Unwgted	8605	10	361	216	161
	Weighted (000)	40230	37	1679	976	690
	Horz %	100.00	0.09	4.17	2.43	1.71
	Vert %	16.48	7.14	15.96	15.52	16.10
Age 45-54			*			
	Unwgted	8861	18	414	233	200
	Weighted (000)	43105	58	1805	918	819
	Horz %	100.00	0.13	4.19	2.13	1.90
	Vert %	17.66	11.09	17.16	14.61	19.10
Age 55-64			*			
	Unwgted	8498	33	423	261	209
	Weighted (000)	40725	147	2143	1321	1059
	Horz %	100.00	0.36	5.26	3.24	2.60
	Vert %	16.68	28.42	20.37	21.01	24.72
	Index	100	170	122	126	148

		Adults 18+	Own/Lease Hyundai Tucson	Own\ lease any Hyundai	Most recent vehicle bought/leased Hyundai	Decision maker for any Hyundai bought\leased new
				*		
Age 65+	Unwgt'd	10614	29	410	297	251
	Weighted (000)	46383	143	1707	1094	883
	Horz %	100.00	0.31	3.68	2.36	1.90
	Vert %	19.00	27.51	16.23	17.41	20.60
	Index	100	145	85	92	108
Age 21+	Unwgt'd	47284	114	2078	1319	966
	Weighted (000)	232046	519	9965	6039	4166
	Horz %	100.00	0.22	4.29	2.60	1.80
	Vert %	95.07	100.00	94.75	96.05	97.21
	Index	100	105	100	101	102
Age 18-34	Unwgt'd	12068	24	532	343	165
	Weighted (000)	73642	134	3184	1978	835
	Horz %	100.00	0.18	4.32	2.69	1.13
	Vert %	30.17	25.84	30.27	31.45	19.48
	Index	100	86	100	104	65
Age 18-49	Unwgt'd	24996	41	1105	675	425
	Weighted (000)	134658	201	5821	3435	1932
	Horz %	100.00	0.15	4.32	2.55	1.43
	Vert %	55.17	38.81	55.35	54.63	45.09
	Index	100	70	100	99	82
Age 25-54	Unwgt'd	25649	48	1135	693	477
	Weighted (000)	126724	208	5441	3173	2093
	Horz %	100.00	0.16	4.29	2.50	1.65
	Vert %	51.92	40.01	51.74	50.47	48.85
	Index	100	77	100	97	94
Age 35-64	Unwgt'd	25964	61	1198	710	570
	Weighted (000)	124059	242	5627	3215	2568
	Horz %	100.00	0.20	4.54	2.59	2.07
	Vert %	50.83	46.65	53.50	51.14	59.92
	Index	100	92	105	101	118
Age 50+	Unwgt'd	23650	73	1035	675	561
	Weighted (000)	109426	317	4696	2852	2353
	Horz %	100.00	0.29	4.29	2.61	2.15
	Vert %	44.83	61.19	44.65	45.37	54.91
	Index	100	136	100	101	122
Median Age	Unwgt'd					
	Weighted (000)	47.00	56.90	47.10	47.00	52.60
	Horz %					
	Vert %					
	Index	100	121	100	100	112
Race: White Only	Unwgt'd	34564	101	1707	1069	811
	Weighted (000)	179823	460	8699	5120	3612
	Horz %	100.00	0.26	4.84	2.85	2.01
	Vert %	73.67	88.74	82.71	81.43	84.28
	Index	100	120	112	111	114

		Adults 18+	Own/Lease Hyundai Tucson	Own\ lease any Hyundai	Most recent vehicle bought/leased Hyundai	Decision maker for any Hyundai bought\leased new
				*		
Race: Black/African-American Only	Unwgted	5909	4	195	142	78
	Weighted (000)	29535	17	895	652	304
	Horz %	100.00	0.06	3.03	2.21	1.03
	Vert %	12.10	3.23	8.51	10.36	7.09
	Index	100	27	70	86	59
				*	*	*
Race: Asian	Unwgted	2388	3	75	48	30
	Weighted (000)	8358	20	277	148	107
	Horz %	100.00	0.24	3.31	1.77	1.28
	Vert %	3.42	3.83	2.63	2.35	2.49
	Index	100	112	77	69	73
				*	*	*
Race: Other Race/Multi-Racial	Unwgted	8173	9	238	139	97
	Weighted (000)	34726	42	923	516	370
	Horz %	100.00	0.12	2.66	1.48	1.06
	Vert %	14.23	8.03	8.78	8.20	8.63
	Index	100	56	62	58	61
				*	*	*
Hispanic, Latino, Spanish Origin or Descent	Unwgted	6851	8	224	132	96
	Weighted (000)	37743	63	1143	677	495
	Horz %	100.00	0.17	3.03	1.79	1.31
	Vert %	15.46	12.22	10.87	10.77	11.55
	Index	100	79	70	70	75
				*	*	*
Hispanic, Personally Speak Only English at Home	Unwgted	1739	2	82	43	38
	Weighted (000)	6214	6	316	158	152
	Horz %	100.00	0.10	5.08	2.55	2.44
	Vert %	2.55	1.18	3.00	2.52	3.54
	Index	100	46	118	99	139
				*	*	*
Hispanic, Personally Speak Mostly English, But Some Spanish at Home	Unwgted	2047	3	66	37	24
	Weighted (000)	9439	16	299	163	68
	Horz %	100.00	0.17	3.16	1.73	0.72
	Vert %	3.87	3.11	2.84	2.59	1.58
	Index	100	80	73	67	41
				*	*	*
Hispanic, Personally Speak Only Spanish at Home	Unwgted	1280	1	21	13	7
	Weighted (000)	10474	10	188	130	68
	Horz %	100.00	0.09	1.79	1.24	0.65
	Vert %	4.29	1.83	1.79	2.07	1.60
	Index	100	43	42	48	37
				*	*	*
Hispanic, Personally Speak Mostly Spanish, But Some English at Home	Unwgted	1668	2	51	36	23
	Weighted (000)	9512	32	278	176	144
	Horz %	100.00	0.33	2.92	1.85	1.52
	Vert %	3.90	6.11	2.64	2.80	3.37
	Index	100	157	68	72	86
				*	*	*
Hispanic, Personally Speak Spanish and English Equally at Home	Unwgted	99	0	4	3	4
	Weighted (000)	1751	0	63	49	63
	Horz %	100.00	0.00	3.58	2.81	3.58
	Vert %	0.72	0.00	0.60	0.78	1.46
	Index	100	0	83	109	204

		Adults 18+	Own/Lease Hyundai Tucson	Own\ lease any Hyundai	Most recent vehicle bought/leased Hyundai	Decision maker for any Hyundai bought\leased new
				*		
Highest Level Education Completed/Highest Degree Received: Master's, Professional School or Doctorate Degree	Unwgt'd	6825	21	347	209	185
	Weighted (000)	26213	122	1464	866	710
	Horz %	100.00	0.46	5.59	3.30	2.71
	Vert %	10.74	23.47	13.92	13.77	16.57
	Index	100	219	130	128	154
				*		
Highest Level Education Completed/Highest Degree Received: Bachelor's Degree	Unwgt'd	10965	33	582	364	282
	Weighted (000)	46746	103	2592	1533	1202
	Horz %	100.00	0.22	5.55	3.28	2.57
	Vert %	19.15	19.83	24.65	24.38	28.06
	Index	100	104	129	127	147
				*		
Highest Level Education Completed/Highest Degree Received: Associate Degree, Academic	Unwgt'd	2649	3	130	75	60
	Weighted (000)	11210	8	550	258	232
	Horz %	100.00	0.07	4.91	2.30	2.07
	Vert %	4.59	1.55	5.23	4.11	5.41
	Index	100	34	114	89	118
				*		
Highest Level Education Completed/Highest Degree Received: Associate Degree, Occupational/Vocational	Unwgt'd	3407	5	146	99	70
	Weighted (000)	13775	13	551	360	298
	Horz %	100.00	0.10	4.00	2.61	2.17
	Vert %	5.64	2.56	5.24	5.72	6.96
	Index	100	45	93	101	123
				*		
Highest Level Education Completed/Highest Degree Received: Some College, but No Degree	Unwgt'd	10089	27	429	275	192
	Weighted (000)	44682	129	1905	1188	710
	Horz %	100.00	0.29	4.26	2.66	1.59
	Vert %	18.31	24.84	18.11	18.90	16.58
	Index	100	136	99	103	91
				*		
Respondent - Highest Level Education Completed/Highest Degree Received: High school graduate (High School Diploma or Equivalent, such as GED)	Unwgt'd	10356	22	391	259	160
	Weighted (000)	71816	122	2692	1640	914
	Horz %	100.00	0.17	3.75	2.28	1.27
	Vert %	29.42	23.50	25.59	26.09	21.32
	Index	100	80	87	89	72
				*		*
Respondent - Highest Level Education Completed/Highest Degree Received: 11th Grade or Less or 12th Grade, No Diploma	Unwgt'd	4355	3	115	69	37
	Weighted (000)	29641	22	763	442	219
	Horz %	100.00	0.07	2.57	1.49	0.74
	Vert %	12.14	4.24	7.25	7.03	5.11
	Index	100	35	60	58	42
				*		
Currently Attending College or University	Unwgt'd	3403	6	136	87	57
	Weighted (000)	19372	38	824	518	329
	Horz %	100.00	0.20	4.25	2.67	1.70
	Vert %	7.94	7.37	7.83	8.24	7.69
	Index	100	93	99	104	97
				*		
Employed Full Time	Unwgt'd	25438	46	1227	750	545
	Weighted (000)	119890	195	5815	3491	2354
	Horz %	100.00	0.16	4.85	2.91	1.96
	Vert %	49.12	37.60	55.29	55.52	54.93
	Index	100	77	113	113	112

		Adults 18+	Own/Lease Hyundai Tucson	Own\ lease any Hyundai	Most recent vehicle bought/leased Hyundai	Decision maker for any Hyundai bought\leased new
				*		
Employed Part Time	Unwgted	5730	21	283	172	121
	Weighted (000)	28854	113	1460	830	572
	Horz %	100.00	0.39	5.06	2.88	1.98
	Vert %	11.82	21.85	13.88	13.21	13.36
	Index	100	185	117	112	113
				*		
Not Employed	Unwgted	17478	47	630	428	320
	Weighted (000)	95339	210	3242	1966	1359
	Horz %	100.00	0.22	3.40	2.06	1.43
	Vert %	39.06	40.55	30.83	31.27	31.71
	Index	100	104	79	80	81
				*		*
Temporarily Unemployed	Unwgted	1886	4	75	53	29
	Weighted (000)	12314	16	393	248	105
	Horz %	100.00	0.13	3.19	2.02	0.85
	Vert %	5.05	3.04	3.74	3.95	2.46
	Index	100	60	74	78	49
				*		*
Retired from Employment	Unwgted	10143	29	391	281	235
	Weighted (000)	46820	125	1755	1115	853
	Horz %	100.00	0.27	3.75	2.38	1.82
	Vert %	19.18	24.16	16.69	17.74	19.91
	Index	100	126	87	92	104
				*		*
Not Employed, Principal Shopper for Household	Unwgted	2543	8	84	48	29
	Weighted (000)	16573	42	554	306	229
	Horz %	100.00	0.25	3.34	1.85	1.38
	Vert %	6.79	8.07	5.27	4.87	5.35
	Index	100	119	78	72	79
				*		*
Occupation: Professional and Related Occupations	Unwgted	7405	19	408	244	192
	Weighted (000)	34142	91	1894	1047	870
	Horz %	100.00	0.27	5.55	3.07	2.55
	Vert %	13.99	17.46	18.01	16.65	20.30
	Index	100	125	129	119	145
				*		*
Occupation: Management, Business and Financial Operations	Unwgted	6595	12	323	186	163
	Weighted (000)	24720	57	1281	680	631
	Horz %	100.00	0.23	5.18	2.75	2.55
	Vert %	10.13	11.02	12.18	10.81	14.72
	Index	100	109	120	107	145
				*		*
Occupation: Sales and Office Occupations	Unwgted	5959	15	289	189	121
	Weighted (000)	32636	78	1532	1008	575
	Horz %	100.00	0.24	4.70	3.09	1.76
	Vert %	13.37	14.94	14.57	16.03	13.41
	Index	100	112	109	120	100
				*		*
Occupation: Natural Resources, Construction and Maintenance Occupations	Unwgted	2756	6	116	70	50
	Weighted (000)	13728	24	633	423	241
	Horz %	100.00	0.18	4.61	3.08	1.75
	Vert %	5.62	4.66	6.02	6.73	5.61
	Index	100	83	107	120	100

		Adults 18+	Own/Lease Hyundai Tucson	Own\ lease any Hyundai	Most recent vehicle bought/leased Hyundai	Decision maker for any Hyundai bought\leased new
				*		
Occupation: Other Employed	Unwgted	8453	15	374	233	140
	Weighted (000)	43519	59	1934	1164	610
	Horz %	100.00	0.14	4.44	2.67	1.40
	Vert %	17.83	11.38	18.39	18.51	14.24
	Index	100	64	103	104	80
Household Income: \$250,000+				*	*	*
	Unwgted	1966	4	98	47	53
	Weighted (000)	7800	11	327	164	155
	Horz %	100.00	0.14	4.19	2.10	1.99
	Vert %	3.20	2.11	3.11	2.60	3.62
Index	100	66	97	81	113	
Household Income: \$200,000- \$249,999				*	*	*
	Unwgted	1583	2	79	35	46
	Weighted (000)	7178	4	385	179	218
	Horz %	100.00	0.06	5.36	2.50	3.04
	Vert %	2.94	0.76	3.66	2.85	5.10
Index	100	26	124	97	173	
Household Income: \$150,000- \$199,999				*		
	Unwgted	3725	16	221	100	103
	Weighted (000)	18847	102	1224	553	555
	Horz %	100.00	0.54	6.49	2.93	2.94
	Vert %	7.72	19.70	11.63	8.80	12.95
Index	100	255	151	114	168	
Household Income: \$100,000- \$149,999				*		
	Unwgted	7038	19	393	212	208
	Weighted (000)	39997	62	2113	1061	1030
	Horz %	100.00	0.15	5.28	2.65	2.58
	Vert %	16.39	11.88	20.09	16.88	24.03
Index	100	73	123	103	147	
Household Income: \$75,000- \$99,999				*		
	Unwgted	6168	15	362	209	167
	Weighted (000)	32585	57	2012	1171	810
	Horz %	100.00	0.18	6.18	3.59	2.48
	Vert %	13.35	10.99	19.13	18.62	18.89
Index	100	82	143	139	142	
Household Income: \$60,000- \$74,999				*		
	Unwgted	4945	15	227	160	99
	Weighted (000)	24958	92	1073	687	375
	Horz %	100.00	0.37	4.30	2.75	1.50
	Vert %	10.23	17.78	10.20	10.92	8.75
Index	100	174	100	107	86	
Household Income: \$50,000- \$59,999				*		
	Unwgted	3824	9	171	124	70
	Weighted (000)	18483	41	765	534	294
	Horz %	100.00	0.22	4.14	2.89	1.59
	Vert %	7.57	7.99	7.27	8.49	6.87
Index	100	106	96	112	91	
Household Income: \$40,000- \$49,999				*		
	Unwgted	4928	15	205	161	94
	Weighted (000)	20001	70	782	558	296
	Horz %	100.00	0.35	3.91	2.79	1.48
	Vert %	8.19	13.55	7.44	8.88	6.91
Index	100	165	91	108	84	

		Adults 18+	Own/Lease Hyundai Tucson	Own\ lease any Hyundai	Most recent vehicle bought/leased Hyundai	Decision maker for any Hyundai bought\leased new
				*		
Household Income: \$30,000- \$39,999	Unwgted	4676	5	151	111	61
	Weighted (000)	21673	22	703	450	254
	Horz %	100.00	0.10	3.24	2.07	1.17
	Vert %	8.88	4.17	6.68	7.15	5.93
	Index	100	47	75	81	67
				*		*
Household Income: \$20,000- \$29,999	Unwgted	4378	8	126	106	48
	Weighted (000)	21286	43	563	459	166
	Horz %	100.00	0.20	2.65	2.16	0.78
	Vert %	8.72	8.27	5.36	7.31	3.87
	Index	100	95	61	84	44
				*		*
Household Income: Under \$20,000	Unwgted	5415	6	107	85	37
	Weighted (000)	31275	15	571	472	132
	Horz %	100.00	0.05	1.82	1.51	0.42
	Vert %	12.81	2.80	5.42	7.50	3.09
	Index	100	22	42	59	24
Median Household Income	Unwgted					
	Weighted (000)	65.60	71.20	85.00	74.70	94.30
	Horz %					
	Vert %					
	Index	100	108	130	114	144
				*		
Marital Status: Single, Never Married	Unwgted	12107	12	475	327	164
	Weighted (000)	69105	51	2600	1669	762
	Horz %	100.00	0.07	3.76	2.41	1.10
	Vert %	28.31	9.91	24.72	26.54	17.78
	Index	100	35	87	94	63
Marital Status: Currently Married	Unwgted	24506	73	1225	679	605
	Weighted (000)	129071	331	6269	3420	2851
	Horz %	100.00	0.26	4.86	2.65	2.21
	Vert %	52.88	63.76	59.61	54.40	66.52
	Index	100	121	113	103	126
				*		
Marital Status: Divorced or Legally Separated	Unwgted	8229	23	314	239	141
	Weighted (000)	31030	101	1189	855	438
	Horz %	100.00	0.32	3.83	2.76	1.41
	Vert %	12.71	19.40	11.31	13.60	10.21
	Index	100	153	89	107	80
				*		
Marital Status: Widowed	Unwgted	3804	6	126	105	76
	Weighted (000)	14879	36	460	343	235
	Horz %	100.00	0.24	3.09	2.31	1.58
	Vert %	6.10	6.93	4.37	5.46	5.49
	Index	100	114	72	90	90
				*		*
Marital Status: Engaged to Be Married	Unwgted	2120	3	98	66	32
	Weighted (000)	11812	8	442	312	103
	Horz %	100.00	0.07	3.74	2.64	0.87
	Vert %	4.84	1.60	4.20	4.96	2.41
	Index	100	33	87	102	50

		Adults 18+	Own/Lease Hyundai Tucson	Own\ lease any Hyundai	Most recent vehicle bought/leased Hyundai	Decision maker for any Hyundai bought\leased new
				*		*
Marital Status: Living with Partner/Fiancé/Boyfriend or Girlfriend (Same or Opposite Sex)	Unwgted	3596	2	149	93	44
	Weighted (000)	21557	6	715	422	187
	Horz %	100.00	0.03	3.31	1.96	0.87
	Vert %	8.83	1.12	6.79	6.71	4.35
	Index	100	13	77	76	49
Any Child(ren) Under Age 18 Living at Home	Unwgted	18201	39	837	471	349
	Weighted (000)	94932	211	4444	2399	1601
	Horz %	100.00	0.22	4.68	2.53	1.69
	Vert %	38.89	40.60	42.25	38.17	37.36
	Index	100	104	109	98	96
1 Child Under Age 18 Currently Living at Home	Unwgted	7127	25	382	210	163
	Weighted (000)	38013	138	2074	1083	799
	Horz %	100.00	0.36	5.46	2.85	2.10
	Vert %	15.57	26.66	19.72	17.23	18.65
	Index	100	171	127	111	120
2 Children Under Age 18 Currently Living at Home	Unwgted	6935	9	309	172	127
	Weighted (000)	34366	34	1621	911	542
	Horz %	100.00	0.10	4.72	2.65	1.58
	Vert %	14.08	6.56	15.41	14.49	12.65
	Index	100	47	109	103	90
3 Children Under Age 18 Currently Living at Home	Unwgted	2804	4	102	63	41
	Weighted (000)	14813	36	561	298	186
	Horz %	100.00	0.25	3.79	2.01	1.26
	Vert %	6.07	7.02	5.34	4.73	4.35
	Index	100	116	88	78	72
4 Children Under Age 18 Currently Living at Home	Unwgted	872	0	31	18	12
	Weighted (000)	4873	0	124	67	45
	Horz %	100.00	0.00	2.54	1.38	0.92
	Vert %	2.00	0.00	1.18	1.07	1.05
	Index	100	0	59	54	52
5 or More Children Under Age 18 Currently Living at Home	Unwgted	463	1	13	8	6
	Weighted (000)	2867	2	64	40	29
	Horz %	100.00	0.06	2.24	1.40	0.99
	Vert %	1.17	0.35	0.61	0.64	0.67
	Index	100	30	52	54	57
Own Home/Residence	Unwgted	32775	96	1622	959	796
	Weighted (000)	160976	437	7890	4380	3453
	Horz %	100.00	0.27	4.90	2.72	2.15
	Vert %	65.95	84.14	75.02	69.67	80.59
	Index	100	128	114	106	122
Rent Home/Residence	Unwgted	15306	17	500	379	183
	Weighted (000)	80205	81	2560	1867	814
	Horz %	100.00	0.10	3.19	2.33	1.02
	Vert %	32.86	15.64	24.34	29.70	19.01
	Index	100	48	74	90	58

		Adults 18+	Own/Lease Hyundai Tucson	Own\ lease any Hyundai	Most recent vehicle bought/leased Hyundai	Decision maker for any Hyundai bought\leased new
			*	*	*	*
Live Rent-Free in Home/Residence	Unwgted	565	1	18	12	7
	Weighted (000)	2903	1	67	40	17
	Horz %	100.00	0.04	2.32	1.37	0.60
	Vert %	1.19	0.22	0.64	0.63	0.41
	Index	100	19	54	53	34
			*			
Census Region: North East	Unwgted	11000	43	568	334	280
	Weighted (000)	44018	145	2215	1184	967
	Horz %	100.00	0.33	5.03	2.69	2.20
	Vert %	18.03	27.96	21.06	18.84	22.57
	Index	100	155	117	104	125
			*			
Census Region: South	Unwgted	17645	31	797	519	365
	Weighted (000)	92016	152	3869	2415	1643
	Horz %	100.00	0.17	4.21	2.63	1.79
	Vert %	37.70	29.34	36.79	38.42	38.33
	Index	100	78	98	102	102
			*			
Census Region: Midwest	Unwgted	9880	24	398	256	182
	Weighted (000)	52062	134	2055	1302	717
	Horz %	100.00	0.26	3.95	2.50	1.38
	Vert %	21.33	25.79	19.54	20.72	16.73
	Index	100	121	92	97	78
			*			
Census Region: West	Unwgted	10121	16	377	241	159
	Weighted (000)	55988	88	2378	1385	958
	Horz %	100.00	0.16	4.25	2.47	1.71
	Vert %	22.94	16.91	22.61	22.03	22.36
	Index	100	74	99	96	97
			*			
Census Sub-Region: New England	Unwgted	2748	10	123	73	62
	Weighted (000)	11567	19	537	313	227
	Horz %	100.00	0.17	4.64	2.71	1.96
	Vert %	4.74	3.74	5.10	4.99	5.30
	Index	100	79	108	105	112
			*			
Census Sub-Region: Mid Atlantic	Unwgted	8252	33	445	261	218
	Weighted (000)	32451	126	1678	871	740
	Horz %	100.00	0.39	5.17	2.68	2.28
	Vert %	13.30	24.22	15.96	13.85	17.27
	Index	100	182	120	104	130
			*			
Census Sub-Region: South Atlantic	Unwgted	9812	15	478	327	232
	Weighted (000)	48740	75	2305	1498	1016
	Horz %	100.00	0.15	4.73	3.07	2.09
	Vert %	19.97	14.43	21.91	23.83	23.72
	Index	100	72	110	119	119
			*			
Census Sub-Region: East South Central	Unwgted	1890	2	64	45	22
	Weighted (000)	14067	6	459	269	184
	Horz %	100.00	0.04	3.26	1.91	1.31
	Vert %	5.76	1.18	4.36	4.27	4.30
	Index	100	21	76	74	75

		Adults 18+	Own/Lease Hyundai Tucson	Own\ lease any Hyundai	Most recent vehicle bought/leased Hyundai	Decision maker for any Hyundai bought\leased new
				*		
Census Sub-Region: West South Central	Unwgt'd	5943	14	255	147	111
	Weighted (000)	29209	71	1106	649	442
	Horz %	100.00	0.24	3.79	2.22	1.51
	Vert %	11.97	13.73	10.51	10.32	10.31
	Index	100	115	88	86	86
				*		
Census Sub-Region: East North Central	Unwgt'd	7303	20	310	202	142
	Weighted (000)	36089	110	1509	946	480
	Horz %	100.00	0.30	4.18	2.62	1.33
	Vert %	14.79	21.14	14.35	15.05	11.21
	Index	100	143	97	102	76
				*		*
Census Sub-Region: West North Central	Unwgt'd	2577	4	88	54	40
	Weighted (000)	15973	24	547	356	237
	Horz %	100.00	0.15	3.42	2.23	1.48
	Vert %	6.54	4.65	5.20	5.66	5.52
	Index	100	71	79	87	84
				*		
Census Sub-Region: Mountain	Unwgt'd	2752	6	136	77	57
	Weighted (000)	18482	46	987	547	411
	Horz %	100.00	0.25	5.34	2.96	2.22
	Vert %	7.57	8.84	9.38	8.70	9.59
	Index	100	117	124	115	127
				*		
Census Sub-Region: Pacific	Unwgt'd	7369	10	241	164	102
	Weighted (000)	37506	42	1391	838	547
	Horz %	100.00	0.11	3.71	2.23	1.46
	Vert %	15.37	8.07	13.22	13.33	12.78
	Index	100	53	86	87	83
				*		
County Size: A	Unwgt'd	26326	69	1231	787	618
	Weighted (000)	102649	260	4646	2846	2140
	Horz %	100.00	0.25	4.53	2.77	2.08
	Vert %	42.05	50.11	44.17	45.27	49.93
	Index	100	119	105	108	119
				*		
County Size: B	Unwgt'd	11709	25	543	345	224
	Weighted (000)	72000	126	3431	2126	1286
	Horz %	100.00	0.17	4.77	2.95	1.79
	Vert %	29.50	24.28	32.63	33.81	30.01
	Index	100	82	111	115	102
				*		
County Size: C/D	Unwgt'd	10611	20	366	218	144
	Weighted (000)	69435	133	2440	1315	860
	Horz %	100.00	0.19	3.51	1.89	1.24
	Vert %	28.45	25.61	23.20	20.91	20.06
	Index	100	90	82	74	71
				*		*
Radio Formats: AAA (subset of Alternative) (Monday-Sunday 24-Hour Cume)	Unwgt'd	1128	5	62	36	29
	Weighted (000)	4719	12	251	146	110
	Horz %	100.00	0.26	5.32	3.10	2.34
	Vert %	1.93	2.34	2.39	2.33	2.57
	Index	100	121	123	120	133

		Adults 18+	Own/Lease Hyundai Tucson	Own\ lease any Hyundai	Most recent vehicle bought/leased Hyundai	Decision maker for any Hyundai bought\leased new
				*		
Radio Formats: Adult Contemporary (Monday- Sunday 24-Hour Cume)	Unwgted	7893	21	399	253	181
	Weighted (000)	38375	94	1941	1180	820
	Horz %	100.00	0.25	5.06	3.08	2.14
	Vert %	15.72	18.13	18.45	18.77	19.14
	Index	100	115	117	119	122
				*	*	*
Radio Formats: Adult Hits (Monday-Sunday 24-Hour Cume)	Unwgted	1220	1	63	38	27
	Weighted (000)	6399	3	343	211	169
	Horz %	100.00	0.04	5.36	3.30	2.64
	Vert %	2.62	0.48	3.26	3.36	3.94
	Index	100	18	124	128	150
		*	*	*	*	*
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	7	148	97	83
	Weighted (000)	7983	29	453	274	194
	Horz %	100.00	0.36	5.67	3.43	2.43
	Vert %	3.27	5.51	4.30	4.36	4.52
	Index	100	169	132	133	138
				*		
Radio Formats: All Sports (Monday-Sunday 24-Hour Cume)	Unwgted	3232	10	197	105	102
	Weighted (000)	12837	33	790	454	410
	Horz %	100.00	0.26	6.16	3.53	3.19
	Vert %	5.26	6.33	7.51	7.22	9.57
	Index	100	120	143	137	182
				*	*	*
Radio Formats: All Talk (Monday-Sunday 24-Hour Cume)	Unwgted	850	5	31	21	17
	Weighted (000)	3908	11	161	118	92
	Horz %	100.00	0.29	4.13	3.02	2.35
	Vert %	1.60	2.15	1.53	1.88	2.14
	Index	100	134	96	117	134
				*		
Radio Formats: Alternative (Monday-Sunday 24-Hour Cume)	Unwgted	3051	10	163	103	79
	Weighted (000)	14357	38	806	525	421
	Horz %	100.00	0.26	5.61	3.66	2.93
	Vert %	5.88	7.26	7.66	8.35	9.83
	Index	100	123	130	142	167
				*		
Radio Formats: CHR/Top 40 (Monday-Sunday 24-Hour Cume)	Unwgted	8136	19	378	232	158
	Weighted (000)	42891	91	2070	1164	683
	Horz %	100.00	0.21	4.83	2.71	1.59
	Vert %	17.57	17.61	19.68	18.51	15.95
	Index	100	100	112	105	91
				*		
Radio Formats: Classic Hits (Monday-Sunday 24-Hour Cume)	Unwgted	2864	9	169	105	78
	Weighted (000)	14285	57	761	392	312
	Horz %	100.00	0.40	5.33	2.75	2.18
	Vert %	5.85	10.96	7.23	6.24	7.28
	Index	100	187	124	107	124

		Adults 18+	Own/Lease Hyundai Tucson	Own\ lease any Hyundai	Most recent vehicle bought/leased Hyundai	Decision maker for any Hyundai bought\leased new
				*		
Radio Formats: Classic Rock (Monday-Sunday 24-Hour Cume)	Unwgted	3360	4	173	108	80
	Weighted (000)	16987	14	780	457	285
	Horz %	100.00	0.08	4.59	2.69	1.68
	Vert %	6.96	2.76	7.42	7.27	6.65
	Index	100	40	107	104	96
				*	*	*
Radio Formats: Classical (Monday-Sunday 24-Hour Cume)	Unwgted	1353	5	61	39	32
	Weighted (000)	5307	32	284	190	160
	Horz %	100.00	0.61	5.36	3.58	3.01
	Vert %	2.17	6.22	2.70	3.02	3.72
	Index	100	286	124	139	171
				*	*	*
Radio Formats: Country (Monday-Sunday 24-Hour Cume)	Unwgted	7757	16	323	195	148
	Weighted (000)	44958	70	1815	1071	685
	Horz %	100.00	0.16	4.04	2.38	1.52
	Vert %	18.42	13.57	17.26	17.04	15.98
	Index	100	74	94	92	87
				*	*	*
Radio Formats: Ethnic (Monday-Sunday 24-Hour Cume)	Unwgted	310	0	10	9	5
	Weighted (000)	1196	0	35	34	9
	Horz %	100.00	0.00	2.96	2.84	0.72
	Vert %	0.49	0.00	0.34	0.54	0.20
	Index	100	0	69	110	41
				*	*	*
Radio Formats: Gospel (Monday-Sunday 24-Hour Cume)	Unwgted	642	2	22	14	10
	Weighted (000)	3662	7	100	59	43
	Horz %	100.00	0.20	2.74	1.61	1.18
	Vert %	1.50	1.43	0.95	0.94	1.01
	Index	100	95	64	62	67
				*	*	*
Radio Formats: Hispanic (All Genres) (Monday-Sunday 24- Hour Cume)	Unwgted	2577	1	87	55	37
	Weighted (000)	15181	7	427	286	194
	Horz %	100.00	0.05	2.81	1.88	1.28
	Vert %	6.22	1.38	4.06	4.55	4.53
	Index	100	22	65	73	73
				*	*	*
Radio Formats: Hot AC (Subset of "Adult Contemporary") (Monday- Sunday 24-Hour Cume)	Unwgted	3551	10	172	113	80
	Weighted (000)	17450	66	941	577	367
	Horz %	100.00	0.38	5.39	3.31	2.11
	Vert %	7.15	12.78	8.95	9.18	8.57
	Index	100	179	125	128	120
				*	*	*
Radio Formats: Jazz (Monday- Sunday 24-Hour Cume)	Unwgted	631	1	29	21	13
	Weighted (000)	2496	8	128	111	36
	Horz %	100.00	0.30	5.14	4.44	1.45
	Vert %	1.02	1.45	1.22	1.76	0.84
	Index	100	142	119	172	82
				*	*	*
Radio Formats: Mexican/Tejano/Ranchera (Subset of "Hispanic") (Monday-Sunday 24-Hour Cume)	Unwgted	1108	0	30	19	9
	Weighted (000)	6328	0	124	75	34
	Horz %	100.00	0.00	1.96	1.19	0.53
	Vert %	2.59	0.00	1.18	1.19	0.78
	Index	100	0	46	46	30

		Adults 18+	Own/Lease Hyundai Tucson	Own\ lease any Hyundai	Most recent vehicle bought/leased Hyundai	Decision maker for any Hyundai bought\ leased new
				*		
Radio Formats: News/Talk (Monday-Sunday 24-Hour Cume)	Unwgted	5806	15	269	171	140
	Weighted (000)	23554	52	1026	625	501
	Horz %	100.00	0.22	4.35	2.65	2.13
	Vert %	9.65	10.06	9.75	9.94	11.68
	Index	100	104	101	103	121
				*	*	*
Radio Formats: Oldies (Monday-Sunday 24-Hour Cume)	Unwgted	1456	8	76	49	39
	Weighted (000)	7376	30	369	219	145
	Horz %	100.00	0.41	5.01	2.97	1.97
	Vert %	3.02	5.76	3.51	3.49	3.39
	Index	100	191	116	115	112
				*		
Radio Formats: Public Radio/Non-Commercial (Monday-Sunday 24-Hour Cume)	Unwgted	2625	12	137	89	65
	Weighted (000)	10677	58	565	342	258
	Horz %	100.00	0.54	5.29	3.20	2.42
	Vert %	4.37	11.12	5.37	5.44	6.03
	Index	100	254	123	124	138
				*		
Radio Formats: Religion/Christian (Monday- Sunday 24-Hour Cume)	Unwgted	3944	12	205	127	95
	Weighted (000)	20120	68	1074	689	436
	Horz %	100.00	0.34	5.34	3.43	2.16
	Vert %	8.24	13.05	10.21	10.97	10.16
	Index	100	158	124	133	123
				*		*
Radio Formats: Rhythmic (Monday-Sunday 24-Hour Cume)	Unwgted	2569	7	97	62	38
	Weighted (000)	13480	16	482	290	152
	Horz %	100.00	0.12	3.58	2.15	1.13
	Vert %	5.52	3.14	4.59	4.61	3.56
	Index	100	57	83	84	64
				*		
Radio Formats: Rock (Monday- Sunday 24-Hour Cume)	Unwgted	3181	3	165	97	60
	Weighted (000)	16260	14	840	464	252
	Horz %	100.00	0.08	5.17	2.85	1.55
	Vert %	6.66	2.66	7.99	7.38	5.88
	Index	100	40	120	111	88
				*	*	*
Radio Formats: Soft Adult Contemporary/Lite Rock (Monday-Sunday 24-Hour Cume)	Unwgted	1106	3	59	39	30
	Weighted (000)	5735	6	271	165	102
	Horz %	100.00	0.10	4.72	2.89	1.79
	Vert %	2.35	1.16	2.58	2.63	2.39
	Index	100	49	110	112	102
				*	*	*
Radio Formats: Spanish AC (Subset of Hispanic) (Monday- Sunday 24-Hour Cume)	Unwgted	906	0	35	19	14
	Weighted (000)	5268	0	166	96	91
	Horz %	100.00	0.00	3.14	1.82	1.73
	Vert %	2.16	0.00	1.58	1.53	2.13
	Index	100	0	73	71	99
				*	*	*
Radio Formats: Tropical (Subset of Hispanic) (Monday- Sunday 24-Hour Cume)	Unwgted	302	0	10	6	6
	Weighted (000)	1893	0	53	31	32
	Horz %	100.00	0.00	2.79	1.66	1.71
	Vert %	0.78	0.00	0.50	0.50	0.75
	Index	100	0	65	64	97

		Adults 18+	Own/Lease Hyundai Tucson	Own\ lease any Hyundai	Most recent vehicle bought/leased Hyundai	Decision maker for any Hyundai bought\leased new
				*		
Radio Formats: Urban (All Genres) (Monday-Sunday 24-Hour Cume)	Unwgted	5121	8	194	133	68
	Weighted (000)	26008	49	866	600	256
	Horz %	100.00	0.19	3.33	2.31	0.98
	Vert %	10.66	9.45	8.23	9.55	5.97
	Index	100	89	77	90	56
				*		*
Radio Formats: Urban AC (Subset of Urban) (Monday-Sunday 24-Hour Cume)	Unwgted	2133	3	78	55	32
	Weighted (000)	10077	11	289	212	111
	Horz %	100.00	0.11	2.87	2.11	1.10
	Vert %	4.13	2.19	2.75	3.38	2.59
	Index	100	53	67	82	63
				*		*
Radio Formats: Urban Contemporary (Subset of Urban) (Monday-Sunday 24-Hour Cume)	Unwgted	1989	1	68	46	19
	Weighted (000)	11746	11	337	245	76
	Horz %	100.00	0.09	2.87	2.08	0.64
	Vert %	4.81	2.06	3.20	3.89	1.76
	Index	100	43	67	81	37
				*		*
Radio Formats: Variety/Other (Monday-Sunday 24-Hour Cume)	Unwgted	1303	8	56	36	31
	Weighted (000)	6945	23	241	144	145
	Horz %	100.00	0.32	3.47	2.07	2.08
	Vert %	2.85	4.34	2.29	2.29	3.38
	Index	100	152	81	80	119
Radio Daypart Cumes: Total Week Monday-Sunday 24 Hours	Unwgted	41037	100	1891	1182	872
	Weighted (000)	204462	452	9243	5554	3742
	Horz %	100.00	0.22	4.52	2.72	1.83
	Vert %	83.77	87.05	87.88	88.34	87.32
	Index	100	104	105	105	104
Radio Daypart Cumes: Weekday 6:00 am - 10:00 am	Unwgted	25278	61	1212	744	572
	Weighted (000)	122460	253	5691	3457	2366
	Horz %	100.00	0.21	4.65	2.82	1.93
	Vert %	50.17	48.69	54.11	54.99	55.22
	Index	100	97	108	110	110
Radio Daypart Cumes: Weekday 10:00 am - 3:00 pm	Unwgted	18835	57	865	525	417
	Weighted (000)	94930	257	4240	2499	1824
	Horz %	100.00	0.27	4.47	2.63	1.92
	Vert %	38.89	49.51	40.31	39.74	42.57
	Index	100	127	104	102	109
Radio Daypart Cumes: Weekday 3:00 pm - 7:00 pm	Unwgted	22339	55	1083	649	496
	Weighted (000)	109527	221	5239	3064	2112
	Horz %	100.00	0.20	4.78	2.80	1.93
	Vert %	44.87	42.57	49.81	48.73	49.30
	Index	100	95	111	109	110
Radio Daypart Cumes: Weekday 7:00 pm - Midnight	Unwgted	8087	18	348	221	138
	Weighted (000)	41055	93	1734	1069	640
	Horz %	100.00	0.23	4.22	2.60	1.56
	Vert %	16.82	17.95	16.49	17.01	14.93
	Index	100	107	98	101	89

		Adults 18+	Own/Lease Hyundai Tucson	Own\ lease any Hyundai	Most recent vehicle bought/leased Hyundai	Decision maker for any Hyundai bought\leased new
				*		*
Radio Daypart Cumes: Weekday Midnight - 6:00 am	Unwgted	2418	8	113	70	45
	Weighted (000)	12268	28	582	306	221
	Horz %	100.00	0.22	4.74	2.49	1.81
	Vert %	5.03	5.30	5.53	4.86	5.17
	Index	100	105	110	97	103
				*		
Radio Daypart Cumes: Weekend 6:00 am - 10:00 am	Unwgted	16140	40	713	443	360
	Weighted (000)	79167	189	3308	2015	1559
	Horz %	100.00	0.24	4.18	2.55	1.97
	Vert %	32.43	36.38	31.45	32.05	36.37
	Index	100	112	97	99	112
				*		
Radio Daypart Cumes: Weekend 10:00 am - 3:00 pm	Unwgted	21592	64	1049	631	493
	Weighted (000)	106532	291	5084	2844	2114
	Horz %	100.00	0.27	4.77	2.67	1.98
	Vert %	43.65	56.17	48.34	45.24	49.32
	Index	100	129	111	104	113
				*		
Radio Daypart Cumes: Weekend 3:00 pm - 7:00 pm	Unwgted	16960	42	785	486	373
	Weighted (000)	85146	220	3746	2249	1681
	Horz %	100.00	0.26	4.40	2.64	1.97
	Vert %	34.88	42.45	35.62	35.78	39.23
	Index	100	122	102	103	112
				*		
Radio Daypart Cumes: Weekend 7:00 pm - Midnight	Unwgted	8346	21	385	242	178
	Weighted (000)	42195	88	1907	1129	770
	Horz %	100.00	0.21	4.52	2.67	1.82
	Vert %	17.29	17.02	18.13	17.95	17.96
	Index	100	98	105	104	104
				*		*
Radio Daypart Cumes: Weekend Midnight - 6:00 am	Unwgted	2161	3	87	48	37
	Weighted (000)	10847	16	454	187	171
	Horz %	100.00	0.15	4.18	1.73	1.57
	Vert %	4.44	3.18	4.31	2.98	3.98
	Index	100	71	97	67	90
				*		
Where Listen to Radio on Typical Weekday: Home	Unwgted	13605	33	540	347	259
	Weighted (000)	66444	163	2519	1541	1112
	Horz %	100.00	0.24	3.79	2.32	1.67
	Vert %	27.22	31.37	23.95	24.51	25.95
	Index	100	115	88	90	95
				*		
Where Listen to Radio on Typical Weekday: Car	Unwgted	37582	97	1804	1122	846
	Weighted (000)	186198	446	8688	5171	3658
	Horz %	100.00	0.24	4.67	2.78	1.96
	Vert %	76.28	86.00	82.61	82.25	85.36
	Index	100	113	108	108	112
				*		
Where Listen to Radio on Typical Weekday: Work	Unwgted	6358	14	274	169	124
	Weighted (000)	32708	71	1348	820	503
	Horz %	100.00	0.22	4.12	2.51	1.54
	Vert %	13.40	13.60	12.81	13.04	11.74
	Index	100	101	96	97	88

		Adults 18+	Own/Lease Hyundai Tucson	Own\ lease any Hyundai	Most recent vehicle bought/leased Hyundai	Decision maker for any Hyundai bought\leased new
				*	*	*
Where Listen to Radio on Typical Weekday: Place Other Than Home, Car, Work	Unwgt'd	1490	3	57	31	28
	Weighted (000)	7844	9	267	141	108
	Horz %	100.00	0.11	3.40	1.80	1.38
	Vert %	3.21	1.71	2.54	2.24	2.52
	Index	100	53	79	70	78
				*		
Where Listen to Radio on Typical Weekend: Home	Unwgt'd	16122	49	674	437	325
	Weighted (000)	79216	228	3357	2048	1478
	Horz %	100.00	0.29	4.24	2.59	1.87
	Vert %	32.45	43.92	31.92	32.58	34.49
	Index	100	135	98	100	106
				*		
Where Listen to Radio on Typical Weekend: Car	Unwgt'd	34584	78	1643	1024	773
	Weighted (000)	172300	366	7803	4593	3235
	Horz %	100.00	0.21	4.53	2.67	1.88
	Vert %	70.59	70.63	74.19	73.06	75.49
	Index	100	100	105	104	107
				*		*
Where Listen to Radio on Typical Weekend: Work	Unwgt'd	2377	5	84	56	33
	Weighted (000)	13032	31	518	391	199
	Horz %	100.00	0.24	3.97	3.00	1.53
	Vert %	5.34	5.96	4.92	6.21	4.65
	Index	100	112	92	116	87
				*	*	*
Where Listen to Radio on Typical Weekend: Place Other Than Home, Car, Work	Unwgt'd	1550	3	44	23	21
	Weighted (000)	8439	19	257	145	113
	Horz %	100.00	0.22	3.05	1.72	1.34
	Vert %	3.46	3.65	2.44	2.31	2.64
	Index	100	106	71	67	76
				*		
Ever Listen to AM Radio (Terrestrial Radio)	Unwgt'd	8872	27	392	222	208
	Weighted (000)	37216	118	1630	895	800
	Horz %	100.00	0.32	4.38	2.40	2.15
	Vert %	15.25	22.76	15.50	14.23	18.67
	Index	100	149	102	93	122
				*		
Ever Listen to FM Radio (Terrestrial Radio)	Unwgt'd	35648	86	1644	1050	741
	Weighted (000)	180517	405	8027	4907	3129
	Horz %	100.00	0.22	4.45	2.72	1.73
	Vert %	73.96	78.03	76.32	78.05	73.03
	Index	100	106	103	106	99
				*		
Ever Listen to Any Terrestrial Radio (AM/FM)	Unwgt'd	38624	93	1747	1111	803
	Weighted (000)	192537	438	8412	5139	3336
	Horz %	100.00	0.23	4.37	2.67	1.73
	Vert %	78.88	84.47	79.98	81.73	77.86
	Index	100	107	101	104	99
				*		
Ever Listen to Satellite Radio (SiriusXM)	Unwgt'd	6808	21	415	254	230
	Weighted (000)	31804	63	2005	1171	1069
	Horz %	100.00	0.20	6.31	3.68	3.36
	Vert %	13.03	12.09	19.07	18.62	24.94
	Index	100	93	146	143	191

		Adults 18+	Own/Lease Hyundai Tucson	Own\ lease any Hyundai	Most recent vehicle bought/leased Hyundai	Decision maker for any Hyundai bought\leased new
				*		
Household Subscribes to Satellite (SiriusXM) Radio	Unwgted	9333	26	552	323	295
	Weighted (000)	45323	81	2738	1502	1361
	Horz %	100.00	0.18	6.04	3.31	3.00
	Vert %	18.57	15.60	26.03	23.90	31.76
	Index	100	84	140	129	171
Any Vehicle Currently Owned/Leased Has Satellite Radio	Unwgted	15153	63	1146	717	635
	Weighted (000)	76621	255	5506	3306	2776
	Horz %	100.00	0.33	7.19	4.31	3.62
	Vert %	31.39	49.10	52.35	52.59	64.78
	Index	100	156	167	168	206
Any Vehicle Currently Owned/Leased Has MP3 Player Connection	Unwgted	12633	44	918	528	454
	Weighted (000)	64670	197	4376	2397	2031
	Horz %	100.00	0.30	6.77	3.71	3.14
	Vert %	26.49	37.95	41.61	38.12	47.40
	Index	100	143	157	144	179
Listened to Online Streaming AM/FM Broadcast Radio Stations - Past Month	Unwgted	7343	17	302	179	144
	Weighted (000)	36346	88	1486	782	669
	Horz %	100.00	0.24	4.09	2.15	1.84
	Vert %	14.89	16.92	14.13	12.44	15.61
	Index	100	114	95	84	105
Listened to Internet-only radio or other online music or audio services (eg. Pandora, Spotify, etc.) - past month	Unwgted	19242	53	908	549	393
	Weighted (000)	97996	225	4679	2631	1774
	Horz %	100.00	0.23	4.77	2.69	1.81
	Vert %	40.15	43.34	44.48	41.85	41.39
	Index	100	108	111	104	103
Listening to Any Radio on the Internet/Online - Past Month	Unwgted	21921	57	1010	607	450
	Weighted (000)	110983	257	5174	2869	2045
	Horz %	100.00	0.23	4.66	2.59	1.84
	Vert %	45.47	49.62	49.19	45.64	47.73
	Index	100	109	108	100	105
Visited a Radio Station, Radio Program or Radio Personality's website - Past Month	Unwgted	3452	12	189	124	86
	Weighted (000)	17001	58	932	612	380
	Horz %	100.00	0.34	5.48	3.60	2.23
	Vert %	6.97	11.27	8.86	9.73	8.86
	Index	100	162	127	140	127
Downloaded Music - Past Month	Unwgted	9054	22	430	267	193
	Weighted (000)	47933	109	2146	1257	872
	Horz %	100.00	0.23	4.48	2.62	1.82
	Vert %	19.64	20.91	20.40	20.00	20.36
	Index	100	106	104	102	104
Downloaded Podcasts/Engaged in Podcasting - Past Month	Unwgted	3700	9	192	117	86
	Weighted (000)	17081	40	862	510	396
	Horz %	100.00	0.23	5.05	2.99	2.32
	Vert %	7.00	7.73	8.20	8.12	9.23
	Index	100	110	117	116	132

		Adults 18+	Own/Lease Hyundai Tucson	Own\ lease any Hyundai	Most recent vehicle bought/leased Hyundai	Decision maker for any Hyundai bought\leased new
				*		
Visited iHeartRadio site - Past Month	Unwgted	4412	11	212	138	93
	Weighted (000)	21989	50	1052	652	399
	Horz %	100.00	0.23	4.78	2.96	1.82
	Vert %	9.01	9.66	10.00	10.37	9.32
	Index	100	107	111	115	103
				*		
Visited iTunes.com site - Past Month	Unwgted	8331	24	406	249	195
	Weighted (000)	40212	118	2034	1145	847
	Horz %	100.00	0.29	5.06	2.85	2.11
	Vert %	16.47	22.67	19.34	18.21	19.76
	Index	100	138	117	111	120
				*		
Visited Pandora.com site - Past Month	Unwgted	16996	35	804	486	335
	Weighted (000)	87700	160	4082	2260	1491
	Horz %	100.00	0.18	4.65	2.58	1.70
	Vert %	35.93	30.76	38.81	35.95	34.79
	Index	100	86	108	100	97
				*		
Visited Spotify site - Past Month	Unwgted	6074	13	265	171	100
	Weighted (000)	32588	57	1352	811	462
	Horz %	100.00	0.18	4.15	2.49	1.42
	Vert %	13.35	11.02	12.86	12.91	10.79
	Index	100	83	96	97	81
				*		
Advertising on radio provides me with useful information about bargains. Agree strongly or Agree somewhat	Unwgted	16507	30	707	448	313
	Weighted (000)	83844	106	3452	2106	1391
	Horz %	100.00	0.13	4.12	2.51	1.66
	Vert %	34.35	20.39	32.82	33.50	32.46
	Index	100	59	96	98	94
				*		
Advertising on radio provides me with meaningful information about the product use of other consumers. Agree strongly or Agree somewhat	Unwgted	13908	25	596	377	260
	Weighted (000)	70343	93	2893	1816	1065
	Horz %	100.00	0.13	4.11	2.58	1.51
	Vert %	28.82	17.89	27.50	28.89	24.86
	Index	100	62	95	100	86
				*		
Advertising on radio provides me with useful information about new products and services. Agree strongly or Agree somewhat	Unwgted	17125	34	721	450	331
	Weighted (000)	86850	146	3514	2155	1400
	Horz %	100.00	0.17	4.05	2.48	1.61
	Vert %	35.58	28.10	33.42	34.27	32.67
	Index	100	79	94	96	92
				*		
For me, advertising on radio is amusing. Agree strongly or Agree somewhat	Unwgted	12845	20	540	348	242
	Weighted (000)	65189	83	2705	1738	1084
	Horz %	100.00	0.13	4.15	2.67	1.66
	Vert %	26.71	15.95	25.72	27.65	25.30
	Index	100	60	96	104	95
				*		
Most trusted media: Radio	Unwgted	4143	5	175	113	72
	Weighted (000)	21056	16	843	576	329
	Horz %	100.00	0.08	4.01	2.74	1.56
	Vert %	8.63	3.14	8.02	9.17	7.68
	Index	100	36	93	106	89

RAB / GfK MRI AUTO PROFILE: Hyundai

		Adults 18+	Own/Lease Hyundai Tucson	Own\ lease any Hyundai	Most recent vehicle bought/leased Hyundai	Decision maker for any Hyundai bought\leased new
TV Dayparts: Total Week Prime Time Cume Audience	Unwgted	38598	94	1739	1097	821
	Weighted (000)	190885	394	8259	5036	3439
	Horz %	100.00	0.21	4.33	2.64	1.80
	Vert %	78.20	75.92	78.53	80.10	80.26
	Index	100	97	100	102	103
TV Dayparts: Prime Time Weekdays Cume Audience: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)	Unwgted	30674	78	1420	897	682
	Weighted (000)	150599	330	6579	3992	2830
	Horz %	100.00	0.22	4.37	2.65	1.88
	Vert %	61.70	63.68	62.55	63.49	66.04
	Index	100	103	101	103	107
TV Dayparts: Prime Time Saturday Cume Audience: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)	Unwgted	26407	61	1191	753	589
	Weighted (000)	129573	251	5503	3379	2440
	Horz %	100.00	0.19	4.25	2.61	1.88
	Vert %	53.09	48.46	52.32	53.74	56.93
	Index	100	91	99	101	107
TV Dayparts: Prime Time Sunday Cume Audience: 7:00- 11:00 pm (Eastern/Pacific), 6:00-10:00 pm (Central/Mountain)	Unwgted	30767	75	1390	877	669
	Weighted (000)	150356	307	6590	3978	2748
	Horz %	100.00	0.20	4.38	2.65	1.83
	Vert %	61.60	59.12	62.66	63.28	64.13
	Index	100	96	102	103	104
TV Dayparts: Weekdays Cume Audience: 9:00 am-4:00 pm (Eastern/Pacific) 9:00 am - 3:00 pm (Central/Mountain)			*			
	Unwgted	13588	27	524	335	257
	Weighted (000)	72467	129	2583	1501	1154
	Horz %	100.00	0.18	3.56	2.07	1.59
	Vert %	29.69	24.80	24.56	23.87	26.93
TV Dayparts: Weekdays Cume Audience: 4:00 pm-7:30 pm (Eastern/Pacific) 3:00 pm-6:30 pm (Central/Mountain)	Unwgted	24214	55	1057	697	531
	Weighted (000)	122899	240	5193	3235	2338
	Horz %	100.00	0.20	4.23	2.63	1.90
	Vert %	50.35	46.29	49.38	51.45	54.55
	Index	100	92	98	102	108
TV Dayparts: Weekdays Cume Audience: 11:30 pm-1:00 am (Eastern/Pacific) 10:30 pm- Midnight (Central/Mountain)			*			
	Unwgted	8203	15	354	243	165
	Weighted (000)	41009	47	1513	999	669
	Horz %	100.00	0.11	3.69	2.44	1.63
	Vert %	16.80	8.97	14.39	15.88	15.61
TV Dayparts: Weekend Children's Shows Cume Audience: Saturday-Sunday Morning	Unwgted	20426	43	848	546	409
	Weighted (000)	102185	182	4149	2511	1808
	Horz %	100.00	0.18	4.06	2.46	1.77
	Vert %	41.86	35.04	39.44	39.94	42.20
	Index	100	84	94	95	101
TV Dayparts: Weekend Sports Cume Audience: Saturday- Sunday Afternoon			*			
	Unwgted	23818	47	1027	654	493
	Weighted (000)	120635	236	5076	3093	2189
	Horz %	100.00	0.20	4.21	2.56	1.81
	Vert %	49.42	45.56	48.26	49.20	51.09
	Index	100	92	98	100	103

		Adults 18+	Own/Lease Hyundai Tucson	Own\ lease any Hyundai	Most recent vehicle bought/leased Hyundai	Decision maker for any Hyundai bought\leased new
				*		
Downloaded a TV Program - Past Month	Unwgt'd	2514	7	127	90	59
	Weighted (000)	11768	20	621	381	298
	Horz %	100.00	0.17	5.28	3.24	2.53
	Vert %	4.82	3.94	5.91	6.06	6.95
	Index	100	82	122	126	144
				*		
Watched a TV Program Online - Past Month	Unwgt'd	8915	27	426	267	180
	Weighted (000)	43431	135	2096	1236	769
	Horz %	100.00	0.31	4.83	2.85	1.77
	Vert %	17.79	25.98	19.93	19.66	17.95
	Index	100	146	112	110	101
				*		
Visited a TV Network or TV Show's Web Site - Past Month	Unwgt'd	9786	33	495	312	214
	Weighted (000)	47213	153	2490	1443	957
	Horz %	100.00	0.32	5.27	3.06	2.03
	Vert %	19.34	29.44	23.67	22.96	22.32
	Index	100	152	122	119	115
				*		
Looked at TV Listings Online - Past Month	Unwgt'd	5331	14	276	167	135
	Weighted (000)	24808	75	1420	815	623
	Horz %	100.00	0.30	5.72	3.28	2.51
	Vert %	10.16	14.36	13.50	12.96	14.55
	Index	100	141	133	128	143
				*		
Household Subscribes to Cable TV	Unwgt'd	22534	59	1018	645	479
	Weighted (000)	109088	236	4835	2894	1990
	Horz %	100.00	0.22	4.43	2.65	1.82
	Vert %	44.69	45.42	45.97	46.03	46.44
	Index	100	102	103	103	104
				*		
Household Subscribes to Cable, Satellite or Fiber Optic TV	Unwgt'd	37894	96	1790	1103	856
	Weighted (000)	188357	426	8709	5044	3679
	Horz %	100.00	0.23	4.62	2.68	1.95
	Vert %	77.17	82.16	82.80	80.23	85.85
	Index	100	106	107	104	111
				*		
Viewed Any Cable TV (Including Pay) - Past Week	Unwgt'd	36344	91	1721	1060	822
	Weighted (000)	180739	408	8337	4822	3489
	Horz %	100.00	0.23	4.61	2.67	1.93
	Vert %	74.05	78.63	79.27	76.69	81.42
	Index	100	106	107	104	110
				*		
Heavy Cable TV Viewer (Including Pay) - Past Week	Unwgt'd	26301	61	1213	766	595
	Weighted (000)	131456	250	5746	3395	2483
	Horz %	100.00	0.19	4.37	2.58	1.89
	Vert %	53.86	48.19	54.64	53.99	57.93
	Index	100	89	101	100	108
				*		
Viewed Any Premium Cable Channels - Past Month	Unwgt'd	15801	32	751	448	371
	Weighted (000)	75868	122	3545	1943	1565
	Horz %	100.00	0.16	4.67	2.56	2.06
	Vert %	31.08	23.44	33.71	30.91	36.52
	Index	100	75	108	99	118

		Adults 18+	Own/Lease Hyundai Tucson	Own\ lease any Hyundai	Most recent vehicle bought/leased Hyundai	Decision maker for any Hyundai bought\leased new
				*		
Viewed Any Pay-Per-View Programs or Events - Past Year	Unwgted	5693	8	270	160	143
	Weighted (000)	27121	28	1242	646	577
	Horz %	100.00	0.10	4.58	2.38	2.13
	Vert %	11.11	5.36	11.81	10.28	13.47
	Index	100	48	106	93	121
				*		
Viewed Any Video-On-Demand Programs or Events - Past Year	Unwgted	13030	34	687	402	329
	Weighted (000)	59121	120	3216	1774	1306
	Horz %	100.00	0.20	5.44	3.00	2.21
	Vert %	24.22	23.16	30.58	28.22	30.48
	Index	100	96	126	117	126
				*		
Household Has a Satellite Dish	Unwgted	10843	24	510	294	252
	Weighted (000)	61939	136	2988	1625	1299
	Horz %	100.00	0.22	4.82	2.62	2.10
	Vert %	25.38	26.13	28.41	25.85	30.31
	Index	100	103	112	102	119
				*		
Household Has a Digital Video Recorder (DVR)	Unwgted	23728	63	1230	721	599
	Weighted (000)	116768	276	6003	3282	2590
	Horz %	100.00	0.24	5.14	2.81	2.22
	Vert %	47.84	53.11	57.08	52.21	60.45
	Index	100	111	119	109	126
				*		
Any Internet/Online Activity - Past Month	Unwgted	42373	103	1982	1232	906
	Weighted (000)	208554	448	9639	5651	3934
	Horz %	100.00	0.21	4.62	2.71	1.89
	Vert %	85.44	86.42	91.65	89.88	91.80
	Index	100	101	107	105	107
				*		
Played Games Online - Past Month	Unwgted	13852	30	650	411	292
	Weighted (000)	73850	153	3388	2059	1372
	Horz %	100.00	0.21	4.59	2.79	1.86
	Vert %	30.26	29.56	32.22	32.74	32.02
	Index	100	98	106	108	106
				*		
Downloaded a Video Game - Past Month	Unwgted	5083	8	226	140	91
	Weighted (000)	28601	48	1171	707	442
	Horz %	100.00	0.17	4.09	2.47	1.54
	Vert %	11.72	9.19	11.14	11.24	10.31
	Index	100	78	95	96	88
				*		
Downloaded a Movie - Past Month	Unwgted	4447	14	191	118	69
	Weighted (000)	21989	71	985	590	350
	Horz %	100.00	0.32	4.48	2.68	1.59
	Vert %	9.01	13.62	9.36	9.39	8.17
	Index	100	151	104	104	91
				*		
Watched a Movie Online - Past Month	Unwgted	11540	31	514	306	197
	Weighted (000)	58047	185	2734	1506	1016
	Horz %	100.00	0.32	4.71	2.59	1.75
	Vert %	23.78	35.61	26.00	23.96	23.72
	Index	100	150	109	101	100

		Adults 18+	Own/Lease Hyundai Tucson	Own\ lease any Hyundai	Most recent vehicle bought/leased Hyundai	Decision maker for any Hyundai bought\leased new
				*		
Watched Online Video (Not Movie, TV) - Past Month	Unwgted	10029	29	497	304	209
	Weighted (000)	50248	164	2391	1388	879
	Horz %	100.00	0.33	4.76	2.76	1.75
	Vert %	20.59	31.65	22.74	22.08	20.51
	Index	100	154	110	107	100
				*		*
Visited a Chat Room - Past Month	Unwgted	2194	5	80	51	40
	Weighted (000)	10601	29	345	210	161
	Horz %	100.00	0.28	3.26	1.98	1.52
	Vert %	4.34	5.65	3.28	3.34	3.76
	Index	100	130	76	77	87
Used e-Mail - Past Month	Unwgted	37148	95	1795	1111	826
	Weighted (000)	177506	409	8584	4999	3592
	Horz %	100.00	0.23	4.84	2.82	2.02
	Vert %	72.72	78.93	81.62	79.51	83.83
	Index	100	109	112	109	115
Used Instant Messenger/IM Online - Past Month	Unwgted	29084	69	1364	854	583
	Weighted (000)	148723	342	6989	4183	2681
	Horz %	100.00	0.23	4.70	2.81	1.80
	Vert %	60.93	65.95	66.45	66.53	62.57
	Index	100	108	109	109	103
				*		*
Visited Online Blogs - Past Month	Unwgted	6650	24	328	212	141
	Weighted (000)	32542	131	1536	971	638
	Horz %	100.00	0.40	4.72	2.98	1.96
	Vert %	13.33	25.24	14.61	15.44	14.88
	Index	100	189	110	116	112
				*		*
Wrote an Online Blog - Past Month	Unwgted	1215	4	57	36	23
	Weighted (000)	5810	32	251	143	127
	Horz %	100.00	0.55	4.32	2.46	2.18
	Vert %	2.38	6.17	2.38	2.27	2.96
	Index	100	259	100	96	124
				*		*
Uploaded or Added Video to a Web Site - Past Month	Unwgted	4085	9	199	127	81
	Weighted (000)	20569	66	1037	684	376
	Horz %	100.00	0.32	5.04	3.32	1.83
	Vert %	8.43	12.72	9.85	10.87	8.78
	Index	100	151	117	129	104
Social networking, photo or video-sharing services visited or used in the last 30 days: Any Social Networking/Photo/Video- sharing services	Unwgted	36787	90	1724	1080	765
	Weighted (000)	184180	411	8623	5119	3415
	Horz %	100.00	0.22	4.68	2.78	1.85
	Vert %	75.46	79.18	81.99	81.42	79.69
	Index	100	105	109	108	106
Social networking, photo or video-sharing services visited or used in the last 30 days: Facebook	Unwgted	29944	74	1391	875	606
	Weighted (000)	152016	348	7136	4219	2741
	Horz %	100.00	0.23	4.69	2.78	1.80
	Vert %	62.28	67.10	67.85	67.10	63.95
	Index	100	108	109	108	103

		Adults 18+	Own/Lease Hyundai Tucson	Own\ lease any Hyundai	Most recent vehicle bought/leased Hyundai	Decision maker for any Hyundai bought\leased new
				*	*	*
Foursquare	Unwgted	259	1	12	6	6
	Weighted (000)	1096	2	47	20	26
	Horz %	100.00	0.16	4.29	1.86	2.35
	Vert %	0.45	0.33	0.45	0.32	0.60
	Index	100	74	100	72	134
				*		
Google + (Google Plus)	Unwgted	7523	16	328	208	155
	Weighted (000)	37002	80	1543	975	680
	Horz %	100.00	0.22	4.17	2.64	1.84
	Vert %	15.16	15.37	14.67	15.51	15.86
	Index	100	101	97	102	105
				*		
Instagram	Unwgted	11180	23	503	304	204
	Weighted (000)	59923	131	2761	1523	986
	Horz %	100.00	0.22	4.61	2.54	1.65
	Vert %	24.55	25.22	26.26	24.22	23.01
	Index	100	103	107	99	94
				*		
LinkedIn	Unwgted	7899	21	405	237	199
	Weighted (000)	31599	72	1687	909	794
	Horz %	100.00	0.23	5.34	2.88	2.51
	Vert %	12.95	13.84	16.04	14.46	18.52
	Index	100	107	124	112	143
				*		
Pinterest	Unwgted	9299	24	483	301	215
	Weighted (000)	49108	127	2696	1483	1039
	Horz %	100.00	0.26	5.49	3.02	2.12
	Vert %	20.12	24.42	25.63	23.59	24.25
	Index	100	121	127	117	121
				*		*
Tumblr	Unwgted	1737	5	78	50	26
	Weighted (000)	9309	43	421	263	135
	Horz %	100.00	0.46	4.52	2.83	1.45
	Vert %	3.81	8.27	4.00	4.19	3.15
	Index	100	217	105	110	82
				*		
Twitter	Unwgted	6507	19	328	190	156
	Weighted (000)	32509	94	1646	878	719
	Horz %	100.00	0.29	5.06	2.70	2.21
	Vert %	13.32	18.06	15.65	13.96	16.79
	Index	100	136	117	105	126
				*		
Yelp	Unwgted	4238	6	179	110	89
	Weighted (000)	17049	40	772	445	364
	Horz %	100.00	0.23	4.53	2.61	2.14
	Vert %	6.98	7.71	7.34	7.09	8.51
	Index	100	110	105	101	122
				*		
YouTube	Unwgted	24878	63	1166	708	512
	Weighted (000)	125197	312	5834	3380	2296
	Horz %	100.00	0.25	4.66	2.70	1.83
	Vert %	51.29	60.06	55.47	53.76	53.57
	Index	100	117	108	105	104

		Adults 18+	Own/Lease Hyundai Tucson	Own\ lease any Hyundai	Most recent vehicle bought/leased Hyundai	Decision maker for any Hyundai 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	53	945	590	422
	Weighted (000)	98998	235	4853	2896	1995
	Horz %	100.00	0.24	4.90	2.93	2.02
	Vert %	40.56	45.32	46.14	46.07	46.56
	Index	100	112	114	114	115
"Follow" or become a "fan of" something or someone			*			
	Unwgt'd	9880	21	473	296	203
	Weighted (000)	51999	92	2385	1436	911
	Horz %	100.00	0.18	4.59	2.76	1.75
	Vert %	21.30	17.71	22.67	22.85	21.25
Index	100	83	106	107	100	
Clicked on an advertisement			*			
	Unwgt'd	7250	18	353	221	159
	Weighted (000)	34609	65	1653	948	656
	Horz %	100.00	0.19	4.78	2.74	1.90
	Vert %	14.18	12.57	15.72	15.09	15.32
Index	100	89	111	106	108	
Watched a video						
	Unwgt'd	23931	54	1121	698	488
	Weighted (000)	121821	264	5627	3454	2197
	Horz %	100.00	0.22	4.62	2.83	1.80
	Vert %	49.91	50.81	53.50	54.93	51.27
Index	100	102	107	110	103	
Websites or apps visited or used in the last 30 days: Coupons			*		*	*
	Unwgt'd	1642	5	61	35	30
	Weighted (000)	7736	16	257	128	110
	Horz %	100.00	0.20	3.32	1.65	1.42
	Vert %	3.17	2.99	2.44	2.04	2.57
Index	100	94	77	64	81	
Sent or Received Text Messages on Cellular Phone/Mobile/Smartphone - Past Month						
	Unwgt'd	40180	93	1866	1150	827
	Weighted (000)	200974	430	9284	5445	3680
	Horz %	100.00	0.21	4.62	2.71	1.83
	Vert %	82.34	82.80	88.27	86.60	85.88
Index	100	101	107	105	104	
Sent or Received Instant Messages on Cellular Phone/Mobile/Smartphone - Past Month						
	Unwgt'd	20952	53	986	613	417
	Weighted (000)	106707	273	4935	2983	1820
	Horz %	100.00	0.26	4.62	2.80	1.71
	Vert %	43.72	52.62	46.92	47.44	42.46
Index	100	120	107	109	97	
Recorded a Video on Cellular Phone/Mobile/Smartphone - Past Month			*			
	Unwgt'd	19339	43	906	544	397
	Weighted (000)	97935	201	4679	2683	1879
	Horz %	100.00	0.21	4.78	2.74	1.92
	Vert %	40.12	38.70	44.49	42.68	43.84
Index	100	96	111	106	109	
Played Music on Cellular Phone/Mobile/Smartphone - Past Month						
	Unwgt'd	24725	50	1111	671	474
	Weighted (000)	126500	239	5672	3237	2075
	Horz %	100.00	0.19	4.48	2.56	1.64
	Vert %	51.83	46.04	53.93	51.49	48.42
Index	100	89	104	99	93	

		Adults 18+	Own/Lease Hyundai Tucson	Own\ lease any Hyundai	Most recent vehicle bought/leased Hyundai	Decision maker for any Hyundai bought\leased new
				*		
Played a Game on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	15697	36	729	456	321
	Weighted (000)	84080	174	3819	2301	1458
	Horz %	100.00	0.21	4.54	2.74	1.73
	Vert %	34.45	33.56	36.31	36.60	34.03
	Index	100	97	105	106	99
				*		
Watched a Movie, TV Program or Other Video on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	11626	29	518	311	216
	Weighted (000)	61092	145	2740	1555	1028
	Horz %	100.00	0.24	4.49	2.54	1.68
	Vert %	25.03	27.93	26.05	24.73	23.99
	Index	100	112	104	99	96
				*		
Used a Mobile "App" - Past Month	Unwgt'd	25794	62	1239	747	541
	Weighted (000)	128777	276	6181	3525	2403
	Horz %	100.00	0.21	4.80	2.74	1.87
	Vert %	52.76	53.16	58.77	56.07	56.07
	Index	100	101	111	106	106
				*		
Read Any Daily Newspaper (Print/Paper/Hard Copy)	Unwgt'd	10912	30	499	324	272
	Weighted (000)	50128	134	2294	1396	1020
	Horz %	100.00	0.27	4.58	2.79	2.03
	Vert %	20.54	25.74	21.81	22.21	23.79
	Index	100	125	106	108	116
				*		
Read Any Sunday Newspaper (Print/Paper/Hard Copy)	Unwgt'd	14245	36	631	399	357
	Weighted (000)	67106	165	2947	1763	1513
	Horz %	100.00	0.25	4.39	2.63	2.25
	Vert %	27.49	31.75	28.02	28.05	35.30
	Index	100	115	102	102	128
				*		
Read or Looked Into Any Electronic Version of a Newspaper, Including Web Site - Past Month	Unwgt'd	19488	52	937	584	458
	Weighted (000)	91290	215	4414	2663	1905
	Horz %	100.00	0.24	4.84	2.92	2.09
	Vert %	37.40	41.52	41.97	42.35	44.46
	Index	100	111	112	113	119
				*		
Read Classified Advertising in Weekday Newspaper	Unwgt'd	3772	10	143	91	70
	Weighted (000)	20084	30	754	412	323
	Horz %	100.00	0.15	3.75	2.05	1.61
	Vert %	8.23	5.87	7.17	6.55	7.53
	Index	100	71	87	80	91
				*		
Read Classified Advertising in Sunda/Weekend Newspaper	Unwgt'd	3758	10	162	100	79
	Weighted (000)	19510	44	827	483	378
	Horz %	100.00	0.22	4.24	2.48	1.94
	Vert %	7.99	8.39	7.87	7.68	8.83
	Index	100	105	98	96	110
				*		
Read Advertisements in Weekday Newspaper	Unwgt'd	3812	9	183	117	100
	Weighted (000)	17916	43	852	561	426
	Horz %	100.00	0.24	4.75	3.13	2.38
	Vert %	7.34	8.28	8.10	8.93	9.93
	Index	100	113	110	122	135

		Adults 18+	Own/Lease Hyundai Tucson	Own\ lease any Hyundai	Most recent vehicle bought/leased Hyundai	Decision maker for any Hyundai bought\leased new
				*		
Read Advertisements in Sunday/Weekend Newspaper	Unwgted	4633	13	235	153	122
	Weighted (000)	22092	66	1188	788	554
	Horz %	100.00	0.30	5.38	3.57	2.51
	Vert %	9.05	12.78	11.30	12.54	12.92
	Index	100	141	125	139	143
				*		
Read Circulars/Inserts/Fliers in Weekday Newspaper	Unwgted	5068	13	258	162	151
	Weighted (000)	23852	65	1338	811	694
	Horz %	100.00	0.27	5.61	3.40	2.91
	Vert %	9.77	12.49	12.72	12.90	16.20
	Index	100	128	130	132	166
				*		
Read Circulars/Inserts/Fliers in Sunday/Weekend Newspaper	Unwgted	7203	17	393	255	224
	Weighted (000)	34013	87	1992	1262	1021
	Horz %	100.00	0.26	5.86	3.71	3.00
	Vert %	13.93	16.75	18.94	20.07	23.82
	Index	100	120	136	144	171
				*		
Received and/or Clipped Coupons from Weekday Newspaper - Past Year	Unwgted	4191	9	208	110	104
	Weighted (000)	20652	36	965	514	385
	Horz %	100.00	0.18	4.67	2.49	1.86
	Vert %	8.46	6.98	9.17	8.17	8.98
	Index	100	83	108	97	106
				*		
Received and/or Clipped Coupons from Sunday/Weekend Newspaper - Past Year	Unwgted	9539	22	550	340	291
	Weighted (000)	47372	80	2704	1573	1220
	Horz %	100.00	0.17	5.71	3.32	2.58
	Vert %	19.41	15.44	25.71	25.03	28.48
	Index	100	80	132	129	147
		*	*	*	*	*
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

		Adults 18+	Own/Lease Hyundai Tucson	Own\ lease any Hyundai	Most recent vehicle bought/leased Hyundai	Decision maker for any Hyundai bought\leased new
				*		
Have Seen Video Ads in Grocery Stores - Past Month	Unwgted	8175	23	369	212	155
	Weighted (000)	42062	101	1927	1157	721
	Horz %	100.00	0.24	4.58	2.75	1.71
	Vert %	17.23	19.52	18.32	18.40	16.82
	Index	100	113	106	107	98
				*		
Have Seen Video Ads in Drug Stores - Past Month	Unwgted	5434	16	222	138	96
	Weighted (000)	27750	61	1071	655	462
	Horz %	100.00	0.22	3.86	2.36	1.66
	Vert %	11.37	11.69	10.18	10.42	10.78
	Index	100	103	90	92	95
				*		
Have Seen Video Ads in Convenience Stores - Past Month	Unwgted	5425	16	226	140	93
	Weighted (000)	27941	98	1194	745	484
	Horz %	100.00	0.35	4.27	2.67	1.73
	Vert %	11.45	18.95	11.35	11.86	11.30
	Index	100	166	99	104	99
				*		
Have Seen Video Ads in Large Discount/Department Stores - Past Month	Unwgted	5807	17	255	159	103
	Weighted (000)	30170	80	1310	800	530
	Horz %	100.00	0.26	4.34	2.65	1.76
	Vert %	12.36	15.35	12.46	12.73	12.36
	Index	100	124	101	103	100
				*		
Have Seen Video Ads in Warehouse/Club Stores - Past Month	Unwgted	5047	17	228	138	97
	Weighted (000)	24469	78	1106	633	423
	Horz %	100.00	0.32	4.52	2.59	1.73
	Vert %	10.02	14.95	10.52	10.07	9.87
	Index	100	149	105	100	98
				*		
Have Seen Video Ads in Other Stores - Past Month	Unwgted	4572	10	191	117	74
	Weighted (000)	23484	33	910	549	336
	Horz %	100.00	0.14	3.88	2.34	1.43
	Vert %	9.62	6.31	8.66	8.74	7.84
	Index	100	66	90	91	81
				*		
Have Seen Video Ads in Shopping Malls - Past Month	Unwgted	6133	17	273	169	119
	Weighted (000)	30556	58	1336	793	560
	Horz %	100.00	0.19	4.37	2.59	1.83
	Vert %	12.52	11.13	12.70	12.61	13.06
	Index	100	89	101	101	104
				*		
Have Seen Video Ads in Bars/Pubs - Past Month	Unwgted	4212	10	177	106	83
	Weighted (000)	21008	51	932	537	412
	Horz %	100.00	0.25	4.43	2.56	1.96
	Vert %	8.61	9.92	8.86	8.54	9.61
	Index	100	115	103	99	112
				*		
Have Seen Video Ads in Fast- Food or Family Restaurants - Past Month	Unwgted	6034	16	256	156	107
	Weighted (000)	31175	61	1327	832	562
	Horz %	100.00	0.20	4.26	2.67	1.80
	Vert %	12.77	11.75	12.62	13.23	13.12
	Index	100	92	99	104	103

		Adults 18+	Own/Lease Hyundai Tucson	Own\ lease any Hyundai	Most recent vehicle bought/leased Hyundai	Decision maker for any Hyundai bought\leased new
				*		
Have Seen Video Ads in Coffee Shops, Cafes or Delis - Past Month	Unwgted	4611	9	171	109	72
	Weighted (000)	23019	57	813	516	344
	Horz %	100.00	0.25	3.53	2.24	1.49
	Vert %	9.43	11.05	7.73	8.21	8.02
	Index	100	117	82	87	85
				*		
Have Seen Video Ads in Gym/Health Clubs - Past Month	Unwgted	4016	10	172	102	68
	Weighted (000)	19382	58	821	532	256
	Horz %	100.00	0.30	4.23	2.74	1.32
	Vert %	7.94	11.20	7.80	8.46	5.98
	Index	100	141	98	106	75
				*		
Have Seen Video Ads in Medical Offices - Past Month	Unwgted	5499	12	246	156	116
	Weighted (000)	27407	67	1237	781	521
	Horz %	100.00	0.24	4.51	2.85	1.90
	Vert %	11.23	12.84	11.76	12.42	12.16
	Index	100	114	105	111	108
				*		
Have Seen Video Ads in Airports - Past Month	Unwgted	3929	9	162	98	68
	Weighted (000)	17909	51	738	487	259
	Horz %	100.00	0.29	4.12	2.72	1.45
	Vert %	7.34	9.92	7.02	7.74	6.04
	Index	100	135	96	105	82
				*		
Have Seen Video Ads at Gas Stations - Past Month	Unwgted	8390	20	396	230	160
	Weighted (000)	41042	113	1961	1122	752
	Horz %	100.00	0.28	4.78	2.73	1.83
	Vert %	16.81	21.78	18.64	17.84	17.56
	Index	100	130	111	106	104
				*		
Have Seen Video Ads in Office Building Lobbies - Past Month	Unwgted	3669	7	161	108	77
	Weighted (000)	18065	50	820	580	357
	Horz %	100.00	0.28	4.54	3.21	1.97
	Vert %	7.40	9.59	7.80	9.23	8.32
	Index	100	130	105	125	112
				*		
Have Seen Video Ads in Office Building Elevators - Past Month	Unwgted	3552	7	149	101	69
	Weighted (000)	16785	44	787	541	325
	Horz %	100.00	0.26	4.69	3.22	1.94
	Vert %	6.88	8.52	7.48	8.61	7.59
	Index	100	124	109	125	110
				*		
Have Seen Video Ads in Movie Theater Lobbies - Past Month	Unwgted	5092	13	217	138	91
	Weighted (000)	25878	66	1086	710	428
	Horz %	100.00	0.26	4.19	2.74	1.66
	Vert %	10.60	12.78	10.32	11.30	10.00
	Index	100	121	97	107	94
				*		
Have Seen Ads on Billboards - Past Month	Unwgted	23703	69	1176	731	542
	Weighted (000)	117973	308	5768	3373	2433
	Horz %	100.00	0.26	4.89	2.86	2.06
	Vert %	48.33	59.28	54.84	53.65	56.79
	Index	100	123	113	111	117

		Adults 18+	Own/Lease Hyundai Tucson	Own\ lease any Hyundai	Most recent vehicle bought/leased Hyundai	Decision maker for any Hyundai bought\leased new
				*		
Have Seen Ads on Buses/Trains - Past Month	Unwgted	10886	26	505	328	225
	Weighted (000)	50330	134	2326	1525	916
	Horz %	100.00	0.27	4.62	3.03	1.82
	Vert %	20.62	25.76	22.12	24.25	21.37
	Index	100	125	107	118	104
				*		
Have Seen Ads at Bus Stops or Train Stations - Past Month	Unwgted	7328	18	319	205	144
	Weighted (000)	32843	95	1385	895	542
	Horz %	100.00	0.29	4.22	2.72	1.65
	Vert %	13.46	18.34	13.17	14.23	12.65
	Index	100	136	98	106	94
				*		
Have Seen Ads Inside Taxis - Past Month	Unwgted	3849	11	169	110	80
	Weighted (000)	17102	51	753	516	302
	Horz %	100.00	0.30	4.41	3.02	1.77
	Vert %	7.01	9.82	7.16	8.21	7.06
	Index	100	140	102	117	101
				*		
Have Seen Ads on Top of Taxis - Past Month	Unwgted	5892	13	272	178	122
	Weighted (000)	26219	66	1224	840	466
	Horz %	100.00	0.25	4.67	3.21	1.78
	Vert %	10.74	12.75	11.64	13.37	10.88
	Index	100	119	108	124	101
				*		*
Have Seen Ads on Phone Booths - Past Month	Unwgted	3008	6	110	71	48
	Weighted (000)	14451	34	614	432	188
	Horz %	100.00	0.24	4.25	2.99	1.30
	Vert %	5.92	6.63	5.84	6.88	4.38
	Index	100	112	99	116	74
				*		
Have Seen Ads at Sports or Entertainment Events - Past Month	Unwgted	7405	25	365	225	151
	Weighted (000)	36191	131	1788	1054	730
	Horz %	100.00	0.36	4.94	2.91	2.02
	Vert %	14.83	25.22	17.00	16.77	17.03
	Index	100	170	115	113	115
				*		
Have Seen Ads on Postcards - Past Month	Unwgted	5576	18	250	155	108
	Weighted (000)	26312	92	1172	720	461
	Horz %	100.00	0.35	4.46	2.74	1.75
	Vert %	10.78	17.73	11.15	11.45	10.77
	Index	100	164	103	106	100
				*		
Have Seen Ads Sent to a Cellphone or Other Mobile Device - Past Month	Unwgted	13421	35	678	424	318
	Weighted (000)	66442	149	3227	1982	1368
	Horz %	100.00	0.22	4.86	2.98	2.06
	Vert %	27.22	28.65	30.68	31.52	31.93
	Index	100	105	113	116	117
				*		
Have Seen Ads on Posters at Movie Theaters - Past Month	Unwgted	8606	23	407	257	187
	Weighted (000)	42087	138	2051	1231	880
	Horz %	100.00	0.33	4.87	2.92	2.09
	Vert %	17.24	26.66	19.51	19.58	20.54
	Index	100	155	113	114	119

		Adults 18+	Own/Lease Hyundai Tucson	Own\ lease any Hyundai	Most recent vehicle bought/leased Hyundai	Decision maker for any Hyundai bought\leased new
				*		
Have Seen Ads Shown On-Screen Before Start of a Movie - Past Month	Unwgted	10943	35	555	334	257
	Weighted (000)	53139	186	2527	1469	1066
	Horz %	100.00	0.35	4.76	2.76	2.01
	Vert %	21.77	35.89	24.02	23.36	24.87
	Index	100	165	110	107	114
				*		
Have Seen Ads in Stores (Not Video Ads) - Past Month	Unwgted	15171	40	732	452	335
	Weighted (000)	76102	172	3554	2191	1489
	Horz %	100.00	0.23	4.67	2.88	1.96
	Vert %	31.18	33.12	33.79	34.85	34.74
	Index	100	106	108	112	111
				*		
Have Seen Ads in Shopping Malls (Not Video Ads) - Past Month	Unwgted	10587	32	513	315	230
	Weighted (000)	52205	151	2472	1480	1059
	Horz %	100.00	0.29	4.74	2.84	2.03
	Vert %	21.39	29.11	23.50	23.54	24.71
	Index	100	136	110	110	116
				*		
Have Seen Infomercials - Past Month	Unwgted	9871	19	492	312	226
	Weighted (000)	49119	80	2410	1452	1007
	Horz %	100.00	0.16	4.91	2.96	2.05
	Vert %	20.12	15.38	22.92	23.10	23.50
	Index	100	76	114	115	117
				*		
Have Seen Offers or Ads Sent to Home by Mail - Past Month	Unwgted	19632	61	988	621	471
	Weighted (000)	96299	306	4788	2871	2081
	Horz %	100.00	0.32	4.97	2.98	2.16
	Vert %	39.45	58.93	45.52	45.67	48.56
	Index	100	149	115	116	123
				*		
Have Seen Product Placement in Video Games - Past Month	Unwgted	4596	11	202	129	78
	Weighted (000)	24167	62	1055	729	373
	Horz %	100.00	0.26	4.36	3.02	1.55
	Vert %	9.90	12.02	10.03	11.60	8.71
	Index	100	121	101	117	88
				*		
Have Seen Product Placement in TV Shows - Past Month	Unwgted	17823	51	867	548	412
	Weighted (000)	88092	220	4178	2548	1759
	Horz %	100.00	0.25	4.74	2.89	2.00
	Vert %	36.09	42.31	39.73	40.53	41.05
	Index	100	117	110	112	114
				*		
Have Seen Product Placement in Movies - Past Month	Unwgted	11248	33	560	349	249
	Weighted (000)	56256	143	2716	1695	1040
	Horz %	100.00	0.25	4.83	3.01	1.85
	Vert %	23.05	27.54	25.82	26.95	24.26
	Index	100	119	112	117	105

		Adults 18+	Would buy/lease new Hyundai if making decision today
Adults 18+	Unwgted	48646	444
	Weighted (000)	244084	1825
	Horz %	100.00	0.75
	Vert %	100.00	100.00
	Index	100	100
Male	Unwgted	24620	188
	Weighted (000)	117785	714
	Horz %	100.00	0.61
	Vert %	48.26	39.15
	Index	100	81
Female	Unwgted	24026	256
	Weighted (000)	126299	1110
	Horz %	100.00	0.88
	Vert %	51.74	60.85
	Index	100	118
Age 18-24			*
	Unwgted	3885	28
	Weighted (000)	30253	212
	Horz %	100.00	0.70
	Vert %	12.39	11.64
Age 25-34	Unwgted	8183	54
	Weighted (000)	43389	227
	Horz %	100.00	0.52
	Vert %	17.78	12.47
	Index	100	70
Age 35-44	Unwgted	8605	50
	Weighted (000)	40230	151
	Horz %	100.00	0.38
	Vert %	16.48	8.27
	Index	100	50
Age 45-54	Unwgted	8861	73
	Weighted (000)	43105	279
	Horz %	100.00	0.65
	Vert %	17.66	15.29
	Index	100	87
Age 55-64	Unwgted	8498	86
	Weighted (000)	40725	428
	Horz %	100.00	1.05
	Vert %	16.68	23.47
	Index	100	141

		Adults 18+	Would buy/lease new Hyundai if making decision today
Age 65+	Unwgted	10614	153
	Weighted (000)	46383	527
	Horz %	100.00	1.14
	Vert %	19.00	28.86
	Index	100	152
Age 21+	Unwgted	47284	440
	Weighted (000)	232046	1784
	Horz %	100.00	0.77
	Vert %	95.07	97.75
	Index	100	103
Age 18-34	Unwgted	12068	82
	Weighted (000)	73642	440
	Horz %	100.00	0.60
	Vert %	30.17	24.10
	Index	100	80
Age 18-49	Unwgted	24996	171
	Weighted (000)	134658	734
	Horz %	100.00	0.54
	Vert %	55.17	40.21
	Index	100	73
Age 25-54	Unwgted	25649	177
	Weighted (000)	126724	657
	Horz %	100.00	0.52
	Vert %	51.92	36.03
	Index	100	69
Age 35-64	Unwgted	25964	209
	Weighted (000)	124059	858
	Horz %	100.00	0.69
	Vert %	50.83	47.03
	Index	100	93
Age 50+	Unwgted	23650	273
	Weighted (000)	109426	1091
	Horz %	100.00	1.00
	Vert %	44.83	59.79
	Index	100	133
Median Age	Unwgted		
	Weighted (000)	47.00	56.00
	Horz %		
	Vert %		
	Index	100	119
Race: White Only	Unwgted	34564	368
	Weighted (000)	179823	1525
	Horz %	100.00	0.85
	Vert %	73.67	83.59
	Index	100	113

		Adults 18+	Would buy/lease new Hyundai if making decision today
			*
Race: Black/African-American Only	Unwgted	5909	45
	Weighted (000)	29535	179
	Horz %	100.00	0.61
	Vert %	12.10	9.80
	Index	100	81
			*
Race: Asian	Unwgted	2388	12
	Weighted (000)	8358	40
	Horz %	100.00	0.48
	Vert %	3.42	2.18
	Index	100	64
			*
Race: Other Race/Multi-Racial	Unwgted	8173	31
	Weighted (000)	34726	121
	Horz %	100.00	0.35
	Vert %	14.23	6.62
	Index	100	46
			*
Hispanic, Latino, Spanish Origin or Descent	Unwgted	6851	26
	Weighted (000)	37743	120
	Horz %	100.00	0.32
	Vert %	15.46	6.60
	Index	100	43
			*
Hispanic, Personally Speak Only English at Home	Unwgted	1739	11
	Weighted (000)	6214	31
	Horz %	100.00	0.49
	Vert %	2.55	1.68
	Index	100	66
			*
Hispanic, Personally Speak Mostly English, But Some Spanish at Home	Unwgted	2047	6
	Weighted (000)	9439	16
	Horz %	100.00	0.17
	Vert %	3.87	0.90
	Index	100	23
			*
Hispanic, Personally Speak Only Spanish at Home	Unwgted	1280	3
	Weighted (000)	10474	39
	Horz %	100.00	0.37
	Vert %	4.29	2.12
	Index	100	49
			*
Hispanic, Personally Speak Mostly Spanish, But Some English at Home	Unwgted	1668	4
	Weighted (000)	9512	14
	Horz %	100.00	0.15
	Vert %	3.90	0.77
	Index	100	20
			*
Hispanic, Personally Speak Spanish and English Equally at Home	Unwgted	99	2
	Weighted (000)	1751	21
	Horz %	100.00	1.18
	Vert %	0.72	1.13
	Index	100	158

		Adults 18+	Would buy/lease new Hyundai if making decision today
Highest Level Education Completed/Highest Degree Received: Master's, Professional School or Doctorate Degree	Unwgted	6825	75
	Weighted (000)	26213	311
	Horz %	100.00	1.19
	Vert %	10.74	17.05
	Index	100	159
Highest Level Education Completed/Highest Degree Received: Bachelor's Degree	Unwgted	10965	115
	Weighted (000)	46746	392
	Horz %	100.00	0.84
	Vert %	19.15	21.50
	Index	100	112
			*
Highest Level Education Completed/Highest Degree Received: Associate Degree, Academic	Unwgted	2649	29
	Weighted (000)	11210	99
	Horz %	100.00	0.88
	Vert %	4.59	5.40
	Index	100	118
			*
Highest Level Education Completed/Highest Degree Received: Associate Degree, Occupational/Vocational	Unwgted	3407	32
	Weighted (000)	13775	112
	Horz %	100.00	0.81
	Vert %	5.64	6.12
	Index	100	108
Highest Level Education Completed/Highest Degree Received: Some College, but No Degree	Unwgted	10089	97
	Weighted (000)	44682	342
	Horz %	100.00	0.76
	Vert %	18.31	18.72
	Index	100	102
Respondent - Highest Level Education Completed/Highest Degree Received: High school graduate (High School Diploma or Equivalent, such as GED)	Unwgted	10356	80
	Weighted (000)	71816	459
	Horz %	100.00	0.64
	Vert %	29.42	25.14
	Index	100	85
			*
Respondent - Highest Level Education Completed/Highest Degree Received: 11th Grade or Less or 12th Grade, No Diploma	Unwgted	4355	16
	Weighted (000)	29641	111
	Horz %	100.00	0.37
	Vert %	12.14	6.07
	Index	100	50
			*
Currently Attending College or University	Unwgted	3403	31
	Weighted (000)	19372	184
	Horz %	100.00	0.95
	Vert %	7.94	10.09
	Index	100	127
Employed Full Time	Unwgted	25438	210
	Weighted (000)	119890	772
	Horz %	100.00	0.64
	Vert %	49.12	42.29
	Index	100	86

		Adults 18+	Would buy/lease new Hyundai if making decision today
Employed Part Time	Unwgted	5730	60
	Weighted (000)	28854	282
	Horz %	100.00	0.98
	Vert %	11.82	15.44
	Index	100	131
Not Employed	Unwgted	17478	174
	Weighted (000)	95339	771
	Horz %	100.00	0.81
	Vert %	39.06	42.27
	Index	100	108
Temporarily Unemployed	Unwgted	1886	10
	Weighted (000)	12314	68
	Horz %	100.00	0.55
	Vert %	5.05	3.72
	Index	100	74
Retired from Employment	Unwgted	10143	136
	Weighted (000)	46820	527
	Horz %	100.00	1.12
	Vert %	19.18	28.85
	Index	100	150
Not Employed, Principal Shopper for Household	Unwgted	2543	12
	Weighted (000)	16573	68
	Horz %	100.00	0.41
	Vert %	6.79	3.71
	Index	100	55
Occupation: Professional and Related Occupations	Unwgted	7405	82
	Weighted (000)	34142	340
	Horz %	100.00	1.00
	Vert %	13.99	18.65
	Index	100	133
Occupation: Management, Business and Financial Operations	Unwgted	6595	62
	Weighted (000)	24720	194
	Horz %	100.00	0.79
	Vert %	10.13	10.65
	Index	100	105
Occupation: Sales and Office Occupations	Unwgted	5959	60
	Weighted (000)	32636	227
	Horz %	100.00	0.70
	Vert %	13.37	12.45
	Index	100	93
Occupation: Natural Resources, Construction and Maintenance Occupations	Unwgted	2756	12
	Weighted (000)	13728	36
	Horz %	100.00	0.26
	Vert %	5.62	1.99
	Index	100	35

		Adults 18+	Would buy/lease new Hyundai if making decision today
Occupation: Other Employed	Unwgted	8453	54
	Weighted (000)	43519	255
	Horz %	100.00	0.59
	Vert %	17.83	13.99
	Index	100	78
			*
Household Income: \$250,000+	Unwgted	1966	13
	Weighted (000)	7800	38
	Horz %	100.00	0.49
	Vert %	3.20	2.10
	Index	100	66
			*
Household Income: \$200,000-\$249,999	Unwgted	1583	14
	Weighted (000)	7178	63
	Horz %	100.00	0.88
	Vert %	2.94	3.44
	Index	100	117
			*
Household Income: \$150,000-\$199,999	Unwgted	3725	37
	Weighted (000)	18847	181
	Horz %	100.00	0.96
	Vert %	7.72	9.94
	Index	100	129
			*
Household Income: \$100,000-\$149,999	Unwgted	7038	70
	Weighted (000)	39997	300
	Horz %	100.00	0.75
	Vert %	16.39	16.43
	Index	100	100
			*
Household Income: \$75,000-\$99,999	Unwgted	6168	70
	Weighted (000)	32585	307
	Horz %	100.00	0.94
	Vert %	13.35	16.82
	Index	100	126
			*
Household Income: \$60,000-\$74,999	Unwgted	4945	50
	Weighted (000)	24958	191
	Horz %	100.00	0.76
	Vert %	10.23	10.46
	Index	100	102
			*
Household Income: \$50,000-\$59,999	Unwgted	3824	44
	Weighted (000)	18483	184
	Horz %	100.00	0.99
	Vert %	7.57	10.06
	Index	100	133
			*
Household Income: \$40,000-\$49,999	Unwgted	4928	46
	Weighted (000)	20001	128
	Horz %	100.00	0.64
	Vert %	8.19	7.03
	Index	100	86

		Adults 18+	Would buy/lease new Hyundai if making decision today
			*
Household Income: \$30,000-\$39,999	Unwgted	4676	33
	Weighted (000)	21673	109
	Horz %	100.00	0.50
	Vert %	8.88	5.98
	Index	100	67
			*
Household Income: \$20,000-\$29,999	Unwgted	4378	37
	Weighted (000)	21286	144
	Horz %	100.00	0.68
	Vert %	8.72	7.89
	Index	100	90
			*
Household Income: Under \$20,000	Unwgted	5415	30
	Weighted (000)	31275	180
	Horz %	100.00	0.57
	Vert %	12.81	9.84
	Index	100	77
Median Household Income	Unwgted		
	Weighted (000)	65.60	73.20
	Horz %		
	Vert %		
	Index	100	112
Marital Status: Single, Never Married	Unwgted	12107	91
	Weighted (000)	69105	460
	Horz %	100.00	0.67
	Vert %	28.31	25.19
	Index	100	89
Marital Status: Currently Married	Unwgted	24506	206
	Weighted (000)	129071	924
	Horz %	100.00	0.72
	Vert %	52.88	50.64
	Index	100	96
Marital Status: Divorced or Legally Separated	Unwgted	8229	93
	Weighted (000)	31030	299
	Horz %	100.00	0.96
	Vert %	12.71	16.38
	Index	100	129
Marital Status: Widowed	Unwgted	3804	54
	Weighted (000)	14879	142
	Horz %	100.00	0.96
	Vert %	6.10	7.79
	Index	100	128
			*
Marital Status: Engaged to Be Married	Unwgted	2120	15
	Weighted (000)	11812	93
	Horz %	100.00	0.79
	Vert %	4.84	5.08
	Index	100	105

		Adults 18+	Would buy/lease new Hyundai if making decision today
			*
Marital Status: Living with Partner/Fiancé/Boyfriend or Girlfriend (Same or Opposite Sex)	Unwgted	3596	33
	Weighted (000)	21557	201
	Horz %	100.00	0.93
	Vert %	8.83	11.04
	Index	100	125
Any Child(ren) Under Age 18 Living at Home	Unwgted	18201	114
	Weighted (000)	94932	419
	Horz %	100.00	0.44
	Vert %	38.89	22.98
	Index	100	59
1 Child Under Age 18 Currently Living at Home	Unwgted	7127	49
	Weighted (000)	38013	186
	Horz %	100.00	0.49
	Vert %	15.57	10.18
	Index	100	65
2 Children Under Age 18 Currently Living at Home	Unwgted	6935	42
	Weighted (000)	34366	150
	Horz %	100.00	0.44
	Vert %	14.08	8.24
	Index	100	59
3 Children Under Age 18 Currently Living at Home	Unwgted	2804	19
	Weighted (000)	14813	73
	Horz %	100.00	0.49
	Vert %	6.07	3.99
	Index	100	66
4 Children Under Age 18 Currently Living at Home	Unwgted	872	3
	Weighted (000)	4873	10
	Horz %	100.00	0.20
	Vert %	2.00	0.53
	Index	100	27
5 or More Children Under Age 18 Currently Living at Home	Unwgted	463	1
	Weighted (000)	2867	1
	Horz %	100.00	0.02
	Vert %	1.17	0.04
	Index	100	3
Own Home/Residence	Unwgted	32775	339
	Weighted (000)	160976	1360
	Horz %	100.00	0.84
	Vert %	65.95	74.54
	Index	100	113
Rent Home/Residence	Unwgted	15306	102
	Weighted (000)	80205	455
	Horz %	100.00	0.57
	Vert %	32.86	24.93
	Index	100	76

		Adults 18+	Would buy/lease new Hyundai if making decision today
			*
Live Rent-Free in Home/Residence	Unwgted	565	3
	Weighted (000)	2903	10
	Horz %	100.00	0.33
	Vert %	1.19	0.53
	Index	100	45
Census Region: North East	Unwgted	11000	125
	Weighted (000)	44018	384
	Horz %	100.00	0.87
	Vert %	18.03	21.06
	Index	100	117
Census Region: South	Unwgted	17645	175
	Weighted (000)	92016	816
	Horz %	100.00	0.89
	Vert %	37.70	44.73
	Index	100	119
Census Region: Midwest	Unwgted	9880	81
	Weighted (000)	52062	343
	Horz %	100.00	0.66
	Vert %	21.33	18.78
	Index	100	88
Census Region: West	Unwgted	10121	63
	Weighted (000)	55988	282
	Horz %	100.00	0.50
	Vert %	22.94	15.43
	Index	100	67
Census Sub-Region: New England			*
	Unwgted	2748	28
	Weighted (000)	11567	79
	Horz %	100.00	0.68
	Index	100	91
Census Sub-Region: Mid Atlantic	Unwgted	8252	97
	Weighted (000)	32451	306
	Horz %	100.00	0.94
	Vert %	13.30	16.75
	Index	100	126
Census Sub-Region: South Atlantic	Unwgted	9812	116
	Weighted (000)	48740	490
	Horz %	100.00	1.00
	Vert %	19.97	26.83
	Index	100	134
Census Sub-Region: East South Central			*
	Unwgted	1890	16
	Weighted (000)	14067	104
	Horz %	100.00	0.74
	Index	100	99

		Adults 18+	Would buy/lease new Hyundai if making decision today
			*
Census Sub-Region: West South Central	Unwgted	5943	43
	Weighted (000)	29209	223
	Horz %	100.00	0.76
	Vert %	11.97	12.20
	Index	100	102
Census Sub-Region: East North Central	Unwgted	7303	62
	Weighted (000)	36089	234
	Horz %	100.00	0.65
	Vert %	14.79	12.84
	Index	100	87
Census Sub-Region: West North Central	Unwgted	2577	19
	Weighted (000)	15973	108
	Horz %	100.00	0.68
	Vert %	6.54	5.94
	Index	100	91
Census Sub-Region: Mountain	Unwgted	2752	23
	Weighted (000)	18482	99
	Horz %	100.00	0.53
	Vert %	7.57	5.42
	Index	100	72
Census Sub-Region: Pacific	Unwgted	7369	40
	Weighted (000)	37506	183
	Horz %	100.00	0.49
	Vert %	15.37	10.01
	Index	100	65
County Size: A	Unwgted	26326	260
	Weighted (000)	102649	795
	Horz %	100.00	0.77
	Vert %	42.05	43.57
	Index	100	104
County Size: B	Unwgted	11709	114
	Weighted (000)	72000	627
	Horz %	100.00	0.87
	Vert %	29.50	34.38
	Index	100	117
County Size: C/D	Unwgted	10611	70
	Weighted (000)	69435	402
	Horz %	100.00	0.58
	Vert %	28.45	22.05
	Index	100	78
Radio Formats: AAA (subset of Alternative) (Monday-Sunday 24-Hour Cume)	Unwgted	1128	11
	Weighted (000)	4719	38
	Horz %	100.00	0.81
	Vert %	1.93	2.11
	Index	100	109

		Adults 18+	Would buy/lease new Hyundai if making decision today
Radio Formats: Adult Contemporary (Monday-Sunday 24-Hour Cume)	Unwgted	7893	79
	Weighted (000)	38375	284
	Horz %	100.00	0.74
	Vert %	15.72	15.59
	Index	100	99
			*
Radio Formats: Adult Hits (Monday-Sunday 24-Hour Cume)	Unwgted	1220	9
	Weighted (000)	6399	51
	Horz %	100.00	0.79
	Vert %	2.62	2.79
	Index	100	106
		*	*
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	32
	Weighted (000)	7983	72
	Horz %	100.00	0.90
	Vert %	3.27	3.92
	Index	100	120
		*	*
Radio Formats: All Sports (Monday-Sunday 24-Hour Cume)	Unwgted	3232	36
	Weighted (000)	12837	136
	Horz %	100.00	1.06
	Vert %	5.26	7.45
	Index	100	142
		*	*
Radio Formats: All Talk (Monday-Sunday 24-Hour Cume)	Unwgted	850	8
	Weighted (000)	3908	21
	Horz %	100.00	0.53
	Vert %	1.60	1.12
	Index	100	70
		*	*
Radio Formats: Alternative (Monday-Sunday 24-Hour Cume)	Unwgted	3051	29
	Weighted (000)	14357	116
	Horz %	100.00	0.81
	Vert %	5.88	6.38
	Index	100	109
		*	*
Radio Formats: CHR/Top 40 (Monday-Sunday 24-Hour Cume)	Unwgted	8136	72
	Weighted (000)	42891	256
	Horz %	100.00	0.60
	Vert %	17.57	14.05
	Index	100	80
		*	*
Radio Formats: Classic Hits (Monday-Sunday 24-Hour Cume)	Unwgted	2864	33
	Weighted (000)	14285	112
	Horz %	100.00	0.78
	Vert %	5.85	6.14
	Index	100	105

		Adults 18+	Would buy/lease new Hyundai if making decision today
			*
Radio Formats: Classic Rock (Monday-Sunday 24-Hour Cume)	Unwgted	3360	32
	Weighted (000)	16987	107
	Horz %	100.00	0.63
	Vert %	6.96	5.89
	Index	100	85
			*
Radio Formats: Classical (Monday-Sunday 24-Hour Cume)	Unwgted	1353	19
	Weighted (000)	5307	78
	Horz %	100.00	1.46
	Vert %	2.17	4.26
	Index	100	196
			*
Radio Formats: Country (Monday-Sunday 24-Hour Cume)	Unwgted	7757	57
	Weighted (000)	44958	258
	Horz %	100.00	0.57
	Vert %	18.42	14.16
	Index	100	77
			*
Radio Formats: Ethnic (Monday-Sunday 24-Hour Cume)	Unwgted	310	4
	Weighted (000)	1196	6
	Horz %	100.00	0.54
	Vert %	0.49	0.35
	Index	100	72
			*
Radio Formats: Gospel (Monday-Sunday 24-Hour Cume)	Unwgted	642	7
	Weighted (000)	3662	35
	Horz %	100.00	0.95
	Vert %	1.50	1.90
	Index	100	127
			*
Radio Formats: Hispanic (All Genres) (Monday-Sunday 24-Hour Cume)	Unwgted	2577	8
	Weighted (000)	15181	32
	Horz %	100.00	0.21
	Vert %	6.22	1.78
	Index	100	29
			*
Radio Formats: Hot AC (Subset of "Adult Contemporary") (Monday-Sunday 24-Hour Cume)	Unwgted	3551	34
	Weighted (000)	17450	118
	Horz %	100.00	0.68
	Vert %	7.15	6.47
	Index	100	91
			*
Radio Formats: Jazz (Monday-Sunday 24-Hour Cume)	Unwgted	631	11
	Weighted (000)	2496	49
	Horz %	100.00	1.96
	Vert %	1.02	2.68
	Index	100	262
			*
Radio Formats: Mexican/Tejano/Ranchera (Subset of "Hispanic") (Monday-Sunday 24-Hour Cume)	Unwgted	1108	2
	Weighted (000)	6328	4
	Horz %	100.00	0.07
	Vert %	2.59	0.24
	Index	100	9

		Adults 18+	Would buy/lease new Hyundai if making decision today
Radio Formats: News/Talk (Monday-Sunday 24-Hour Cume)	Unwgted	5806	57
	Weighted (000)	23554	222
	Horz %	100.00	0.94
	Vert %	9.65	12.14
	Index	100	126
			*
Radio Formats: Oldies (Monday-Sunday 24-Hour Cume)	Unwgted	1456	19
	Weighted (000)	7376	87
	Horz %	100.00	1.17
	Vert %	3.02	4.74
	Index	100	157
			*
Radio Formats: Public Radio/Non-Commercial (Monday-Sunday 24-Hour Cume)	Unwgted	2625	25
	Weighted (000)	10677	73
	Horz %	100.00	0.68
	Vert %	4.37	4.00
	Index	100	91
			*
Radio Formats: Religion/Christian (Monday-Sunday 24-Hour Cume)	Unwgted	3944	37
	Weighted (000)	20120	147
	Horz %	100.00	0.73
	Vert %	8.24	8.07
	Index	100	98
			*
Radio Formats: Rhythmic (Monday-Sunday 24-Hour Cume)	Unwgted	2569	21
	Weighted (000)	13480	88
	Horz %	100.00	0.65
	Vert %	5.52	4.83
	Index	100	88
			*
Radio Formats: Rock (Monday-Sunday 24-Hour Cume)	Unwgted	3181	27
	Weighted (000)	16260	105
	Horz %	100.00	0.64
	Vert %	6.66	5.75
	Index	100	86
			*
Radio Formats: Soft Adult Contemporary/Lite Rock (Monday-Sunday 24-Hour Cume)	Unwgted	1106	19
	Weighted (000)	5735	113
	Horz %	100.00	1.97
	Vert %	2.35	6.19
	Index	100	264
			*
Radio Formats: Spanish AC (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	Unwgted	906	2
	Weighted (000)	5268	9
	Horz %	100.00	0.16
	Vert %	2.16	0.47
	Index	100	22
			*
Radio Formats: Tropical (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	Unwgted	302	1
	Weighted (000)	1893	5
	Horz %	100.00	0.26
	Vert %	0.78	0.27
	Index	100	35

		Adults 18+	Would buy/lease new Hyundai if making decision today
			*
Radio Formats: Urban (All Genres) (Monday-Sunday 24-Hour Cume)	Unwgted	5121	39
	Weighted (000)	26008	155
	Horz %	100.00	0.60
	Vert %	10.66	8.51
	Index	100	80
			*
Radio Formats: Urban AC (Subset of Urban) (Monday-Sunday 24-Hour Cume)	Unwgted	2133	19
	Weighted (000)	10077	78
	Horz %	100.00	0.78
	Vert %	4.13	4.29
	Index	100	104
			*
Radio Formats: Urban Contemporary (Subset of Urban) (Monday-Sunday 24-Hour Cume)	Unwgted	1989	13
	Weighted (000)	11746	73
	Horz %	100.00	0.62
	Vert %	4.81	4.01
	Index	100	83
			*
Radio Formats: Variety/Other (Monday-Sunday 24-Hour Cume)	Unwgted	1303	10
	Weighted (000)	6945	37
	Horz %	100.00	0.53
	Vert %	2.85	2.03
	Index	100	71
Radio Daypart Cumes: Total Week Monday-Sunday 24 Hours	Unwgted	41037	387
	Weighted (000)	204462	1617
	Horz %	100.00	0.79
	Vert %	83.77	88.59
	Index	100	106
Radio Daypart Cumes: Weekday 6:00 am - 10:00 am	Unwgted	25278	247
	Weighted (000)	122460	1045
	Horz %	100.00	0.85
	Vert %	50.17	57.27
	Index	100	114
Radio Daypart Cumes: Weekday 10:00 am - 3:00 pm	Unwgted	18835	169
	Weighted (000)	94930	713
	Horz %	100.00	0.75
	Vert %	38.89	39.07
	Index	100	100
Radio Daypart Cumes: Weekday 3:00 pm - 7:00 pm	Unwgted	22339	206
	Weighted (000)	109527	816
	Horz %	100.00	0.75
	Vert %	44.87	44.72
	Index	100	100
Radio Daypart Cumes: Weekday 7:00 pm - Midnight	Unwgted	8087	78
	Weighted (000)	41055	275
	Horz %	100.00	0.67
	Vert %	16.82	15.10
	Index	100	90

		Adults 18+	Would buy/lease new Hyundai if making decision today
			*
Radio Daypart Cumes: Weekday Midnight - 6:00 am	Unwgted	2418	16
	Weighted (000)	12268	82
	Horz %	100.00	0.67
	Vert %	5.03	4.51
	Index	100	90
Radio Daypart Cumes: Weekend 6:00 am - 10:00 am	Unwgted	16140	151
	Weighted (000)	79167	601
	Horz %	100.00	0.76
	Vert %	32.43	32.91
	Index	100	101
Radio Daypart Cumes: Weekend 10:00 am - 3:00 pm	Unwgted	21592	209
	Weighted (000)	106532	895
	Horz %	100.00	0.84
	Vert %	43.65	49.05
	Index	100	112
Radio Daypart Cumes: Weekend 3:00 pm - 7:00 pm	Unwgted	16960	154
	Weighted (000)	85146	657
	Horz %	100.00	0.77
	Vert %	34.88	36.03
	Index	100	103
Radio Daypart Cumes: Weekend 7:00 pm - Midnight	Unwgted	8346	84
	Weighted (000)	42195	326
	Horz %	100.00	0.77
	Vert %	17.29	17.86
	Index	100	103
Radio Daypart Cumes: Weekend Midnight - 6:00 am	Unwgted	2161	14
	Weighted (000)	10847	77
	Horz %	100.00	0.71
	Vert %	4.44	4.22
	Index	100	95
Where Listen to Radio on Typical Weekday: Home	Unwgted	13605	119
	Weighted (000)	66444	493
	Horz %	100.00	0.74
	Vert %	27.22	27.01
	Index	100	99
Where Listen to Radio on Typical Weekday: Car	Unwgted	37582	371
	Weighted (000)	186198	1517
	Horz %	100.00	0.81
	Vert %	76.28	83.12
	Index	100	109
Where Listen to Radio on Typical Weekday: Work	Unwgted	6358	43
	Weighted (000)	32708	147
	Horz %	100.00	0.45
	Vert %	13.40	8.05
	Index	100	60

		Adults 18+	Would buy/lease new Hyundai if making decision today
			*
Where Listen to Radio on Typical Weekday: Place Other Than Home, Car, Work	Unwgted	1490	6
	Weighted (000)	7844	45
	Horz %	100.00	0.57
	Vert %	3.21	2.47
	Index	100	77
Where Listen to Radio on Typical Weekend: Home	Unwgted	16122	127
	Weighted (000)	79216	584
	Horz %	100.00	0.74
	Vert %	32.45	31.99
	Index	100	99
Where Listen to Radio on Typical Weekend: Car	Unwgted	34584	345
	Weighted (000)	172300	1403
	Horz %	100.00	0.81
	Vert %	70.59	76.88
	Index	100	109
Where Listen to Radio on Typical Weekend: Work			*
	Unwgted	2377	20
	Weighted (000)	13032	107
	Horz %	100.00	0.82
	Index	100	110
Where Listen to Radio on Typical Weekend: Place Other Than Home, Car, Work			*
	Unwgted	1550	8
	Weighted (000)	8439	53
	Horz %	100.00	0.63
	Index	100	84
Ever Listen to AM Radio (Terrestrial Radio)	Unwgted	8872	84
	Weighted (000)	37216	271
	Horz %	100.00	0.73
	Vert %	15.25	14.84
	Index	100	97
Ever Listen to FM Radio (Terrestrial Radio)	Unwgted	35648	342
	Weighted (000)	180517	1388
	Horz %	100.00	0.77
	Vert %	73.96	76.04
	Index	100	103
Ever Listen to Any Terrestrial Radio (AM/FM)	Unwgted	38624	366
	Weighted (000)	192537	1454
	Horz %	100.00	0.76
	Vert %	78.88	79.67
	Index	100	101
Ever Listen to Satellite Radio (SiriusXM)	Unwgted	6808	88
	Weighted (000)	31804	438
	Horz %	100.00	1.38
	Vert %	13.03	24.03
	Index	100	184

		Adults 18+	Would buy/lease new Hyundai if making decision today
Household Subscribes to Satellite (SiriusXM) Radio	Unwgted	9333	103
	Weighted (000)	45323	485
	Horz %	100.00	1.07
	Vert %	18.57	26.55
	Index	100	143
Any Vehicle Currently Owned/Leased Has Satellite Radio	Unwgted	15153	213
	Weighted (000)	76621	863
	Horz %	100.00	1.13
	Vert %	31.39	47.31
	Index	100	151
Any Vehicle Currently Owned/Leased Has MP3 Player Connection	Unwgted	12633	170
	Weighted (000)	64670	706
	Horz %	100.00	1.09
	Vert %	26.49	38.69
	Index	100	146
Listened to Online Streaming AM/FM Broadcast Radio Stations - Past Month	Unwgted	7343	58
	Weighted (000)	36346	217
	Horz %	100.00	0.60
	Vert %	14.89	11.88
	Index	100	80
Listened to Internet-only radio or other online music or audio services (eg. Pandora, Spotify, etc.) - past month	Unwgted	19242	156
	Weighted (000)	97996	673
	Horz %	100.00	0.69
	Vert %	40.15	36.89
	Index	100	92
Listening to Any Radio on the Internet/Online - Past Month	Unwgted	21921	183
	Weighted (000)	110983	786
	Horz %	100.00	0.71
	Vert %	45.47	43.05
	Index	100	95
Visited a Radio Station, Radio Program or Radio Personality's website - Past Month			*
	Unwgted	3452	33
	Weighted (000)	17001	145
	Horz %	100.00	0.85
	Vert %	6.97	7.95
Downloaded Music - Past Month	Unwgted	9054	77
	Weighted (000)	47933	327
	Horz %	100.00	0.68
	Vert %	19.64	17.95
	Index	100	91
Downloaded Podcasts/Engaged in Podcasting - Past Month			*
	Unwgted	3700	28
	Weighted (000)	17081	109
	Horz %	100.00	0.64
	Vert %	7.00	5.97
Index	100	85	

		Adults 18+	Would buy/lease new Hyundai if making decision today
			*
Visited iHeartRadio site - Past Month	Unwgted	4412	45
	Weighted (000)	21989	175
	Horz %	100.00	0.80
	Vert %	9.01	9.58
	Index	100	106
Visited iTunes.com site - Past Month	Unwgted	8331	79
	Weighted (000)	40212	327
	Horz %	100.00	0.81
	Vert %	16.47	17.92
	Index	100	109
Visited Pandora.com site - Past Month	Unwgted	16996	140
	Weighted (000)	87700	578
	Horz %	100.00	0.66
	Vert %	35.93	31.65
	Index	100	88
Visited Spotify site - Past Month			*
	Unwgted	6074	44
	Weighted (000)	32588	245
	Horz %	100.00	0.75
	Index	100	101
Advertising on radio provides me with useful information about bargains. Agree strongly or Agree somewhat	Unwgted	16507	152
	Weighted (000)	83844	629
	Horz %	100.00	0.75
	Vert %	34.35	34.47
	Index	100	100
Advertising on radio provides me with meaningful information about the product use of other consumers. Agree strongly or Agree somewhat	Unwgted	13908	120
	Weighted (000)	70343	455
	Horz %	100.00	0.65
	Vert %	28.82	24.95
	Index	100	87
Advertising on radio provides me with useful information about new products and services. Agree strongly or Agree somewhat	Unwgted	17125	153
	Weighted (000)	86850	581
	Horz %	100.00	0.67
	Vert %	35.58	31.82
	Index	100	89
For me, advertising on radio is amusing. Agree strongly or Agree somewhat	Unwgted	12845	121
	Weighted (000)	65189	545
	Horz %	100.00	0.84
	Vert %	26.71	29.86
	Index	100	112
Most trusted media: Radio			*
	Unwgted	4143	32
	Weighted (000)	21056	139
	Horz %	100.00	0.66
	Index	100	89

		Adults 18+	Would buy/lease new Hyundai if making decision today
TV Dayparts: Total Week Prime Time Cume Audience	Unwgted	38598	377
	Weighted (000)	190885	1473
	Horz %	100.00	0.77
	Vert %	78.20	80.74
	Index	100	103
TV Dayparts: Prime Time Weekdays Cume Audience: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)	Unwgted	30674	306
	Weighted (000)	150599	1182
	Horz %	100.00	0.78
	Vert %	61.70	64.76
	Index	100	105
TV Dayparts: Prime Time Saturday Cume Audience: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)	Unwgted	26407	274
	Weighted (000)	129573	1056
	Horz %	100.00	0.82
	Vert %	53.09	57.88
	Index	100	109
TV Dayparts: Prime Time Sunday Cume Audience: 7:00-11:00 pm (Eastern/Pacific), 6:00-10:00 pm (Central/Mountain)	Unwgted	30767	306
	Weighted (000)	150356	1173
	Horz %	100.00	0.78
	Vert %	61.60	64.27
	Index	100	104
TV Dayparts: Weekdays Cume Audience: 9:00 am-4:00 pm (Eastern/Pacific) 9:00 am - 3:00 pm (Central/Mountain)	Unwgted	13588	132
	Weighted (000)	72467	554
	Horz %	100.00	0.77
	Vert %	29.69	30.38
	Index	100	102
TV Dayparts: Weekdays Cume Audience: 4:00 pm-7:30 pm (Eastern/Pacific) 3:00 pm-6:30 pm (Central/Mountain)	Unwgted	24214	243
	Weighted (000)	122899	994
	Horz %	100.00	0.81
	Vert %	50.35	54.47
	Index	100	108
TV Dayparts: Weekdays Cume Audience: 11:30 pm-1:00 am (Eastern/Pacific) 10:30 pm-Midnight (Central/Mountain)	Unwgted	8203	67
	Weighted (000)	41009	286
	Horz %	100.00	0.70
	Vert %	16.80	15.65
	Index	100	93
TV Dayparts: Weekend Children's Shows Cume Audience: Saturday-Sunday Morning	Unwgted	20426	190
	Weighted (000)	102185	837
	Horz %	100.00	0.82
	Vert %	41.86	45.88
	Index	100	110
TV Dayparts: Weekend Sports Cume Audience: Saturday-Sunday Afternoon	Unwgted	23818	232
	Weighted (000)	120635	1020
	Horz %	100.00	0.85
	Vert %	49.42	55.91
	Index	100	113

		Adults 18+	Would buy/lease new Hyundai if making decision today
			*
Downloaded a TV Program - Past Month	Unwgted	2514	19
	Weighted (000)	11768	85
	Horz %	100.00	0.72
	Vert %	4.82	4.68
	Index	100	97
Watched a TV Program Online - Past Month	Unwgted	8915	76
	Weighted (000)	43431	286
	Horz %	100.00	0.66
	Vert %	17.79	15.66
	Index	100	88
Visited a TV Network or TV Show's Web Site - Past Month	Unwgted	9786	99
	Weighted (000)	47213	405
	Horz %	100.00	0.86
	Vert %	19.34	22.21
	Index	100	115
Looked at TV Listings Online - Past Month	Unwgted	5331	55
	Weighted (000)	24808	232
	Horz %	100.00	0.94
	Vert %	10.16	12.73
	Index	100	125
Household Subscribes to Cable TV	Unwgted	22534	230
	Weighted (000)	109088	933
	Horz %	100.00	0.86
	Vert %	44.69	51.14
	Index	100	114
Household Subscribes to Cable, Satellite or Fiber Optic TV	Unwgted	37894	387
	Weighted (000)	188357	1599
	Horz %	100.00	0.85
	Vert %	77.17	87.63
	Index	100	114
Viewed Any Cable TV (Including Pay) - Past Week	Unwgted	36344	373
	Weighted (000)	180739	1555
	Horz %	100.00	0.86
	Vert %	74.05	85.21
	Index	100	115
Heavy Cable TV Viewer (Including Pay) - Past Week	Unwgted	26301	276
	Weighted (000)	131456	1154
	Horz %	100.00	0.88
	Vert %	53.86	63.21
	Index	100	117
Viewed Any Premium Cable Channels - Past Month	Unwgted	15801	152
	Weighted (000)	75868	663
	Horz %	100.00	0.87
	Vert %	31.08	36.33
	Index	100	117

		Adults 18+	Would buy/lease new Hyundai if making decision today
Viewed Any Pay-Per-View Programs or Events - Past Year	Unwgted	5693	63
	Weighted (000)	27121	266
	Horz %	100.00	0.98
	Vert %	11.11	14.57
	Index	100	131
Viewed Any Video-On-Demand Programs or Events - Past Year	Unwgted	13030	154
	Weighted (000)	59121	635
	Horz %	100.00	1.07
	Vert %	24.22	34.79
	Index	100	144
Household Has a Satellite Dish	Unwgted	10843	102
	Weighted (000)	61939	519
	Horz %	100.00	0.84
	Vert %	25.38	28.46
	Index	100	112
Household Has a Digital Video Recorder (DVR)	Unwgted	23728	260
	Weighted (000)	116768	1129
	Horz %	100.00	0.97
	Vert %	47.84	61.85
	Index	100	129
Any Internet/Online Activity - Past Month	Unwgted	42373	390
	Weighted (000)	208554	1578
	Horz %	100.00	0.76
	Vert %	85.44	86.49
	Index	100	101
Played Games Online - Past Month	Unwgted	13852	123
	Weighted (000)	73850	585
	Horz %	100.00	0.79
	Vert %	30.26	32.08
	Index	100	106
Downloaded a Video Game - Past Month			*
	Unwgted	5083	39
	Weighted (000)	28601	223
	Horz %	100.00	0.78
	Index	100	104
Downloaded a Movie - Past Month			*
	Unwgted	4447	33
	Weighted (000)	21989	147
	Horz %	100.00	0.67
	Index	100	90
Watched a Movie Online - Past Month	Unwgted	11540	74
	Weighted (000)	58047	356
	Horz %	100.00	0.61
	Vert %	23.78	19.53
	Index	100	82

		Adults 18+	Would buy/lease new Hyundai if making decision today
Watched Online Video (Not Movie, TV) - Past Month	Unwgted	10029	76
	Weighted (000)	50248	427
	Horz %	100.00	0.85
	Vert %	20.59	23.41
	Index	100	114
			*
Visited a Chat Room - Past Month	Unwgted	2194	14
	Weighted (000)	10601	55
	Horz %	100.00	0.52
	Vert %	4.34	3.00
	Index	100	69
Used e-Mail - Past Month	Unwgted	37148	354
	Weighted (000)	177506	1434
	Horz %	100.00	0.81
	Vert %	72.72	78.56
	Index	100	108
Used Instant Messenger/IM Online - Past Month	Unwgted	29084	253
	Weighted (000)	148723	1116
	Horz %	100.00	0.75
	Vert %	60.93	61.14
	Index	100	100
Visited Online Blogs - Past Month	Unwgted	6650	58
	Weighted (000)	32542	308
	Horz %	100.00	0.95
	Vert %	13.33	16.86
	Index	100	126
			*
Wrote an Online Blog - Past Month	Unwgted	1215	9
	Weighted (000)	5810	62
	Horz %	100.00	1.07
	Vert %	2.38	3.40
	Index	100	143
			*
Uploaded or Added Video to a Web Site - Past Month	Unwgted	4085	28
	Weighted (000)	20569	118
	Horz %	100.00	0.57
	Vert %	8.43	6.44
	Index	100	76
Social networking, photo or video-sharing services visited or used in the last 30 days: Any Social Networking/Photo/Video-sharing services	Unwgted	36787	332
	Weighted (000)	184180	1361
	Horz %	100.00	0.74
	Vert %	75.46	74.60
	Index	100	99
Social networking, photo or video-sharing services visited or used in the last 30 days: Facebook	Unwgted	29944	284
	Weighted (000)	152016	1198
	Horz %	100.00	0.79
	Vert %	62.28	65.66
	Index	100	105

		Adults 18+	Would buy/lease new Hyundai if making decision today
			*
Foursquare	Unwgted	259	2
	Weighted (000)	1096	6
	Horz %	100.00	0.55
	Vert %	0.45	0.33
	Index	100	73
Google + (Google Plus)	Unwgted	7523	62
	Weighted (000)	37002	231
	Horz %	100.00	0.62
	Vert %	15.16	12.65
	Index	100	83
Instagram	Unwgted	11180	84
	Weighted (000)	59923	383
	Horz %	100.00	0.64
	Vert %	24.55	20.97
	Index	100	85
LinkedIn	Unwgted	7899	91
	Weighted (000)	31599	320
	Horz %	100.00	1.01
	Vert %	12.95	17.54
	Index	100	136
Pinterest	Unwgted	9299	95
	Weighted (000)	49108	376
	Horz %	100.00	0.77
	Vert %	20.12	20.62
	Index	100	103
Tumblr			*
	Unwgted	1737	10
	Weighted (000)	9309	73
	Horz %	100.00	0.78
	Index	100	105
Twitter	Unwgted	6507	52
	Weighted (000)	32509	239
	Horz %	100.00	0.73
	Vert %	13.32	13.07
	Index	100	98
Yelp			*
	Unwgted	4238	30
	Weighted (000)	17049	112
	Horz %	100.00	0.66
	Index	100	88
YouTube	Unwgted	24878	210
	Weighted (000)	125197	936
	Horz %	100.00	0.75
	Vert %	51.29	51.28
	Index	100	100

		Adults 18+	Would buy/lease new Hyundai if making decision today
Activities done using a social networking, photo or video-sharing service in the last 30 days: Posted that you "Like" something	Unwgt'd	19391	190
	Weighted (000)	98998	816
	Horz %	100.00	0.82
	Vert %	40.56	44.74
	Index	100	110
"Follow" or become a "fan of" something or someone	Unwgt'd	9880	85
	Weighted (000)	51999	456
	Horz %	100.00	0.88
	Vert %	21.30	24.99
	Index	100	117
Clicked on an advertisement	Unwgt'd	7250	85
	Weighted (000)	34609	343
	Horz %	100.00	0.99
	Vert %	14.18	18.79
	Index	100	133
Watched a video	Unwgt'd	23931	219
	Weighted (000)	121821	932
	Horz %	100.00	0.76
	Vert %	49.91	51.05
	Index	100	102
Websites or apps visited or used in the last 30 days: Coupons			*
	Unwgt'd	1642	17
	Weighted (000)	7736	47
	Horz %	100.00	0.61
	Index	100	81
Sent or Received Text Messages on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	40180	355
	Weighted (000)	200974	1478
	Horz %	100.00	0.74
	Vert %	82.34	80.98
	Index	100	98
Sent or Received Instant Messages on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	20952	182
	Weighted (000)	106707	777
	Horz %	100.00	0.73
	Vert %	43.72	42.57
	Index	100	97
Recorded a Video on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	19339	153
	Weighted (000)	97935	695
	Horz %	100.00	0.71
	Vert %	40.12	38.09
	Index	100	95
Played Music on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	24725	199
	Weighted (000)	126500	878
	Horz %	100.00	0.69
	Vert %	51.83	48.09
	Index	100	93

		Adults 18+	Would buy/lease new Hyundai if making decision today
Played a Game on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	15697	144
	Weighted (000)	84080	619
	Horz %	100.00	0.74
	Vert %	34.45	33.91
	Index	100	98
Watched a Movie, TV Program or Other Video on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	11626	79
	Weighted (000)	61092	406
	Horz %	100.00	0.66
	Vert %	25.03	22.25
	Index	100	89
Used a Mobile "App" - Past Month	Unwgted	25794	229
	Weighted (000)	128777	966
	Horz %	100.00	0.75
	Vert %	52.76	52.95
	Index	100	100
Read Any Daily Newspaper (Print/Paper/Hard Copy)	Unwgted	10912	141
	Weighted (000)	50128	510
	Horz %	100.00	1.02
	Vert %	20.54	27.97
	Index	100	136
Read Any Sunday Newspaper (Print/Paper/Hard Copy)	Unwgted	14245	171
	Weighted (000)	67106	715
	Horz %	100.00	1.07
	Vert %	27.49	39.18
	Index	100	143
Read or Looked Into Any Electronic Version of a Newspaper, Including Web Site - Past Month	Unwgted	19488	159
	Weighted (000)	91290	671
	Horz %	100.00	0.73
	Vert %	37.40	36.76
	Index	100	98
Read Classified Advertising in Weekday Newspaper			*
	Unwgted	3772	39
	Weighted (000)	20084	203
	Horz %	100.00	1.01
	Vert %	8.23	11.15
Read Classified Advertising in Sunda/Weekend Newspaper			*
	Unwgted	3758	45
	Weighted (000)	19510	218
	Horz %	100.00	1.12
	Vert %	7.99	11.93
Read Advertisements in Weekday Newspaper			*
	Unwgted	3812	48
	Weighted (000)	17916	202
	Horz %	100.00	1.13
	Vert %	7.34	11.05
	Index	100	151

		Adults 18+	Would buy/lease new Hyundai if making decision today
Read Advertisements in Sunday/Weekend Newspaper	Unwgt'd	4633	58
	Weighted (000)	22092	239
	Horz %	100.00	1.08
	Vert %	9.05	13.10
	Index	100	145
Read Circulars/Inserts/Fliers in Weekday Newspaper	Unwgt'd	5068	71
	Weighted (000)	23852	307
	Horz %	100.00	1.29
	Vert %	9.77	16.83
	Index	100	172
Read Circulars/Inserts/Fliers in Sunday/Weekend Newspaper	Unwgt'd	7203	112
	Weighted (000)	34013	453
	Horz %	100.00	1.33
	Vert %	13.93	24.83
	Index	100	178
Received and/or Clipped Coupons from Weekday Newspaper - Past Year	Unwgt'd	4191	54
	Weighted (000)	20652	254
	Horz %	100.00	1.23
	Vert %	8.46	13.89
	Index	100	164
Received and/or Clipped Coupons from Sunday/Weekend Newspaper - Past Year	Unwgt'd	9539	154
	Weighted (000)	47372	591
	Horz %	100.00	1.25
	Vert %	19.41	32.39
	Index	100	167
UNTRENDED: Personally Referred to Paper Yellow Pages - Past Week		*	*
	Unwgt'd	0	0
	Weighted (000)	0	0
	Horz %	0.00	0.00
	Index	0	0
UNTRENDED: Personally Referred to Internet Yellow Pages - Past Week		*	*
	Unwgt'd	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		*	*
	Unwgt'd	0	0
	Weighted (000)	0	0
	Horz %	0.00	0.00
	Index	0	0
UNTRENDED: Accessed Yellowpages.com (YP.com) - Past Month		*	*
	Unwgt'd	0	0
	Weighted (000)	0	0
	Horz %	0.00	0.00
	Index	0	0

		Adults 18+	Would buy/lease new Hyundai if making decision today
Have Seen Video Ads in Grocery Stores - Past Month	Unwgted	8175	77
	Weighted (000)	42062	388
	Horz %	100.00	0.92
	Vert %	17.23	21.25
	Index	100	123
			*
Have Seen Video Ads in Drug Stores - Past Month	Unwgted	5434	48
	Weighted (000)	27750	247
	Horz %	100.00	0.89
	Vert %	11.37	13.56
	Index	100	119
			*
Have Seen Video Ads in Convenience Stores - Past Month	Unwgted	5425	42
	Weighted (000)	27941	250
	Horz %	100.00	0.89
	Vert %	11.45	13.69
	Index	100	120
			*
Have Seen Video Ads in Large Discount/Department Stores - Past Month	Unwgted	5807	56
	Weighted (000)	30170	298
	Horz %	100.00	0.99
	Vert %	12.36	16.34
	Index	100	132
			*
Have Seen Video Ads in Warehouse/Club Stores - Past Month	Unwgted	5047	43
	Weighted (000)	24469	206
	Horz %	100.00	0.84
	Vert %	10.02	11.30
	Index	100	113
			*
Have Seen Video Ads in Other Stores - Past Month	Unwgted	4572	41
	Weighted (000)	23484	195
	Horz %	100.00	0.83
	Vert %	9.62	10.66
	Index	100	111
			*
Have Seen Video Ads in Shopping Malls - Past Month	Unwgted	6133	58
	Weighted (000)	30556	300
	Horz %	100.00	0.98
	Vert %	12.52	16.43
	Index	100	131
			*
Have Seen Video Ads in Bars/Pubs - Past Month	Unwgted	4212	35
	Weighted (000)	21008	151
	Horz %	100.00	0.72
	Vert %	8.61	8.29
	Index	100	96
			*
Have Seen Video Ads in Fast-Food or Family Restaurants - Past Month	Unwgted	6034	46
	Weighted (000)	31175	251
	Horz %	100.00	0.81
	Vert %	12.77	13.76
	Index	100	108

		Adults 18+	Would buy/lease new Hyundai if making decision today
			*
Have Seen Video Ads in Coffee Shops, Cafes or Delis - Past Month	Unwgted	4611	36
	Weighted (000)	23019	187
	Horz %	100.00	0.81
	Vert %	9.43	10.24
	Index	100	109
			*
Have Seen Video Ads in Gym/Health Clubs - Past Month	Unwgted	4016	28
	Weighted (000)	19382	83
	Horz %	100.00	0.43
	Vert %	7.94	4.55
	Index	100	57
			*
Have Seen Video Ads in Medical Offices - Past Month	Unwgted	5499	51
	Weighted (000)	27407	225
	Horz %	100.00	0.82
	Vert %	11.23	12.33
	Index	100	110
			*
Have Seen Video Ads in Airports - Past Month	Unwgted	3929	34
	Weighted (000)	17909	161
	Horz %	100.00	0.90
	Vert %	7.34	8.83
	Index	100	120
			*
Have Seen Video Ads at Gas Stations - Past Month	Unwgted	8390	76
	Weighted (000)	41042	338
	Horz %	100.00	0.82
	Vert %	16.81	18.52
	Index	100	110
			*
Have Seen Video Ads in Office Building Lobbies - Past Month	Unwgted	3669	32
	Weighted (000)	18065	115
	Horz %	100.00	0.64
	Vert %	7.40	6.30
	Index	100	85
			*
Have Seen Video Ads in Office Building Elevators - Past Month	Unwgted	3552	27
	Weighted (000)	16785	102
	Horz %	100.00	0.61
	Vert %	6.88	5.57
	Index	100	81
			*
Have Seen Video Ads in Movie Theater Lobbies - Past Month	Unwgted	5092	44
	Weighted (000)	25878	191
	Horz %	100.00	0.74
	Vert %	10.60	10.46
	Index	100	99
			*
Have Seen Ads on Billboards - Past Month	Unwgted	23703	257
	Weighted (000)	117973	1116
	Horz %	100.00	0.95
	Vert %	48.33	61.15
	Index	100	127

		Adults 18+	Would buy/lease new Hyundai if making decision today
Have Seen Ads on Buses/Trains - Past Month	Unwgt'd	10886	109
	Weighted (000)	50330	434
	Horz %	100.00	0.86
	Vert %	20.62	23.78
	Index	100	115
Have Seen Ads at Bus Stops or Train Stations - Past Month	Unwgt'd	7328	72
	Weighted (000)	32843	271
	Horz %	100.00	0.82
	Vert %	13.46	14.84
	Index	100	110
Have Seen Ads Inside Taxis - Past Month			*
	Unwgt'd	3849	27
	Weighted (000)	17102	93
	Horz %	100.00	0.55
	Vert %	7.01	5.12
Have Seen Ads on Top of Taxis - Past Month	Index	100	73
	Unwgt'd	5892	50
	Weighted (000)	26219	152
	Horz %	100.00	0.58
	Vert %	10.74	8.36
Have Seen Ads on Phone Booths - Past Month	Index	100	78
			*
	Unwgt'd	3008	18
	Weighted (000)	14451	60
	Horz %	100.00	0.41
Have Seen Ads at Sports or Entertainment Events - Past Month	Vert %	5.92	3.28
	Index	100	55
	Unwgt'd	7405	69
	Weighted (000)	36191	305
	Horz %	100.00	0.84
Have Seen Ads on Postcards - Past Month	Vert %	14.83	16.69
	Index	100	113
	Unwgt'd	5576	51
	Weighted (000)	26312	183
	Horz %	100.00	0.70
Have Seen Ads Sent to a Cellphone or Other Mobile Device - Past Month	Vert %	10.78	10.03
	Index	100	93
	Unwgt'd	13421	130
	Weighted (000)	66442	548
	Horz %	100.00	0.82
Have Seen Ads on Posters at Movie Theaters - Past Month	Vert %	27.22	30.03
	Index	100	110
	Unwgt'd	8606	85
	Weighted (000)	42087	321
	Horz %	100.00	0.76
	Vert %	17.24	17.61
	Index	100	102

		Adults 18+	Would buy/lease new Hyundai if making decision today
Have Seen Ads Shown On-Screen Before Start of a Movie - Past Month	Unwgted	10943	120
	Weighted (000)	53139	474
	Horz %	100.00	0.89
	Vert %	21.77	25.96
	Index	100	119
Have Seen Ads in Stores (Not Video Ads) - Past Month	Unwgted	15171	177
	Weighted (000)	76102	786
	Horz %	100.00	1.03
	Vert %	31.18	43.07
	Index	100	138
Have Seen Ads in Shopping Malls (Not Video Ads) - Past Month	Unwgted	10587	123
	Weighted (000)	52205	564
	Horz %	100.00	1.08
	Vert %	21.39	30.92
	Index	100	145
Have Seen Infomercials - Past Month	Unwgted	9871	119
	Weighted (000)	49119	510
	Horz %	100.00	1.04
	Vert %	20.12	27.97
	Index	100	139
Have Seen Offers or Ads Sent to Home by Mail - Past Month	Unwgted	19632	243
	Weighted (000)	96299	945
	Horz %	100.00	0.98
	Vert %	39.45	51.77
	Index	100	131
Have Seen Product Placement in Video Games - Past Month	Unwgted	4596	29
	Weighted (000)	24167	133
	Horz %	100.00	0.55
	Vert %	9.90	7.31
	Index	100	74
Have Seen Product Placement in TV Shows - Past Month	Unwgted	17823	192
	Weighted (000)	88092	805
	Horz %	100.00	0.91
	Vert %	36.09	44.13
	Index	100	122
Have Seen Product Placement in Movies - Past Month	Unwgted	11248	113
	Weighted (000)	56256	440
	Horz %	100.00	0.78
	Vert %	23.05	24.09
	Index	100	105