

The Media Audit



CrossTab Reports

Report: CROSSTAB REPORTS THE MEDIA AUDIT Cross Target Statistical
 Market: CHICAGO, IL for RELEASE: FALL 2016
 Bases: ADULTS AGE 18+
 Primary: PLAN BUY--CAR/VAN/TRUCK/SUV
 Base Population: 7,484,957 % In Target: 24.7% Target Persons: 1,849,372

Target	Base Persons	Primary Persons	Horizontal Percent	Vertical Percent	Target Index
MAKE OF VEHICLES NOW OWNED--CADILLAC	177,469	57,663	32.5	3.1	132
MAKE OF VEHICLES NOW OWNED--BUICK	337,721	85,341	25.3	4.6	102
MAKE OF VEHICLES NOW OWNED--OLDSMOBILE	38,612	15,488	40.1	0.8	162
MAKE OF VEHICLES NOW OWNED--PONTIAC	252,002	67,842	26.9	3.7	109
MAKE OF VEHICLES NOW OWNED--CHEVROLET	1,396,004	349,286	25.0	18.9	101
MAKE OF VEHICLES NOW OWNED--GMC	267,709	78,524	29.3	4.2	119
MAKE OF VEHICLES NOW OWNED--HUMMER	1,319	*	*	*	*
MAKE OF VEHICLES NOW OWNED--LINCOLN/MERCURY	267,668	30,055	11.2	1.6	45
MAKE OF VEHICLES NOW OWNED--FORD	1,294,488	269,038	20.8	14.5	84
MAKE OF VEHICLES NOW OWNED--CHRYSLER	360,162	60,256	16.7	3.3	68
MAKE OF VEHICLES NOW OWNED--DODGE	544,405	116,685	21.4	6.3	87
MAKE OF VEHICLES NOW OWNED--JEEP	312,604	71,707	22.9	3.9	93
MAKE OF VEHICLES NOW OWNED--SATURN	146,294	20,418	14.0	1.1	56
MAKE OF VEHICLES NOW OWNED--GEO	34,885	12,124	34.8	0.7	141
MAKE OF VEHICLES NOW OWNED--ACURA	160,458	73,608	45.9	4.0	186
MAKE OF VEHICLES NOW OWNED--AUDI	209,638	102,075	48.7	5.5	197
MAKE OF VEHICLES NOW OWNED--BMW	235,499	95,278	40.5	5.2	164
MAKE OF VEHICLES NOW OWNED--DAEWOO	26,411	26,411	100.0	1.4	405
MAKE OF VEHICLES NOW OWNED--FIAT	*	*	*	*	*
MAKE OF VEHICLES NOW OWNED--HONDA	1,068,948	281,762	26.4	15.2	107
MAKE OF VEHICLES NOW OWNED--HYUNDAI	503,690	154,551	30.7	8.4	124
MAKE OF VEHICLES NOW OWNED--ISUZU	3,730	*	*	*	*
MAKE OF VEHICLES NOW OWNED--INFINITI	114,907	57,883	50.4	3.1	204
MAKE OF VEHICLES NOW OWNED--JAGUAR	23,304	7,154	30.7	0.4	124
MAKE OF VEHICLES NOW OWNED--KIA	198,750	23,879	12.0	1.3	49
MAKE OF VEHICLES NOW OWNED--LAND ROVER	35,946	20,439	56.9	1.1	230
MAKE OF VEHICLES NOW OWNED--LEXUS	266,026	80,296	30.2	4.3	122

Develop in-depth profiles on a target to uncover hidden market opportunities or further define their preferences.