

VARIABLE	DESCRIPTION	CATEGORY	STATUS
SB000768PC	Domestic light beer drank past 30 days Busch Light (A)	Alcohol	New
SB000764PC	Domestic light beer drank past 30 days Natural Light (A)	Alcohol	New
SB000777PC	Domestic light beer drink most often Bud Light (A)	Alcohol	New
SB000776PC	Domestic light beer drink most often Miller Lite (A)	Alcohol	New
SB004593PC	Malt alternatives drink most often Bud Light Rita (any flavor) (A)	Alcohol	New
SB000894PC	Wine (types) bought past 3 months White Zinfandel (A)	Alcohol	New
SB004235PC	Wine (types) drink most often Prosecco (A)	Alcohol	New
MM1731PC	Buy Women's Belt- 1yr (A)	Apparel and Jewelry	New
MM1721PC	Buy Women's Belt- <\$100- 1yr (A)	Apparel and Jewelry	New
MM1706PC	Buy Women's Gloves- 1yr (A)	Apparel and Jewelry	New
MM1718PC	Buy Women's Gloves- <\$100- 1yr (A)	Apparel and Jewelry	New
MM1715PC	Buy Women's Sweatpants- <\$100- 1yr (A)	Apparel and Jewelry	New
MM1724PC	Buy Women's Champion Clothing- 1yr (A)	Apparel and Jewelry	New
MM1722PC	Buy Women's Levi's Clothing- 1yr (A)	Apparel and Jewelry	New
MM1728PC	Buy Men's T-Shirt (Not Undershirt)- 1yr (A)	Apparel and Jewelry	New
MM1723PC	Amount Spent on Children's Clothing \$50 or Less- 6mo (H)	Apparel and Jewelry	New
MM1716PC	Buy Sports Sandals- 1yr (A)	Apparel and Jewelry	New
MM1733PC	Amount Spent on Sports Sandals- < \$75 (A)	Apparel and Jewelry	New
MM1719PC	Buy Other Type of Shoes- 1yr (A)	Apparel and Jewelry	New
MM1727PC	Buy Skechers Shoes- 1yr (A)	Apparel and Jewelry	New
MM1726PC	Buy Dress Watch- 1yr (A)	Apparel and Jewelry	New
MM1720PC	Buy Fine Sterling Jewelry- 1yr (A)	Apparel and Jewelry	New
SB003306PC	Amount plans to pay for used vehicle next 12 mos \$10,000 - \$14,999 (H)	Automotive	New
SB000165PC	Auto insurance provider for household Allstate (H)	Automotive	New
SB000163PC	Auto insurance provider for household Erie Insurance (H)	Automotive	New
SB000180PC	Auto repair/service on HHLD vehicle past 12 months Anti-freeze/coolant (H)	Automotive	New
SB000170PC	Auto repair/service on HHLD vehicle past 12 months Shocks/struts (H)	Automotive	New
SB000168PC	Auto repair/service on HHLD vehicle past 12 months Tune-up/spark plugs (H)	Automotive	New
SB000172PC	Auto repair/service on HHLD vehicle past 12 months Other car repair (H)	Automotive	New
SB000182PC	Auto repair/srvc on vehicle past 12 mo (pd labor) Tune-up/spark plugs (H)	Automotive	New
SB003854PC	Auto repair/srvc on vehicle past 12 mo (unpd labor) Muffler (H)	Automotive	New
SB005385PC	Features in any household vehicle Advanced Safety Features (H)	Automotive	New
SB005386PC	Features in any household vehicle Smartphone Interface (H)	Automotive	New
SB000439PC	No. auto repairs/srvcs on vhcle past 12 mo (pd labor) 1 repair/service (H)	Automotive	New
SB000436PC	No. auto repairs/srvcs on vhcle past 12 mo (pd labor) 4 repairs/services (H)	Automotive	New
SB000442PC	No. auto repairs/srvcs on vhcle past 12 mo (unpd labor)2 repairs/services (H)	Automotive	New
SB000453PC	Primary reasons use dealer to buy/leas last used vhccl Prev bus. w dealer (H)	Automotive	New
SB000468PC	Stores HHLD shopped for auto products/srvcs pst 12 mo Firestone Auto Care (H)	Automotive	New
SB000489PC	Vehicle HHLD plans to buy new next 12 months Luxury vehicle (any size) (H)	Automotive	New
SB000503PC	Vehicle HHLD plans to buy new/used/lease next 12 mon Compact car (H)	Automotive	New
SB000500PC	Vehicle HHLD plans to buy new/used/lease next 12 mon Midsize car (H)	Automotive	New
SB005387PC	Websites/apps might use to shop for new/usd vhcclOther site/app (H)	Automotive	New
SB005388PC	Model year of any vehicle (HHLD): 2009 or earlier (H)	Automotive	New
SB005389PC	Model year of any vehicle (HHLD): 2020 (H)	Automotive	New
SB005390PC	Model year of new vehicle (HHLD): 2009 or earlier (H)	Automotive	New
SB005391PC	Model year of new vehicle (HHLD): 2020 (H)	Automotive	New
SB005392PC	Model year of used vehicle (HHLD): 2009 or earlier (H)	Automotive	New
SB003440PC	Total miles traveled in car, van, truck, or bus past 7 days 50 - 99 miles (A)	Commuting and Transportation	New
SB001020PC	Number of ecofriendly activities done on a regular basis 2 activities (A)	Environment	New
SB001019PC	Number of ecofriendly activities done on a regular basis 3 activities (A)	Environment	New
SB005395PC	Company purchasing decisions participated in past 12 mo Any Purch Decision (A)	Financial	New
SB005394PC	Company purchasing decisions participated in past 12 mo Other Purch Decision (A)	Financial	New
SB005396PC	Company purchasing decisions participated in past 12 mo None (A)	Financial	New
SB005397PC	Credit cards/payment methods used past 3 months Apple Pay (A)	Financial	New
SB005398PC	Credit cards/payment methods used past 3 months Google Pay (A)	Financial	New
SB005399PC	Credit cards/payment methods used past 3 months PayPal (A)	Financial	New
SB005400PC	Credit cards/payment methods used past 3 months Other mobile/online payment (A)	Financial	New
SB005528PC	Home/rent insurance-plan to switch provider next 12 mo No (H)	Financial	New
SB000575PC	Homeowners/renters insurance provider for household Progressive (H)	Financial	New
SB000616PC	Professional services used by HHLD past 12 months Bankruptcy attorney (H)	Financial	New
SB005401PC	Professional services used by HHLD past 12 months Check/Cash/TitleLn (A) (H)	Financial	New
SB000630PC	Beverages (bottled water) drank past 7 days Crystal Geyser (A)	Food and Beverages	New
SB000624PC	Beverages (bottled water) drank past 7 days Ice Mountain (A)	Food and Beverages	New
SB000636PC	Beverages (bottled water) drink most often Any flavored water (A)	Food and Beverages	New
SB000639PC	Beverages (bottled water) drink most often Dasani (A)	Food and Beverages	New
SB004470PC	Beverages (bottled water) drink most often Glaceau Vitaminwater (A)	Food and Beverages	New
SB000658PC	Beverages (diet soft drinks) drank past 7 days Caffeine Free Diet Coke (A)	Food and Beverages	New
SB000657PC	Beverages (diet soft drinks) drank past 7 days Caffeine Free Diet Pepsi (A)	Food and Beverages	New
SB000651PC	Beverages (diet soft drinks) drank past 7 days Diet Mountain Dew (A)	Food and Beverages	New
SB000646PC	Beverages (diet soft drinks) drank past 7 days Fresca (A)	Food and Beverages	New

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SB000671PC	Beverages (diet soft drinks) drink most often Caffeine Free Diet Coke (A)	Food and Beverages	New
SB000664PC	Beverages (diet soft drinks) drink most often Diet Mountain Dew (A)	Food and Beverages	New
SB004478PC	Beverages (diet soft drinks) drink most often Fresca (A)	Food and Beverages	New
SB000677PC	Beverages (energy drinks) drink most often Other energy drink (A)	Food and Beverages	New
SB000691PC	Beverages (orange juice) drink most often Minute Maid (A)	Food and Beverages	New
SB000697PC	Beverages (other juices/juice drinks) drank past 7 days Ocean Spray (A)	Food and Beverages	New
SB003821PC	Beverages (regular soft drinks) drank past 7 days A&W Root Beer (A)	Food and Beverages	New
SB004483PC	Beverages (regular soft drinks) drank past 7 days Seagrams (A)	Food and Beverages	New
SB005402PC	Beverages (regular soft drinks) drank past 7 days Other regular soft drink (A)	Food and Beverages	New
SB000741PC	Beverages (regular soft drinks) drink most often 7Up (A)	Food and Beverages	New
SB005403PC	Beverages (regular soft drinks) drink most often Other regular soft drink (A)	Food and Beverages	New
SB004491PC	Beverages (tea in bottles/cans) drank past 7 days Fuze (A)	Food and Beverages	New
SB003692PC	Convenience stores bought lottery ticket past 7 days Circle K (H)	Food and Beverages	New
SB004219PC	Convenience stores bought lottery ticket past 7 days Speedway (H)	Food and Beverages	New
SB005640PC	Food delivery services household used past 30 days Grocery delivery (H)	Food and Beverages	New
SB005641PC	Food delivery services household used past 30 days Meal kit (H)	Food and Beverages	New
SB005642PC	Food delivery services household used past 30 days Restaurant delivery (H)	Food and Beverages	New
MM1761PC	Gasoline: Total Users: Gallons/Last 7d: 7-Eleven (A)	Gas, Credit Cards and Chains	New
MM1761PD	Gasoline: Total Users: Gallons/Last 7d: 7-Eleven (A) - (Gallons/1wk)	Gas, Credit Cards and Chains	New
MM1757PC	Gasoline: Total Users: Gallons/Last 7d: Arco (A)	Gas, Credit Cards and Chains	New
MM1757PD	Gasoline: Total Users: Gallons/Last 7d: Arco (A) - (Gallons/1wk)	Gas, Credit Cards and Chains	New
MM1758PC	Gasoline: Total Users: Gallons/Last 7d: BP (A)	Gas, Credit Cards and Chains	New
MM1758PD	Gasoline: Total Users: Gallons/Last 7d: BP (A) - (Gallons/1wk)	Gas, Credit Cards and Chains	New
MM1759PC	Gasoline: Total Users: Gallons/Last 7d: Chevron (A)	Gas, Credit Cards and Chains	New
MM1759PD	Gasoline: Total Users: Gallons/Last 7d: Chevron (A) - (Gallons/1wk)	Gas, Credit Cards and Chains	New
MM1762PC	Gasoline: Total Users: Gallons/Last 7d: Speedway (A)	Gas, Credit Cards and Chains	New
MM1762PD	Gasoline: Total Users: Gallons/Last 7d: Speedway (A) - (Gallons/1wk)	Gas, Credit Cards and Chains	New
MM1763PC	Gasoline: Total Users: Gallons/Last 7d: Sunoco (A)	Gas, Credit Cards and Chains	New
MM1763PD	Gasoline: Total Users: Gallons/Last 7d: Sunoco (A) - (Gallons/1wk)	Gas, Credit Cards and Chains	New
MM1764PC	Gasoline: Total Users: Gallons/Last 7d: Valero (A)	Gas, Credit Cards and Chains	New
MM1764PD	Gasoline: Total Users: Gallons/Last 7d: Valero (A) - (Gallons/1wk)	Gas, Credit Cards and Chains	New
MM1765PC	Gasoline: Total Users: Gallons/Last 7d: Warehouse/Club Store (A)	Gas, Credit Cards and Chains	New
MM1765PD	Gasoline: Total Users: Gallons/Last 7d: Warehouse/Club Store (A) - (Gallons/1wk)	Gas, Credit Cards and Chains	New
MM1760PC	Gasoline: Total Users: Gallons/Last 7d: Exxon (A)	Gas, Credit Cards and Chains	New
MM1760PD	Gasoline: Total Users: Gallons/Last 7d: Exxon (A) - (Gallons/1wk)	Gas, Credit Cards and Chains	New
SB005598PC	Health insurance carrier - All types Aetna/Coventry Health Care (A)	Health	New
SB005599PC	Health insurance carrier - All types Aflac (A)	Health	New
SB005600PC	Health insurance carrier - All types BlueCross BlueShield (A)	Health	New
SB005601PC	Health insurance carrier - All types Cigna (A)	Health	New
SB005602PC	Health insurance carrier - All types Humana (A)	Health	New
SB005603PC	Health insurance carrier - All types State Farm (A)	Health	New
SB005604PC	Health insurance carrier - All types UnitedHealthcare (A)	Health	New
SB005605PC	Health insurance carrier - All types Any health insurance (A)	Health	New
SB005606PC	Health insurance carrier - Employer sponsored Aetna/Coventry Health Care (A)	Health	New
SB005608PC	Health insurance carrier - Employer sponsored BlueCross BlueShield (A)	Health	New
SB005609PC	Health insurance carrier - Employer sponsored Cigna (A)	Health	New
SB005610PC	Health insurance carrier - Employer sponsored Humana (A)	Health	New
SB005611PC	Health insurance carrier - Employer sponsored State Farm (A)	Health	New
SB005612PC	Health insurance carrier - Employer sponsored UnitedHealthcare (A)	Health	New
SB005613PC	Health insurance carrier - Individually purchased Aetna/Coventry Health Care (A)	Health	New
SB005615PC	Health insurance carrier - Individually purchased BlueCross BlueShield (A)	Health	New
SB005616PC	Health insurance carrier - Individually purchased Cigna (A)	Health	New
SB005617PC	Health insurance carrier - Individually purchased Humana (A)	Health	New
SB005618PC	Health insurance carrier - Individually purchased State Farm (A)	Health	New
SB005619PC	Health insurance carrier - Individually purchased UnitedHealthcare (A)	Health	New
SB005404PC	Medical services HHLd received past 3 years Other medical service (H)	Health	New
SB001185PC	Medical services HHLd used at hospital past 3 years Urgent care facility (H)	Health	New
SB005405PC	Medical services HHLd used at hospital past 3 years Other medical service (H)	Health	New
SB005406PC	Medical srvc HHLd used at oth med facility pst 3 yrs Other medical servc (H)	Health	New
SB001108PC	Medications reasons bought past 12 months Asthma (A)	Health	New
SB005407PC	Medications reasons bought past 12 months Hair loss (A)	Health	New
SB001097PC	Medications reasons bought past 12 months Weight loss (A)	Health	New
SB001113PC	NonRX/health/beauty items:Stores bought past 30 days Target (A)	Health	New
SB001136PC	RX/nonRX/health/beauty items:Stores bought past 30 days Target (A)	Health	New
SB003804PC	Tobacco/other nicotine products used past 30 days Chewing tobacco, etc. (A)	Health	New
SB005408PC	Type of health insurance Medicaid (A)	Health	New
SB005409PC	Type of health insurance Military (TRICARE/VA) (A)	Health	New
SB005410PC	Type of health insurance Other type of health insurance (A)	Health	New
MM1710PC	Buy Central Air Conditioner- 1yr (H)	Hardware and Appliances	New
MM1709PC	Buy Gas Lawn Mower- 1yr (H)	Hardware and Appliances	New

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MM1711PC	Buy Microwave Cookware- 1yr (H)	Hardware and Appliances	New
MM1713PC	Buy Smoke/Fire Detector- 1yr (H)	Hardware and Appliances	New
MM1714PC	Buy Upright Vacuum Cleaner- 1yr (H)	Hardware and Appliances	New
MM1708PC	Own AC-separate room (H)	Hardware and Appliances	New
MM1712PC	Own Electric Wok (H)	Hardware and Appliances	New
MM1729PC	Own Trash Compactor (H)	Hardware and Appliances	New
MM1011PC	Activities done using a social media, etc in last 30 days: Sent message, email (A)	Internet	New
MM1008PC	Activities done using social media, etc in last 30d: Comment on friend's post (A)	Internet	New
MM1004PC	Activities using soc media, photo, video share in last 30d: Used picture filter (A)	Internet	New
MM1018PC	Activities using social media, etc in last 30d: Clicked on advertisement (A)	Internet	New
MM1009PC	Activities using social media, etc in last 30d: Posted blog entry (A)	Internet	New
MM1016PC	Activities using social media, etc in last 30d: Posted that you (A)	Internet	New
MM1010PC	Activities using social media, etc in last 30d: Rated a product or service (A)	Internet	New
MM1021PC	Activities using social media, etc in last 30d: Re-post, share someone's post (A)	Internet	New
MM1012PC	Activities using social media, etc in last 30d: Used Instant Messaging (A)	Internet	New
MM1007PC	Activities using social media, etc in last 30d: Visit friend's profile (A)	Internet	New
MM1017PC	Activities using social media, etc last 30d: Follow/become (A)	Internet	New
MM1020PC	Activities using social media, photo share in last 30d: Posted current location (A)	Internet	New
MM1013PC	Activities using social media, photo, video-sharing in last 30d: Play a game (A)	Internet	New
MM1003PC	Activities using social media, photo, video-sharing in last 30d: Post picture(s) (A)	Internet	New
MM1005PC	Activities using social media, photo, video-sharing in last 30d: Post video(s) (A)	Internet	New
MM1006PC	Activities using social media, photo, video-sharing in last 30d: Post web link (A)	Internet	New
MM1015PC	Activities using social media, photo, video-sharing in last 30d: Sent gift (A)	Internet	New
MM1002PC	Activities using social media, photo, video-sharing in last 30d: Update profile (A)	Internet	New
MM1001PC	Activities using social media, photo, video-sharing in last 30d: Update status (A)	Internet	New
MM1019PC	Activities using social media, photo, video-sharing in last 30d: Watched a video (A)	Internet	New
MM1014PC	Activities using social media, photo-sharing in last 30d: Invite people to event (A)	Internet	New
MM1023PC	Chat, Instant Messenger, or video chat, used in last 30 days: Facebook Messenger (A)	Internet	New
MM1024PC	Chat, Instant Messenger, or video chat, used in last 30 days: FaceTime (A)	Internet	New
MM1025PC	Chat, Instant Messenger, or video chat, used in last 30 days: Google Hangouts (A)	Internet	New
MM1026PC	Chat, Instant Messenger, video chat used in last 30 days: Skype (A)	Internet	New
MM1027PC	Chat, Instant Messenger, video chat used in last 30 days: Snap Chat (A)	Internet	New
MM1028PC	Chat, Instant Messenger, video chat used in last 30 days: WhatsApp (A)	Internet	New
MM1029PC	How respondent connects to the Internet from home: DSL Connection (A)	Internet	New
MM1773PC	How respondent connects to the Internet from home: DSL Connection (A)	Internet	New
MM1030PC	How respondent connects to the Internet from home: Satellite Service (A)	Internet	New
MM1774PC	How respondent connects to the Internet from home: Satellite Service (A)	Internet	New
MM1060PC	Internet - Activities Done: Downloaded a movie in last 30 days (A)	Internet	New
MM1058PC	Internet - Activities Done: Downloaded a TV program in last 30 days (A)	Internet	New
MM1041PC	Internet - Activities Done: Downloaded a video game in last 30 days (A)	Internet	New
MM1051PC	Internet - Activities Done: Found info about entertainment in last 30d (A)	Internet	New
MM1056PC	Internet - Activities Done: Looked at TV listings on-line in last 30 days (A)	Internet	New
MM1052PC	Internet - Activities Done: Looked for employment in last 30 days (A)	Internet	New
MM1053PC	Internet - Activities Done: Looked for recipes in last 30 days (A)	Internet	New
MM1057PC	Internet - Activities Done: Looked up movie listings, showtimes in last 30 days (A)	Internet	New
MM1065PC	Internet - Activities Done: Made a phone call in last 30 days (A)	Internet	New
MM1037PC	Internet - Activities Done: Made a purchase for business use in last 30 days (A)	Internet	New
MM1036PC	Internet - Activities Done: Made a purchase for personal use (A)	Internet	New
MM1039PC	Internet - Activities Done: Made personal/ business travel plans in last 30 days (A)	Internet	New
MM1050PC	Internet - Activities Done: Obtained childcare or parenting info in last 30 days (A)	Internet	New
MM1043PC	Internet - Activities Done: Obtained financial information in last 30 days (A)	Internet	New
MM1048PC	Internet - Activities Done: Obtained info about real estate in last 30 days (A)	Internet	New
MM1047PC	Internet - Activities Done: Obtained info for new/used car purchase in last 30d (A)	Internet	New
MM1038PC	Internet - Activities Done: Obtained info to help make purchase in last 30 days (A)	Internet	New
MM1045PC	Internet - Activities Done: Obtained latest news/current events in last 30 days (A)	Internet	New
MM1049PC	Internet - Activities Done: Obtained medical information in last 30 days (A)	Internet	New
MM1046PC	Internet - Activities Done: Obtained sports news/Information (A)	Internet	New
MM1044PC	Internet - Activities Done: Paid bills online in last 30 days (A)	Internet	New
MM1775PC	Internet - Activities Done: Paid bills online in last 30 days (A)	Internet	New
MM1035PC	Internet - Activities Done: Participated in on-line dating in last 30 days (A)	Internet	New
MM1040PC	Internet - Activities Done: Played games online in last 30 days (A)	Internet	New
MM1064PC	Internet - Activities Done: Posted comment on blog, online forum in last 30d (A)	Internet	New
MM1068PC	Internet - Activities Done: Sent an electronic greeting card in last 30 days (A)	Internet	New
MM1776PC	Internet - Activities Done: Shared photos via Internet site in last 30 days (A)	Internet	New
MM1067PC	Internet - Activities Done: Shared photos via Internet website in last 30 days (A)	Internet	New
MM1054PC	Internet - Activities Done: Took an online class or course in last 30 days (A)	Internet	New
MM1033PC	Internet - Activities Done: Used email in last 30 days (A)	Internet	New
MM1034PC	Internet - Activities Done: Used instant messenger/IM in last 30 days (A)	Internet	New
MM1066PC	Internet - Activities Done: Used video chat in last 30 days (A)	Internet	New
MM1032PC	Internet - Activities Done: Visited a chat room in last 30 days (A)	Internet	New

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MM1063PC	Internet - Activities Done: Visited online blogs last 30 days (A)	Internet	New
MM1055PC	Internet - Activities Done: Visited TV network or TV show website in last 30d (A)	Internet	New
MM1061PC	Internet - Activities Done: Watched a movie online in last 30 days (A)	Internet	New
MM1059PC	Internet - Activities Done: Watched a program online in last 30 days (A)	Internet	New
MM1062PC	Internet - Activities Done: Watched other online video in last 30 days (A)	Internet	New
MM1073PC	Internet - Devices Used To Look At Or Use: Any Computer in last 30 days (A)	Internet	New
MM1075PC	Internet - Devices Used To Look At Or Use: Cellphone/Smartphone in last 30 days (A)	Internet	New
MM1071PC	Internet - Devices Used To Look At Or Use: Desktop Computer in last 30 days (A)	Internet	New
MM1076PC	Internet - Devices Used To Look At Or Use: e-Reader in last 30 days (A)	Internet	New
MM1074PC	Internet - Devices Used To Look At Or Use: iPad or other Tablet in last 30 days (A)	Internet	New
MM1072PC	Internet - Devices Used To Look At Or Use: Laptop/Netbook in last 30 days (A)	Internet	New
MM1078PC	Internet - Devices Used To Look At Or Use: Television in last 30 days (A)	Internet	New
MM1077PC	Internet - Devices Used To Look At Or Use: Video game console in last 30 days (A)	Internet	New
MM1084PC	Internet - Total Time Spent Using Last Saturday: Less than .5 hour (A)	Internet	New
MM1083PC	Internet - Total Time Spent Using Last Saturday: .5 - 1 hours (A)	Internet	New
MM1082PC	Internet - Total Time Spent Using Last Saturday: 1 - 2 hours (A)	Internet	New
MM1081PC	Internet - Total Time Spent Using Last Saturday: 2 - 5 hours (A)	Internet	New
MM1080PC	Internet - Total Time Spent Using Last Saturday: 5 - 10 hours (A)	Internet	New
MM1777PC	Internet - Total Time Spent Using Last Saturday: 5 - 10 hours (A)	Internet	New
MM1090PC	Internet - Total Time Spent Using Last Sunday: Less than .5 hour (A)	Internet	New
MM1089PC	Internet - Total Time Spent Using Last Sunday: .5 - 1 hour (A)	Internet	New
MM1088PC	Internet - Total Time Spent Using Last Sunday: 1 - 2 hours (A)	Internet	New
MM1087PC	Internet - Total Time Spent Using Last Sunday: 2 - 5 hours (A)	Internet	New
MM1086PC	Internet - Total Time Spent Using Last Sunday: 5 - 10 hours (A)	Internet	New
MM1085PC	Internet - Total Time Spent Using Last Sunday: 10 or more hours (A)	Internet	New
MM1096PC	Internet - Total Time Spent Using Yesterday: Less than .5 hour (A)	Internet	New
MM1095PC	Internet - Total Time Spent Using Yesterday: .5 - 1 hour (A)	Internet	New
MM1094PC	Internet - Total Time Spent Using Yesterday: 1 - 2 hours (A)	Internet	New
MM1093PC	Internet - Total Time Spent Using Yesterday: 2 - 5 hours (A)	Internet	New
MM1092PC	Internet - Total Time Spent Using Yesterday: 5 - 10 hours (A)	Internet	New
MM1091PC	Internet - Total Time Spent Using Yesterday: 10 or more hours (A)	Internet	New
MM1099PC	Internet - Where Looked/Used in last 30 days: Another place (A)	Internet	New
MM1778PC	Internet - Where Looked/Used in last 30 days: Another place (A)	Internet	New
MM1097PC	Internet - Where Looked/Used in last 30 days: At home (A)	Internet	New
MM1098PC	Internet - Where Looked/Used in last 30 days: At work (A)	Internet	New
MM1022PC	You or your household currently pay a subscription for Amazon Prime: Yes (A)	Internet	New
MM1101PC	Internet Service Providers - Household: AT&T (U-Verse or DSL) (H)	Internet	New
MM1102PC	Internet Service Providers - Household: CenturyLink (H)	Internet	New
MM1779PC	Internet Service Providers - Household: Frontier (A)	Internet	New
MM1103PC	Internet Service Providers - Household: Frontier (H)	Internet	New
MM1105PC	Internet Service Providers - Household: Spectrum (including Time Warner Cable) (A)	Internet	New
MM1780PC	Internet Service Providers - Household: Xfinity/Comcast (A)	Internet	New
MM1106PC	Internet Service Providers - Household: Xfinity/Comcast (H)	Internet	New
MM1121PC	Social Media, Photo,Video-Sharing Services Used In The Last 30 Days: Any (A)	Internet	New
MM1108PC	Social Media, Photo,Video-Sharing Services Used In The Last 30 Days: Facebook (A)	Internet	New
MM1109PC	Social Media, Photo,Video-Sharing Services Used In The Last 30d: Google Photos (A)	Internet	New
MM1110PC	Social Media, Photo,Video-Sharing Services Used In The Last 30 Days: Instagram (A)	Internet	New
MM1111PC	Social Media, Photo,Video-Sharing Services Used In The Last 30 Days: LinkedIn (A)	Internet	New
MM1112PC	Social Media, Photo,Video-Sharing Services Used In The Last 30 Days: Pinterest (A)	Internet	New
MM1113PC	Social Media, Photo,Video-Sharing Services Used In The Last 30 Days: Shutterfly (A)	Internet	New
MM1781PC	Social Media, Photo/Video Sharing Visited/Used In Last 30d: Shutterfly (A)	Internet	New
MM1114PC	Social Media, Photo,Video-Sharing Services Used In The Last 30 Days: Snapchat (A)	Internet	New
MM1115PC	Social Media, Photo,Video-Sharing Services Used In The Last 30 Days: Tumblr (A)	Internet	New
MM1116PC	Social Media, Photo,Video-Sharing Services Used In The Last 30 Days: Twitch (A)	Internet	New
MM1117PC	Social Media, Photo,Video-Sharing Services Used In The Last 30 Days: Twitter (A)	Internet	New
MM1118PC	Social Media, Photo,Video-Sharing Services Used In The Last 30 Days: Vimeo (A)	Internet	New
MM1119PC	Social Media, Photo,Video-Sharing Services Used In The Last 30 Days: Yelp (A)	Internet	New
MM1120PC	Social Media, Photo,Video-Sharing Services Used In The Last 30 Days: YouTube (A)	Internet	New
MM1126PC	Websites Visited Or Apps Used In The Last 30 Days: ABC (A)	Internet	New
MM1153PC	Websites Visited Or Apps Used In The Last 30 Days: ABCNews (A)	Internet	New
MM1201PC	Websites Visited Or Apps Used In The Last 30 Days: AccuWeather (A)	Internet	New
MM1186PC	Websites Visited Or Apps Used In The Last 30 Days: Airbnb (A)	Internet	New
MM1166PC	Websites Visited Or Apps Used In The Last 30 Days: Amazon (A)	Internet	New
MM1143PC	Websites Visited Or Apps Used In The Last 30 Days: Answers.com/WikiAnswers (A)	Internet	New
MM1122PC	Websites Visited Or Apps Used In The Last 30 Days: AOL Mail (A)	Internet	New
MM1154PC	Websites Visited Or Apps Used In The Last 30 Days: BBC.com (A)	Internet	New
MM1187PC	Websites Visited Or Apps Used In The Last 30 Days: Bing Maps (A)	Internet	New
MM1174PC	Websites Visited Or Apps Used In The Last 30 Days: BleacherReport.com or B-R (A)	Internet	New
MM1127PC	Websites Visited Or Apps Used In The Last 30 Days: BuzzFeed (A)	Internet	New
MM1150PC	Websites Visited Or Apps Used In The Last 30 Days: CareerBuilder (A)	Internet	New

VARIABLE	DESCRIPTION	CATEGORY	STATUS
MM1128PC	Websites Visited Or Apps Used In The Last 30 Days: CBS (A)	Internet	New
MM1155PC	Websites Visited Or Apps Used In The Last 30 Days: CBSNews (A)	Internet	New
MM1175PC	Websites Visited Or Apps Used In The Last 30 Days: CBSSports (A)	Internet	New
MM1188PC	Websites Visited Or Apps Used In The Last 30 Days: CheapTickets (A)	Internet	New
MM1140PC	Websites Visited Or Apps Used In The Last 30 Days: CNBC (A)	Internet	New
MM1185PC	Websites Visited Or Apps Used In The Last 30 Days: CNET (A)	Internet	New
MM1156PC	Websites Visited Or Apps Used In The Last 30 Days: CNN (A)	Internet	New
MM1167PC	Websites Visited Or Apps Used In The Last 30 Days: Coupons (A)	Internet	New
MM1129PC	Websites Visited Or Apps Used In The Last 30 Days: Disney.com (A)	Internet	New
MM1168PC	Websites Visited Or Apps Used In The Last 30 Days: eBay (A)	Internet	New
MM1144PC	Websites Visited Or Apps Used In The Last 30 Days: eHow (A)	Internet	New
MM1176PC	Websites Visited Or Apps Used In The Last 30 Days: ESPN (A)	Internet	New
MM1189PC	Websites Visited Or Apps Used In The Last 30 Days: Expedia (A)	Internet	New
MM1130PC	Websites Visited Or Apps Used In The Last 30 Days: Fandango (A)	Internet	New
MM1157PC	Websites Visited Or Apps Used In The Last 30 Days: Fox News (A)	Internet	New
MM1177PC	Websites Visited Or Apps Used In The Last 30 Days: FOX Sports (A)	Internet	New
MM1131PC	Websites Visited Or Apps Used In The Last 30 Days: Fox.com/FOX NOW (A)	Internet	New
MM1123PC	Websites Visited Or Apps Used In The Last 30 Days: Gmail (A)	Internet	New
MM1190PC	Websites Visited Or Apps Used In The Last 30 Days: Google Maps (A)	Internet	New
MM1169PC	Websites Visited Or Apps Used In The Last 30 Days: Groupon (A)	Internet	New
MM1191PC	Websites Visited Or Apps Used In The Last 30 Days: Hotels.com (A)	Internet	New
MM1192PC	Websites Visited Or Apps Used In The Last 30 Days: Hotwire (A)	Internet	New
MM1158PC	Websites Visited Or Apps Used In The Last 30 Days: HuffPost (A)	Internet	New
MM1132PC	Websites Visited Or Apps Used In The Last 30 Days: IMDb (A)	Internet	New
MM1151PC	Websites Visited Or Apps Used In The Last 30 Days: Indeed.com or Indeed Jobs (A)	Internet	New
MM1193PC	Websites Visited Or Apps Used In The Last 30 Days: Lyft (A)	Internet	New
MM1194PC	Websites Visited Or Apps Used In The Last 30 Days: MapQuest (A)	Internet	New
MM1178PC	Websites Visited Or Apps Used In The Last 30 Days: MLB.com/MLB.com At Bat (A)	Internet	New
MM1152PC	Websites Visited Or Apps Used In The Last 30 Days: Monster (A)	Internet	New
MM1133PC	Websites Visited Or Apps Used In The Last 30 Days: MSN Entertainment (A)	Internet	New
MM1141PC	Websites Visited Or Apps Used In The Last 30 Days: MSN Money (A)	Internet	New
MM1134PC	Websites Visited Or Apps Used In The Last 30 Days: MTV (A)	Internet	New
MM1179PC	Websites Visited Or Apps Used In The Last 30 Days: NASCAR (A)	Internet	New
MM1180PC	Websites Visited Or Apps Used In The Last 30 Days: NBA (A)	Internet	New
MM1135PC	Websites Visited Or Apps Used In The Last 30 Days: NBC (A)	Internet	New
MM1159PC	Websites Visited Or Apps Used In The Last 30 Days: NBCNews (A)	Internet	New
MM1181PC	Websites Visited Or Apps Used In The Last 30 Days: NBCSports.com (A)	Internet	New
MM1182PC	Websites Visited Or Apps Used In The Last 30 Days: NFL.com or NFL/NFL Mobile (A)	Internet	New
MM1195PC	Websites Visited Or Apps Used In The Last 30 Days: Orbitz (A)	Internet	New
MM1124PC	Websites Visited Or Apps Used In The Last 30 Days: Outlook (A)	Internet	New
MM1170PC	Websites Visited Or Apps Used In The Last 30 Days: Overstock (A)	Internet	New
MM1136PC	Websites Visited Or Apps Used In The Last 30 Days: PBS.org or PBS Video (A)	Internet	New
MM1196PC	Websites Visited Or Apps Used In The Last 30 Days: Priceline (A)	Internet	New
MM1161PC	Websites Visited Or Apps Used In The Last 30 Days: Reuters (A)	Internet	New
MM1171PC	Websites Visited Or Apps Used In The Last 30 Days: Telemundo.com (A)	Internet	New
MM1162PC	Websites Visited Or Apps Used In The Last 30 Days: The Washington Post (A)	Internet	New
MM1137PC	Websites Visited Or Apps Used In The Last 30 Days: Ticketmaster (A)	Internet	New
MM1197PC	Websites Visited Or Apps Used In The Last 30 Days: Travelocity (A)	Internet	New
MM1198PC	Websites Visited Or Apps Used In The Last 30 Days: TripAdvisor (A)	Internet	New
MM1199PC	Websites Visited Or Apps Used In The Last 30 Days: Uber (A)	Internet	New
MM1172PC	Websites Visited Or Apps Used In The Last 30 Days: Univision.com/Univision NOW (A)	Internet	New
MM1163PC	Websites Visited Or Apps Used In The Last 30 Days: USA Today.com (A)	Internet	New
MM1138PC	Websites Visited Or Apps Used In The Last 30 Days: Vevo.com (A)	Internet	New
MM1203PC	Websites Visited Or Apps Used In The Last 30 Days: WeatherBug (A)	Internet	New
MM1202PC	Websites Visited Or Apps Used In Last 30 Days: The Weather Channel (Weather.com) (A)	Internet	New
MM1204PC	Websites Visited Or Apps Used In Last 30 Days: Weather Underground (A)	Internet	New
MM1145PC	Websites Visited Or Apps Used In The Last 30 Days: WebMD (A)	Internet	New
MM1146PC	Websites Visited Or Apps Used In The Last 30 Days: Whitepages (A)	Internet	New
MM1147PC	Websites Visited Or Apps Used In The Last 30 Days: Wikipedia (A)	Internet	New
MM1164PC	Websites Visited Or Apps Used In The Last 30 Days: WSJ.com (A)	Internet	New
MM1183PC	Websites Visited Or Apps Used In The Last 30 Days: WWE (A)	Internet	New
MM1148PC	Websites Visited Or Apps Used In The Last 30 Days: Yahoo! Answers (A)	Internet	New
MM1139PC	Websites Visited Or Apps Used In The Last 30 Days: Yahoo! Entertainment (A)	Internet	New
MM1142PC	Websites Visited Or Apps Used In The Last 30 Days: Yahoo! Finance (A)	Internet	New
MM1125PC	Websites Visited Or Apps Used In The Last 30 Days: Yahoo! Mail (A)	Internet	New
MM1200PC	Websites Visited Or Apps Used In The Last 30 Days: Yahoo! Maps (A)	Internet	New
MM1165PC	Websites Visited Or Apps Used In The Last 30 Days: Yahoo! News (A)	Internet	New
MM1184PC	Websites Visited Or Apps Used In The Last 30 Days: Yahoo! Sports (A)	Internet	New
MM1149PC	Websites Visited Or Apps Used In The Last 30 Days: Zillow (A)	Internet	New
MM1205PC	Websites/Search Engines - Used In Last 30 Days: AOL/AOL.com (A)	Internet	New



VARIABLE	DESCRIPTION	CATEGORY	STATUS
MM1206PC	Websites/Search Engines - Used In Last 30 Days: Bing.com (A)	Internet	New
MM1207PC	Websites/Search Engines - Used In Last 30 Days: Google.com (A)	Internet	New
MM1208PC	Websites/Search Engines - Used In Last 30 Days: Yahoo.com (A)	Internet	New
SB004686PC	Consumer electronics:Stores shopped past 12 months Office Depot/OfficeMax (H)	Items in the Home	New
SB004501PC	Furniture/mattress:Stores bought past 12 months La-Z-Boy Furn. Galleries (H)	Items in the Home	New
SB004502PC	Furniture/mattress:Stores bought past 12 months Mattress Firm (H)	Items in the Home	New
SB001603PC	Furniture/mattress:Stores shopped past 12 months La-Z-Boy Furniture (H)	Items in the Home	New
SB001601PC	Furniture/mattress:Stores shopped past 12 months Mattress Firm (H)	Items in the Home	New
SB003751PC	HHLd items bought past 12 mths (amt spent) cons. electronics:\$100 - \$249 (H)	Items in the Home	New
SB004691PC	HHLd items bought past 12 mths (amt spent) Floor covering:Under \$100 (H)	Items in the Home	New
SB003395PC	HHLd items bought past 12 mths (amt spent) Furniture:\$500-\$999 (H)	Items in the Home	New
SB003749PC	HHLd items bought past 12 mths (amt spent) Lawn or garden:\$3000 or more (H)	Items in the Home	New
SB003405PC	HHLd items bought past 12 mths (amt spent) Television:\$500-\$999 (H)	Items in the Home	New
SB005413PC	Items/services HHLd plans to buy in next 12 months Amazon Prime (H)	Items in the Home	New
SB001658PC	Items/services HHLd plans to buy in next 12 months Motorcycle (H)	Items in the Home	New
SB005414PC	Items/services household currently has Amazon Prime (H)	Items in the Home	New
SB004374PC	Type of home improvement done past 12 mo (amt) Plumbing:Over \$5,000 (H)	Items in the Home	New
SB004387PC	Type of home improvement done past 12 mo (amt) Repair roof:\$500 - \$4,999 (H)	Items in the Home	New
SB005415PC	Type of home improvement done past 12 mo (amt) Other home imp:Under \$500 (H)	Items in the Home	New
SB005416PC	Type of home improvement done past 12 mo (amt) Other home imp:\$500-\$4,999 (H)	Items in the Home	New
SB005417PC	Type of home improvement done past 12 mo (amt) Other home imp:Over \$5,000 (H)	Items in the Home	New
SB005418PC	Type of home improvement done past 12 mo (amt) Other remod:Under \$500 (H)	Items in the Home	New
SB005419PC	Type of home improvement done past 12 mo (amt) Other remod:\$500-4,999 (H)	Items in the Home	New
SB005420PC	Type of home improvement done past 12 mo (amt) Other remod:Over \$5,000 (H)	Items in the Home	New
SB001711PC	Type of home improvement done past 12 months Any addition (H)	Items in the Home	New
SB001726PC	Type of home improvement done past 12 months Siding (H)	Items in the Home	New
MM1701PC	Read any magazines - paper or electronic version, last 6 mos (A)	Magazines and Newspapers	New
MM1565PC	Read The Atlantic (print & digital) (A)	Magazines and Newspapers	New
MM1571PC	Read AARP The Magazine (print & digital) (A)	Magazines and Newspapers	New
MM1638PC	Read AARP The Magazine (print only) (A)	Magazines and Newspapers	New
MM1566PC	Read Allrecipes (print & digital) (A)	Magazines and Newspapers	New
MM1705PC	Read Allrecipes (print only) (A)	Magazines and Newspapers	New
MM1570PC	Read Allure (print & digital) (A)	Magazines and Newspapers	New
MM1704PC	Read Allure (print only) (A)	Magazines and Newspapers	New
MM1569PC	Read American Rifleman (print & digital) (A)	Magazines and Newspapers	New
MM1703PC	Read American Rifleman (print only) (A)	Magazines and Newspapers	New
MM1568PC	Read American Way (print & digital) (A)	Magazines and Newspapers	New
MM1702PC	Read American Way (print only) (A)	Magazines and Newspapers	New
MM1567PC	Read Architectural Digest (print & digital) (A)	Magazines and Newspapers	New
MM1735PC	Read Architectural Digest (print only) (A)	Magazines and Newspapers	New
MM1562PC	Read Better Homes & Gardens (print & digital) (A)	Magazines and Newspapers	New
MM1699PC	Read Better Homes & Gardens (print only) (A)	Magazines and Newspapers	New
MM1563PC	Read Birds & Blooms (print & digital) (A)	Magazines and Newspapers	New
MM1698PC	Read Birds & Blooms (print only) (A)	Magazines and Newspapers	New
MM1561PC	Read Bloomberg Businessweek (print & digital) (A)	Magazines and Newspapers	New
MM1564PC	Read Bon Appetit (print & digital) (A)	Magazines and Newspapers	New
MM1696PC	Read Bon Appetit (print only) (A)	Magazines and Newspapers	New
MM1694PC	Read Bonnier Marine and Aviation Group magazines (digital/print) (A)	Magazines and Newspapers	New
MM1737PC	Read Bonnier Marine and Aviation Group magazines (print only) (A)	Magazines and Newspapers	New
MM1493PC	Read Road & Track (print & digital) (A)	Magazines and Newspapers	New
MM1692PC	Read Bonnier Outdoor Group magazines (digital/print) (A)	Magazines and Newspapers	New
MM1736PC	Read Bonnier Outdoor Group magazines (print only) (A)	Magazines and Newspapers	New
MM1560PC	Read Car and Driver (print & digital) (A)	Magazines and Newspapers	New
MM1690PC	Read Car and Driver (print only) (A)	Magazines and Newspapers	New
MM1688PC	Read Conde Nast Package magazines (digital/print) (A)	Magazines and Newspapers	New
MM1738PC	Read Conde Nast Package magazines (print only) (A)	Magazines and Newspapers	New
MM1556PC	Read Conde Nast Traveler (print & digital) (A)	Magazines and Newspapers	New
MM1687PC	Read Conde Nast Traveler (print only) (A)	Magazines and Newspapers	New
MM1555PC	Read Consumer Reports (print & digital) (A)	Magazines and Newspapers	New
MM1686PC	Read Consumer Reports (print only) (A)	Magazines and Newspapers	New
MM1557PC	Read Cosmopolitan (print & digital) (A)	Magazines and Newspapers	New
MM1685PC	Read Cosmopolitan (print only) (A)	Magazines and Newspapers	New
MM1559PC	Read Costco Connection (print & digital) (A)	Magazines and Newspapers	New
MM1684PC	Read Costco Connection (print only) (A)	Magazines and Newspapers	New
MM1558PC	Read Country Living (print & digital) (A)	Magazines and Newspapers	New
MM1683PC	Read Country Living (print only) (A)	Magazines and Newspapers	New
MM1554PC	Read Diabetes Forecast (print & digital) (A)	Magazines and Newspapers	New
MM1682PC	Read Diabetes Forecast (print only) (A)	Magazines and Newspapers	New
MM1552PC	Read Diabetes Self-Management (print & digital) (A)	Magazines and Newspapers	New
MM1681PC	Read Diabetes Self-Management (print only) (A)	Magazines and Newspapers	New

VARIABLE	DESCRIPTION	CATEGORY	STATUS
MM1553PC	Read Diabetic Living (print & digital) (A)	Magazines and Newspapers	New
MM1680PC	Read Diabetic Living (print only) (A)	Magazines and Newspapers	New
MM1551PC	Read Discover (print & digital) (A)	Magazines and Newspapers	New
MM1679PC	Read Discover (print only) (A)	Magazines and Newspapers	New
MM1544PC	Read EatingWell (print & digital) (A)	Magazines and Newspapers	New
MM1678PC	Read EatingWell (print only) (A)	Magazines and Newspapers	New
MM1549PC	Read Elle (print & digital) (A)	Magazines and Newspapers	New
MM1676PC	Read Elle (print only) (A)	Magazines and Newspapers	New
MM1548PC	Read Entertainment Weekly (print & digital) (A)	Magazines and Newspapers	New
MM1675PC	Read Entertainment Weekly (print only) (A)	Magazines and Newspapers	New
MM1545PC	Read Entrepreneur (print & digital) (A)	Magazines and Newspapers	New
MM1674PC	Read Entrepreneur (print only) (A)	Magazines and Newspapers	New
MM1547PC	Read Esquire (print & digital) (A)	Magazines and Newspapers	New
MM1546PC	Read Essence (print & digital) (A)	Magazines and Newspapers	New
MM1672PC	Read Essence (print only) (A)	Magazines and Newspapers	New
MM1543PC	Read Family Handyman (print & digital) (A)	Magazines and Newspapers	New
MM1671PC	Read Family Handyman (print only) (A)	Magazines and Newspapers	New
MM1541PC	Read Field & Stream (print & digital) (A)	Magazines and Newspapers	New
MM1670PC	Read Field & Stream (print only) (A)	Magazines and Newspapers	New
MM1538PC	Read Food & Wine (print & digital) (A)	Magazines and Newspapers	New
MM1668PC	Read Food & Wine (print only) (A)	Magazines and Newspapers	New
MM1540PC	Read Food Network Magazine (print & digital) (A)	Magazines and Newspapers	New
MM1667PC	Read Food Network Magazine (print only) (A)	Magazines and Newspapers	New
MM1542PC	Read Forbes (print & digital) (A)	Magazines and Newspapers	New
MM1666PC	Read Forbes (print only) (A)	Magazines and Newspapers	New
MM1539PC	Read Fortune (A)	Magazines and Newspapers	New
MM1537PC	Read Game Informer (print & digital) (A)	Magazines and Newspapers	New
MM1663PC	Read Game Informer (print only) (A)	Magazines and Newspapers	New
MM1534PC	Read Golf Digest (print & digital) (A)	Magazines and Newspapers	New
MM1661PC	Read Golf Digest (print only) (A)	Magazines and Newspapers	New
MM1536PC	Read Golf Magazine (print & digital) (A)	Magazines and Newspapers	New
MM1660PC	Read Golf Magazine (print only) (A)	Magazines and Newspapers	New
MM1659PC	Read Good Housekeeping - Special Edition (GH Your Good House) (A)	Magazines and Newspapers	New
MM1533PC	Read Good Housekeeping (print & digital) (A)	Magazines and Newspapers	New
MM1658PC	Read Good Housekeeping (print only) (A)	Magazines and Newspapers	New
MM1535PC	Read GQ (Gentlemen's Quarterly) (print & digital) (A)	Magazines and Newspapers	New
MM1657PC	Read GQ (Gentlemen's Quarterly) (print only) (A)	Magazines and Newspapers	New
MM1532PC	Read Guideposts (print & digital) (A)	Magazines and Newspapers	New
MM1656PC	Read Guideposts (print only) (A)	Magazines and Newspapers	New
MM1531PC	Read Guns & Ammo (print & digital) (A)	Magazines and Newspapers	New
MM1655PC	Read Guns & Ammo (print only) (A)	Magazines and Newspapers	New
MM1530PC	Read Harper's Bazaar (print & digital) (A)	Magazines and Newspapers	New
MM1526PC	Read Health (print & digital) (A)	Magazines and Newspapers	New
MM1652PC	Read Health (print only) (A)	Magazines and Newspapers	New
MM1650PC	Read Hearst Design Group magazines (digital/print) (A)	Magazines and Newspapers	New
MM1740PC	Read Hearst Design Group magazines (print only) (A)	Magazines and Newspapers	New
MM1648PC	Read Hearst Magazine Group magazines (digital/print) (A)	Magazines and Newspapers	New
MM1741PC	Read Hearst Magazine Group magazines (print only) (A)	Magazines and Newspapers	New
MM1646PC	Read Hearst Men's Group magazines (digital/print) (A)	Magazines and Newspapers	New
MM1742PC	Read Hearst Men's Group magazines (print only) (A)	Magazines and Newspapers	New
MM1529PC	Read HGTV Magazine (print & digital) (A)	Magazines and Newspapers	New
MM1645PC	Read HGTV Magazine (print only) (A)	Magazines and Newspapers	New
MM1528PC	Read Hot Rod (print & digital) (A)	Magazines and Newspapers	New
MM1643PC	Read Hot Rod (print only) (A)	Magazines and Newspapers	New
MM1527PC	Read House Beautiful (print & digital) (A)	Magazines and Newspapers	New
MM1642PC	Read House Beautiful (print only) (A)	Magazines and Newspapers	New
MM1525PC	Read In Touch (print & digital) (A)	Magazines and Newspapers	New
MM1577PC	Read Wired (print only) (A)	Magazines and Newspapers	New
MM1641PC	Read In Touch (print only) (A)	Magazines and Newspapers	New
MM1578PC	Read Wine Spectator (print only) (A)	Magazines and Newspapers	New
MM1584PC	Read Inc. Group Trusted Media Brands (digital/print) (A)	Magazines and Newspapers	New
MM1746PC	Read Inc. Group Trusted Media Brands (print only) (A)	Magazines and Newspapers	New
MM1524PC	Read InStyle (print & digital) (A)	Magazines and Newspapers	New
MM1640PC	Read InStyle (print only) (A)	Magazines and Newspapers	New
MM1523PC	Read Life & Style Weekly (print & digital) (A)	Magazines and Newspapers	New
MM1521PC	Read Magnolia Journal (print & digital) (A)	Magazines and Newspapers	New
MM1637PC	Read Magnolia Journal (print only) (A)	Magazines and Newspapers	New
MM1518PC	Read Marie Claire (print & digital) (A)	Magazines and Newspapers	New
MM1516PC	Read Martha Stewart Living (print & digital) (A)	Magazines and Newspapers	New
MM1635PC	Read Martha Stewart Living (print only) (A)	Magazines and Newspapers	New

VARIABLE	DESCRIPTION	CATEGORY	STATUS
MM1522PC	Read Maxim (print & digital) (A)	Magazines and Newspapers	New
MM1634PC	Read Maxim (print only) (A)	Magazines and Newspapers	New
MM1517PC	Read Men's Health (print & digital) (A)	Magazines and Newspapers	New
MM1632PC	Read Men's Health (print only) (A)	Magazines and Newspapers	New
MM1520PC	Read Men's Journal (print & digital) (A)	Magazines and Newspapers	New
MM1631PC	Read Men's Journal (print only) (A)	Magazines and Newspapers	New
MM1519PC	Read MotorTrend (print & digital) (A)	Magazines and Newspapers	New
MM1628PC	Read MotorTrend (print only) (A)	Magazines and Newspapers	New
MM1629PC	Read MotorTrend Group magazines (digital/print) (A)	Magazines and Newspapers	New
MM1743PC	Read MotorTrend Group magazines (print only) (A)	Magazines and Newspapers	New
MM1515PC	Read National Enquirer (print & digital) (A)	Magazines and Newspapers	New
MM1627PC	Read National Enquirer (print only) (A)	Magazines and Newspapers	New
MM1513PC	Read National Geographic (print & digital) (A)	Magazines and Newspapers	New
MM1625PC	Read National Geographic (print only) (A)	Magazines and Newspapers	New
MM1512PC	Read National Geographic Kids (print & digital) (A)	Magazines and Newspapers	New
MM1626PC	Read National Geographic Kids (print only) (A)	Magazines and Newspapers	New
MM1510PC	Read National Wildlife (print & digital) (A)	Magazines and Newspapers	New
MM1624PC	Read National Wildlife (print only) (A)	Magazines and Newspapers	New
MM1509PC	Read New York Magazine (print & digital) (A)	Magazines and Newspapers	New
MM1623PC	Read New York Magazine (print only) (A)	Magazines and Newspapers	New
MM1508PC	Read New York Times (Daily) (print & digital) (A)	Magazines and Newspapers	New
MM1507PC	Read OK! (print & digital) (A)	Magazines and Newspapers	New
MM1617PC	Read OK! (print only) (A)	Magazines and Newspapers	New
MM1504PC	Read Outdoor Life (print & digital) (A)	Magazines and Newspapers	New
MM1615PC	Read Outdoor Life (print only) (A)	Magazines and Newspapers	New
MM1505PC	Read Outside (print & digital) (A)	Magazines and Newspapers	New
MM1500PC	Read Parents (print & digital) (A)	Magazines and Newspapers	New
MM1610PC	Read Parents (print only) (A)	Magazines and Newspapers	New
MM1503PC	Read People (print & digital) (A)	Magazines and Newspapers	New
MM1608PC	Read People (print only) (A)	Magazines and Newspapers	New
MM1502PC	Read People en Espanol (print & digital) (A)	Magazines and Newspapers	New
MM1609PC	Read People en Espanol (print only) (A)	Magazines and Newspapers	New
MM1501PC	Read Popular Mechanics (print & digital) (A)	Magazines and Newspapers	New
MM1607PC	Read Popular Mechanics (print only) (A)	Magazines and Newspapers	New
MM1498PC	Read Popular Science (print & digital) (A)	Magazines and Newspapers	New
MM1606PC	Read Popular Science (print only) (A)	Magazines and Newspapers	New
MM1499PC	Read Prevention (print & digital) (A)	Magazines and Newspapers	New
MM1605PC	Read Prevention (print only) (A)	Magazines and Newspapers	New
MM1497PC	Read Psychology Today (print & digital) (A)	Magazines and Newspapers	New
MM1604PC	Read Psychology Today (print only) (A)	Magazines and Newspapers	New
MM1496PC	Read Reader's Digest (print & digital) (A)	Magazines and Newspapers	New
MM1603PC	Read Reader's Digest (print only) (A)	Magazines and Newspapers	New
MM1494PC	Read Real Simple (print & digital) (A)	Magazines and Newspapers	New
MM1639PC	Read Life & Style Weekly (print only) (A)	Magazines and Newspapers	New
MM1602PC	Read Real Simple (print only) (A)	Magazines and Newspapers	New
MM1495PC	Read Rolling Stone (print & digital) (A)	Magazines and Newspapers	New
MM1601PC	Read Rolling Stone (print only) (A)	Magazines and Newspapers	New
MM1492PC	Read Scientific American (print & digital) (A)	Magazines and Newspapers	New
MM1491PC	Read Shape (print & digital) (A)	Magazines and Newspapers	New
MM1599PC	Read Shape (print only) (A)	Magazines and Newspapers	New
MM1489PC	Read Smithsonian (print & digital) (A)	Magazines and Newspapers	New
MM1598PC	Read Smithsonian (print only) (A)	Magazines and Newspapers	New
MM1488PC	Read Southern Living (print & digital) (A)	Magazines and Newspapers	New
MM1597PC	Read Southern Living (print only) (A)	Magazines and Newspapers	New
MM1490PC	Read Sports Illustrated (print & digital) (A)	Magazines and Newspapers	New
MM1595PC	Read Sports Illustrated (print only) (A)	Magazines and Newspapers	New
MM1487PC	Read Star (print & digital) (A)	Magazines and Newspapers	New
MM1654PC	Read Harper's Bazaar (print only) (A)	Magazines and Newspapers	New
MM1594PC	Read Star (print only) (A)	Magazines and Newspapers	New
MM1486PC	Read Sunset (print & digital) (A)	Magazines and Newspapers	New
MM1593PC	Read Sunset (print only) (A)	Magazines and Newspapers	New
MM1480PC	Read Taste of Home (print & digital) (A)	Magazines and Newspapers	New
MM1592PC	Read Taste of Home (print only) (A)	Magazines and Newspapers	New
MM1550PC	Read The Economist (print & digital) (A)	Magazines and Newspapers	New
MM1514PC	Read The New Yorker (print & digital) (A)	Magazines and Newspapers	New
MM1621PC	Read The New Yorker (print only) (A)	Magazines and Newspapers	New
MM1506PC	Read The Oprah Magazine O (print & digital) (A)	Magazines and Newspapers	New
MM1618PC	Read The Oprah Magazine O (print only) (A)	Magazines and Newspapers	New
MM1612PC	Read The Outdoor Sportsman Trophy Group (digital/print) (A)	Magazines and Newspapers	New
MM1744PC	Read The Outdoor Sportsman Trophy Group (print only) (A)	Magazines and Newspapers	New



VARIABLE	DESCRIPTION	CATEGORY	STATUS
MM1483PC	Read This Old House (print & digital) (A)	Magazines and Newspapers	New
MM1591PC	Read This Old House (print only) (A)	Magazines and Newspapers	New
MM1484PC	Read Time (print & digital) (A)	Magazines and Newspapers	New
MM1590PC	Read Time (print only) (A)	Magazines and Newspapers	New
MM1485PC	Read Town & Country (print & digital) (A)	Magazines and Newspapers	New
MM1589PC	Read Town & Country (print only) (A)	Magazines and Newspapers	New
MM1482PC	Read Traditional Home (print & digital) (A)	Magazines and Newspapers	New
MM1588PC	Read Traditional Home (print only) (A)	Magazines and Newspapers	New
MM1481PC	Read Travel + Leisure (print & digital) (A)	Magazines and Newspapers	New
MM1586PC	Read Travel + Leisure (print only) (A)	Magazines and Newspapers	New
MM1479PC	Read TV Guide Magazine (print & digital) (A)	Magazines and Newspapers	New
MM1616PC	Read other magazines - paper or electronic version, last 6 months (A)	Magazines and Newspapers	New
MM1583PC	Read TV Guide Magazine (print only) (A)	Magazines and Newspapers	New
MM1477PC	Read Us Weekly (print & digital) (A)	Magazines and Newspapers	New
MM1582PC	Read Us Weekly (print only) (A)	Magazines and Newspapers	New
MM1478PC	Read USA Today (print & digital) (A)	Magazines and Newspapers	New
MM1476PC	Read Vanity Fair (print & digital) (A)	Magazines and Newspapers	New
MM1581PC	Read Vanity Fair (print only) (A)	Magazines and Newspapers	New
MM1475PC	Read Vogue (print & digital) (A)	Magazines and Newspapers	New
MM1580PC	Read Vogue (print only) (A)	Magazines and Newspapers	New
MM1469PC	Read Wall Street Journal (print & digital) (A)	Magazines and Newspapers	New
MM1474PC	Read WebMD Magazine (print & digital) (A)	Magazines and Newspapers	New
MM1579PC	Read WebMD Magazine (print only) (A)	Magazines and Newspapers	New
MM1472PC	Read Wine Spectator (print & digital) (A)	Magazines and Newspapers	New
MM1471PC	Read Wired (print & digital) (A)	Magazines and Newspapers	New
MM1470PC	Read Woman's Day (print & digital) (A)	Magazines and Newspapers	New
MM1576PC	Read Woman's Day (print only) (A)	Magazines and Newspapers	New
MM1575PC	Read Woman's World (print only) (A)	Magazines and Newspapers	New
MM1468PC	Read Woman's World(print & digital) (A)	Magazines and Newspapers	New
MM1473PC	Read Women's Health (print & digital) (A)	Magazines and Newspapers	New
MM1572PC	Read Women's Health (print only) (A)	Magazines and Newspapers	New
MM1747PC	Read New York Times (Sunday) (print only) (A)	Print Media Usage and Alternative Adve	New
MM1443PC	Read New York Times (Sunday): Print & Digital Audience (A)	Print Media Usage and Alternative Adve	New
MM1445PC	Read Parade Carrier Newspapers (A)	Print Media Usage and Alternative Adve	New
MM1467PC	Read Magazine: Magazine Types [Print/Paper/Hard-Copy]: Airline (A)	Print Media Usage and Alternative Adve	New
MM1466PC	Read Magazine: Magazine Types [Print/Paper/Hard-Copy]: Automotive (A)	Print Media Usage and Alternative Adve	New
MM1465PC	Read Magazine: Magazine Types [Print/Paper/Hard-Copy]: Boating (A)	Print Media Usage and Alternative Adve	New
MM1464PC	Read Magazine: Magazine Types [Print/Paper/Hard-Copy]: Business/Finance (A)	Print Media Usage and Alternative Adve	New
MM1463PC	Read Magazine: Magazine Types [Print/Paper/Hard-Copy]: Epicurean (A)	Print Media Usage and Alternative Adve	New
MM1462PC	Read Magazine: Magazine Types [Print/Paper/Hard-Copy]: Fishing/Hunting (A)	Print Media Usage and Alternative Adve	New
MM1461PC	Read Magazine: Magazine Types [Print/Paper/Hard-Copy]: Fraternal (A)	Print Media Usage and Alternative Adve	New
MM1460PC	Read Magazine: Magazine Types [Print/Paper/Hard-Copy]: General Editorial (A)	Print Media Usage and Alternative Adve	New
MM1459PC	Read Magazine: Magazine Types [Print/Paper/Hard-Copy]: Health (A)	Print Media Usage and Alternative Adve	New
MM1458PC	Read Magazine: Magazine Types [Print/Paper/Hard-Copy]: Home Service (A)	Print Media Usage and Alternative Adve	New
MM1457PC	Read Magazine: Magazine Types [Print/Paper/Hard-Copy]: Men (A)	Print Media Usage and Alternative Adve	New
MM1455PC	Read Magazine: Magazine Types [Print/Paper/Hard-Copy]: Newspaper Distributed (A)	Print Media Usage and Alternative Adve	New
MM1454PC	Read Magazine: Magazine Types [Print/Paper/Hard-Copy]: Outdoor Recreation (A)	Print Media Usage and Alternative Adve	New
MM1453PC	Read Magazine: Magazine Types [Print/Paper/Hard-Copy]: Parenthood (A)	Print Media Usage and Alternative Adve	New
MM1452PC	Read Magazine: Magazine Types [Print/Paper/Hard-Copy]: Science/Technology (A)	Print Media Usage and Alternative Adve	New
MM1451PC	Read Magazine: Magazine Types [Print/Paper/Hard-Copy]: Sports (A)	Print Media Usage and Alternative Adve	New
MM1450PC	Read Magazine: Magazine Types [Print/Paper/Hard-Copy]: Travel (A)	Print Media Usage and Alternative Adve	New
MM1449PC	Read Magazine: Magazine Types [Print/Paper/Hard-Copy]: Women (A)	Print Media Usage and Alternative Adve	New
MM1448PC	Read Magazine: Magazine Types [Print/Paper/Hard-Copy]: Women's Fashion (A)	Print Media Usage and Alternative Adve	New
MM1456PC	Read Magazine: Magazine Types [Print/Paper/HrdCopy]: News & Entertainment Weekly (A)	Print Media Usage and Alternative Adve	New
MM1324PC	Ads at an airport: Considerable Interest (A)	Print Media Usage and Alternative Adve	New
MM1325PC	Ads at an airport: Some Interest (A)	Print Media Usage and Alternative Adve	New
MM1326PC	Ads at an airport: Not Much Interest (A)	Print Media Usage and Alternative Adve	New
MM1312PC	Ads at bus stops or train stations: Some Interest (A)	Print Media Usage and Alternative Adve	New
MM1313PC	Ads at bus stops or train stations: Not Much Interest (A)	Print Media Usage and Alternative Adve	New
MM1333PC	Ads at sports or entertainment events: Considerable Interest (A)	Print Media Usage and Alternative Adve	New
MM1334PC	Ads at sports or entertainment events: Some Interest (A)	Print Media Usage and Alternative Adve	New
MM1335PC	Ads at sports or entertainment events: Not Much Interest (A)	Print Media Usage and Alternative Adve	New
MM1362PC	Ads in shopping malls (not video ads): Have seen in the last 30 days (A)	Print Media Usage and Alternative Adve	New
MM1361PC	Ads in shopping malls (not video ads): Have seen in the last 6 months (A)	Print Media Usage and Alternative Adve	New
MM1363PC	Ads in shopping malls (not video ads): Considerable Interest (A)	Print Media Usage and Alternative Adve	New
MM1364PC	Ads in shopping malls (not video ads): Some Interest (A)	Print Media Usage and Alternative Adve	New
MM1365PC	Ads in shopping malls (not video ads): Not Much Interest (A)	Print Media Usage and Alternative Adve	New
MM1358PC	Ads in store (not video ads): Considerable Interest (A)	Print Media Usage and Alternative Adve	New
MM1359PC	Ads in store (not video ads): Some Interest (A)	Print Media Usage and Alternative Adve	New
MM1360PC	Ads in store (not video ads): Not Much Interest (A)	Print Media Usage and Alternative Adve	New

VARIABLE	DESCRIPTION	CATEGORY	STATUS
MM1316PC	Ads inside taxis: Some Interest (A)	Print Media Usage and Alternative Adve New	
MM1317PC	Ads inside taxis: Not Much Interest (A)	Print Media Usage and Alternative Adve New	
MM1307PC	Ads on buses/trains: Considerable Interest (A)	Print Media Usage and Alternative Adve New	
MM1308PC	Ads on buses/trains: Some Interest (A)	Print Media Usage and Alternative Adve New	
MM1309PC	Ads on buses/trains: Not Much Interest (A)	Print Media Usage and Alternative Adve New	
MM1329PC	Ads on phone booths: Some Interest (A)	Print Media Usage and Alternative Adve New	
MM1330PC	Ads on phone booths: Not Much Interest (A)	Print Media Usage and Alternative Adve New	
MM1343PC	Ads on posters at movie theaters: Considerable Interest (A)	Print Media Usage and Alternative Adve New	
MM1344PC	Ads on posters at movie theaters: Some Interest (A)	Print Media Usage and Alternative Adve New	
MM1345PC	Ads on posters at movie theaters: Not Much Interest (A)	Print Media Usage and Alternative Adve New	
MM1353PC	Ads on shopping carts: Considerable Interest (A)	Print Media Usage and Alternative Adve New	
MM1354PC	Ads on shopping carts: Some Interest (A)	Print Media Usage and Alternative Adve New	
MM1355PC	Ads on shopping carts: Not Much Interest (A)	Print Media Usage and Alternative Adve New	
MM1320PC	Ads on top of taxis: Some Interest (A)	Print Media Usage and Alternative Adve New	
MM1321PC	Ads on top of taxis: Not Much Interest (A)	Print Media Usage and Alternative Adve New	
MM1338PC	Ads sent to a cellphone or other mobile device: Considerable Interest (A)	Print Media Usage and Alternative Adve New	
MM1339PC	Ads sent to a cellphone or other mobile device: Some Interest (A)	Print Media Usage and Alternative Adve New	
MM1340PC	Ads sent to a cellphone or other mobile device: Not Much Interest (A)	Print Media Usage and Alternative Adve New	
MM1348PC	Ads shown on-screen before the start of a movie: Considerable Interest (A)	Print Media Usage and Alternative Adve New	
MM1349PC	Ads shown on-screen before the start of a movie: Some Interest (A)	Print Media Usage and Alternative Adve New	
MM1350PC	Ads shown on-screen before the start of a movie: Not Much Interest (A)	Print Media Usage and Alternative Adve New	
MM1302PC	Billboards: Considerable Interest (A)	Print Media Usage and Alternative Adve New	
MM1304PC	Billboards: Not Much Interest (A)	Print Media Usage and Alternative Adve New	
MM1303PC	Billboards: Some Interest (A)	Print Media Usage and Alternative Adve New	
MM1367PC	Infomercials: Have seen in the last 30 days (A)	Print Media Usage and Alternative Adve New	
MM1368PC	Infomercials: Considerable Interest (A)	Print Media Usage and Alternative Adve New	
MM1370PC	Infomercials: Not Much Interest (A)	Print Media Usage and Alternative Adve New	
MM1369PC	Infomercials: Some Interest (A)	Print Media Usage and Alternative Adve New	
MM1373PC	Offers or Ads sent to your home by mail: Considerable Interest (A)	Print Media Usage and Alternative Adve New	
MM1374PC	Offers or Ads sent to your home by mail: Some Interest (A)	Print Media Usage and Alternative Adve New	
MM1375PC	Offers or Ads sent to your home by mail: Not Much Interest (A)	Print Media Usage and Alternative Adve New	
MM1388PC	Product placement in movies: Considerable Interest (A)	Print Media Usage and Alternative Adve New	
MM1389PC	Product placement in movies: Some Interest (A)	Print Media Usage and Alternative Adve New	
MM1390PC	Product placement in movies: Not Much Interest (A)	Print Media Usage and Alternative Adve New	
MM1383PC	Product placement in TV shows: Considerable Interest (A)	Print Media Usage and Alternative Adve New	
MM1384PC	Product placement in TV shows: Some Interest (A)	Print Media Usage and Alternative Adve New	
MM1385PC	Product placement in TV shows: Not Much Interest (A)	Print Media Usage and Alternative Adve New	
MM1378PC	Product placement in video games: Considerable Interest (A)	Print Media Usage and Alternative Adve New	
MM1379PC	Product placement in video games: Some Interest (A)	Print Media Usage and Alternative Adve New	
MM1380PC	Product placement in video games: Not Much Interest (A)	Print Media Usage and Alternative Adve New	
MM1284PC	Video Ads at gas stations: Considerable Interest (A)	Print Media Usage and Alternative Adve New	
MM1285PC	Video Ads at gas stations: Some Interest (A)	Print Media Usage and Alternative Adve New	
MM1286PC	Video Ads at gas stations: Not Much Interest (A)	Print Media Usage and Alternative Adve New	
MM1275PC	Video Ads in airports: Considerable Interest (A)	Print Media Usage and Alternative Adve New	
MM1276PC	Video Ads in airports: Some Interest (A)	Print Media Usage and Alternative Adve New	
MM1277PC	Video Ads in airports: Not Much Interest (A)	Print Media Usage and Alternative Adve New	
MM1251PC	Video Ads in bars/pubs: Some Interest (A)	Print Media Usage and Alternative Adve New	
MM1252PC	Video Ads in bars/pubs: Not Much Interest (A)	Print Media Usage and Alternative Adve New	
MM1260PC	Video Ads in coffee shops, cafes or delis: Considerable Interest (A)	Print Media Usage and Alternative Adve New	
MM1261PC	Video Ads in coffee shops, cafes or delis: Some Interest (A)	Print Media Usage and Alternative Adve New	
MM1262PC	Video Ads in coffee shops, cafes or delis: Not Much Interest (A)	Print Media Usage and Alternative Adve New	
MM1221PC	Video Ads in convenience stores: Considerable Interest (A)	Print Media Usage and Alternative Adve New	
MM1222PC	Video Ads in convenience stores: Some Interest (A)	Print Media Usage and Alternative Adve New	
MM1223PC	Video Ads in convenience stores: Not Much Interest (A)	Print Media Usage and Alternative Adve New	
MM1216PC	Video Ads in drug stores: Considerable Interest (A)	Print Media Usage and Alternative Adve New	
MM1217PC	Video Ads in drug stores: Some Interest (A)	Print Media Usage and Alternative Adve New	
MM1218PC	Video Ads in drug stores: Not Much Interest (A)	Print Media Usage and Alternative Adve New	
MM1255PC	Video Ads in fast food or family restaurants: Considerable Interest (A)	Print Media Usage and Alternative Adve New	
MM1256PC	Video Ads in fast food or family restaurants: Some Interest (A)	Print Media Usage and Alternative Adve New	
MM1257PC	Video Ads in fast food or family restaurants: Not Much Interest (A)	Print Media Usage and Alternative Adve New	
MM1211PC	Video Ads in grocery stores: Considerable Interest (A)	Print Media Usage and Alternative Adve New	
MM1212PC	Video Ads in grocery stores: Some Interest (A)	Print Media Usage and Alternative Adve New	
MM1213PC	Video Ads in grocery stores: Not Much Interest (A)	Print Media Usage and Alternative Adve New	
MM1265PC	Video Ads in gym/health clubs: Considerable Interest (A)	Print Media Usage and Alternative Adve New	
MM1266PC	Video Ads in gym/health clubs: Some Interest (A)	Print Media Usage and Alternative Adve New	
MM1267PC	Video Ads in gym/health clubs: Not Much Interest (A)	Print Media Usage and Alternative Adve New	
MM1226PC	Video Ads in large discount/department stores: Considerable Interest (A)	Print Media Usage and Alternative Adve New	
MM1227PC	Video Ads in large discount/department stores: Some Interest (A)	Print Media Usage and Alternative Adve New	
MM1228PC	Video Ads in large discount/department stores: Not Much Interest (A)	Print Media Usage and Alternative Adve New	
MM1269PC	Video Ads in medical offices: Have seen in the last 30 days (A)	Print Media Usage and Alternative Adve New	

VARIABLE	DESCRIPTION	CATEGORY	STATUS
MM1270PC	Video Ads in medical offices: Considerable Interest (A)	Print Media Usage and Alternative Adve	New
MM1271PC	Video Ads in medical offices: Some Interest (A)	Print Media Usage and Alternative Adve	New
MM1272PC	Video Ads in medical offices: Not Much Interest (A)	Print Media Usage and Alternative Adve	New
MM1297PC	Video Ads in movie theater lobbies: Considerable Interest (A)	Print Media Usage and Alternative Adve	New
MM1298PC	Video Ads in movie theater lobbies: Some Interest (A)	Print Media Usage and Alternative Adve	New
MM1299PC	Video Ads in movie theater lobbies: Not Much Interest (A)	Print Media Usage and Alternative Adve	New
MM1293PC	Video Ads in office building elevators: Some Interest (A)	Print Media Usage and Alternative Adve	New
MM1294PC	Video Ads in office building elevators: Not Much Interest (A)	Print Media Usage and Alternative Adve	New
MM1289PC	Video Ads in office building lobbies: Some Interest (A)	Print Media Usage and Alternative Adve	New
MM1290PC	Video Ads in office building lobbies: Not Much Interest (A)	Print Media Usage and Alternative Adve	New
MM1236PC	Video Ads in other stores: Considerable Interest (A)	Print Media Usage and Alternative Adve	New
MM1237PC	Video Ads in other stores: Some Interest (A)	Print Media Usage and Alternative Adve	New
MM1238PC	Video Ads in other stores: Not Much Interest (A)	Print Media Usage and Alternative Adve	New
MM1246PC	Video Ads in shopping mall food courts: Considerable Interest (A)	Print Media Usage and Alternative Adve	New
MM1247PC	Video Ads in shopping mall food courts: Some Interest (A)	Print Media Usage and Alternative Adve	New
MM1248PC	Video Ads in shopping mall food courts: Not Much Interest (A)	Print Media Usage and Alternative Adve	New
MM1241PC	Video Ads in shopping malls: Considerable Interest (A)	Print Media Usage and Alternative Adve	New
MM1242PC	Video Ads in shopping malls: Some Interest (A)	Print Media Usage and Alternative Adve	New
MM1243PC	Video Ads in shopping malls: Not Much Interest (A)	Print Media Usage and Alternative Adve	New
MM1280PC	Video Ads in taxis: Some Interest (A)	Print Media Usage and Alternative Adve	New
MM1281PC	Video Ads in taxis: Not Much Interest (A)	Print Media Usage and Alternative Adve	New
MM1231PC	Video Ads in warehouse/club stores: Considerable Interest (A)	Print Media Usage and Alternative Adve	New
MM1232PC	Video Ads in warehouse/club stores: Some Interest (A)	Print Media Usage and Alternative Adve	New
MM1233PC	Video Ads in warehouse/club stores: Not Much Interest (A)	Print Media Usage and Alternative Adve	New
MM1396PC	Websites visited or apps used in last 30 days: nytimes.com: News/Commentary (A)	Print Media Usage and Alternative Adve	New
SB005620PC	Audio streaming services used past 30 days Amazon Music (A)	Radio	New
SB005621PC	Audio streaming services used past 30 days Apple Music (A)	Radio	New
SB005622PC	Audio streaming services used past 30 days Google Play Music (A)	Radio	New
SB005623PC	Audio streaming services used past 30 days iHeartRadio (A)	Radio	New
SB005624PC	Audio streaming services used past 30 days Pandora (A)	Radio	New
SB005625PC	Audio streaming services used past 30 days Radio.com (A)	Radio	New
SB005626PC	Audio streaming services used past 30 days SiriusXM.com or SiriusXM app (A)	Radio	New
SB005627PC	Audio streaming services used past 30 days Spotify (A)	Radio	New
SB005628PC	Audio streaming services used past 30 days Stitcher (A)	Radio	New
SB005629PC	Audio streaming services used past 30 days Tuneln (A)	Radio	New
SB005630PC	Audio streaming services used past 7 days Amazon Music (A)	Radio	New
SB005631PC	Audio streaming services used past 7 days Apple Music (A)	Radio	New
SB005632PC	Audio streaming services used past 7 days Google Play Music (A)	Radio	New
SB005633PC	Audio streaming services used past 7 days iHeartRadio (A)	Radio	New
SB005634PC	Audio streaming services used past 7 days Pandora (A)	Radio	New
SB005635PC	Audio streaming services used past 7 days Radio.com (A)	Radio	New
SB005636PC	Audio streaming services used past 7 days SiriusXM.com or SiriusXM app (A)	Radio	New
SB005637PC	Audio streaming services used past 7 days Spotify (A)	Radio	New
SB005638PC	Audio streaming services used past 7 days Tuneln (A)	Radio	New
SB004711PC	BIA radio ownership groups (M-S 6am-Mid cume) Forever Media Inc (A)	Radio	New
SB003226PC	BIA radio ownership groups (M-S 6am-Mid cume) Midwest Communications Inc (A)	Radio	New
SB005421PC	BIA radio ownership groups (M-S 6am-Mid cume) Renda Broadcasting Corporation (A)	Radio	New
SB004789PC	Radio networks Air1 (A)	Radio	New
SB005434PC	Radio networks Associated Press 15s (A)	Radio	New
SB005435PC	Radio networks Bloomberg (A)	Radio	New
SB005436PC	Radio networks Bloomberg Plus (A)	Radio	New
SB005437PC	Radio networks Carmen Calls (A)	Radio	New
SB005438PC	Radio networks CBS Top of Hour (A)	Radio	New
SB005439PC	Radio networks Curtis Media Prime (A)	Radio	New
SB005440PC	Radio networks Deja Vu with WBLs (A)	Radio	New
SB005441PC	Radio networks Entercom AC (A)	Radio	New
SB005442PC	Radio networks Entercom Alternative (A)	Radio	New
SB005443PC	Radio networks Entercom Classic Hits-Classical Rock (A)	Radio	New
SB005444PC	Radio networks Entercom Country (A)	Radio	New
SB005445PC	Radio networks Entercom News and Talk (A)	Radio	New
SB005446PC	Radio networks Entercom Rock-Active Rock (A)	Radio	New
SB005447PC	Radio networks Entercom Sports (A)	Radio	New
SB005448PC	Radio networks Entercom Top40/CHR/HAC (A)	Radio	New
SB005449PC	Radio networks Entercom Urban-Rhythmic (A)	Radio	New
SB005450PC	Radio networks Key Network 1 (A)	Radio	New
SB004802PC	Radio networks Male Focus (A)	Radio	New
SB004804PC	Radio networks Rock Focus (A)	Radio	New
SB005451PC	Radio networks Skyview Conservative (A)	Radio	New
SB005452PC	Radio networks Skyview Long Form (A)	Radio	New
SB005453PC	Radio networks Skyview Music (A)	Radio	New

VARIABLE	DESCRIPTION	CATEGORY	STATUS
SB005454PC	Radio networks Skyview News (A)	Radio	New
SB005455PC	Radio networks Skyview Short Form (A)	Radio	New
SB004808PC	Radio networks USRN Male Network (A)	Radio	New
SB005457PC	Radio networks USRN Network 1 (A)	Radio	New
SB005456PC	Radio networks The Weather Channel (A)	Radio	New
SB005459PC	Radio networks WWO All (A)	Radio	New
SB005458PC	Radio networks WWO Female Music Net (A)	Radio	New
SB004699PC	Sports listened to on radio past 12 months (net) ACC basketball (A)	Radio	New
SB003024PC	Sports listened to on radio past 12 months (net) College football bowl games (A)	Radio	New
SB005422PC	Sports listened to on radio past 12 months (net) Learfield IMG Coll Bsktball (A)	Radio	New
SB005423PC	Sports listened to on radio past 12 months (net) Learfield IMG Coll football (A)	Radio	New
SB005424PC	Sports listened to on radio past 12 months (net) Learfield IMG Coll sports (A)	Radio	New
SB002067PC	Sports listened to on radio past 12 months Stanley Cup playoffs (A)	Radio	New
SB002242PC	No. of times used quick service restaurant past 30 days 2 times (A)	Restaurants	New
SB002245PC	No. of times used quick service restaurant past 30 days 5 times (A)	Restaurants	New
SB002248PC	No. of times used sitdown restaurant past 30 days 1 time (A)	Restaurants	New
SB002262PC	Quick service restaurants used for breakfast past 30 days Jack in the box (A)	Restaurants	New
SB002270PC	Quick service restaurants used for dinner past 30 days Boston Market (A)	Restaurants	New
SB002321PC	Quick service rest used for other reason past 30 days Cold Stone Creamery (A)	Restaurants	New
SB003923PC	Quick service restaurants used for other reason past 30 days Little Caesars (A)	Restaurants	New
SB002367PC	Sitdown restaurants used for breakfast past 30 days Dennys (A)	Restaurants	New
SB002394PC	Sitdown restaurants used for lunch past 30 days Dennys (A)	Restaurants	New
SB002378PC	Sitdown restaurants used for dinner past 30 days Cracker Barrel (A)	Restaurants	New
SB002379PC	Sitdown restaurants used for dinner past 30 days Dennys (A)	Restaurants	New
SB002381PC	Sitdown restaurants used for dinner past 30 days IHOP (A)	Restaurants	New
SB002387PC	Sitdown restaurants used for dinner past 30 days Red Lobster (A)	Restaurants	New
SB002417PC	Sitdown restaurants used past 30 days LongHorn Steakhouse (A)	Restaurants	New
SB004745PC	Items bought past 12 months (amount spent) Handbags/purses:Under \$100 (A)	Retail Shopping	New
SB005644PC	Merchandise/services bought past 12 mo as result of mail ads Apparel, any (A)	Retail Shopping	New
SB005645PC	Merchandise/services bought past 12 mo as result of mail ads Auto service (A)	Retail Shopping	New
SB005646PC	Merchandise/services bought past 12 mo as result of mail ads CD/DVD/Blu-ray (A)	Retail Shopping	New
SB005647PC	Merchandise/services bought past 12 mo as result of mail ads Computer Hd/Sfw (A)	Retail Shopping	New
SB005650PC	Merchandise/services bought past 12 mo as result of mail ads Furniture (A)	Retail Shopping	New
SB005651PC	Merchandise/services bought past 12 mo as result of mail ads Groceries (A)	Retail Shopping	New
SB005652PC	Merchandise/services bought past 12 mo as result of mail ads Home clean svc (A)	Retail Shopping	New
SB005653PC	Merchandise/services bought past 12 mo as result of mail ads Insurance (A)	Retail Shopping	New
SB005648PC	Merchandise/services bought past 12 mo as result of mail ads Personal Care (A)	Retail Shopping	New
SB005649PC	Merchandise/services bought past 12 mo as result of mail ads Restaurant food (A)	Retail Shopping	New
SB005654PC	Merchandise/services bought past 12 mo as result of mail ads Other (A)	Retail Shopping	New
SB005655PC	Merchandise/services bought past 12 mo as result of mail ads None (A)	Retail Shopping	New
SB005461PC	Stores/services bought past 3 months Academy Sports + Outdoors (A)	Retail Shopping	New
SB005462PC	Stores/services bought past 3 months Barnes & Noble (A)	Retail Shopping	New
SB005463PC	Stores/services bought past 3 months Bass Pro Shops (A)	Retail Shopping	New
SB005464PC	Stores/services bought past 3 months Bath & Body Works (A)	Retail Shopping	New
SB005465PC	Stores/services bought past 3 months Bed, Bath & Beyond (A)	Retail Shopping	New
SB005733PC	Stores/services bought past 3 months Cabelas (A)	Retail Shopping	New
SB005466PC	Stores/services bought past 3 months DICKS Sporting Goods (A)	Retail Shopping	New
SB005467PC	Stores/services bought past 3 months FedEx Office (A)	Retail Shopping	New
SB005468PC	Stores/services bought past 3 months GameStop (A)	Retail Shopping	New
SB005469PC	Stores/services bought past 3 months Hobby Lobby (A)	Retail Shopping	New
SB005734PC	Stores/services bought past 3 months IKEA (A)	Retail Shopping	New
SB005470PC	Stores/services bought past 3 months iTunes (A)	Retail Shopping	New
SB005471PC	Stores/services bought past 3 months Michaels (A)	Retail Shopping	New
SB005472PC	Stores/services bought past 3 months Office Depot/OfficeMax (A)	Retail Shopping	New
SB005473PC	Stores/services bought past 3 months Old Navy (A)	Retail Shopping	New
SB005474PC	Stores/services bought past 3 months Petco (A)	Retail Shopping	New
SB005475PC	Stores/services bought past 3 months PetSmart (A)	Retail Shopping	New
SB005476PC	Stores/services bought past 3 months Staples (A)	Retail Shopping	New
SB005477PC	Stores/services bought past 3 months The UPS Store (A)	Retail Shopping	New
SB005478PC	Stores/services bought past 3 months Victorias Secret (A)	Retail Shopping	New
SB005479PC	Stores/services bought past 3 months Any bookstore (A)	Retail Shopping	New
SB005480PC	Stores/services bought past 3 months Any bridal shop (A)	Retail Shopping	New
SB005481PC	Stores/services bought past 3 months Any clothing store (A)	Retail Shopping	New
SB005482PC	Stores/services bought past 3 months Any day spa (A)	Retail Shopping	New
SB005483PC	Stores/services bought past 3 months Any dry cleaner (A)	Retail Shopping	New
SB005484PC	Stores/services bought past 3 months Any florist (excluding grocers) (A)	Retail Shopping	New
SB005485PC	Stores/services bought past 3 months Any game/toy store (incl video games) (A)	Retail Shopping	New
SB005486PC	Stores/services bought past 3 months Any home accessory store (A)	Retail Shopping	New
SB005487PC	Stores/services bought past 3 months Any jewelry store (A)	Retail Shopping	New
SB005488PC	Stores/services bought past 3 months Any music/video store (A)	Retail Shopping	New

VARIABLE	DESCRIPTION	CATEGORY	STATUS
SB005489PC	Stores/services bought past 3 months Any office supply/service store (A)	Retail Shopping	New
SB005490PC	Stores/services bought past 3 months Any pet supply store (A)	Retail Shopping	New
SB005491PC	Stores/services bought past 3 months Any shoe store (A)	Retail Shopping	New
SB005492PC	Stores/services bought past 3 months Any sporting goods store (A)	Retail Shopping	New
SB005507PC	Stores/services shopped past 3 months Academy Sports + Outdoors (A)	Retail Shopping	New
SB005508PC	Stores/services shopped past 3 months Barnes & Noble (A)	Retail Shopping	New
SB005509PC	Stores/services shopped past 3 months Bass Pro Shops (A)	Retail Shopping	New
SB005510PC	Stores/services shopped past 3 months Bath & Body Works (A)	Retail Shopping	New
SB005511PC	Stores/services shopped past 3 months Bed, Bath & Beyond (A)	Retail Shopping	New
SB005735PC	Stores/services shopped past 3 months Cabelas (A)	Retail Shopping	New
SB005512PC	Stores/services shopped past 3 months DICKS Sporting Goods (A)	Retail Shopping	New
SB005513PC	Stores/services shopped past 3 months FedEx Office (A)	Retail Shopping	New
SB005514PC	Stores/services shopped past 3 months GameStop (A)	Retail Shopping	New
SB005515PC	Stores/services shopped past 3 months Hobby Lobby (A)	Retail Shopping	New
SB005698PC	Stores/services shopped past 3 months IKEA(A)	Retail Shopping	New
SB005516PC	Stores/services shopped past 3 months iTunes (A)	Retail Shopping	New
SB005517PC	Stores/services shopped past 3 months Michaels (A)	Retail Shopping	New
SB005518PC	Stores/services shopped past 3 months Office Depot/OfficeMax (A)	Retail Shopping	New
SB005519PC	Stores/services shopped past 3 months Old Navy (A)	Retail Shopping	New
SB005521PC	Stores/services shopped past 3 months Petco (A)	Retail Shopping	New
SB005520PC	Stores/services shopped past 3 months PetSmart (A)	Retail Shopping	New
SB005522PC	Stores/services shopped past 3 months Staples (A)	Retail Shopping	New
SB005523PC	Stores/services shopped past 3 months The UPS Store (A)	Retail Shopping	New
SB005524PC	Stores/services shopped past 3 months Victorias Secret (A)	Retail Shopping	New
SB005493PC	Stores/services shopped past 3 months Any bookstore (A)	Retail Shopping	New
SB005494PC	Stores/services shopped past 3 months Any bridal shop (A)	Retail Shopping	New
SB005495PC	Stores/services shopped past 3 months Any clothing store (A)	Retail Shopping	New
SB005496PC	Stores/services shopped past 3 months Any day spa (A)	Retail Shopping	New
SB005497PC	Stores/services shopped past 3 months Any dry cleaner (A)	Retail Shopping	New
SB005498PC	Stores/services shopped past 3 months Any florist (excluding grocers) (A)	Retail Shopping	New
SB005499PC	Stores/services shopped past 3 months Any game/toy store (incl video games) (A)	Retail Shopping	New
SB005500PC	Stores/services shopped past 3 months Any home accessory store (A)	Retail Shopping	New
SB005501PC	Stores/services shopped past 3 months Any jewelry store (A)	Retail Shopping	New
SB005502PC	Stores/services shopped past 3 months Any music/video store (A)	Retail Shopping	New
SB005503PC	Stores/services shopped past 3 months Any office supply/service store (A)	Retail Shopping	New
SB005504PC	Stores/services shopped past 3 months Any pet supply store (A)	Retail Shopping	New
SB005505PC	Stores/services shopped past 3 months Any shoe store (A)	Retail Shopping	New
SB005506PC	Stores/services shopped past 3 months Any sporting goods store (A)	Retail Shopping	New
SB005697PC	Stores/services shopped past 3 months Any store/service shopped past 3 mnths (A)	Retail Shopping	New
SB002665PC	Stores/services shopped past 3 months Did not shop (A)	Retail Shopping	New
SB005662PC	Stores/services shopped in-store past 3 months Academy Sports + Outdoors (A)	Retail Shopping	New
SB005667PC	Stores/services shopped in-store past 3 months Anthropologie (A)	Retail Shopping	New
SB005668PC	Stores/services shopped in-store past 3 months At Home (A)	Retail Shopping	New
SB005663PC	Stores/services shopped in-store past 3 months Barnes & Noble (A)	Retail Shopping	New
SB005664PC	Stores/services shopped in-store past 3 months Bass Pro Shops (A)	Retail Shopping	New
SB005665PC	Stores/services shopped in-store past 3 months Bath & Body Works (A)	Retail Shopping	New
SB005666PC	Stores/services shopped in-store past 3 months Bed, Bath & Beyond (A)	Retail Shopping	New
SB005669PC	Stores/services shopped in-store past 3 months Cabelas (A)	Retail Shopping	New
SB005670PC	Stores/services shopped in-store past 3 months DICKS Sporting Goods (A)	Retail Shopping	New
SB005671PC	Stores/services shopped in-store past 3 months FedEx Office (A)	Retail Shopping	New
SB005672PC	Stores/services shopped in-store past 3 months GameStop (A)	Retail Shopping	New
SB005673PC	Stores/services shopped in-store past 3 months Hobby Lobby (A)	Retail Shopping	New
SB005674PC	Stores/services shopped in-store past 3 months IKEA (A)	Retail Shopping	New
SB005675PC	Stores/services shopped in-store past 3 months Michaels (A)	Retail Shopping	New
SB005676PC	Stores/services shopped in-store past 3 months Office Depot/OfficeMax (A)	Retail Shopping	New
SB005677PC	Stores/services shopped in-store past 3 months Old Navy (A)	Retail Shopping	New
SB005678PC	Stores/services shopped in-store past 3 months Petco (A)	Retail Shopping	New
SB005679PC	Stores/services shopped in-store past 3 months PetSmart (A)	Retail Shopping	New
SB005680PC	Stores/services shopped in-store past 3 months Staples (A)	Retail Shopping	New
SB005681PC	Stores/services shopped in-store past 3 months The UPS Store (A)	Retail Shopping	New
SB005682PC	Stores/services shopped in-store past 3 months Victorias Secret (A)	Retail Shopping	New
SB005683PC	Stores/services shopped in-store past 3 months Any bookstore (A)	Retail Shopping	New
SB005684PC	Stores/services shopped in-store past 3 months Any bridal shop (A)	Retail Shopping	New
SB005685PC	Stores/services shopped in-store past 3 months Any clothing store (A)	Retail Shopping	New
SB005686PC	Stores/services shopped in-store past 3 months Any day spa (A)	Retail Shopping	New
SB005687PC	Stores/services shopped in-store past 3 months Any dry cleaner (A)	Retail Shopping	New
SB005688PC	Stores/services shopped in-store past 3 months Any florist (excl grocers) (A)	Retail Shopping	New
SB005689PC	Stores/services shopped in-store past 3 months Any game/toy store (A)	Retail Shopping	New
SB005690PC	Stores/services shopped in-store past 3 months Any home accessory store (A)	Retail Shopping	New
SB005691PC	Stores/services shopped in-store past 3 months Any jewelry store (A)	Retail Shopping	New



VARIABLE	DESCRIPTION	CATEGORY	STATUS
SB005692PC	Stores/services shopped in-store past 3 months Any music/video store (A)	Retail Shopping	New
SB005693PC	Stores/services shopped in-store past 3 months Any office supply store (A)	Retail Shopping	New
SB005694PC	Stores/services shopped in-store past 3 months Any pet supply store (A)	Retail Shopping	New
SB005695PC	Stores/services shopped in-store past 3 months Any shoe store (A)	Retail Shopping	New
SB005696PC	Stores/services shopped in-store past 3 months Any sporting goods store (A)	Retail Shopping	New
SB005699PC	Stores/services shopped online past 3 months Academy Sports + Outdoors (A)	Retail Shopping	New
SB005700PC	Stores/services shopped online past 3 months Anthropologie (A)	Retail Shopping	New
SB005701PC	Stores/services shopped online past 3 months Barnes & Noble (A)	Retail Shopping	New
SB005702PC	Stores/services shopped online past 3 months Bass Pro Shops (A)	Retail Shopping	New
SB005703PC	Stores/services shopped online past 3 months Bath & Body Works (A)	Retail Shopping	New
SB005704PC	Stores/services shopped online past 3 months Bed, Bath & Beyond (A)	Retail Shopping	New
SB005705PC	Stores/services shopped online past 3 months Cabelas (A)	Retail Shopping	New
SB005706PC	Stores/services shopped online past 3 months Crate & Barrel (A)	Retail Shopping	New
SB005707PC	Stores/services shopped online past 3 months DICKS Sporting Goods (A)	Retail Shopping	New
SB005708PC	Stores/services shopped online past 3 months FedEx Office (A)	Retail Shopping	New
SB005709PC	Stores/services shopped online past 3 months GameStop (A)	Retail Shopping	New
SB005710PC	Stores/services shopped online past 3 months Hobby Lobby (A)	Retail Shopping	New
SB005711PC	Stores/services shopped online past 3 months IKEA (A)	Retail Shopping	New
SB005712PC	Stores/services shopped online past 3 months iTunes (A)	Retail Shopping	New
SB005713PC	Stores/services shopped online past 3 months Michaels (A)	Retail Shopping	New
SB004882PC	Stores/services shopped online past 3 months Neiman Marcus (A)	Retail Shopping	New
SB005714PC	Stores/services shopped online past 3 months Office Depot/OfficeMax (A)	Retail Shopping	New
SB005715PC	Stores/services shopped online past 3 months Old Navy (A)	Retail Shopping	New
SB005716PC	Stores/services shopped online past 3 months Petco (A)	Retail Shopping	New
SB005717PC	Stores/services shopped online past 3 months PetSmart (A)	Retail Shopping	New
SB004888PC	Stores/services shopped online past 3 months TJ Maxx (A)	Retail Shopping	New
SB005718PC	Stores/services shopped online past 3 months The UPS Store (A)	Retail Shopping	New
SB005719PC	Stores/services shopped online past 3 months Victorias Secret (A)	Retail Shopping	New
SB005720PC	Stores/services shopped online past 3 months Any bookstore (A)	Retail Shopping	New
SB005721PC	Stores/services shopped online past 3 months Any bridal shop (A)	Retail Shopping	New
SB005722PC	Stores/services shopped online past 3 months Any clothing store (A)	Retail Shopping	New
SB005723PC	Stores/services shopped online past 3 months Any day spa (A)	Retail Shopping	New
SB005724PC	Stores/services shopped online past 3 months Any florist (excluding grocers) (A)	Retail Shopping	New
SB005725PC	Stores/services shopped online past 3 months Any game/toy store (A)	Retail Shopping	New
SB005726PC	Stores/services shopped online past 3 months Any home accessory store (A)	Retail Shopping	New
SB005727PC	Stores/services shopped online past 3 months Any jewelry store (A)	Retail Shopping	New
SB005728PC	Stores/services shopped online past 3 months Any music/video store (A)	Retail Shopping	New
SB005729PC	Stores/services shopped online past 3 months Any office supply/service store (A)	Retail Shopping	New
SB005730PC	Stores/services shopped online past 3 months Any pet supply store (A)	Retail Shopping	New
SB005731PC	Stores/services shopped online past 3 months Any shoe store (A)	Retail Shopping	New
SB005732PC	Stores/services shopped online past 3 months Any sporting goods store (A)	Retail Shopping	New
SB002778PC	No. of times bought from other mail advertising past 12 mos 1 time (A)	Retail Shopping	New
SB002779PC	No. of times bought from other mail advertising past 12 mos 2 times (A)	Retail Shopping	New
SB002781PC	No. of times bought from other mail advertising past 12 mos 6 times or more (A)	Retail Shopping	New
MM1392PC	Internet: visited Spanish Language website or app last 30 days (A)	Spanish Language Media	New
MM1391PC	Spanish Language Media: Radio: listened to any Hispanic format, last 7 days (A)	Spanish Language Media	New
MM1393PC	Television: watched a Spanish Language network (Telemundo, UniMas, Univision) (A)	Spanish Language Media	New
SB005382PC	Activities past 12 months Competitive video gaming (A)	Sports and Leisure	New
SB005383PC	Activities past 12 months Running, Organized race (5k, marathon, etc.) (A)	Sports and Leisure	New
SB005384PC	Activities past 12 months Running, other (A)	Sports and Leisure	New
SB002875PC	Amount HHLD contributed to public TV past 12 months \$35 - \$99 (H)	Sports and Leisure	New
SB003456PC	Current level of interest in Arena Football League (AFL) A little bit (A)	Sports and Leisure	New
SB003484PC	Current level of interest in Figure skating Very (A)	Sports and Leisure	New
SB003499PC	Current level of interest in High school sports Very (A)	Sports and Leisure	New
SB003503PC	Current level of interest in Horse racing Very (A)	Sports and Leisure	New
SB003508PC	Current level of interest in IndyCar Series Somewhat (A)	Sports and Leisure	New
SB003535PC	Current level of interest in Minor League Hockey Somewhat (A)	Sports and Leisure	New
SB004689PC	Current level of interest in NBA Gatorade League Very (A)	Sports and Leisure	New
SB003565PC	Current level of interest in NHRA Drag Racing Very (A)	Sports and Leisure	New
SB003566PC	Current level of interest in NHRA Drag Racing Somewhat (A)	Sports and Leisure	New
SB003581PC	Current level of interest in Pro Bull Riding (PBR) Very (A)	Sports and Leisure	New
SB003599PC	Current level of interest in WNBA (Women's Nat'l Basketball) A little bit (A)	Sports and Leisure	New
SB003601PC	Current level of interest in Women's tennis (WTA) Very (A)	Sports and Leisure	New
SB003020PC	Events attended past 12 months (net) Any pro rodeo (A)	Sports and Leisure	New
SB004619PC	Events attended past 12 months (net) American Athletic Conf. sports event (A)	Sports and Leisure	New
SB005525PC	Events attended past 12 months (net) Learfield IMG College basketball (A)	Sports and Leisure	New
SB005526PC	Events attended past 12 months (net) Learfield IMG College football (A)	Sports and Leisure	New
SB005527PC	Events attended past 12 months (net) Learfield IMG College sports event (A)	Sports and Leisure	New
SB005639PC	Ever attended special/technical/vocational school No (A)	Sports and Leisure	New
SB005377PC	Lifestyle changes hh plans to do next 12 mths Shop for in-home nursing (H)	Sports and Leisure	New

VARIABLE	DESCRIPTION	CATEGORY	STATUS
SB005378PC	Lifestyle changes hh plans to do next 12 mths Shop for out-of-home nrsg (H)	Sports and Leisure	New
SB001901PC	No. of College baseball games attended past 12 months 1 - 2 games (A)	Sports and Leisure	New
SB001904PC	No. of College basketball games attended past 12 months 3 - 9 games (A)	Sports and Leisure	New
SB004063PC	No. of Major League Soccer (MLS) games attended past 12 months 3 - 9 games (A)	Sports and Leisure	New
SB004060PC	No. of Men's tennis (ATP) events attended past 12 months 1 - 2 events (A)	Sports and Leisure	New
SB004068PC	No. of National Hockey League (NHL) games attd past 12 months 10+ games (A)	Sports and Leisure	New
SB003883PC	No. of WNBA (Women's Nat'l Basketball) games attd pst 12 mos 1 - 2 games (A)	Sports and Leisure	New
SB003415PC	No. of times bought other lottery ticket past 30 days 1 - 2 times (A)	Sports and Leisure	New
SB003416PC	No. of times bought other lottery ticket past 30 days 3 - 4 times (A)	Sports and Leisure	New
SB001253PC	Internet sites visited/apps used past 30 days Monster (A)	Telecommunications	New
SB001249PC	Internet sites visited/apps used past 30 days NASCAR (A)	Telecommunications	New
SB002893PC	Satellite TV program provider Other provider/unidentified (H)	Telecommunications	New
SB004941PC	Streaming services visited/apps used past 30 days CBS All Access (A)	Telecommunications	New
SB005427PC	Streaming services visited/apps used past 30 days fuboTV (A)	Telecommunications	New
SB005425PC	Streaming services visited/apps used past 30 days YouTube (free) (A)	Telecommunications	New
SB005426PC	Streaming services visited/apps used past 30 days YouTube TV (subscription) (A)	Telecommunications	New
SB004949PC	Streaming services visited/apps used past 7 days CBS All Access (A)	Telecommunications	New
SB005428PC	Streaming services visited/apps used past 7 days YouTube (free) (A)	Telecommunications	New
SB005429PC	Streaming services visited/apps used past 7 days YouTube TV (subscription) (A)	Telecommunications	New
SB003794PC	Telephone service provider Cox (H)	Telecommunications	New
SB005433PC	Type of electronic device used to read newspapers eReader (A)	Telecommunications	New
SB005431PC	Ways used Internet/apps in past 30 days, Streaming: Listen to internet radio (A)	Telecommunications	New
SB005430PC	Ways used Internet/apps in past 30 days, Streaming: Listen to local radio (A)	Telecommunications	New
SB005432PC	Ways used Internet/apps in past 30 days, Streaming: Listen to online music (A)	Telecommunications	New
SB005379PC	Casino activities done past 12 months Spa (A)	Travel	New
SB005380PC	Casino activities done past 12 months Sports betting (A)	Travel	New
SB005412PC	Casino activities done past 12 months Other gambling (A)	Travel	New
SB005381PC	Hotel/motels past 12 months Other hotel or motel (A)	Travel	New
SB005656PC	No. of trips outside continental U.S. past 12 months 1 trip (A)	Travel	New
SB005657PC	No. of trips outside continental U.S. past 12 months 2 trips (A)	Travel	New
SB005658PC	No. of trips outside continental U.S. past 12 months 3 trips (A)	Travel	New
SB005659PC	No. of trips outside continental U.S. past 12 months 4 trips (A)	Travel	New
SB005660PC	No. of trips outside continental U.S. past 12 months 5 - 9 trips (A)	Travel	New
SB005661PC	No. of trips outside continental U.S. past 12 months Any foreign trip (A)	Travel	New
SB005411PC	Types of vacations plan to take next 12 months Other type of vacation (A)	Travel	New
G0001228PC	Private Detective (H)	TV - Genre Type	New
G0001229PC	Sports Anthology (H)	TV - Genre Type	New
O0002309PC	DIY Network (H)	TV - Networks	New
O0002309PD	DIY Network (H) - (Minutes)	TV - Networks	New
O0002082PC	GSN (H)	TV - Networks	New
O0002082PD	GSN (H) - (Minutes)	TV - Networks	New
O0002134PC	PBS (H)	TV - Networks	New
O0002134PD	PBS (H) - (Minutes)	TV - Networks	New
P0200005PC	2019 Reg Ssn Sat 1 (H)	TV - Sports and Special Events	New
P0200006PC	2019 Reg Ssn Sun (H)	TV - Sports and Special Events	New
P0200007PC	2019 Video Music Awards (H)	TV - Sports and Special Events	New
P0200679PC	2020 FCS Football Champ (H)	TV - Sports and Special Events	New
P0200008PC	2020 N.Hampshire Primary (H)	TV - Sports and Special Events	New
P0200009PC	2020 NBA All Star Game (H)	TV - Sports and Special Events	New
P0200681PC	2020 Rose Parade (H)	TV - Sports and Special Events	New
P0200688PC	AAC Championship (H)	TV - Sports and Special Events	New
P0200689PC	ABC Afternoon Cftbl-3:30P (H)	TV - Sports and Special Events	New
P0200690PC	ABC Aftnoon Cftbl-12:01P (H)	TV - Sports and Special Events	New
P0200691PC	ABC News:Dem Cand Debate (H)	TV - Sports and Special Events	New
P0200692PC	ABC News:Democrat Debate (H)	TV - Sports and Special Events	New
P0200696PC	ACC Championship (H)	TV - Sports and Special Events	New
P0200697PC	ACM Presents: Our Country (H)	TV - Sports and Special Events	New
P0200698PC	AFC Championship On CBS (H)	TV - Sports and Special Events	New
P0200699PC	AFC Divisional Playoff-Su (H)	TV - Sports and Special Events	New
P0200700PC	AFC Wildcard Playoff (H)	TV - Sports and Special Events	New
P0200701PC	AFC/NFC Pro Bowl (H)	TV - Sports and Special Events	New
P0200702PC	AGT Champions (H)	TV - Sports and Special Events	New
P0200706PC	Amer Rising:Fight Pandem. (H)	TV - Sports and Special Events	New
P0200027PC	America Together (H)	TV - Sports and Special Events	New
P0200710PC	American Music Awards (H)	TV - Sports and Special Events	New
P0200711PC	American Ninja Warrior (H)	TV - Sports and Special Events	New
P0200030PC	Americas Choice 2020 (H)	TV - Sports and Special Events	New
P0200715PC	B.Paisley Thinks He's Spl (H)	TV - Sports and Special Events	New
P0200065PC	BET Awards Show - Black Entertainment TV (H)	TV - Sports and Special Events	New
P0200726PC	Big 12 Championship (H)	TV - Sports and Special Events	New

VARIABLE	DESCRIPTION	CATEGORY	STATUS
P0200729PC	Big Ten Football Ch Game (H)	TV - Sports and Special Events	New
P0200741PC	Boca Raton Bowl (H)	TV - Sports and Special Events	New
P0200087PC	BTN Football L (H)	TV - Sports and Special Events	New
P0200749PC	Campaign '20-Super Tues (H)	TV - Sports and Special Events	New
P0200750PC	Camping World Bowl (H)	TV - Sports and Special Events	New
P0200755PC	CBS News+BET: Dem Debate (H)	TV - Sports and Special Events	New
P0200756PC	CBS NFL National (H)	TV - Sports and Special Events	New
P0200757PC	CBS NFL Today (H)	TV - Sports and Special Events	New
P0200101PC	CFP Championship L (H)	TV - Sports and Special Events	New
P0200102PC	Championship Drive L (H)	TV - Sports and Special Events	New
P0200773PC	Christmas-Rockefeller Cen (H)	TV - Sports and Special Events	New
P0200774PC	Citrus Bowl (H)	TV - Sports and Special Events	New
P0200775PC	Cllg Ftbl- USAA (H)	TV - Sports and Special Events	New
P0200776PC	CMA Awards (H)	TV - Sports and Special Events	New
P0200777PC	CMA Country Christmas (H)	TV - Sports and Special Events	New
P0200778PC	CMA Fest (H)	TV - Sports and Special Events	New
P0200126PC	CNN/UNI DC Dem Debate (H)	TV - Sports and Special Events	New
P0200128PC	Coll Football: Big 10 L (H)	TV - Sports and Special Events	New
P0200129PC	Coll Ftbl Bowl Game L (H)	TV - Sports and Special Events	New
P0200130PC	Coll Ftbl Bowl Studio L (H)	TV - Sports and Special Events	New
P0200131PC	Coll Ftbl Scoreboard L (H)	TV - Sports and Special Events	New
P0200132PC	College Bkbl Reg Ssn L (H)	TV - Sports and Special Events	New
P0200133PC	College Football Aft L (H)	TV - Sports and Special Events	New
P0200134PC	College Football Prime L (H)	TV - Sports and Special Events	New
P0200779PC	College Football Today (H)	TV - Sports and Special Events	New
P0200135PC	College Gameday L (H)	TV - Sports and Special Events	New
P0200136PC	College Gameday-Bkbl L (H)	TV - Sports and Special Events	New
P0200144PC	Coronavirus Pandemic Spcl (H)	TV - Sports and Special Events	New
P0200145PC	Cotton Bowl L (H)	TV - Sports and Special Events	New
P0200786PC	D. Parton:Here She Comes (H)	TV - Sports and Special Events	New
P0200790PC	David Blaine:Magic Way (H)	TV - Sports and Special Events	New
P0200792PC	Daytime Emmy Awards (H)	TV - Sports and Special Events	New
P0200167PC	Debate (H)	TV - Sports and Special Events	New
P0200168PC	Decision 2020 (H)	TV - Sports and Special Events	New
P0200169PC	Democratic Debate (H)	TV - Sports and Special Events	New
P0200796PC	Disney Family Singalong (H)	TV - Sports and Special Events	New
P0200797PC	Disney Parks Xmas Parade (H)	TV - Sports and Special Events	New
P0200180PC	Division Series Game (H)	TV - Sports and Special Events	New
P0200798PC	Dolly Parton:50 Yrs Opry (H)	TV - Sports and Special Events	New
P0200804PC	Emmy Awards (H)	TV - Sports and Special Events	New
P0200217PC	FNC 2020: Super Tuesday (H)	TV - Sports and Special Events	New
P0200817PC	Football Nt America Pt 3 (H)	TV - Sports and Special Events	New
P0200820PC	Fox NASCAR Cup Series (H)	TV - Sports and Special Events	New
P0200821PC	Fox NASCAR Dytona 500 Mon (H)	TV - Sports and Special Events	New
P0200822PC	Fox NASCAR Raceday (H)	TV - Sports and Special Events	New
P0200230PC	Fox News Democracy 2020 (H)	TV - Sports and Special Events	New
P0200825PC	Fox NFC Championship (H)	TV - Sports and Special Events	New
P0200826PC	Fox NFC Playoff-Sun (H)	TV - Sports and Special Events	New
P0200827PC	Fox NFC Wildcard Game (H)	TV - Sports and Special Events	New
P0200828PC	Fox NFL Sunday-National (H)	TV - Sports and Special Events	New
P0200829PC	Fox NFL-Thu (H)	TV - Sports and Special Events	New
P0200830PC	Fox Saturday Baseball (H)	TV - Sports and Special Events	New
P0200831PC	Fox Super Bowl LIV (H)	TV - Sports and Special Events	New
P0200832PC	Fox World Series Game 7 (H)	TV - Sports and Special Events	New
P0200833PC	Fox+NFLN Thu Nt Football (H)	TV - Sports and Special Events	New
P0200836PC	Garth & Trisha Live! (H)	TV - Sports and Special Events	New
P0200842PC	Golden Globe Awards (H)	TV - Sports and Special Events	New
P0200850PC	Grammy Awards (H)	TV - Sports and Special Events	New
P0200851PC	Grammy Salute To Prince (H)	TV - Sports and Special Events	New
P0200853PC	Grease Sing-A-Long (H)	TV - Sports and Special Events	New
P0200860PC	Happy Days-Garry Marshall (H)	TV - Sports and Special Events	New
P0200861PC	Harry&Meghan:African Jour (H)	TV - Sports and Special Events	New
P0200862PC	Harry-Meghan:Royal Crisis (H)	TV - Sports and Special Events	New
P0200864PC	Holey Moley (H)	TV - Sports and Special Events	New
P0200284PC	Holiday Bowl L (H)	TV - Sports and Special Events	New
P0200866PC	Home Depot Cllg Football2 (H)	TV - Sports and Special Events	New
P0200306PC	Impeachment Analysis (H)	TV - Sports and Special Events	New
P0200307PC	Impeachment Inquiry Hrngs (H)	TV - Sports and Special Events	New
P0200308PC	Impeachment of DonaldTrmp (H)	TV - Sports and Special Events	New
P0200314PC	Inside the NBA (H)	TV - Sports and Special Events	New

VARIABLE	DESCRIPTION	CATEGORY	STATUS
P0200874PC	Interview w/John Bolton (H)	TV - Sports and Special Events	New
P0200875PC	Jeopardy! Greatest All-3 (H)	TV - Sports and Special Events	New
P0200876PC	Jesus Christ Suprstr Live (H)	TV - Sports and Special Events	New
P0200881PC	Kennedy Center Honors (H)	TV - Sports and Special Events	New
P0200884PC	Las Vegas Bowl (H)	TV - Sports and Special Events	New
P0200885PC	Last Days Of Phil Hartman (H)	TV - Sports and Special Events	New
P0200352PC	Little League World Srs L (H)	TV - Sports and Special Events	New
P0200899PC	Little League-World Champ (H)	TV - Sports and Special Events	New
P0200900PC	Live:All in Fam/Goodtimes (H)	TV - Sports and Special Events	New
P0200905PC	Macy's 4th July Fireworks (H)	TV - Sports and Special Events	New
P0200906PC	Macys Thanksgiving Parade (H)	TV - Sports and Special Events	New
P0200914PC	Masters Rewind - Sun (H)	TV - Sports and Special Events	New
P0200921PC	Miss America Pageant (H)	TV - Sports and Special Events	New
P0200922PC	Miss Universe Pageant (H)	TV - Sports and Special Events	New
P0200398PC	MLB AL Champions Series L (H)	TV - Sports and Special Events	New
P0200399PC	MLB AL Division Series L (H)	TV - Sports and Special Events	New
P0200400PC	MLB Division Series - TBS Network (H)	TV - Sports and Special Events	New
P0200402PC	MLB NLCS (H)	TV - Sports and Special Events	New
P0200403PC	MLB Sunday Night L (H)	TV - Sports and Special Events	New
P0200404PC	MLB Wild Card L (H)	TV - Sports and Special Events	New
P0200405PC	MLB Wildcard (H)	TV - Sports and Special Events	New
P0200927PC	Modern Farewell, A (H)	TV - Sports and Special Events	New
P0200410PC	Monday Night Kickoff L (H)	TV - Sports and Special Events	New
P0200421PC	MSNBC Debate Analysis (H)	TV - Sports and Special Events	New
P0200426PC	MSNBC Live: Decision 2020 (H)	TV - Sports and Special Events	New
P0200445PC	NASCAR Cup Series L (H)	TV - Sports and Special Events	New
P0200929PC	NASCAR Cup Series Race (H)	TV - Sports and Special Events	New
P0200446PC	NASCAR Cup Series Race L (H)	TV - Sports and Special Events	New
P0200930PC	NASCAR Xfinity Race (H)	TV - Sports and Special Events	New
P0200447PC	NASCAR Xfinity Race L (H)	TV - Sports and Special Events	New
P0200448PC	NASCAR Xfinity Series L (H)	TV - Sports and Special Events	New
P0200931PC	National Dog Show (H)	TV - Sports and Special Events	New
P0200453PC	NBA AllStar Sat Night (H)	TV - Sports and Special Events	New
P0200454PC	NBA Basketball (H)	TV - Sports and Special Events	New
P0200932PC	NBA Christmas Special-3 (H)	TV - Sports and Special Events	New
P0200455PC	NBA Regular Season L (H)	TV - Sports and Special Events	New
P0200935PC	NBC News Sp:Super Tuesday (H)	TV - Sports and Special Events	New
P0200936PC	NBC News Spcl Coronavirus (H)	TV - Sports and Special Events	New
P0200937PC	NBC NFL Playoff Game Div (H)	TV - Sports and Special Events	New
P0200938PC	NBC NFL Playoff Game WC (H)	TV - Sports and Special Events	New
P0200939PC	NBC NFL Th Special (H)	TV - Sports and Special Events	New
P0200944PC	NBC NV: Democratic Debate (H)	TV - Sports and Special Events	New
P0200945PC	NBC NY Eve-Late (H)	TV - Sports and Special Events	New
P0200947PC	NBC Sunday Night Football (H)	TV - Sports and Special Events	New
P0200462PC	New Years Eve Live w/ AC (H)	TV - Sports and Special Events	New
P0200955PC	New Year's Rockin EvePt1 (H)	TV - Sports and Special Events	New
P0200464PC	NFL Draft L (H)	TV - Sports and Special Events	New
P0200956PC	NFL Draft on ABC-4/23 (H)	TV - Sports and Special Events	New
P0200465PC	NFL Preseason (Live) (H)	TV - Sports and Special Events	New
P0200466PC	NFL Pre-Season Football L (H)	TV - Sports and Special Events	New
P0200467PC	NFL Pro Bowl L (H)	TV - Sports and Special Events	New
P0200468PC	NFL Regular Season L (H)	TV - Sports and Special Events	New
P0200957PC	NFL Wild Card Game-ABC (H)	TV - Sports and Special Events	New
P0200469PC	NFL Wildcard L (H)	TV - Sports and Special Events	New
P0200470PC	NFLN Thu Nt Football (H)	TV - Sports and Special Events	New
P0200961PC	Notre Dame Football (H)	TV - Sports and Special Events	New
P0200962PC	One World: Together Home - CBS (H)	TV - Sports and Special Events	New
P0200963PC	One World: Together Home - NBC (H)	TV - Sports and Special Events	New
P0200964PC	One Wrld:Together At Home (H)	TV - Sports and Special Events	New
P0200478PC	Orange Bowl L (H)	TV - Sports and Special Events	New
P0200965PC	Oscars, The (H)	TV - Sports and Special Events	New
P0200968PC	Pac-12 Championship Game (H)	TV - Sports and Special Events	New
P0200970PC	PBC Fight Camp (H)	TV - Sports and Special Events	New
P0200971PC	PBC Fight Night (H)	TV - Sports and Special Events	New
P0200974PC	PGAT AT&T Pebble Beach-Su (H)	TV - Sports and Special Events	New
P0200975PC	PGAT BMW Chp-Su (H)	TV - Sports and Special Events	New
P0200976PC	PGAT Tour Chp-Su Fnl 9 (H)	TV - Sports and Special Events	New
P0200495PC	President Trump Town Hall (H)	TV - Sports and Special Events	New
P0200518PC	Remembering George Floyd (H)	TV - Sports and Special Events	New
P0200530PC	Rose Bowl L (H)	TV - Sports and Special Events	New

VARIABLE	DESCRIPTION	CATEGORY	STATUS
P0200992PC	Royal Divide:Harry,Meghan (H)	TV - Sports and Special Events	New
P0200998PC	Saturday Night Football (H)	TV - Sports and Special Events	New
P0201002PC	SEC Champ-CBS: Dr Pepper (H)	TV - Sports and Special Events	New
P0200541PC	Senate Impeachment Trial (H)	TV - Sports and Special Events	New
P0200542PC	Senate Impeachment Vote (H)	TV - Sports and Special Events	New
P0200568PC	Sportscenter Special L (H)	TV - Sports and Special Events	New
P0200573PC	State of the Union 2020 - FOX News Channel (H)	TV - Sports and Special Events	New
P0201013PC	Steve Harvey-Live Tm Sq 2 (H)	TV - Sports and Special Events	New
P0200583PC	Sugar Bowl L (H)	TV - Sports and Special Events	New
P0201017PC	Sunday Night Kickoff (H)	TV - Sports and Special Events	New
P0201021PC	Super Tuesday (H)	TV - Sports and Special Events	New
P0200600PC	Tennis: Us Open Aft L (H)	TV - Sports and Special Events	New
P0200601PC	Tennis: US Open Prime L (H)	TV - Sports and Special Events	New
P0201029PC	Thanksgiving Day Parade (H)	TV - Sports and Special Events	New
P0200607PC	Thursday Night Football (H)	TV - Sports and Special Events	New
P0201034PC	Toast to 2019 (H)	TV - Sports and Special Events	New
P0201039PC	Tony The Tiger Sun Bowl (H)	TV - Sports and Special Events	New
P0201041PC	Tournament-Roses Parade (H)	TV - Sports and Special Events	New
P0200619PC	Trump Virtual Town Hall (H)	TV - Sports and Special Events	New
P0201043PC	Truth & Lies:J. Epstein (H)	TV - Sports and Special Events	New
P0200626PC	UFC Fight Night L (H)	TV - Sports and Special Events	New
P0201044PC	Ultimate Tag (H)	TV - Sports and Special Events	New
P0201048PC	US Fig Skating Champ 1Q1 (H)	TV - Sports and Special Events	New
P0201049PC	US Gymnastics Champs-Pr (H)	TV - Sports and Special Events	New
P0201054PC	Volcano Live! N. Wallenda (H)	TV - Sports and Special Events	New
P0201057PC	What Is Jeopardy!? (H)	TV - Sports and Special Events	New
P0200665PC	WWE Entertainment (H)	TV - Sports and Special Events	New
P0201062PC	WWE Fri Night Smackdown (H)	TV - Sports and Special Events	New
P0200666PC	WWE Smackdown (H)	TV - Sports and Special Events	New
P0201064PC	WWOD:Little Mermaid Live! (H)	TV - Sports and Special Events	New
P0200668PC	XFL L (H)	TV - Sports and Special Events	New
P0201065PC	XFL On Fox - Sat (H)	TV - Sports and Special Events	New
P0201066PC	XFL-Sun (H)	TV - Sports and Special Events	New
P0201067PC	Year: 2019, The (H)	TV - Sports and Special Events	New
SB002945PC	Political party affiliation Independent (A)	Voting	New
SB000770PC	Domestic light beer drank past 30 days Bud Light Lime (A)	Alcohol	No Longer Available
SB000772PC	Domestic light beer drank past 30 days Bud Light Platinum (A)	Alcohol	No Longer Available
SB004400PC	Domestic regular beer drank past 30 days Goose Island (A)	Alcohol	No Longer Available
SB003809PC	Domestic regular beer drink most often Leinenkugels (A)	Alcohol	No Longer Available
SB000798PC	Imported beer drank past 30 days Corona Light (A)	Alcohol	No Longer Available
SB004231PC	Imported beer drank past 30 days Labatt Blue (A)	Alcohol	No Longer Available
SB000803PC	Imported beer drink most often Corona Light (A)	Alcohol	No Longer Available
SB004956PC	Wine (types) bought past 3 months Other wine (A)	Alcohol	No Longer Available
SB000925PC	Wine (types) drink most often Merlot (A)	Alcohol	No Longer Available
SB004957PC	Wine (types) drink most often Other wine (A)	Alcohol	No Longer Available
MM60265PC	Buy Baseball/Softball Shoes- 1yr (A)	Apparel and Jewelry	No Longer Available
MM60266PC	Buy Boat/Deck Shoes- 1yr (A)	Apparel and Jewelry	No Longer Available
MM70100PC	Buy Hunting Boots- 1yr (A)	Apparel and Jewelry	No Longer Available
MM60269PC	Buy Soccer Shoes- 1yr (A)	Apparel and Jewelry	No Longer Available
MM60273PC	Buy Easy Spirit Shoes- 1yr (A)	Apparel and Jewelry	No Longer Available
MM70102PC	Buy Reebok Shoes- 1yr (A)	Apparel and Jewelry	No Longer Available
MM60277PC	Buy Any Saucony Shoes- 1yr (A)	Apparel and Jewelry	No Longer Available
MM70103PC	Buy Any Timberland Shoes- 1yr (A)	Apparel and Jewelry	No Longer Available
MM70110PC	Amount Spent on Basketball Shoes- < \$75 (A)	Apparel and Jewelry	No Longer Available
MM70111PC	Amount Spent on Boat/Deck Shoes- < \$75 (A)	Apparel and Jewelry	No Longer Available
MM70114PC	Amount Spent on Hiking/Backpacking Boots- < \$75 (A)	Apparel and Jewelry	No Longer Available
MM70119PC	Amount Spent on Tennis Shoes- \$75+ (A)	Apparel and Jewelry	No Longer Available
MM60291PC	Amount Spent on Clothing \$2,000 - \$2,999- 1yr (A)	Apparel and Jewelry	No Longer Available
MM00363PC	Buy Any Ring- 1yr (A)	Apparel and Jewelry	No Longer Available
MM70126PC	Buy Fine Jewelry- <\$400- 1yr (A)	Apparel and Jewelry	No Longer Available
MM60341PC	Buy Men's Casual/Non-Business Suit- 1yr (A)	Apparel and Jewelry	No Longer Available
MM70128PC	Buy Men's Leather coat, Jacket- 1yr (A)	Apparel and Jewelry	No Longer Available
MM70129PC	Buy Men's Nightwear- 1yr (A)	Apparel and Jewelry	No Longer Available
MM70130PC	Buy Men's Overcoat 1yr (A)	Apparel and Jewelry	No Longer Available
MM70132PC	Buy Men's Ski Jacket- 1yr (A)	Apparel and Jewelry	No Longer Available
MM70133PC	Buy Men's T-Shirt (not undershirt)- 1yr (A)	Apparel and Jewelry	No Longer Available
MM60364PC	Amount Spent Big Ticket Men's Clothing \$300-\$499- 6mo (A)	Apparel and Jewelry	No Longer Available
MM60365PC	Amount Spent Big Ticket Men's Clothing Less than \$100- 6mo (A)	Apparel and Jewelry	No Longer Available
MM00372PC	Buy Men's Casual Slacks- \$100+ - 1yr (A)	Apparel and Jewelry	No Longer Available
MM00396PC	Buy Men's Sports Shirt- \$100+ - 1yr (A)	Apparel and Jewelry	No Longer Available



VARIABLE	DESCRIPTION	CATEGORY	STATUS
MM65000PC	Buy Men's Champion Clothing- 1yr (A)	Apparel and Jewelry	No Longer Available
MM70143PC	Buy Men's Dickies Clothing- 1yr (A)	Apparel and Jewelry	No Longer Available
MM60377PC	Buy Men's Express Clothing- 1yr (A)	Apparel and Jewelry	No Longer Available
MM70144PC	Buy Men's IZOD Clothing- 1yr (A)	Apparel and Jewelry	No Longer Available
MM70146PC	Buy Men's Lacoste Clothing- 1yr (A)	Apparel and Jewelry	No Longer Available
MM70147PC	Buy Men's Land's End Clothing- 1yr (A)	Apparel and Jewelry	No Longer Available
MM60385PC	Buy Men's Nautica Clothing- 1yr (A)	Apparel and Jewelry	No Longer Available
MM70149PC	Buy Men's Reebok Clothing- 1yr (A)	Apparel and Jewelry	No Longer Available
MM60391PC	Buy Men's Tommy Hilfiger Clothing- 1yr (A)	Apparel and Jewelry	No Longer Available
MM70152PC	Buy Men's Van Heusen Clothing- 1yr (A)	Apparel and Jewelry	No Longer Available
MM70153PC	Buy Clothing/Apparel by Mail/Phone- 1yr (A)	Apparel and Jewelry	No Longer Available
MM00410PC	Buy Other Work Shoes- 1yr (A)	Apparel and Jewelry	No Longer Available
MM00426PC	Buy Western Boots- 1yr (A)	Apparel and Jewelry	No Longer Available
MM42441PC	Buy Aerosoles Shoes- 1yr (A)	Apparel and Jewelry	No Longer Available
MM50350PC	Buy ALDO Shoes- 1yr (A)	Apparel and Jewelry	No Longer Available
MM42442PC	Buy Coach Shoes- 1yr (A)	Apparel and Jewelry	No Longer Available
MM70155PC	Buy Crocs Shoes- 1yr (A)	Apparel and Jewelry	No Longer Available
MM42444PC	Buy Kenneth Cole Shoes- 1yr (A)	Apparel and Jewelry	No Longer Available
MM42445PC	Buy Naturalizer Shoes- 1yr (A)	Apparel and Jewelry	No Longer Available
MM42447PC	Buy Nine West Shoes- 1yr (A)	Apparel and Jewelry	No Longer Available
MM70156PC	Buy Rockport Shoes- 1yr (A)	Apparel and Jewelry	No Longer Available
MM42453PC	Buy UGG Shoes- 1yr (A)	Apparel and Jewelry	No Longer Available
MM70166PC	Amount Spent on Other Work Shoes- < \$100- 1yr (A)	Apparel and Jewelry	No Longer Available
MM70178PC	Amount Spent on Golf Clothing: \$100+- 1yr (A)	Apparel and Jewelry	No Longer Available
MM70179PC	Amount Spent on Hiking/Backpacking Clothing: \$100+- 1yr (A)	Apparel and Jewelry	No Longer Available
MM70181PC	Amount Spent on Hunting Clothing: \$100+- 1yr (A)	Apparel and Jewelry	No Longer Available
MM70182PC	Amount Spent on Hunting Clothing: <\$100- 1yr (A)	Apparel and Jewelry	No Longer Available
MM70189PC	Amount Spent on Tennis Clothing: <\$100- 1yr (A)	Apparel and Jewelry	No Longer Available
MM00425PC	Buy Watches- <\$300- 1yr (A)	Apparel and Jewelry	No Longer Available
MM60417PC	Buy Women's Hat- 1yr (A)	Apparel and Jewelry	No Longer Available
MM00366PC	Buy Maternity Clothes- 1yr (A)	Apparel and Jewelry	No Longer Available
MM00435PC	Buy Women's Cloth Coat- 1yr (A)	Apparel and Jewelry	No Longer Available
MM00446PC	Buy Women's Fur Coat/Jacket/Stole- 1yr (A)	Apparel and Jewelry	No Longer Available
MM70191PC	Buy Women's Pants suit- 1yr (A)	Apparel and Jewelry	No Longer Available
MM60420PC	Buy Women's Parka- 1yr (A)	Apparel and Jewelry	No Longer Available
MM60421PC	Buy Women's Ski Jacket- 1yr (A)	Apparel and Jewelry	No Longer Available
MM60443PC	Amount Spent Big Ticket Women's Clothing \$200-\$299- 6mo (A)	Apparel and Jewelry	No Longer Available
MM70193PC	Amount Spent Big Ticket Women's Clothing \$300-\$499- 6mo (A)	Apparel and Jewelry	No Longer Available
MM60445PC	Amount Spent Big Ticket Women's Clothing Less than \$100- 6mo (A)	Apparel and Jewelry	No Longer Available
MM00436PC	Buy Women's Designer Jeans- \$100+- 1yr (A)	Apparel and Jewelry	No Longer Available
MM60428PC	Buy Women's Hat- <\$100- 1yr (A)	Apparel and Jewelry	No Longer Available
MM60430PC	Buy Women's Nightwear- <\$100- 1yr (A)	Apparel and Jewelry	No Longer Available
MM00454PC	Buy Women's Purse/Handbag- <\$100- 1yr (A)	Apparel and Jewelry	No Longer Available
MM60440PC	Buy Women's T-Shirt- \$100+- 1yr (A)	Apparel and Jewelry	No Longer Available
MM60446PC	Buy Women's Alfred Dunner Clothing- 1yr (A)	Apparel and Jewelry	No Longer Available
MM70196PC	Buy Women's Anne Klein Clothing- 1yr (A)	Apparel and Jewelry	No Longer Available
MM70197PC	Buy Women's Danskin Clothing- 1yr (A)	Apparel and Jewelry	No Longer Available
MM60450PC	Buy Women's DKNY Clothing- 1yr (A)	Apparel and Jewelry	No Longer Available
MM60452PC	Buy Women's Eddie Bauer Clothing- 1yr (A)	Apparel and Jewelry	No Longer Available
MM60454PC	Buy Women's Guess Clothing- 1yr (A)	Apparel and Jewelry	No Longer Available
MM60456PC	Buy Women's Hanes Clothing- 1yr (A)	Apparel and Jewelry	No Longer Available
MM60459PC	Buy Women's Kenneth Cole Clothing- 1yr (A)	Apparel and Jewelry	No Longer Available
MM60464PC	Buy Women's New York & Company Clothing- 1yr (A)	Apparel and Jewelry	No Longer Available
MM60467PC	Buy Women's Polo Clothing- 1yr (A)	Apparel and Jewelry	No Longer Available
MM60470PC	Buy Women's Talbots Clothing- 1yr (A)	Apparel and Jewelry	No Longer Available
MM60473PC	Buy Women's Wrangler Clothing- 1yr (A)	Apparel and Jewelry	No Longer Available
MM70300PC	Buy Riders by Lee - 12 mo(A)	Apparel and Jewelry	No Longer Available
SB000208PC	Dealers/websites might shop to buy/lease new/usd vhcl Any website (H)	Automotive	No Longer Available
SB005271PC	Make of any vehicle Cadillac (H)	Automotive	No Longer Available
SB005281PC	Make of any vehicle Kia (H)	Automotive	No Longer Available
SB005286PC	Make of any vehicle Mercury (H)	Automotive	No Longer Available
SB005287PC	Make of any vehicle Mini (H)	Automotive	No Longer Available
SB005288PC	Make of any vehicle Mitsubishi (H)	Automotive	No Longer Available
SB005290PC	Make of any vehicle Oldsmobile (H)	Automotive	No Longer Available
SB005291PC	Make of any vehicle Pontiac (H)	Automotive	No Longer Available
SB005293PC	Make of any vehicle Saturn (H)	Automotive	No Longer Available
SB005316PC	Make of new vehicle Mitsubishi (H)	Automotive	No Longer Available
SB005374PC	Segment of any domestic vehicle - summary Sub Compact (H)	Automotive	No Longer Available
SB005365PC	Segment of any foreign vehicle - summary Sub Compact (H)	Automotive	No Longer Available
SB005323PC	Segment of new domestic vehicle - summary Compact (H)	Automotive	No Longer Available

VARIABLE	DESCRIPTION	CATEGORY	STATUS
SB005328PC	Segment of new domestic vehicle - summary Sport (H)	Automotive	No Longer Available
SB005329PC	Segment of new domestic vehicle - summary Sub Compact (H)	Automotive	No Longer Available
SB005338PC	Segment of new foreign vehicle - summary Sub Compact (H)	Automotive	No Longer Available
SB005347PC	Segment of any used domestic vehicle - summary Sub Compact (H)	Automotive	No Longer Available
SB005352PC	Segment of any used foreign vehicle - summary Full Size (H)	Automotive	No Longer Available
SB005353PC	Segment of any used foreign vehicle - summary Mid Size (H)	Automotive	No Longer Available
SB005356PC	Segment of any used foreign vehicle - summary Sub Compact (H)	Automotive	No Longer Available
SB005193PC	No. auto repairs/srvcs on vchle past 12 mo (unpd labor)5 repairs/services (H)	Automotive	No Longer Available
SB005237PC	Number of cars 1 Car (H)	Automotive	No Longer Available
SB005249PC	Number of used cars 3 Used cars (H)	Automotive	No Longer Available
SB005250PC	Number of used cars 4 or more Used cars (H)	Automotive	No Longer Available
SB000455PC	Primary reasons use dealer to buy/leas last used vchl Other reason (H)	Automotive	No Longer Available
SB004200PC	Stores HHLd shopped for auto products/srvcs pst 12 mo BJs Wholesale Club (H)	Automotive	No Longer Available
SB004201PC	Vehicle HHLd plans to buy new next 12 months Hybrid or electric vehicle (H)	Automotive	No Longer Available
SB000513PC	Websites/apps used to gather info to shop new/usd vchl Any auto dealership (H)	Automotive	No Longer Available
SB005201PC	Model year of any vehicle (HHLd): 2008 or earlier (H)	Automotive	No Longer Available
SB005202PC	Model year of any vehicle (HHLd): 2009 (H)	Automotive	No Longer Available
SB005213PC	Model year of new vehicle (HHLd): 2008 or earlier (H)	Automotive	No Longer Available
SB005214PC	Model year of new vehicle (HHLd): 2009 (H)	Automotive	No Longer Available
SB005225PC	Model year of used vehicle (HHLd): 2008 or earlier (H)	Automotive	No Longer Available
SB005226PC	Model year of used vehicle (HHLd): 2009 (H)	Automotive	No Longer Available
SB005235PC	Model year of used vehicle (HHLd): 2018 (H)	Automotive	No Longer Available
SB002232PC	Mode of transportation past 7 days (any purpose) Bicycle (A)	Commuting and Transportation	No Longer Available
SB002236PC	Mode of transportation past 7 days (any purpose) None (A)	Commuting and Transportation	No Longer Available
SB004089PC	Eco-friendly activities Quintile 3rd Quintile (medium) (A)	Environment	No Longer Available
SB004961PC	Banks HHLd uses (primary bank) Internet bank (such as EtradeBank, etc.) (H)	Financial	No Longer Available
SB004959PC	Credit cards/payment methods used past 3 months Other credit card (A)	Financial	No Longer Available
SB000613PC	Professional services used by HHLd past 12 months Cash advance (H)	Financial	No Longer Available
SB000615PC	Professional services used by HHLd past 12 months Check cashing (H)	Financial	No Longer Available
SB004074PC	Amount household spent on groceries Quintile 3rd Quintile (medium) (H)	Food and Beverages	No Longer Available
SB004076PC	Amount household spent on groceries Quintile 4th Quintile (light) (H)	Food and Beverages	No Longer Available
SB003364PC	Amount household spent on groceries past 7 days \$125 - \$149 (H)	Food and Beverages	No Longer Available
SB004962PC	Beverages (bottled water) drank past 7 days Other enhanced water (A)	Food and Beverages	No Longer Available
SB004963PC	Beverages (bottled water) drink most often Other enhanced water (A)	Food and Beverages	No Longer Available
SB004964PC	Beverages (diet soft drinks) drank past 7 days Pepsi Zero Sugar (A)	Food and Beverages	No Longer Available
SB004965PC	Beverages (diet soft drinks) drank past 7 days Sierra Mist Zero Sugar (A)	Food and Beverages	No Longer Available
SB000663PC	Beverages (diet soft drinks) drink most often Diet Pepsi (A)	Food and Beverages	No Longer Available
SB004966PC	Beverages (diet soft drinks) drink most often Pepsi Zero Sugar (A)	Food and Beverages	No Longer Available
SB004967PC	Beverages (diet soft drinks) drink most often Sierra Mist Zero Sugar (A)	Food and Beverages	No Longer Available
SB003820PC	Beverages (regular soft drinks) drank past 7 days Barqs Root Beer (A)	Food and Beverages	No Longer Available
SB005023PC	Beverages (regular soft drinks) drink most often Sierra Mist (A)	Food and Beverages	No Longer Available
SB003348PC	Coupons frequency of use for groceries More than once a week (H)	Food and Beverages	No Longer Available
SB003732PC	Grocery stores where most groceries bought Target/SuperTarget (H)	Food and Beverages	No Longer Available
SB004676PC	How household usually obtains coupons Product packages (H)	Food and Beverages	No Longer Available
MM02053PC	Buy CITGO Gas- 6mo (A)	Gas, Credit Cards and Chains	No Longer Available
MM61357PC	Buy Phillips 66 Gas- 6mo (A)	Gas, Credit Cards and Chains	No Longer Available
MM42064PC	Buy Sunoco Gas- 6mo (A)	Gas, Credit Cards and Chains	No Longer Available
MM61370PC	Buy 76 Gas- 6mo (A)	Gas, Credit Cards and Chains	No Longer Available
MM70212PC	Buy Coffee maker-auto drip- 1yr (H)	Hardware and Appliances	No Longer Available
MM02240PC	Buy Automotive Tools- 1yr (H)	Hardware and Appliances	No Longer Available
MM02258PC	Buy Electric Clothes Dryer- 1yr (H)	Hardware and Appliances	No Longer Available
MM50177PC	Buy High Efficiency Washing Machine- 1yr (H)	Hardware and Appliances	No Longer Available
MM02297PC	Own Any Household Appliances (H)	Hardware and Appliances	No Longer Available
MM61401PC	Own Any Large Kitchen/Cooking Appliance (H)	Hardware and Appliances	No Longer Available
MM61402PC	Own Any Small Kitchen Appliances (H)	Hardware and Appliances	No Longer Available
MM61411PC	Own Coffee Maker -Electric Perk (H)	Hardware and Appliances	No Longer Available
MM02369PC	Own Pressure Cooker (H)	Hardware and Appliances	No Longer Available
MM61445PC	Use Microwave Oven- 1wk (H)	Hardware and Appliances	No Longer Available
MM61445PD	Use Microwave Oven- 1wk - (Times/1wk) (H)	Hardware and Appliances	No Longer Available
SB001080PC	Group insurance companies Aetna (A)	Health	No Longer Available
SB001079PC	Group insurance companies Blue Cross & Blue Shield (A)	Health	No Longer Available
SB001078PC	Group insurance companies CIGNA (A)	Health	No Longer Available
SB001075PC	Group insurance companies United Healthcare (A)	Health	No Longer Available
SB001076PC	Group insurance companies No group insurance (A)	Health	No Longer Available
SB001089PC	Group or individual insurance companies Aetna (A)	Health	No Longer Available
SB001086PC	Group or individual insurance companies Blue Cross & Blue Shield (A)	Health	No Longer Available
SB001085PC	Group or individual insurance companies CIGNA (A)	Health	No Longer Available
SB001083PC	Group or individual insurance companies Humana (A)	Health	No Longer Available
SB001081PC	Group or individual insurance companies United Healthcare (A)	Health	No Longer Available
SB001087PC	Group or individual insurance companies Any health insurance (A)	Health	No Longer Available

VARIABLE	DESCRIPTION	CATEGORY	STATUS
SB001092PC	Individual insurance companies Humana (A)	Health	No Longer Available
SB001090PC	Individual insurance companies United Healthcare (A)	Health	No Longer Available
SB001091PC	Individual insurance companies No individual insurance (A)	Health	No Longer Available
SB001179PC	Medical services HHLd received past 3 years Hospital emergency room (H)	Health	No Longer Available
SB005192PC	Medical services HHLd used at hospital past 3 years Cosmetic surgery (H)	Health	No Longer Available
SB001192PC	Medical services HHLd used at hospital past 3 years Hospital emrgncy room (H)	Health	No Longer Available
SB004984PC	Medical srvc HHLd at hospital past 3 years Treatment for Substance Abuse (H)	Health	No Longer Available
SB001107PC	Medications reasons bought past 12 months Childrens medicine (A)	Health	No Longer Available
SB001105PC	Medications reasons bought past 12 months Cold or flu (A)	Health	No Longer Available
SB005134PC	Prescription drugs (RX):Stores bought past 30 days Any marijuana dispensary (A)	Health	No Longer Available
SB001169PC	Type of health insurance HMO (Health Maintenance Organization) (A)	Health	No Longer Available
SB001168PC	Type of health insurance Medicaid/public assistance/welfare (A)	Health	No Longer Available
SB001166PC	Type of health insurance Military health insurance (CHAMPUS/TRICARE) (A)	Health	No Longer Available
SB001162PC	Type of health insurance POS (Point of Service) (A)	Health	No Longer Available
SB001163PC	Type of health insurance PPO (Preferred Provider Organization) (A)	Health	No Longer Available
SB001164PC	Type of health insurance Other type of health insurance (A)	Health	No Longer Available
MM61698PC	Buy Insulation for Ceiling, floor, and/or Walls- 1yr (H)	Home Improvements	No Longer Available
MM61701PC	Buy Yard Fence- 1yr (H)	Home Improvements	No Longer Available
SB001582PC	Consumer electronics:Stores shopped past 12 months Dell (H)	Items in the Home	No Longer Available
SB001637PC	HHLd items bought past 12 mths (amt spent) Camera:\$250 - \$499 (H)	Items in the Home	No Longer Available
SB001638PC	HHLd items bought past 12 mths (amt spent) Camera:\$500 - \$999 (H)	Items in the Home	No Longer Available
SB004694PC	HHLd items bought past 12 mths (amt spent) Camera:\$1,000 or more (H)	Items in the Home	No Longer Available
SB001647PC	Household items bought past 12 months Camera or accessories (H)	Items in the Home	No Longer Available
SB001663PC	Items/services HHLd plans to buy in next 12 months High-definition TV (H)	Items in the Home	No Longer Available
SB003773PC	Items/services HHLd plans to buy in next 12 months Second home (H)	Items in the Home	No Longer Available
SB004344PC	Items/services HHLd plans to buy in next 12 months Streaming media player (H)	Items in the Home	No Longer Available
SB004514PC	Items/services household currently has Game console (H)	Items in the Home	No Longer Available
SB004346PC	Items/services household currently has Streaming media player (H)	Items in the Home	No Longer Available
SB001702PC	Large appliance:Stores bought past 12 months Sears (H)	Items in the Home	No Longer Available
SB001709PC	Large appliance:Stores shopped past 12 months Sears (H)	Items in the Home	No Longer Available
SB004389PC	Type of home improvement done past 12 mo (amt) Replace wind:Over \$5,000 (H)	Items in the Home	No Longer Available
SB001725PC	Type of home improvement done past 12 months Replaced windows (H)	Items in the Home	No Longer Available
SB005115PC	Type of home improvement plan to do next 12 months Replaced windows (H)	Items in the Home	No Longer Available
MM04453PC	Read AARP- The Magazine (A)	Magazines and Newspapers	No Longer Available
MM06100PC	Read AARP- The Magazine- Last Issue (A)	Magazines and Newspapers	No Longer Available
MM02783PC	Read Allure (A)	Magazines and Newspapers	No Longer Available
MM06890PC	Read American Hunter (A)	Magazines and Newspapers	No Longer Available
MM06895PC	Read American Hunter- Last Issue (A)	Magazines and Newspapers	No Longer Available
MM06900PC	Read American Legion Magazine (A)	Magazines and Newspapers	No Longer Available
MM06905PC	Read American Legion Magazine- Last Issue (A)	Magazines and Newspapers	No Longer Available
MM50454PC	Read Any Magazine- 6mo (A)	Magazines and Newspapers	No Longer Available
MM42005PC	Read Any Spanish Language Magazine- 6mo (A)	Magazines and Newspapers	No Longer Available
MM02786PC	Read Architectural Digest (A)	Magazines and Newspapers	No Longer Available
MM02788PC	Read Automobile Magazine (A)	Magazines and Newspapers	No Longer Available
MM06930PC	Read Backpacker (A)	Magazines and Newspapers	No Longer Available
MM02791PC	Read Bassmaster (A)	Magazines and Newspapers	No Longer Available
MM02792PC	Read Better Homes & Gardens (A)	Magazines and Newspapers	No Longer Available
MM06155PC	Read Better Homes & Gardens- Last Issue (A)	Magazines and Newspapers	No Longer Available
MM50458PC	Read Birds & Blooms- Last Issue (A)	Magazines and Newspapers	No Longer Available
MM50457PC	Read Birds & Blooms Magazine (A)	Magazines and Newspapers	No Longer Available
MM02794PC	Read Black Enterprise (A)	Magazines and Newspapers	No Longer Available
MM02795PC	Read Boating (A)	Magazines and Newspapers	No Longer Available
MM02796PC	Read Bon Appetit (A)	Magazines and Newspapers	No Longer Available
MM06175PC	Read Bon Appetit- Last Issue (A)	Magazines and Newspapers	No Longer Available
MM02797PC	Read Brides (A)	Magazines and Newspapers	No Longer Available
MM06180PC	Read Brides- Last Issue (A)	Magazines and Newspapers	No Longer Available
MM02800PC	Read Car & Driver (A)	Magazines and Newspapers	No Longer Available
MM06190PC	Read Car & Driver- Last Issue (A)	Magazines and Newspapers	No Longer Available
MM02801PC	Read Car Craft (A)	Magazines and Newspapers	No Longer Available
MM04455PC	Read Cigar Aficionado (A)	Magazines and Newspapers	No Longer Available
MM50724PC	Read Conde Nast Traveler (A)	Magazines and Newspapers	No Longer Available
MM50725PC	Read Conde Nast Traveler- Last Issue (A)	Magazines and Newspapers	No Longer Available
MM02807PC	Read Consumer Reports (A)	Magazines and Newspapers	No Longer Available
MM06230PC	Read Consumer Reports- Last Issue (A)	Magazines and Newspapers	No Longer Available
MM02809PC	Read Cosmopolitan (A)	Magazines and Newspapers	No Longer Available
MM06245PC	Read Cosmopolitan- Last Issue (A)	Magazines and Newspapers	No Longer Available
MM02811PC	Read Country Living (A)	Magazines and Newspapers	No Longer Available
MM06255PC	Read Country Living- Last Issue (A)	Magazines and Newspapers	No Longer Available
MM50462PC	Read Delta Sky- Last Issue (A)	Magazines and Newspapers	No Longer Available
MM50461PC	Read Delta Sky Magazine (A)	Magazines and Newspapers	No Longer Available

VARIABLE	DESCRIPTION	CATEGORY	STATUS
MM50463PC	Read Diabetes Self-Management (A)	Magazines and Newspapers	No Longer Available
MM50464PC	Read Diabetes Self-Management - Last Issue (A)	Magazines and Newspapers	No Longer Available
MM02815PC	Read Discover (A)	Magazines and Newspapers	No Longer Available
MM42629PC	Read Dwell (A)	Magazines and Newspapers	No Longer Available
MM70220PC	Read EatingWell (A)	Magazines and Newspapers	No Longer Available
MM02817PC	Read Elle (A)	Magazines and Newspapers	No Longer Available
MM02818PC	Read Elle Decor (A)	Magazines and Newspapers	No Longer Available
MM02819PC	Read Entertainment Weekly (A)	Magazines and Newspapers	No Longer Available
MM06290PC	Read Entertainment Weekly- Last Issue (A)	Magazines and Newspapers	No Longer Available
MM02820PC	Read Entrepreneur (A)	Magazines and Newspapers	No Longer Available
MM02821PC	Read ESPN The Magazine (A)	Magazines and Newspapers	No Longer Available
MM06300PC	Read ESPN The Magazine- Last Issue (A)	Magazines and Newspapers	No Longer Available
MM02822PC	Read Esquire (A)	Magazines and Newspapers	No Longer Available
MM02823PC	Read Essence (A)	Magazines and Newspapers	No Longer Available
MM06310PC	Read Essence- Last Issue (A)	Magazines and Newspapers	No Longer Available
MM02824PC	Read Family Circle (A)	Magazines and Newspapers	No Longer Available
MM06315PC	Read Family Circle- Last Issue (A)	Magazines and Newspapers	No Longer Available
MM02826PC	Read Family Handyman (A)	Magazines and Newspapers	No Longer Available
MM06325PC	Read Family Handyman- Last Issue (A)	Magazines and Newspapers	No Longer Available
MM02828PC	Read Field & Stream (A)	Magazines and Newspapers	No Longer Available
MM06330PC	Read Field & Stream- Last Issue (A)	Magazines and Newspapers	No Longer Available
MM02831PC	Read Food & Wine (A)	Magazines and Newspapers	No Longer Available
MM06345PC	Read Food & Wine- Last Issue (A)	Magazines and Newspapers	No Longer Available
MM50726PC	Read Food Network Magazine (A)	Magazines and Newspapers	No Longer Available
MM50727PC	Read Food Network Magazine- Last Issue (A)	Magazines and Newspapers	No Longer Available
MM02832PC	Read Forbes (A)	Magazines and Newspapers	No Longer Available
MM06350PC	Read Forbes- Last Issue (A)	Magazines and Newspapers	No Longer Available
MM02833PC	Read Fortune (A)	Magazines and Newspapers	No Longer Available
MM06970PC	Read Four Wheeler Magazine (A)	Magazines and Newspapers	No Longer Available
MM02835PC	Read Golf Digest (A)	Magazines and Newspapers	No Longer Available
MM06370PC	Read Golf Digest- Last Issue (A)	Magazines and Newspapers	No Longer Available
MM02836PC	Read Golf Magazine (A)	Magazines and Newspapers	No Longer Available
MM06375PC	Read Golf Magazine- Last Issue (A)	Magazines and Newspapers	No Longer Available
MM02837PC	Read Good Housekeeping (A)	Magazines and Newspapers	No Longer Available
MM06380PC	Read Good Housekeeping- Last Issue (A)	Magazines and Newspapers	No Longer Available
MM02839PC	Read GQ (A)	Magazines and Newspapers	No Longer Available
MM06390PC	Read GQ- Last Issue (A)	Magazines and Newspapers	No Longer Available
MM02840PC	Read Guns & Ammo (A)	Magazines and Newspapers	No Longer Available
MM06395PC	Read Guns & Ammo- Last Issue (A)	Magazines and Newspapers	No Longer Available
MM02842PC	Read Harper's Bazaar (A)	Magazines and Newspapers	No Longer Available
MM02843PC	Read Health (A)	Magazines and Newspapers	No Longer Available
MM02845PC	Read Hot Rod (A)	Magazines and Newspapers	No Longer Available
MM70222PC	Read Hot Rod- Last Issue (A)	Magazines and Newspapers	No Longer Available
MM02847PC	Read House Beautiful (A)	Magazines and Newspapers	No Longer Available
MM06430PC	Read House Beautiful- Last Issue (A)	Magazines and Newspapers	No Longer Available
MM02848PC	Read Hunting (A)	Magazines and Newspapers	No Longer Available
MM02849PC	Read In Style (A)	Magazines and Newspapers	No Longer Available
MM06440PC	Read In Style- Last Issue (A)	Magazines and Newspapers	No Longer Available
MM02850PC	Read Inc. (A)	Magazines and Newspapers	No Longer Available
MM02853PC	Read Kiplinger's Personal Finance (A)	Magazines and Newspapers	No Longer Available
MM41962PC	Read Life & Style Weekly (A)	Magazines and Newspapers	No Longer Available
MM41963PC	Read Life & Style Weekly- Last Issue (A)	Magazines and Newspapers	No Longer Available
MM02857PC	Read Marie Claire (A)	Magazines and Newspapers	No Longer Available
MM02858PC	Read Martha Stewart Living (A)	Magazines and Newspapers	No Longer Available
MM06485PC	Read Martha Stewart Living- Last Issue (A)	Magazines and Newspapers	No Longer Available
MM02859PC	Read Maxim (A)	Magazines and Newspapers	No Longer Available
MM06490PC	Read Maxim- Last Issue (A)	Magazines and Newspapers	No Longer Available
MM02861PC	Read Men's Health (A)	Magazines and Newspapers	No Longer Available
MM06500PC	Read Men's Health- Last Issue (A)	Magazines and Newspapers	No Longer Available
MM02865PC	Read Money (A)	Magazines and Newspapers	No Longer Available
MM70223PC	Read Money- Last Issue (A)	Magazines and Newspapers	No Longer Available
MM02866PC	Read Motor Trend (A)	Magazines and Newspapers	No Longer Available
MM06525PC	Read Motor Trend- Last Issue (A)	Magazines and Newspapers	No Longer Available
MM02868PC	Read Muscle & Fitness (A)	Magazines and Newspapers	No Longer Available
MM06535PC	Read Muscle & Fitness- Last Issue (A)	Magazines and Newspapers	No Longer Available
MM02870PC	Read National Geographic (A)	Magazines and Newspapers	No Longer Available
MM42630PC	Read National Geographic Kids (A)	Magazines and Newspapers	No Longer Available
MM42648PC	Read National Geographic Kids- Last Issue (A)	Magazines and Newspapers	No Longer Available
MM06545PC	Read National Geographic- Last Issue (A)	Magazines and Newspapers	No Longer Available
MM02871PC	Read National Geographic Traveler (A)	Magazines and Newspapers	No Longer Available

VARIABLE	DESCRIPTION	CATEGORY	STATUS
MM06550PC	Read National Geographic Traveler- Last Issue (A)	Magazines and Newspapers	No Longer Available
MM02872PC	Read New York Magazine (A)	Magazines and Newspapers	No Longer Available
MM50184PC	Read New York Times- Daily (A)	Magazines and Newspapers	No Longer Available
MM50185PC	Read New York Times- Sunday (A)	Magazines and Newspapers	No Longer Available
MM50728PC	Read New York Times- Sunday- Last Issue (A)	Magazines and Newspapers	No Longer Available
MM02877PC	Read O- The Oprah Magazine (A)	Magazines and Newspapers	No Longer Available
MM06580PC	Read O- The Oprah Magazine- Last Issue (A)	Magazines and Newspapers	No Longer Available
MM41983PC	Read OK! Weekly (A)	Magazines and Newspapers	No Longer Available
MM41984PC	Read OK! Weekly- Last Issue (A)	Magazines and Newspapers	No Longer Available
MM02878PC	Read Outdoor Life (A)	Magazines and Newspapers	No Longer Available
MM06585PC	Read Outdoor Life- Last Issue (A)	Magazines and Newspapers	No Longer Available
MM02879PC	Read Outside (A)	Magazines and Newspapers	No Longer Available
MM50186PC	Read Parade Carrier Newspaper (A)	Magazines and Newspapers	No Longer Available
MM06595PC	Read Parade- Last Issue (A)	Magazines and Newspapers	No Longer Available
MM02882PC	Read Parents Magazine (A)	Magazines and Newspapers	No Longer Available
MM06075PC	Read Parents Magazine- Last Issue (A)	Magazines and Newspapers	No Longer Available
MM02886PC	Read People (A)	Magazines and Newspapers	No Longer Available
MM07010PC	Read People en Espanol (A)	Magazines and Newspapers	No Longer Available
MM07015PC	Read People en Espanol- Last Issue (A)	Magazines and Newspapers	No Longer Available
MM06620PC	Read People- Last Issue (A)	Magazines and Newspapers	No Longer Available
MM02890PC	Read Popular Mechanics (A)	Magazines and Newspapers	No Longer Available
MM06635PC	Read Popular Mechanics- Last Issue (A)	Magazines and Newspapers	No Longer Available
MM02892PC	Read Popular Science (A)	Magazines and Newspapers	No Longer Available
MM06080PC	Read Popular Science- Last Issue (A)	Magazines and Newspapers	No Longer Available
MM02894PC	Read Prevention (A)	Magazines and Newspapers	No Longer Available
MM06645PC	Read Prevention- Last Issue (A)	Magazines and Newspapers	No Longer Available
MM07020PC	Read Psychology Magazine (A)	Magazines and Newspapers	No Longer Available
MM07025PC	Read Psychology Magazine- Last Issue (A)	Magazines and Newspapers	No Longer Available
MM02895PC	Read Reader's Digest (A)	Magazines and Newspapers	No Longer Available
MM06650PC	Read Reader's Digest- Last Issue (A)	Magazines and Newspapers	No Longer Available
MM02897PC	Read Road & Track (A)	Magazines and Newspapers	No Longer Available
MM02898PC	Read Rolling Stone (A)	Magazines and Newspapers	No Longer Available
MM02899PC	Read Runner's World (A)	Magazines and Newspapers	No Longer Available
MM02901PC	Read Scientific American (A)	Magazines and Newspapers	No Longer Available
MM02905PC	Read Ski (A)	Magazines and Newspapers	No Longer Available
MM02908PC	Read Smithsonian (A)	Magazines and Newspapers	No Longer Available
MM06715PC	Read Smithsonian- Last Issue (A)	Magazines and Newspapers	No Longer Available
MM02909PC	Read Soap Opera Digest (A)	Magazines and Newspapers	No Longer Available
MM02911PC	Read Southern Living (A)	Magazines and Newspapers	No Longer Available
MM06730PC	Read Southern Living- Last Issue (A)	Magazines and Newspapers	No Longer Available
MM02915PC	Read Sports Illustrated (A)	Magazines and Newspapers	No Longer Available
MM06750PC	Read Sports Illustrated- Last Issue (A)	Magazines and Newspapers	No Longer Available
MM02916PC	Read Star (A)	Magazines and Newspapers	No Longer Available
MM06755PC	Read Star- Last Issue (A)	Magazines and Newspapers	No Longer Available
MM02919PC	Read Sunset (A)	Magazines and Newspapers	No Longer Available
MM06765PC	Read Sunset- Last Issue (A)	Magazines and Newspapers	No Longer Available
MM70226PC	Read Tennis (A)	Magazines and Newspapers	No Longer Available
MM42006PC	Read The Atlantic (A)	Magazines and Newspapers	No Longer Available
MM02949PC	Read The Economist (A)	Magazines and Newspapers	No Longer Available
MM02923PC	Read The New Yorker (A)	Magazines and Newspapers	No Longer Available
MM06775PC	Read The New Yorker- Last Issue (A)	Magazines and Newspapers	No Longer Available
MM02925PC	Read This Old House (A)	Magazines and Newspapers	No Longer Available
MM06780PC	Read This Old House- Last Issue (A)	Magazines and Newspapers	No Longer Available
MM02926PC	Read Time (A)	Magazines and Newspapers	No Longer Available
MM06785PC	Read Time- Last Issue (A)	Magazines and Newspapers	No Longer Available
MM02928PC	Read Traditional Home (A)	Magazines and Newspapers	No Longer Available
MM70228PC	Read Traditional Home- Last Issue (A)	Magazines and Newspapers	No Longer Available
MM02929PC	Read Travel & Leisure (A)	Magazines and Newspapers	No Longer Available
MM06800PC	Read Travel & Leisure- Last Issue (A)	Magazines and Newspapers	No Longer Available
MM50731PC	Read United Hemispheres (A)	Magazines and Newspapers	No Longer Available
MM02935PC	Read Vanity Fair (A)	Magazines and Newspapers	No Longer Available
MM06820PC	Read Vanity Fair- Last Issue (A)	Magazines and Newspapers	No Longer Available
MM04458PC	Read Veranda (A)	Magazines and Newspapers	No Longer Available
MM07070PC	Read VFW Magazine (A)	Magazines and Newspapers	No Longer Available
MM07075PC	Read VFW Magazine- Last Issue (A)	Magazines and Newspapers	No Longer Available
MM02937PC	Read Vogue (A)	Magazines and Newspapers	No Longer Available
MM06835PC	Read Vogue- Last Issue (A)	Magazines and Newspapers	No Longer Available
MM07080PC	Read W Magazine (A)	Magazines and Newspapers	No Longer Available
MM50190PC	Read Wall Street Journal (A)	Magazines and Newspapers	No Longer Available
MM50192PC	Read WebMD Magazine (A)	Magazines and Newspapers	No Longer Available



VARIABLE	DESCRIPTION	CATEGORY	STATUS
MM04459PC	Read Wine Spectator (A)	Magazines and Newspapers	No Longer Available
MM04460PC	Read Wired (A)	Magazines and Newspapers	No Longer Available
MM02940PC	Read Woman's Day (A)	Magazines and Newspapers	No Longer Available
MM06860PC	Read Woman's Day- Last Issue (A)	Magazines and Newspapers	No Longer Available
MM02941PC	Read Woman's World (A)	Magazines and Newspapers	No Longer Available
MM42631PC	Read Women's Health (A)	Magazines and Newspapers	No Longer Available
MM42649PC	Read Women's Health- Last Issue (A)	Magazines and Newspapers	No Longer Available
MM42632PC	Read Yoga Journal (A)	Magazines and Newspapers	No Longer Available
MM50297PC	Outdoor Quintile: I (Heavy) (A)	Print Media Usage	No Longer Available
MM50298PC	Outdoor Quintile: II (A)	Print Media Usage	No Longer Available
MM50299PC	Outdoor Quintile: III (A)	Print Media Usage	No Longer Available
MM50300PC	Outdoor Quintile: IV (A)	Print Media Usage	No Longer Available
MM50301PC	Outdoor Quintile: V (Light) (A)	Print Media Usage	No Longer Available
MM02966PC	Magazine Quintile: IV (A)	Print Media Usage	No Longer Available
MM02947PC	Read Airline Magazines- Net Audience (A)	Print Media Usage	No Longer Available
MM61740PC	Read American Rifleman (A)	Print Media Usage	No Longer Available
MM61741PC	Read American Rifleman Last Issue (A)	Print Media Usage	No Longer Available
MM61742PC	Read American Way (A)	Print Media Usage	No Longer Available
MM61743PC	Read Arthritis Today (A)	Print Media Usage	No Longer Available
MM61744PC	Read Arthritis Today Last Issue (A)	Print Media Usage	No Longer Available
MM02948PC	Read Automotive Magazines- Net Audience (A)	Print Media Usage	No Longer Available
MM61745PC	Read Bridal Guide (A)	Print Media Usage	No Longer Available
MM02951PC	Read Bridal Magazines- Net Audience (A)	Print Media Usage	No Longer Available
MM02952PC	Read Business/Finance Magazines- Net Audience (A)	Print Media Usage	No Longer Available
MM61747PC	Read Country Sampler (A)	Print Media Usage	No Longer Available
MM61748PC	Read Diabetes Forecast (A)	Print Media Usage	No Longer Available
MM61750PC	Read Ducks Unlimited (A)	Print Media Usage	No Longer Available
MM02955PC	Read Epicurean Magazines- Net Audience (A)	Print Media Usage	No Longer Available
MM02956PC	Read Fishing/Hunting Magazines- Net Audience (A)	Print Media Usage	No Longer Available
MM02957PC	Read Fraternal Magazines- Net Audience (A)	Print Media Usage	No Longer Available
MM61755PC	Read Game Informer (A)	Print Media Usage	No Longer Available
MM61756PC	Read Game Informer Last Issue (A)	Print Media Usage	No Longer Available
MM02959PC	Read General Editorial Magazines- Net Audience (A)	Print Media Usage	No Longer Available
MM61758PC	Read Guideposts (A)	Print Media Usage	No Longer Available
MM61759PC	Read Guideposts Last Issue (A)	Print Media Usage	No Longer Available
MM02960PC	Read Health Magazines- Net Audience (A)	Print Media Usage	No Longer Available
MM02961PC	Read Home Services Magazines- Net Audience (A)	Print Media Usage	No Longer Available
MM61760PC	Read In Touch (A)	Print Media Usage	No Longer Available
MM61761PC	Read In-Fisherman (A)	Print Media Usage	No Longer Available
MM61762PC	Read In-Fisherman Last Issue (A)	Print Media Usage	No Longer Available
MM02970PC	Read Men's Magazines- Net Audience (A)	Print Media Usage	No Longer Available
MM70233PC	Read Motorcycle Magazines- Net Audience (A)	Print Media Usage	No Longer Available
MM61769PC	Read National Wildlife (A)	Print Media Usage	No Longer Available
MM70234PC	Read National Wildlife Last Issue (A)	Print Media Usage	No Longer Available
MM02973PC	Read News Weekly Magazines- Net Audience (A)	Print Media Usage	No Longer Available
MM02994PC	Read Newspaper-Distributed Magazines- Net Audience (A)	Print Media Usage	No Longer Available
MM02996PC	Read Parenthood Magazines- Net Audience (A)	Print Media Usage	No Longer Available
MM61771PC	Read Real Simple (A)	Print Media Usage	No Longer Available
MM61772PC	Read Real Simple Last Issue (A)	Print Media Usage	No Longer Available
MM02998PC	Read Science/Tech Magazines- Net Audience (A)	Print Media Usage	No Longer Available
MM02999PC	Read Sports Magazines- Net Audience (A)	Print Media Usage	No Longer Available
MM61779PC	Read Street Rodder (A)	Print Media Usage	No Longer Available
MM61781PC	Read Super Chevy (A)	Print Media Usage	No Longer Available
MM61784PC	Read Texas Monthly (A)	Print Media Usage	No Longer Available
MM03001PC	Read Travel Magazines- Net Audience (A)	Print Media Usage	No Longer Available
MM61790PC	Read Us Weekly (A)	Print Media Usage	No Longer Available
MM61791PC	Read Us Weekly Last Issue (A)	Print Media Usage	No Longer Available
MM03003PC	Read Women's Fashion Magazines- Net Audience (A)	Print Media Usage	No Longer Available
MM03004PC	Read Women's Magazines- Net Audience (A)	Print Media Usage	No Longer Available
MM50508PC	Saw Digital/Video Ads in medical offices- 1mo (A)	Print Media Usage	No Longer Available
MM50496PC	Saw Infomercials- 1mo (A)	Print Media Usage	No Longer Available
MM50759PC	Visited Better Homes & Gardens website (A)	Print Media Usage	No Longer Available
MM50761PC	Visited Consumer Reports website (A)	Print Media Usage	No Longer Available
MM50766PC	Visited Discover website (A)	Print Media Usage	No Longer Available
MM50769PC	Visited Entertainment Weekly website (A)	Print Media Usage	No Longer Available
MM50782PC	Visited Mens Health website (A)	Print Media Usage	No Longer Available
MM50783PC	Visited Money website (A)	Print Media Usage	No Longer Available
MM50786PC	Visited National Geographic Traveler website (A)	Print Media Usage	No Longer Available
MM50785PC	Visited National Geographic website (A)	Print Media Usage	No Longer Available
MM50791PC	Visited People website (A)	Print Media Usage	No Longer Available

VARIABLE	DESCRIPTION	CATEGORY	STATUS
MM50796PC	Visited Sports Illustrated website (A)	Print Media Usage	No Longer Available
MM50797PC	Visited Time website (A)	Print Media Usage	No Longer Available
MM50799PC	Visited USA Today website (A)	Print Media Usage	No Longer Available
MM50801PC	Visited Wall Street Journal website (A)	Print Media Usage	No Longer Available
MM50802PC	Visited WebMD Magazine website (A)	Print Media Usage	No Longer Available
MM50804PC	Visited Wired website (A)	Print Media Usage	No Longer Available
MM70245PC	Ads Keep Me Up-To-Date About Products and Services- Agree (A)	Psychographics	No Longer Available
MM04554PC	Brands in Ads Better Quality Than Brands Not - Agree (A)	Psychographics	No Longer Available
MM04553PC	Like to Look at Ads- Agree (A)	Psychographics	No Longer Available
MM42675PC	I am interested in watching live TV on my cell phone: Agree (A)	Psychographics	No Longer Available
MM42676PC	I am Interested in Watching Video Clips on My Cell Phone- Agree (A)	Psychographics	No Longer Available
MM42677PC	I Carry My Cell Phone Everywhere I Go- Agree (A)	Psychographics	No Longer Available
MM42679PC	Often Use My Cell Phone to Make Phone Calls from My Home- Agree (A)	Psychographics	No Longer Available
MM42698PC	I Would Pay Monthly Subscription Fee to Receive Live TV on Cell Phone- Agree (A)	Psychographics	No Longer Available
MM42700PC	I Would Receive Ads on My Cell Phone in Exchange for Services- Agree (A)	Psychographics	No Longer Available
MM42696PC	I Would Text Message More Often if it Were Easier to Type- Agree (A)	Psychographics	No Longer Available
MM42697PC	I Would Text Message More Often if it Were Less Expensive- Agree (A)	Psychographics	No Longer Available
MM42682PC	I Would Use Text Messaging if I Knew How to do it - Agree (A)	Psychographics	No Longer Available
MM70258PC	My Mobile Device Greatly Improves My Daily Commute- Agree (A)	Psychographics	No Longer Available
MM70259PC	When going somewhere new, I rely on my phon/mobl device to get there- Agree (A)	Psychographics	No Longer Available
MM42685PC	One Mobile Device that Can do Everything is Very Convenient- Agree (A)	Psychographics	No Longer Available
MM42689PC	Text Messaging is an Important Part of My Daily Life- Agree (A)	Psychographics	No Longer Available
MM04534PC	Magazine Ads Give Good Info on Consumer Product Use- Agree (A)	Psychographics	No Longer Available
MM04528PC	Newspaper Ads Are Amusing- Agree (A)	Psychographics	No Longer Available
MM04530PC	Newspaper Ads Are Repeated too Often- Agree (A)	Psychographics	No Longer Available
MM66088PC	Newspapers are a good escape- Agree (A)	Psychographics	No Longer Available
MM66095PC	Newspapers put me in a good mood- Agree (A)	Psychographics	No Longer Available
MM66101PC	Radio keeps me up-to-date with the latest styles and trends- Agree (A)	Psychographics	No Longer Available
MM41465PC	Find a Great Vacation- I Recommend to Others- Agree (A)	Psychographics	No Longer Available
MM65084PC	I Enjoy Learning About Vacation Options from Others- Agree (A)	Psychographics	No Longer Available
MM65088PC	I Often Take the Opportunity to Discuss Vacation Options w/Others- Agree (A)	Psychographics	No Longer Available
MM65090PC	I'd Rather Travel By Myself or with Just a Small Group of People- Agree (A)	Psychographics	No Longer Available
MM65091PC	I'm Happy to do Very Little, if any, Sightseeing on My Vacations- Agree (A)	Psychographics	No Longer Available
MM65096PC	The Internet is Not a Secure Way to Make Travel Plans- Agree (A)	Psychographics	No Longer Available
SB004517PC	BIA radio ownership groups (M-S 6am-Mid cume) Curtis Media Group (A)	Radio	No Longer Available
SB003228PC	BIA radio ownership groups (M-S 6am-Mid cume) Saga Communications Inc (A)	Radio	No Longer Available
SB005043PC	BIA radio ownership groups (M-S 6am-Mid cume) Stephens Family Limited (A)	Radio	No Longer Available
SB004787PC	Radio networks ABC L&E (A)	Radio	No Longer Available
SB004788PC	Radio networks ABC News (A)	Radio	No Longer Available
SB005044PC	Radio networks Alpha (A)	Radio	No Longer Available
SB004526PC	Radio networks CBS News (A)	Radio	No Longer Available
SB005045PC	Radio networks Futbol De Primera (A)	Radio	No Longer Available
SB004316PC	Radio networks Hugh Hewitt (A)	Radio	No Longer Available
SB004322PC	Radio networks Salem Music Network (A)	Radio	No Longer Available
SB003932PC	Radio networks USRN Bloomberg Radio Network (A)	Radio	No Longer Available
SB004328PC	Radio networks WWO Female Target (A)	Radio	No Longer Available
SB003026PC	Sports listened to on radio past 12 months (net) College basketball - mens (A)	Radio	No Longer Available
SB003031PC	Sports listened to on radio past 12 months (net) IMG College basketball (A)	Radio	No Longer Available
SB003032PC	Sports listened to on radio past 12 months (net) IMG College football (A)	Radio	No Longer Available
SB003033PC	Sports listened to on radio past 12 months (net) IMG College sports event (A)	Radio	No Longer Available
SB003034PC	Sports listened to on radio past 12 months (net) Learfield Coll. basketball (A)	Radio	No Longer Available
SB003035PC	Sports listened to on radio past 12 months (net) Learfield Coll. football (A)	Radio	No Longer Available
SB003036PC	Sports listened to on radio past 12 months (net) Learfield Coll. sports evnt (A)	Radio	No Longer Available
SB005052PC	Sports listened to on radio past 12 months (net) MLS (A)	Radio	No Longer Available
SB003045PC	Sports listened to on radio past 12 months (net) SEC basketball (A)	Radio	No Longer Available
SB003952PC	Sports listened to on radio past 12 months Thursday Night Football (A)	Radio	No Longer Available
SB004922PC	Streaming services visited/apps used past 30 days Amazon Music (A)	Radio	No Longer Available
SB004923PC	Streaming services visited/apps used past 30 days Apple Music (A)	Radio	No Longer Available
SB004924PC	Streaming services visited/apps used past 30 days Google Play Music (A)	Radio	No Longer Available
SB004925PC	Streaming services visited/apps used past 30 days iHeartRadio (A)	Radio	No Longer Available
SB004927PC	Streaming services visited/apps used past 30 days Pandora (A)	Radio	No Longer Available
SB004929PC	Streaming services visited/apps used past 30 days SiriusXM.com or app (A)	Radio	No Longer Available
SB004930PC	Streaming services visited/apps used past 30 days Spotify (A)	Radio	No Longer Available
SB004931PC	Streaming services visited/apps used past 30 days TuneIn (A)	Radio	No Longer Available
SB004932PC	Streaming services visited/apps used past 7 days Amazon Music (A)	Radio	No Longer Available
SB004933PC	Streaming services visited/apps used past 7 days Apple Music (A)	Radio	No Longer Available
SB004934PC	Streaming services visited/apps used past 7 days Google Play Music (A)	Radio	No Longer Available
SB004935PC	Streaming services visited/apps used past 7 days iHeartRadio (A)	Radio	No Longer Available
SB004936PC	Streaming services visited/apps used past 7 days Pandora (A)	Radio	No Longer Available
SB004937PC	Streaming services visited/apps used past 7 days SiriusXM.com or app (A)	Radio	No Longer Available

VARIABLE	DESCRIPTION	CATEGORY	STATUS
SB004938PC	Streaming services visited/apps used past 7 days Spotify (A)	Radio	No Longer Available
SB004939PC	Streaming services visited/apps used past 7 days TuneIn (A)	Radio	No Longer Available
SB003906PC	Quick service restaurants used for breakfast past 30 days Taco Bell (A)	Restaurants	No Longer Available
SB002312PC	Quick service restaurants used for lunch past 30 days Popeyes (A)	Restaurants	No Longer Available
SB003921PC	Quick service restaurants used for other reason past 30 days Jack in the box (A)	Restaurants	No Longer Available
SB002334PC	Quick service restaurants used past 30 days Boston Market (A)	Restaurants	No Longer Available
SB004158PC	Sit-down restaurants Quintile 3rd Quintile (medium) (A)	Restaurants	No Longer Available
SB004160PC	Sit-down restaurants Quintile 4th Quintile (light) (A)	Restaurants	No Longer Available
SB004291PC	Sitdown restaurants used for dinner past 30 days Mellow Mushroom (A)	Restaurants	No Longer Available
SB002406PC	Sitdown restaurants used past 30 days Bonefish Grill (A)	Restaurants	No Longer Available
SB002588PC	Items bought past 12 months (amount spent) Fine jewelry:Under \$100 (A)	Retail Shopping	No Longer Available
SB002657PC	Major/department stores:Stores shopped past 3 mo Any major/department store (A)	Retail Shopping	No Longer Available
SB004869PC	Major/department stores:Stores shopped online past 3 months Bloomingdales (A)	Retail Shopping	No Longer Available
SB004870PC	Major/department stores:Stores shopped online past 3 months Burlington (A)	Retail Shopping	No Longer Available
SB004876PC	Major/department stores:Stores shopped online past 3 months HomeGoods (A)	Retail Shopping	No Longer Available
SB004886PC	Major/department stores:Stores shopped online past 3 months Sears (A)	Retail Shopping	No Longer Available
SB005011PC	Current level of interest in IMSA SportsCar Championship Very (A)	Sports and Leisure	No Longer Available
SB005012PC	Current level of interest in IMSA SportsCar Championship Somewhat (A)	Sports and Leisure	No Longer Available
SB005013PC	Current level of interest in IMSA SportsCar Championship A little bit (A)	Sports and Leisure	No Longer Available
SB003562PC	Current level of interest in NBA Gatorade League Somewhat (A)	Sports and Leisure	No Longer Available
SB003590PC	Current level of interest in Supercross/Motocross Somewhat (A)	Sports and Leisure	No Longer Available
SB004732PC	Events attended past 12 months (net) College basketball - mens (A)	Sports and Leisure	No Longer Available
SB002990PC	Events attended past 12 months (net) IMG College basketball (A)	Sports and Leisure	No Longer Available
SB002991PC	Events attended past 12 months (net) IMG College football (A)	Sports and Leisure	No Longer Available
SB002992PC	Events attended past 12 months (net) IMG College sports event (A)	Sports and Leisure	No Longer Available
SB003002PC	Events attended past 12 months (net) Learfield Collegiate basketball (A)	Sports and Leisure	No Longer Available
SB003003PC	Events attended past 12 months (net) Learfield Collegiate football (A)	Sports and Leisure	No Longer Available
SB003004PC	Events attended past 12 months (net) Learfield Collegiate sports event (A)	Sports and Leisure	No Longer Available
SB004580PC	Events attended past 12 months (net) Mountain West Conference sports event (A)	Sports and Leisure	No Longer Available
SB005031PC	No. of Arena Football League (AFL) games attended past 12 mo 1 - 2 games (A)	Sports and Leisure	No Longer Available
SB004095PC	No. of College baseball games attended past 12 months 10+ games (A)	Sports and Leisure	No Longer Available
SB004093PC	No. of College hockey games attended past 12 months 1 - 2 games (A)	Sports and Leisure	No Longer Available
SB005191PC	No. of Figure skating events attended past 12 months 3 - 9 events (A)	Sports and Leisure	No Longer Available
SB005033PC	No. of Formula One (F1) racing events attended past 12 mos 1 - 2 events (A)	Sports and Leisure	No Longer Available
SB002878PC	HDTV subscription via cable/satellite service Yes (H)	Telecommunications	No Longer Available
SB002879PC	HDTV subscription via cable/satellite service No (H)	Telecommunications	No Longer Available
SB005199PC	Household streams video content through TV Yes (H)	Telecommunications	No Longer Available
SB005200PC	Household streams video content through TV No (H)	Telecommunications	No Longer Available
SB001280PC	Internet sites visited/apps used past 30 days Amazon (A)	Telecommunications	No Longer Available
SB004583PC	Internet sites visited/apps used past 30 days SpectrumTV (A)	Telecommunications	No Longer Available
SB005167PC	Ways used Internet/apps in past 30 days, Streaming: Audio Podcast (A)	Telecommunications	No Longer Available
SB005169PC	Ways used Internet/apps in past 30 days, Streaming: Listen to Music (A)	Telecommunications	No Longer Available
SB005170PC	Ways used Internet/apps in past 30 days, Streaming: Listen to Radio (A)	Telecommunications	No Longer Available
SB005166PC	Ways used Internet/apps in past 30 days, Streaming: Video Podcast (A)	Telecommunications	No Longer Available
SB004124PC	Miles traveled Quintile 4th Quintile (light) (A)	Travel	No Longer Available
SB005182PC	No. trips outside cont. U.S. past 12 mo (primarily vacation) 5 - 9 trips (A)	Travel	No Longer Available
SB004608PC	Places visited overnight or longer past 12 months Bahamas (A)	Travel	No Longer Available
SB005126PC	Types of vacations plan to take next 12 months Gambling/casino trip (A)	Travel	No Longer Available
G0001200PD	Audience Participation - (Minutes) (H)	TV - 1Q Genre Type	No Longer Available
G0001201PD	Award Ceremonies - (Minutes) (H)	TV - 1Q Genre Type	No Longer Available
G0001202PD	Child - Live - (Minutes) (H)	TV - 1Q Genre Type	No Longer Available
G0001203PD	Child Multi-Weekly - (Minutes) (H)	TV - 1Q Genre Type	No Longer Available
G0001205PD	Comedy Variety - (Minutes) (H)	TV - 1Q Genre Type	No Longer Available
G0001207PD	Conversations, Colloquies - (Minutes) (H)	TV - 1Q Genre Type	No Longer Available
G0001208PD	Daytime Drama - (Minutes) (H)	TV - 1Q Genre Type	No Longer Available
G0001209PD	Evening Animation - (Minutes) (H)	TV - 1Q Genre Type	No Longer Available
G0001210PD	Feature Film - (Minutes) (H)	TV - 1Q Genre Type	No Longer Available
G0001211PD	General Documentary - (Minutes) (H)	TV - 1Q Genre Type	No Longer Available
G0001212PD	General Drama - (Minutes) (H)	TV - 1Q Genre Type	No Longer Available
G0001213PD	General Variety - (Minutes) (H)	TV - 1Q Genre Type	No Longer Available
G0001214PD	Instruction, Advice - (Minutes) (H)	TV - 1Q Genre Type	No Longer Available
G0001216PD	News - (Minutes) (H)	TV - 1Q Genre Type	No Longer Available
G0001215PD	News Documentary - (Minutes) (H)	TV - 1Q Genre Type	No Longer Available
G0001217PD	Participation Variety - (Minutes) (H)	TV - 1Q Genre Type	No Longer Available
G0001226PD	Popular Music - (Minutes) (H)	TV - 1Q Genre Type	No Longer Available
G0001219PD	Quiz Give Away - (Minutes) (H)	TV - 1Q Genre Type	No Longer Available
G0001221PD	Situation Comedy - (Minutes) (H)	TV - 1Q Genre Type	No Longer Available
G0001223PD	Sports Commentary - (Minutes) (H)	TV - 1Q Genre Type	No Longer Available
G0001224PD	Sports Event - (Minutes) (H)	TV - 1Q Genre Type	No Longer Available
G0001227PD	Western Drama - (Minutes) (H)	TV - 1Q Genre Type	No Longer Available

VARIABLE	DESCRIPTION	CATEGORY	STATUS
O0002330PC	CMT (H)	TV - 1Q Networks	No Longer Available
O0002330PD	CMT - (Minutes) (H)	TV - 1Q Networks	No Longer Available
O0002370PC	MLB Network (H)	TV - 1Q Networks	No Longer Available
O0002370PD	MLB Network - (Minutes) (H)	TV - 1Q Networks	No Longer Available
O0002319PC	Nick-At-Nite (H)	TV - 1Q Networks	No Longer Available
O0002319PD	Nick-At-Nite - (Minutes) (H)	TV - 1Q Networks	No Longer Available
O0002308PC	Oprah Winfrey Network (H)	TV - 1Q Networks	No Longer Available
O0002308PD	Oprah Winfrey Network - (Minutes) (H)	TV - 1Q Networks	No Longer Available
O0002371PC	Starz Primary (H)	TV - 1Q Networks	No Longer Available
O0002371PD	Starz Primary - (Minutes) (H)	TV - 1Q Networks	No Longer Available
O0002352PC	Sundance TV (H)	TV - 1Q Networks	No Longer Available
O0002352PD	Sundance TV - (Minutes) (H)	TV - 1Q Networks	No Longer Available
O0002346PC	truTV (H)	TV - 1Q Networks	No Longer Available
O0002346PD	truTV - (Minutes) (H)	TV - 1Q Networks	No Longer Available
O0002372PC	UniMas (H)	TV - 1Q Networks	No Longer Available
O0002372PD	UniMas - (Minutes) (H)	TV - 1Q Networks	No Longer Available
P0190001PC	2018 Video Music Awards (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190001PD	2018 Video Music Awards - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190628PC	2018: In Memoriam (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190628PD	2018: In Memoriam - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190002PC	2019 NBA All-Star Game (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190002PD	2019 NBA All-Star Game - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190629PC	2019 Rose Parade (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190629PD	2019 Rose Parade - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190636PC	ABC Aftnoon Cftbl-12:01P (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190636PD	ABC Aftnoon Cftbl-12:01P - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190010PC	ACC Tournament L (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190010PD	ACC Tournament L - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190640PC	ACM Awards (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190640PD	ACM Awards - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190641PC	AFC Championship On CBS (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190641PD	AFC Championship On CBS - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190642PC	AFC Divisional Playoff-Su (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190642PD	AFC Divisional Playoff-Su - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190643PC	AFC Wildcard Playoff (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190643PD	AFC Wildcard Playoff - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190644PC	AFC/NFC Pro Bowl-ABC (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190644PD	AFC/NFC Pro Bowl-ABC - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190645PC	AGT Champions (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190645PD	AGT Champions - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190646PC	Air Force Resv Celeb Bowl (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190646PD	Air Force Resv Celeb Bowl - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190655PC	American Music Awards (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190655PD	American Music Awards - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190659PC	Aretha Grammy Celebration (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190659PD	Aretha Grammy Celebration - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190048PC	Baseball Tonight L (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190048PD	Baseball Tonight L - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190669PC	Big Ten Championship (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190669PD	Big Ten Championship - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190670PC	Big Ten Football Ch Game (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190670PD	Big Ten Football Ch Game - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190671PC	Billboard Music Awards (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190671PD	Billboard Music Awards - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190687PC	Campaign 2018 Election (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190687PD	Campaign 2018 Election - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190691PC	CBS NCAA Bskbl Champships (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190691PD	CBS NCAA Bskbl Champships - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190693PC	CBS NFL National (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190693PD	CBS NFL National - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190694PC	CBS NFL Today (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190694PD	CBS NFL Today - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190695PC	CBS Nws:Gayle King-RKelly (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190695PD	CBS Nws:Gayle King-RKelly - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190099PC	CFP Championship L (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190099PD	CFP Championship L - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190710PC	Christmas-Rockefeller Cen (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190710PD	Christmas-Rockefeller Cen - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190711PC	Citrus Bowl (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190711PD	Citrus Bowl - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available



VARIABLE	DESCRIPTION	CATEGORY	STATUS
P0190712PC	Cllg Footbll-USAA (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190712PD	Cllg Footbll-USAA - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190713PC	CMA Awards (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190713PD	CMA Awards - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190714PC	CMA Country Christmas (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190714PD	CMA Country Christmas - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190715PC	CMA Fest (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190715PD	CMA Fest - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190115PC	CNN Detroit Dem Debate (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190115PD	CNN Detroit Dem Debate - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190120PC	Coll Football: Big 10 L (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190120PD	Coll Football: Big 10 L - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190121PC	Coll Football: Big 12 L (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190121PD	Coll Football: Big 12 L - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190122PC	Coll Ftbl Bowl Game L (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190122PD	Coll Ftbl Bowl Game L - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190123PC	Coll Ftbl Bowl Studio L (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190123PD	Coll Ftbl Bowl Studio L - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190124PC	Coll Softball Wrld Srs L (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190124PD	Coll Softball Wrld Srs L - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190125PC	College Bkbl Reg Ssn L (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190125PD	College Bkbl Reg Ssn L - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190126PC	College Football Aft L (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190126PD	College Football Aft L - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190127PC	College Football Prime L (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190127PD	College Football Prime L - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190128PC	College Gameday L (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190128PD	College Gameday L - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190129PC	College Gameday-Bkbl L (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190129PD	College Gameday-Bkbl L - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190131PC	College World Series L (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190131PD	College World Series L - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190730PC	Decision18-Election Nt (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190730PD	Decision18-Election Nt - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190156PC	Democratic Debate (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190156PD	Democratic Debate - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190732PC	Disney Parks Xmas Celebrt (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190732PD	Disney Parks Xmas Celebrt - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190163PC	Division Series Game (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190163PD	Division Series Game - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190171PC	Election Night in America (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190171PD	Election Night in America - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190737PC	Elvis All Star Tribute (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190737PD	Elvis All Star Tribute - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190738PC	Emmy Awards (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190738PD	Emmy Awards - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190741PC	ESPY Awards (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190741PD	ESPY Awards - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190192PC	Fiesta Bowl L (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190192PD	Fiesta Bowl L - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190751PC	Football Nt America Pt 3 (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190751PD	Football Nt America Pt 3 - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190753PC	Fox FIFA Wmn WC Final (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190753PD	Fox FIFA Wmn WC Final - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190754PC	Fox MLB All-Star Game (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190754PD	Fox MLB All-Star Game - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190755PC	Fox NASCAR Daytona 500 (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190755PD	Fox NASCAR Daytona 500 - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190756PC	Fox NASCAR Raceday (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190756PD	Fox NASCAR Raceday - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190758PC	Fox NFC Championship (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190758PD	Fox NFC Championship - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190759PC	Fox NFC Playoff-Sun (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190759PD	Fox NFC Playoff-Sun - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190760PC	Fox NFC Wildcard Game (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190760PD	Fox NFC Wildcard Game - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190761PC	Fox NFL Sunday-National (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190761PD	Fox NFL Sunday-National - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190762PC	Fox NFL-Thu (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190762PD	Fox NFL-Thu - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available



VARIABLE	DESCRIPTION	CATEGORY	STATUS
P0190763PC	Fox Saturday Baseball (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190763PD	Fox Saturday Baseball - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190764PC	Fox US Open Golf - Sun (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190764PD	Fox US Open Golf - Sun - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190765PC	Fox World Series Game 5 (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190765PD	Fox World Series Game 5 - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190766PC	Fox+NFLN Thu Nt Football (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190766PD	Fox+NFLN Thu Nt Football - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190768PC	Garth Brooks: Notre Dame (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190768PD	Garth Brooks: Notre Dame - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190773PC	Golden Globe Awards (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190773PD	Golden Globe Awards - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190782PC	Grammy Awards (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190782PD	Grammy Awards - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190791PC	Highwire Live in Times Sq (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190791PD	Highwire Live in Times Sq - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190794PC	Home Depot Cllg Football2 (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190794PD	Home Depot Cllg Football2 - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190252PC	Home Run Derby L (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190252PD	Home Run Derby L - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190802PC	IndyCar Series (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190802PD	IndyCar Series - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190270PC	Inside The MLB (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190270PD	Inside The MLB - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190271PC	Inside The NBA Playoffs (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190271PD	Inside The NBA Playoffs - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190806PC	Kennedy Center Honors (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190806PD	Kennedy Center Honors - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190807PC	Kentucky Derby (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190807PD	Kentucky Derby - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190809PC	Las Vegas Bowl (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190809PD	Las Vegas Bowl - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190311PC	Little League World Srs L (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190311PD	Little League World Srs L - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190824PC	Little League-World Champ (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190824PD	Little League-World Champ - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190825PC	Live:All in Fam/Jeffersns (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190825PD	Live:All in Fam/Jeffersns - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190830PC	Macy's 4th July Fireworks (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190830PD	Macy's 4th July Fireworks - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190831PC	Macys Thanksgiving Parade (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190831PD	Macys Thanksgiving Parade - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190842PC	Masters Golf Tourn Su-9Am (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190842PD	Masters Golf Tourn Su-9Am - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190843PC	Masters Golf Tourn. Sat. (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190843PD	Masters Golf Tourn. Sat. - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190336PC	Masters Golf Tournament L (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190336PD	Masters Golf Tournament L - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190344PC	Michael Cohen Hearing (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190344PD	Michael Cohen Hearing - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190850PC	Mickey's 90th Spectacular (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190850PD	Mickey's 90th Spectacular - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190855PC	Miss America Competition (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190855PD	Miss America Competition - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190857PC	Miss USA 2019 (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190857PD	Miss USA 2019 - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190355PC	MLB ALCS (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190355PD	MLB ALCS - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190356PC	MLB Division Series (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190356PD	MLB Division Series - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190357PC	MLB NL Champions Series L (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190357PD	MLB NL Champions Series L - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190358PC	MLB NL Division Series L (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190358PD	MLB NL Division Series L - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190359PC	MLB Sunday Night L (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190359PD	MLB Sunday Night L - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190360PC	MLB Wild Card L (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190360PD	MLB Wild Card L - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190361PC	MLB Wildcard (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190361PD	MLB Wildcard - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available

VARIABLE	DESCRIPTION	CATEGORY	STATUS
P0190859PC	Mnstr Enrgy NASCAR Cup (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190859PD	Mnstr Enrgy NASCAR Cup - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190862PC	Motown 60: A Grammy Celeb (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190862PD	Motown 60: A Grammy Celeb - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190375PC	MSNBC Election Coverage (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190375PD	MSNBC Election Coverage - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190380PC	Mueller Hearing Coverage (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190380PD	Mueller Hearing Coverage - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190865PC	NASCAR Cup Series Race (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190865PD	NASCAR Cup Series Race - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190395PC	NASCAR Cup Series Race L (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190395PD	NASCAR Cup Series Race L - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190396PC	NASCAR M.E. Cup Racing L (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190396PD	NASCAR M.E. Cup Racing L - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190397PC	NASCAR Raceday L (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190397PD	NASCAR Raceday L - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190866PC	NASCAR Xfinity Race (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190866PD	NASCAR Xfinity Race - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190398PC	NASCAR Xfinity Race L (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190398PD	NASCAR Xfinity Race L - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190867PC	National Dog Show (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190867PD	National Dog Show - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190400PC	NBA AllStar Sat Night (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190400PD	NBA AllStar Sat Night - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190401PC	NBA Basketball (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190401PD	NBA Basketball - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190868PC	NBA Christmas Special-3 (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190868PD	NBA Christmas Special-3 - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190402PC	NBA Draft L (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190402PD	NBA Draft L - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190869PC	NBA Finals on ABC- Gm 6 (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190869PD	NBA Finals on ABC- Gm 6 - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190403PC	NBA Playoffs- Conf Fnls L (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190403PD	NBA Playoffs- Conf Fnls L - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190404PC	NBA Playoffs- Round 1 L (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190404PD	NBA Playoffs- Round 1 L - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190405PC	NBA Playoffs- Round 2 L (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190405PD	NBA Playoffs- Round 2 L - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190406PC	NBA Playoffs-1st Rd L (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190406PD	NBA Playoffs-1st Rd L - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190407PC	NBA Playoffs-Conf Fnls L (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190407PD	NBA Playoffs-Conf Fnls L - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190408PC	NBA Playoffs-Conf Semis L (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190408PD	NBA Playoffs-Conf Semis L - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190409PC	NBA Regular Season L (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190409PD	NBA Regular Season L - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190870PC	NBA Trophy Presentation (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190870PD	NBA Trophy Presentation - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190871PC	NBC NFL Playoff Game Div (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190871PD	NBC NFL Playoff Game Div - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190872PC	NBC NFL Playoff Game Wc (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190872PD	NBC NFL Playoff Game Wc - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190873PC	NBC NHL Stanley Cup Fnl#7 (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190873PD	NBC NHL Stanley Cup Fnl#7 - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190877PC	NBC Sunday Night Football (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190877PD	NBC Sunday Night Football - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190878PC	NBC: Democratic Debate 1 (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190878PD	NBC: Democratic Debate 1 - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190879PC	NBC: Democratic Debate 2 (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190879PD	NBC: Democratic Debate 2 - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190410PC	NCAA Football L (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190410PD	NCAA Football L - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190414PC	New Years Eve Live w/ AC (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190414PD	New Years Eve Live w/ AC - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190886PC	New Year's Rockin EvePt1 (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190886PD	New Year's Rockin EvePt1 - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190416PC	NFL Draft L (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190416PD	NFL Draft L - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190887PC	NFL Draft on ABC-4/25 (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190887PD	NFL Draft on ABC-4/25 - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available

VARIABLE	DESCRIPTION	CATEGORY	STATUS
P0190888PC	NFL Honors (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190888PD	NFL Honors - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190417PC	NFL Preseason (Live) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190417PD	NFL Preseason (Live) - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190418PC	NFL Pre-Season Football L (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190418PD	NFL Pre-Season Football L - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190419PC	NFL Primetime L (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190419PD	NFL Primetime L - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190421PC	NFL Regular Season L (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190421PD	NFL Regular Season L - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190889PC	NFL Wild Card Game-ABC (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190889PD	NFL Wild Card Game-ABC - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190422PC	NFL Wildcard L (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190422PD	NFL Wildcard L - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190423PC	NFLN Thu Nt Football (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190423PD	NFLN Thu Nt Football - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190424PC	NHL Conference Finals L (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190424PD	NHL Conference Finals L - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190425PC	NHL Semi Finals L (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190425PD	NHL Semi Finals L - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190426PC	NHL Stanley Cup L (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190426PD	NHL Stanley Cup L - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190893PC	Notre Dame Football (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190893PD	Notre Dame Football - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190897PC	Oscars, The (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190897PD	Oscars, The - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190438PC	Pac 12 Tournament L (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190438PD	Pac 12 Tournament L - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190899PC	Pac-12 Football Champ Gm (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190899PD	Pac-12 Football Champ Gm - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190444PC	Peach Bowl L (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190444PD	Peach Bowl L - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190446PC	PGA Championship (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190446PD	PGA Championship - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190905PC	PGA Championships-Sun (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190905PD	PGA Championships-Sun - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190906PC	PGAT Players Chp-Su (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190906PD	PGAT Players Chp-Su - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190907PC	PGAT Tour Chp-Su Fnl 9 (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190907PD	PGAT Tour Chp-Su Fnl 9 - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190909PC	Preakness (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190909PD	Preakness - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190452PC	Pres GHW Bush Funeral (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190452PD	Pres GHW Bush Funeral - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190919PC	R&A Open Chp-Su NBC (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190919PD	R&A Open Chp-Su NBC - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190923PC	Redbox Bowl (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190923PD	Redbox Bowl - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190931PC	Roland Garros Tennis Sun2 (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190931PD	Roland Garros Tennis Sun2 - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190487PC	Rose Bowl L (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190487PD	Rose Bowl L - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190936PC	Ryder Cup Golf-Su (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190936PD	Ryder Cup Golf-Su - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190940PC	Saturday Night Football (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190940PD	Saturday Night Football - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190944PC	SEC Champ-CBS: Dr Pepper (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190944PD	SEC Champ-CBS: Dr Pepper - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190493PC	Sec Tournament L (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190493PD	Sec Tournament L - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190517PC	Sportscenter 12AM L (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190517PD	Sportscenter 12AM L - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190518PC	Sportscenter Weekend-PM L (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190518PD	Sportscenter Weekend-PM L - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190523PC	State Funeral of GHW Bush (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190523PD	State Funeral of GHW Bush - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190525PC	State of the Union 2019 (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190525PD	State of the Union 2019 - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190526PC	State of the Union Add (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190526PD	State of the Union Add - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available

VARIABLE	DESCRIPTION	CATEGORY	STATUS
P0190964PC	Steve Harvey-Live Tm Sq 2 (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190964PD	Steve Harvey-Live Tm Sq 2 - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190533PC	Sugar Bowl L (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190533PD	Sugar Bowl L - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190967PC	Sun Bowl (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190967PD	Sun Bowl - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190971PC	Super Bowl LIII (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190971PD	Super Bowl LIII - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190550PC	TBS NCAA Bskbl Chmp Sa-2 (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190550PD	TBS NCAA Bskbl Chmp Sa-2 - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190552PC	Tennis: Us Open Aft L (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190552PD	Tennis: Us Open Aft L - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190553PC	Tennis: US Open Prime L (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190553PD	Tennis: US Open Prime L - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190554PC	Tennis: Wimbledon L (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190554PD	Tennis: Wimbledon L - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190977PC	Thanksgiving Day Parade (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190977PD	Thanksgiving Day Parade - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190557PC	Thursday Night Football (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190557PD	Thursday Night Football - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190561PC	TNT NCAA Bskbl Chmp-Su-4 (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190561PD	TNT NCAA Bskbl Chmp-Su-4 - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190984PC	Toast to 2018 (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190984PD	Toast to 2018 - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190989PC	Tony Awards (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190989PD	Tony Awards - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190990PC	Tournament-Roses Parade (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190990PD	Tournament-Roses Parade - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190576PC	UFC Fight Night L (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190576PD	UFC Fight Night L - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190577PC	UFC Fight Night Prelims L (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190577PD	UFC Fight Night Prelims L - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190993PC	US Fig Skating Champ 1Q1 (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190993PD	US Fig Skating Champ 1Q1 - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190994PC	US Gymnastics Champs-Pr (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190994PD	US Gymnastics Champs-Pr - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0191001PC	Vote 2018-8:00Pm (H)	TV - 1Q Sports and Special Events	No Longer Available
P0191001PD	Vote 2018-8:00Pm - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190611PC	Wmns NCAA Bkbl Champ L (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190611PD	Wmns NCAA Bkbl Champ L - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190616PC	WWE Entertainment (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190616PD	WWE Entertainment - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190617PC	WWE Smackdown (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190617PD	WWE Smackdown - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0191011PC	WWOD Magical Hol Celebrtn (H)	TV - 1Q Sports and Special Events	No Longer Available
P0191011PD	WWOD Magical Hol Celebrtn - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available