

VARIABLE	DESCRIPTION	CATEGORY	STATUS
SB000768SC	Domestic light beer drank past 30 days Busch Light (A)	Alcohol	New
SB000764SC	Domestic light beer drank past 30 days Natural Light (A)	Alcohol	New
SB000777SC	Domestic light beer drink most often Bud Light (A)	Alcohol	New
SB000776SC	Domestic light beer drink most often Miller Lite (A)	Alcohol	New
SB004593SC	Malt alternatives drink most often Bud Light Rita (any flavor) (A)	Alcohol	New
SB000894SC	Wine (types) bought past 3 months White Zinfandel (A)	Alcohol	New
SB004235SC	Wine (types) drink most often Prosecco (A)	Alcohol	New
MM1731SC	Buy Women's Belt- 1yr (A)	Apparel and Jewelry	New
MM1721SC	Buy Women's Belt- <\$100- 1yr (A)	Apparel and Jewelry	New
MM1706SC	Buy Women's Gloves- 1yr (A)	Apparel and Jewelry	New
MM1718SC	Buy Women's Gloves- <\$100- 1yr (A)	Apparel and Jewelry	New
MM1715SC	Buy Women's Sweatpants- <\$100- 1yr (A)	Apparel and Jewelry	New
MM1724SC	Buy Women's Champion Clothing- 1yr (A)	Apparel and Jewelry	New
MM1722SC	Buy Women's Levi's Clothing- 1yr (A)	Apparel and Jewelry	New
MM1728SC	Buy Men's T-Shirt (Not Undershirt)- 1yr (A)	Apparel and Jewelry	New
MM1723SC	Amount Spent on Children's Clothing \$50 or Less- 6mo (H)	Apparel and Jewelry	New
MM1716SC	Buy Sports Sandals- 1yr (A)	Apparel and Jewelry	New
MM1733SC	Amount Spent on Sports Sandals- < \$75 (A)	Apparel and Jewelry	New
MM1719SC	Buy Other Type of Shoes- 1yr (A)	Apparel and Jewelry	New
MM1727SC	Buy Skechers Shoes- 1yr (A)	Apparel and Jewelry	New
MM1726SC	Buy Dress Watch- 1yr (A)	Apparel and Jewelry	New
MM1720SC	Buy Fine Sterling Jewelry- 1yr (A)	Apparel and Jewelry	New
SB003306SC	Amount plans to pay for used vehicle next 12 mos \$10,000 - \$14,999 (H)	Automotive	New
SB000165SC	Auto insurance provider for household Allstate (H)	Automotive	New
SB000163SC	Auto insurance provider for household Erie Insurance (H)	Automotive	New
SB000180SC	Auto repair/service on HHLD vehicle past 12 months Anti-freeze/coolant (H)	Automotive	New
SB000170SC	Auto repair/service on HHLD vehicle past 12 months Shocks/struts (H)	Automotive	New
SB000168SC	Auto repair/service on HHLD vehicle past 12 months Tune-up/spark plugs (H)	Automotive	New
SB000172SC	Auto repair/service on HHLD vehicle past 12 months Other car repair (H)	Automotive	New
SB000182SC	Auto repair/srvc on vehicle past 12 mo (pd labor) Tune-up/spark plugs (H)	Automotive	New
SB003854SC	Auto repair/srvc on vehicle past 12 mo (unpd labor) Muffler (H)	Automotive	New
SB005385SC	Features in any household vehicle Advanced Safety Features (H)	Automotive	New
SB005386SC	Features in any household vehicle Smartphone Interface (H)	Automotive	New
SB000439SC	No. auto repairs/srvcs on vhcle past 12 mo (pd labor) 1 repair/service (H)	Automotive	New
SB000436SC	No. auto repairs/srvcs on vhcle past 12 mo (pd labor) 4 repairs/services (H)	Automotive	New
SB000442SC	No. auto repairs/srvcs on vhcle past 12 mo (unpd labor)2 repairs/services (H)	Automotive	New
SB000453SC	Primary reasons use dealer to buy/leas last used vhccl Prev bus. w dealer (H)	Automotive	New
SB000468SC	Stores HHLD shopped for auto products/srvcs pst 12 mo Firestone Auto Care (H)	Automotive	New
SB000489SC	Vehicle HHLD plans to buy new next 12 months Luxury vehicle (any size) (H)	Automotive	New
SB000503SC	Vehicle HHLD plans to buy new/used/lease next 12 mon Compact car (H)	Automotive	New
SB000500SC	Vehicle HHLD plans to buy new/used/lease next 12 mon Midsize car (H)	Automotive	New
SB005387SC	Websites/apps might use to shop for new/usd vhcclOther site/app (H)	Automotive	New
SB005388SC	Model year of any vehicle (HHLD): 2009 or earlier (H)	Automotive	New
SB005389SC	Model year of any vehicle (HHLD): 2020 (H)	Automotive	New
SB005390SC	Model year of new vehicle (HHLD): 2009 or earlier (H)	Automotive	New
SB005391SC	Model year of new vehicle (HHLD): 2020 (H)	Automotive	New
SB005392SC	Model year of used vehicle (HHLD): 2009 or earlier (H)	Automotive	New
SB003440SC	Total miles traveled in car, van, truck, or bus past 7 days 50 - 99 miles (A)	Commuting and Transportation	New
SB001020SC	Number of ecofriendly activities done on a regular basis 2 activities (A)	Environment	New
SB001019SC	Number of ecofriendly activities done on a regular basis 3 activities (A)	Environment	New
SB005395SC	Company purchasing decisions participated in past 12 mo Any Purch Decision (A)	Financial	New
SB005394SC	Company purchasing decisions participated in past 12 mo Other Purch Decision (A)	Financial	New
SB005396SC	Company purchasing decisions participated in past 12 mo None (A)	Financial	New
SB005397SC	Credit cards/payment methods used past 3 months Apple Pay (A)	Financial	New
SB005398SC	Credit cards/payment methods used past 3 months Google Pay (A)	Financial	New
SB005399SC	Credit cards/payment methods used past 3 months PayPal (A)	Financial	New
SB005400SC	Credit cards/payment methods used past 3 months Other mobile/online payment (A)	Financial	New
SB005528SC	Home/rent insurance-plan to switch provider next 12 mo No (H)	Financial	New
SB000575SC	Homeowners/renters insurance provider for household Progressive (H)	Financial	New
SB000616SC	Professional services used by HHLD past 12 months Bankruptcy attorney (H)	Financial	New
SB005401SC	Professional services used by HHLD past 12 months Check/Cash/TitleLn (A) (H)	Financial	New
SB000630SC	Beverages (bottled water) drank past 7 days Crystal Geyser (A)	Food and Beverages	New
SB000624SC	Beverages (bottled water) drank past 7 days Ice Mountain (A)	Food and Beverages	New
SB000636SC	Beverages (bottled water) drink most often Any flavored water (A)	Food and Beverages	New
SB000639SC	Beverages (bottled water) drink most often Dasani (A)	Food and Beverages	New
SB004470SC	Beverages (bottled water) drink most often Glaceau Vitaminwater (A)	Food and Beverages	New
SB000658SC	Beverages (diet soft drinks) drank past 7 days Caffeine Free Diet Coke (A)	Food and Beverages	New
SB000657SC	Beverages (diet soft drinks) drank past 7 days Caffeine Free Diet Pepsi (A)	Food and Beverages	New
SB000651SC	Beverages (diet soft drinks) drank past 7 days Diet Mountain Dew (A)	Food and Beverages	New
SB000646SC	Beverages (diet soft drinks) drank past 7 days Fresca (A)	Food and Beverages	New

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SB000671SC	Beverages (diet soft drinks) drink most often Caffeine Free Diet Coke (A)	Food and Beverages	New
SB000664SC	Beverages (diet soft drinks) drink most often Diet Mountain Dew (A)	Food and Beverages	New
SB004478SC	Beverages (diet soft drinks) drink most often Fresca (A)	Food and Beverages	New
SB000677SC	Beverages (energy drinks) drink most often Other energy drink (A)	Food and Beverages	New
SB000691SC	Beverages (orange juice) drink most often Minute Maid (A)	Food and Beverages	New
SB000697SC	Beverages (other juices/juice drinks) drank past 7 days Ocean Spray (A)	Food and Beverages	New
SB003821SC	Beverages (regular soft drinks) drank past 7 days A&W Root Beer (A)	Food and Beverages	New
SB004483SC	Beverages (regular soft drinks) drank past 7 days Seagrams (A)	Food and Beverages	New
SB005402SC	Beverages (regular soft drinks) drank past 7 days Other regular soft drink (A)	Food and Beverages	New
SB000741SC	Beverages (regular soft drinks) drink most often 7Up (A)	Food and Beverages	New
SB005403SC	Beverages (regular soft drinks) drink most often Other regular soft drink (A)	Food and Beverages	New
SB004491SC	Beverages (tea in bottles/cans) drank past 7 days Fuze (A)	Food and Beverages	New
SB003692SC	Convenience stores bought lottery ticket past 7 days Circle K (H)	Food and Beverages	New
SB004219SC	Convenience stores bought lottery ticket past 7 days Speedway (H)	Food and Beverages	New
SB005640SC	Food delivery services household used past 30 days Grocery delivery (H)	Food and Beverages	New
SB005641SC	Food delivery services household used past 30 days Meal kit (H)	Food and Beverages	New
SB005642SC	Food delivery services household used past 30 days Restaurant delivery (H)	Food and Beverages	New
MM1761SC	Gasoline: Total Users: Gallons/Last 7d: 7-Eleven (A)	Gas, Credit Cards and Chains	New
MM1761SD	Gasoline: Total Users: Gallons/Last 7d: 7-Eleven (A) - (Gallons/1wk)	Gas, Credit Cards and Chains	New
MM1757SC	Gasoline: Total Users: Gallons/Last 7d: Arco (A)	Gas, Credit Cards and Chains	New
MM1757SD	Gasoline: Total Users: Gallons/Last 7d: Arco (A) - (Gallons/1wk)	Gas, Credit Cards and Chains	New
MM1758SC	Gasoline: Total Users: Gallons/Last 7d: BP (A)	Gas, Credit Cards and Chains	New
MM1758SD	Gasoline: Total Users: Gallons/Last 7d: BP (A) - (Gallons/1wk)	Gas, Credit Cards and Chains	New
MM1759SC	Gasoline: Total Users: Gallons/Last 7d: Chevron (A)	Gas, Credit Cards and Chains	New
MM1759SD	Gasoline: Total Users: Gallons/Last 7d: Chevron (A) - (Gallons/1wk)	Gas, Credit Cards and Chains	New
MM1762SC	Gasoline: Total Users: Gallons/Last 7d: Speedway (A)	Gas, Credit Cards and Chains	New
MM1762SD	Gasoline: Total Users: Gallons/Last 7d: Speedway (A) - (Gallons/1wk)	Gas, Credit Cards and Chains	New
MM1763SC	Gasoline: Total Users: Gallons/Last 7d: Sunoco (A)	Gas, Credit Cards and Chains	New
MM1763SD	Gasoline: Total Users: Gallons/Last 7d: Sunoco (A) - (Gallons/1wk)	Gas, Credit Cards and Chains	New
MM1764SC	Gasoline: Total Users: Gallons/Last 7d: Valero (A)	Gas, Credit Cards and Chains	New
MM1764SD	Gasoline: Total Users: Gallons/Last 7d: Valero (A) - (Gallons/1wk)	Gas, Credit Cards and Chains	New
MM1765SC	Gasoline: Total Users: Gallons/Last 7d: Warehouse/Club Store (A)	Gas, Credit Cards and Chains	New
MM1765SD	Gasoline: Total Users: Gallons/Last 7d: Warehouse/Club Store (A) - (Gallons/1wk)	Gas, Credit Cards and Chains	New
MM1760SC	Gasoline: Total Users: Gallons/Last 7d: Exxon (A)	Gas, Credit Cards and Chains	New
MM1760SD	Gasoline: Total Users: Gallons/Last 7d: Exxon (A) - (Gallons/1wk)	Gas, Credit Cards and Chains	New
SB005598SC	Health insurance carrier - All types Aetna/Coventry Health Care (A)	Health	New
SB005599SC	Health insurance carrier - All types Aflac (A)	Health	New
SB005600SC	Health insurance carrier - All types BlueCross BlueShield (A)	Health	New
SB005601SC	Health insurance carrier - All types Cigna (A)	Health	New
SB005602SC	Health insurance carrier - All types Humana (A)	Health	New
SB005603SC	Health insurance carrier - All types State Farm (A)	Health	New
SB005604SC	Health insurance carrier - All types UnitedHealthcare (A)	Health	New
SB005605SC	Health insurance carrier - All types Any health insurance (A)	Health	New
SB005606SC	Health insurance carrier - Employer sponsored Aetna/Coventry Health Care (A)	Health	New
SB005608SC	Health insurance carrier - Employer sponsored BlueCross BlueShield (A)	Health	New
SB005609SC	Health insurance carrier - Employer sponsored Cigna (A)	Health	New
SB005610SC	Health insurance carrier - Employer sponsored Humana (A)	Health	New
SB005611SC	Health insurance carrier - Employer sponsored State Farm (A)	Health	New
SB005612SC	Health insurance carrier - Employer sponsored UnitedHealthcare (A)	Health	New
SB005613SC	Health insurance carrier - Individually purchased Aetna/Coventry Health Care (A)	Health	New
SB005615SC	Health insurance carrier - Individually purchased BlueCross BlueShield (A)	Health	New
SB005616SC	Health insurance carrier - Individually purchased Cigna (A)	Health	New
SB005617SC	Health insurance carrier - Individually purchased Humana (A)	Health	New
SB005618SC	Health insurance carrier - Individually purchased State Farm (A)	Health	New
SB005619SC	Health insurance carrier - Individually purchased UnitedHealthcare (A)	Health	New
SB005404SC	Medical services HHLd received past 3 years Other medical service (H)	Health	New
SB001185SC	Medical services HHLd used at hospital past 3 years Urgent care facility (H)	Health	New
SB005405SC	Medical services HHLd used at hospital past 3 years Other medical service (H)	Health	New
SB005406SC	Medical srvc HHLd used at oth med facility pst 3 yrs Other medical servc (H)	Health	New
SB001108SC	Medications reasons bought past 12 months Asthma (A)	Health	New
SB005407SC	Medications reasons bought past 12 months Hair loss (A)	Health	New
SB001097SC	Medications reasons bought past 12 months Weight loss (A)	Health	New
SB001133SC	NonRX/health/beauty items:Stores bought past 30 days Target (A)	Health	New
SB001136SC	RX/nonRX/health/beauty items:Stores bought past 30 days Target (A)	Health	New
SB003804SC	Tobacco/other nicotine products used past 30 days Chewing tobacco, etc. (A)	Health	New
SB005408SC	Type of health insurance Medicaid (A)	Health	New
SB005409SC	Type of health insurance Military (TRICARE/VA) (A)	Health	New
SB005410SC	Type of health insurance Other type of health insurance (A)	Health	New
MM1710SC	Buy Central Air Conditioner- 1yr (H)	Hardware and Appliances	New
MM1709SC	Buy Gas Lawn Mower- 1yr (H)	Hardware and Appliances	New

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MM1711SC	Buy Microwave Cookware- 1yr (H)	Hardware and Appliances	New
MM1713SC	Buy Smoke/Fire Detector- 1yr (H)	Hardware and Appliances	New
MM1714SC	Buy Upright Vacuum Cleaner- 1yr (H)	Hardware and Appliances	New
MM1708SC	Own AC-separate room (H)	Hardware and Appliances	New
MM1712SC	Own Electric Wok (H)	Hardware and Appliances	New
MM1729SC	Own Trash Compactor (H)	Hardware and Appliances	New
MM1011SC	Activities done using a social media, etc in last 30 days: Sent message, email (A)	Internet	New
MM1008SC	Activities done using social media, etc in last 30d: Comment on friend's post (A)	Internet	New
MM1004SC	Activities using soc media, photo, video share in last 30d: Used picture filter (A)	Internet	New
MM1018SC	Activities using social media, etc in last 30d: Clicked on advertisement (A)	Internet	New
MM1009SC	Activities using social media, etc in last 30d: Posted blog entry (A)	Internet	New
MM1016SC	Activities using social media, etc in last 30d: Posted that you (A)	Internet	New
MM1010SC	Activities using social media, etc in last 30d: Rated a product or service (A)	Internet	New
MM1021SC	Activities using social media, etc in last 30d: Re-post, share someone's post (A)	Internet	New
MM1012SC	Activities using social media, etc in last 30d: Used Instant Messaging (A)	Internet	New
MM1007SC	Activities using social media, etc in last 30d: Visit friend's profile (A)	Internet	New
MM1017SC	Activities using social media, etc last 30d: Follow/become (A)	Internet	New
MM1020SC	Activities using social media, photo share in last 30d: Posted current location (A)	Internet	New
MM1013SC	Activities using social media, photo, video-sharing in last 30d: Play a game (A)	Internet	New
MM1003SC	Activities using social media, photo, video-sharing in last 30d: Post picture(s) (A)	Internet	New
MM1005SC	Activities using social media, photo, video-sharing in last 30d: Post video(s) (A)	Internet	New
MM1006SC	Activities using social media, photo, video-sharing in last 30d: Post web link (A)	Internet	New
MM1015SC	Activities using social media, photo, video-sharing in last 30d: Sent gift (A)	Internet	New
MM1002SC	Activities using social media, photo, video-sharing in last 30d: Update profile (A)	Internet	New
MM1001SC	Activities using social media, photo, video-sharing in last 30d: Update status (A)	Internet	New
MM1019SC	Activities using social media, photo, video-sharing in last 30d: Watched a video (A)	Internet	New
MM1014SC	Activities using social media, photo-sharing in last 30d: Invite people to event (A)	Internet	New
MM1023SC	Chat, Instant Messenger, or video chat, used in last 30 days: Facebook Messenger (A)	Internet	New
MM1024SC	Chat, Instant Messenger, or video chat, used in last 30 days: FaceTime (A)	Internet	New
MM1025SC	Chat, Instant Messenger, or video chat, used in last 30 days: Google Hangouts (A)	Internet	New
MM1026SC	Chat, Instant Messenger, video chat used in last 30 days: Skype (A)	Internet	New
MM1027SC	Chat, Instant Messenger, video chat used in last 30 days: Snap Chat (A)	Internet	New
MM1028SC	Chat, Instant Messenger, video chat used in last 30 days: WhatsApp (A)	Internet	New
MM1029SC	How respondent connects to the Internet from home: DSL Connection (A)	Internet	New
MM1773SC	How respondent connects to the Internet from home: DSL Connection (A)	Internet	New
MM1030SC	How respondent connects to the Internet from home: Satellite Service (A)	Internet	New
MM1774SC	How respondent connects to the Internet from home: Satellite Service (A)	Internet	New
MM1060SC	Internet - Activities Done: Downloaded a movie in last 30 days (A)	Internet	New
MM1058SC	Internet - Activities Done: Downloaded a TV program in last 30 days (A)	Internet	New
MM1041SC	Internet - Activities Done: Downloaded a video game in last 30 days (A)	Internet	New
MM1051SC	Internet - Activities Done: Found info about entertainment in last 30d (A)	Internet	New
MM1056SC	Internet - Activities Done: Looked at TV listings on-line in last 30 days (A)	Internet	New
MM1052SC	Internet - Activities Done: Looked for employment in last 30 days (A)	Internet	New
MM1053SC	Internet - Activities Done: Looked for recipes in last 30 days (A)	Internet	New
MM1057SC	Internet - Activities Done: Looked up movie listings, showtimes in last 30 days (A)	Internet	New
MM1065SC	Internet - Activities Done: Made a phone call in last 30 days (A)	Internet	New
MM1037SC	Internet - Activities Done: Made a purchase for business use in last 30 days (A)	Internet	New
MM1036SC	Internet - Activities Done: Made a purchase for personal use (A)	Internet	New
MM1039SC	Internet - Activities Done: Made personal/ business travel plans in last 30 days (A)	Internet	New
MM1050SC	Internet - Activities Done: Obtained childcare or parenting info in last 30 days (A)	Internet	New
MM1043SC	Internet - Activities Done: Obtained financial information in last 30 days (A)	Internet	New
MM1048SC	Internet - Activities Done: Obtained info about real estate in last 30 days (A)	Internet	New
MM1047SC	Internet - Activities Done: Obtained info for new/used car purchase in last 30d (A)	Internet	New
MM1038SC	Internet - Activities Done: Obtained info to help make purchase in last 30 days (A)	Internet	New
MM1045SC	Internet - Activities Done: Obtained latest news/current events in last 30 days (A)	Internet	New
MM1049SC	Internet - Activities Done: Obtained medical information in last 30 days (A)	Internet	New
MM1046SC	Internet - Activities Done: Obtained sports news/Information (A)	Internet	New
MM1044SC	Internet - Activities Done: Paid bills online in last 30 days (A)	Internet	New
MM1775SC	Internet - Activities Done: Paid bills online in last 30 days (A)	Internet	New
MM1035SC	Internet - Activities Done: Participated in on-line dating in last 30 days (A)	Internet	New
MM1040SC	Internet - Activities Done: Played games online in last 30 days (A)	Internet	New
MM1064SC	Internet - Activities Done: Posted comment on blog, online forum in last 30d (A)	Internet	New
MM1068SC	Internet - Activities Done: Sent an electronic greeting card in last 30 days (A)	Internet	New
MM1776SC	Internet - Activities Done: Shared photos via Internet site in last 30 days (A)	Internet	New
MM1067SC	Internet - Activities Done: Shared photos via Internet website in last 30 days (A)	Internet	New
MM1054SC	Internet - Activities Done: Took an online class or course in last 30 days (A)	Internet	New
MM1033SC	Internet - Activities Done: Used email in last 30 days (A)	Internet	New
MM1034SC	Internet - Activities Done: Used instant messenger/IM in last 30 days (A)	Internet	New
MM1066SC	Internet - Activities Done: Used video chat in last 30 days (A)	Internet	New
MM1032SC	Internet - Activities Done: Visited a chat room in last 30 days (A)	Internet	New

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MM1063SC	Internet - Activities Done: Visited online blogs last 30 days (A)	Internet	New
MM1055SC	Internet - Activities Done: Visited TV network or TV show website in last 30d (A)	Internet	New
MM1061SC	Internet - Activities Done: Watched a movie online in last 30 days (A)	Internet	New
MM1059SC	Internet - Activities Done: Watched a program online in last 30 days (A)	Internet	New
MM1062SC	Internet - Activities Done: Watched other online video in last 30 days (A)	Internet	New
MM1073SC	Internet - Devices Used To Look At Or Use: Any Computer in last 30 days (A)	Internet	New
MM1075SC	Internet - Devices Used To Look At Or Use: Cellphone/Smartphone in last 30 days (A)	Internet	New
MM1071SC	Internet - Devices Used To Look At Or Use: Desktop Computer in last 30 days (A)	Internet	New
MM1076SC	Internet - Devices Used To Look At Or Use: e-Reader in last 30 days (A)	Internet	New
MM1074SC	Internet - Devices Used To Look At Or Use: iPad or other Tablet in last 30 days (A)	Internet	New
MM1072SC	Internet - Devices Used To Look At Or Use: Laptop/Netbook in last 30 days (A)	Internet	New
MM1078SC	Internet - Devices Used To Look At Or Use: Television in last 30 days (A)	Internet	New
MM1077SC	Internet - Devices Used To Look At Or Use: Video game console in last 30 days (A)	Internet	New
MM1084SC	Internet - Total Time Spent Using Last Saturday: Less than .5 hour (A)	Internet	New
MM1083SC	Internet - Total Time Spent Using Last Saturday: .5 - 1 hours (A)	Internet	New
MM1082SC	Internet - Total Time Spent Using Last Saturday: 1 - 2 hours (A)	Internet	New
MM1081SC	Internet - Total Time Spent Using Last Saturday: 2 - 5 hours (A)	Internet	New
MM1080SC	Internet - Total Time Spent Using Last Saturday: 5 - 10 hours (A)	Internet	New
MM1777SC	Internet - Total Time Spent Using Last Saturday: 5 - 10 hours (A)	Internet	New
MM1090SC	Internet - Total Time Spent Using Last Sunday: Less than .5 hour (A)	Internet	New
MM1089SC	Internet - Total Time Spent Using Last Sunday: .5 - 1 hour (A)	Internet	New
MM1088SC	Internet - Total Time Spent Using Last Sunday: 1 - 2 hours (A)	Internet	New
MM1087SC	Internet - Total Time Spent Using Last Sunday: 2 - 5 hours (A)	Internet	New
MM1086SC	Internet - Total Time Spent Using Last Sunday: 5 - 10 hours (A)	Internet	New
MM1085SC	Internet - Total Time Spent Using Last Sunday: 10 or more hours (A)	Internet	New
MM1096SC	Internet - Total Time Spent Using Yesterday: Less than .5 hour (A)	Internet	New
MM1095SC	Internet - Total Time Spent Using Yesterday: .5 - 1 hour (A)	Internet	New
MM1094SC	Internet - Total Time Spent Using Yesterday: 1 - 2 hours (A)	Internet	New
MM1093SC	Internet - Total Time Spent Using Yesterday: 2 - 5 hours (A)	Internet	New
MM1092SC	Internet - Total Time Spent Using Yesterday: 5 - 10 hours (A)	Internet	New
MM1091SC	Internet - Total Time Spent Using Yesterday: 10 or more hours (A)	Internet	New
MM1099SC	Internet - Where Looked/Used in last 30 days: Another place (A)	Internet	New
MM1778SC	Internet - Where Looked/Used in last 30 days: Another place (A)	Internet	New
MM1097SC	Internet - Where Looked/Used in last 30 days: At home (A)	Internet	New
MM1098SC	Internet - Where Looked/Used in last 30 days: At work (A)	Internet	New
MM1022SC	You or your household currently pay a subscription for Amazon Prime: Yes (A)	Internet	New
MM1101SC	Internet Service Providers - Household: AT&T (U-Verse or DSL) (H)	Internet	New
MM1102SC	Internet Service Providers - Household: CenturyLink (H)	Internet	New
MM1779SC	Internet Service Providers - Household: Frontier (A)	Internet	New
MM1103SC	Internet Service Providers - Household: Frontier (H)	Internet	New
MM1105SC	Internet Service Providers - Household: Spectrum (including Time Warner Cable) (A)	Internet	New
MM1780SC	Internet Service Providers - Household: Xfinity/Comcast (A)	Internet	New
MM1106SC	Internet Service Providers - Household: Xfinity/Comcast (H)	Internet	New
MM1121SC	Social Media, Photo,Video-Sharing Services Used In The Last 30 Days: Any (A)	Internet	New
MM1108SC	Social Media, Photo,Video-Sharing Services Used In The Last 30 Days: Facebook (A)	Internet	New
MM1109SC	Social Media, Photo,Video-Sharing Services Used In The Last 30d: Google Photos (A)	Internet	New
MM1110SC	Social Media, Photo,Video-Sharing Services Used In The Last 30 Days: Instagram (A)	Internet	New
MM1111SC	Social Media, Photo,Video-Sharing Services Used In The Last 30 Days: LinkedIn (A)	Internet	New
MM1112SC	Social Media, Photo,Video-Sharing Services Used In The Last 30 Days: Pinterest (A)	Internet	New
MM1113SC	Social Media, Photo,Video-Sharing Services Used In The Last 30 Days: Shutterfly (A)	Internet	New
MM1781SC	Social Media, Photo/Video Sharing Visited/Used In Last 30d: Shutterfly (A)	Internet	New
MM1114SC	Social Media, Photo,Video-Sharing Services Used In The Last 30 Days: Snapchat (A)	Internet	New
MM1115SC	Social Media, Photo,Video-Sharing Services Used In The Last 30 Days: Tumblr (A)	Internet	New
MM1116SC	Social Media, Photo,Video-Sharing Services Used In The Last 30 Days: Twitch (A)	Internet	New
MM1117SC	Social Media, Photo,Video-Sharing Services Used In The Last 30 Days: Twitter (A)	Internet	New
MM1118SC	Social Media, Photo,Video-Sharing Services Used In The Last 30 Days: Vimeo (A)	Internet	New
MM1119SC	Social Media, Photo,Video-Sharing Services Used In The Last 30 Days: Yelp (A)	Internet	New
MM1120SC	Social Media, Photo,Video-Sharing Services Used In The Last 30 Days: YouTube (A)	Internet	New
MM1126SC	Websites Visited Or Apps Used In The Last 30 Days: ABC (A)	Internet	New
MM1153SC	Websites Visited Or Apps Used In The Last 30 Days: ABCNews (A)	Internet	New
MM1201SC	Websites Visited Or Apps Used In The Last 30 Days: AccuWeather (A)	Internet	New
MM1186SC	Websites Visited Or Apps Used In The Last 30 Days: Airbnb (A)	Internet	New
MM1166SC	Websites Visited Or Apps Used In The Last 30 Days: Amazon (A)	Internet	New
MM1143SC	Websites Visited Or Apps Used In The Last 30 Days: Answers.com/WikiAnswers (A)	Internet	New
MM1122SC	Websites Visited Or Apps Used In The Last 30 Days: AOL Mail (A)	Internet	New
MM1154SC	Websites Visited Or Apps Used In The Last 30 Days: BBC.com (A)	Internet	New
MM1187SC	Websites Visited Or Apps Used In The Last 30 Days: Bing Maps (A)	Internet	New
MM1174SC	Websites Visited Or Apps Used In The Last 30 Days: BleacherReport.com or B-R (A)	Internet	New
MM1127SC	Websites Visited Or Apps Used In The Last 30 Days: BuzzFeed (A)	Internet	New
MM1150SC	Websites Visited Or Apps Used In The Last 30 Days: CareerBuilder (A)	Internet	New

VARIABLE	DESCRIPTION	CATEGORY	STATUS
MM1128SC	Websites Visited Or Apps Used In The Last 30 Days: CBS (A)	Internet	New
MM1155SC	Websites Visited Or Apps Used In The Last 30 Days: CBSNews (A)	Internet	New
MM1175SC	Websites Visited Or Apps Used In The Last 30 Days: CBSSports (A)	Internet	New
MM1188SC	Websites Visited Or Apps Used In The Last 30 Days: CheapTickets (A)	Internet	New
MM1140SC	Websites Visited Or Apps Used In The Last 30 Days: CNBC (A)	Internet	New
MM1185SC	Websites Visited Or Apps Used In The Last 30 Days: CNET (A)	Internet	New
MM1156SC	Websites Visited Or Apps Used In The Last 30 Days: CNN (A)	Internet	New
MM1167SC	Websites Visited Or Apps Used In The Last 30 Days: Coupons (A)	Internet	New
MM1129SC	Websites Visited Or Apps Used In The Last 30 Days: Disney.com (A)	Internet	New
MM1168SC	Websites Visited Or Apps Used In The Last 30 Days: eBay (A)	Internet	New
MM1144SC	Websites Visited Or Apps Used In The Last 30 Days: eHow (A)	Internet	New
MM1176SC	Websites Visited Or Apps Used In The Last 30 Days: ESPN (A)	Internet	New
MM1189SC	Websites Visited Or Apps Used In The Last 30 Days: Expedia (A)	Internet	New
MM1130SC	Websites Visited Or Apps Used In The Last 30 Days: Fandango (A)	Internet	New
MM1157SC	Websites Visited Or Apps Used In The Last 30 Days: Fox News (A)	Internet	New
MM1177SC	Websites Visited Or Apps Used In The Last 30 Days: FOX Sports (A)	Internet	New
MM1131SC	Websites Visited Or Apps Used In The Last 30 Days: Fox.com/FOX NOW (A)	Internet	New
MM1123SC	Websites Visited Or Apps Used In The Last 30 Days: Gmail (A)	Internet	New
MM1190SC	Websites Visited Or Apps Used In The Last 30 Days: Google Maps (A)	Internet	New
MM1169SC	Websites Visited Or Apps Used In The Last 30 Days: Groupon (A)	Internet	New
MM1191SC	Websites Visited Or Apps Used In The Last 30 Days: Hotels.com (A)	Internet	New
MM1192SC	Websites Visited Or Apps Used In The Last 30 Days: Hotwire (A)	Internet	New
MM1158SC	Websites Visited Or Apps Used In The Last 30 Days: HuffPost (A)	Internet	New
MM1132SC	Websites Visited Or Apps Used In The Last 30 Days: IMDb (A)	Internet	New
MM1151SC	Websites Visited Or Apps Used In The Last 30 Days: Indeed.com or Indeed Jobs (A)	Internet	New
MM1193SC	Websites Visited Or Apps Used In The Last 30 Days: Lyft (A)	Internet	New
MM1194SC	Websites Visited Or Apps Used In The Last 30 Days: MapQuest (A)	Internet	New
MM1178SC	Websites Visited Or Apps Used In The Last 30 Days: MLB.com/MLB.com At Bat (A)	Internet	New
MM1152SC	Websites Visited Or Apps Used In The Last 30 Days: Monster (A)	Internet	New
MM1133SC	Websites Visited Or Apps Used In The Last 30 Days: MSN Entertainment (A)	Internet	New
MM1141SC	Websites Visited Or Apps Used In The Last 30 Days: MSN Money (A)	Internet	New
MM1134SC	Websites Visited Or Apps Used In The Last 30 Days: MTV (A)	Internet	New
MM1179SC	Websites Visited Or Apps Used In The Last 30 Days: NASCAR (A)	Internet	New
MM1180SC	Websites Visited Or Apps Used In The Last 30 Days: NBA (A)	Internet	New
MM1135SC	Websites Visited Or Apps Used In The Last 30 Days: NBC (A)	Internet	New
MM1159SC	Websites Visited Or Apps Used In The Last 30 Days: NBCNews (A)	Internet	New
MM1181SC	Websites Visited Or Apps Used In The Last 30 Days: NBCSports.com (A)	Internet	New
MM1182SC	Websites Visited Or Apps Used In The Last 30 Days: NFL.com or NFL/NFL Mobile (A)	Internet	New
MM1195SC	Websites Visited Or Apps Used In The Last 30 Days: Orbitz (A)	Internet	New
MM1124SC	Websites Visited Or Apps Used In The Last 30 Days: Outlook (A)	Internet	New
MM1170SC	Websites Visited Or Apps Used In The Last 30 Days: Overstock (A)	Internet	New
MM1136SC	Websites Visited Or Apps Used In The Last 30 Days: PBS.org or PBS Video (A)	Internet	New
MM1196SC	Websites Visited Or Apps Used In The Last 30 Days: Priceline (A)	Internet	New
MM1161SC	Websites Visited Or Apps Used In The Last 30 Days: Reuters (A)	Internet	New
MM1171SC	Websites Visited Or Apps Used In The Last 30 Days: Telemundo.com (A)	Internet	New
MM1162SC	Websites Visited Or Apps Used In The Last 30 Days: The Washington Post (A)	Internet	New
MM1137SC	Websites Visited Or Apps Used In The Last 30 Days: Ticketmaster (A)	Internet	New
MM1197SC	Websites Visited Or Apps Used In The Last 30 Days: Travelocity (A)	Internet	New
MM1198SC	Websites Visited Or Apps Used In The Last 30 Days: TripAdvisor (A)	Internet	New
MM1199SC	Websites Visited Or Apps Used In The Last 30 Days: Uber (A)	Internet	New
MM1172SC	Websites Visited Or Apps Used In The Last 30 Days: Univision.com/Univision NOW (A)	Internet	New
MM1163SC	Websites Visited Or Apps Used In The Last 30 Days: USA Today.com (A)	Internet	New
MM1138SC	Websites Visited Or Apps Used In The Last 30 Days: Vevo.com (A)	Internet	New
MM1203SC	Websites Visited Or Apps Used In The Last 30 Days: WeatherBug (A)	Internet	New
MM1202SC	Websites Visited Or Apps Used In Last 30 Days: The Weather Channel (Weather.com) (A)	Internet	New
MM1204SC	Websites Visited Or Apps Used In Last 30 Days: Weather Underground (A)	Internet	New
MM1145SC	Websites Visited Or Apps Used In The Last 30 Days: WebMD (A)	Internet	New
MM1146SC	Websites Visited Or Apps Used In The Last 30 Days: Whitepages (A)	Internet	New
MM1147SC	Websites Visited Or Apps Used In The Last 30 Days: Wikipedia (A)	Internet	New
MM1164SC	Websites Visited Or Apps Used In The Last 30 Days: WSJ.com (A)	Internet	New
MM1183SC	Websites Visited Or Apps Used In The Last 30 Days: WWE (A)	Internet	New
MM1148SC	Websites Visited Or Apps Used In The Last 30 Days: Yahoo! Answers (A)	Internet	New
MM1139SC	Websites Visited Or Apps Used In The Last 30 Days: Yahoo! Entertainment (A)	Internet	New
MM1142SC	Websites Visited Or Apps Used In The Last 30 Days: Yahoo! Finance (A)	Internet	New
MM1125SC	Websites Visited Or Apps Used In The Last 30 Days: Yahoo! Mail (A)	Internet	New
MM1200SC	Websites Visited Or Apps Used In The Last 30 Days: Yahoo! Maps (A)	Internet	New
MM1165SC	Websites Visited Or Apps Used In The Last 30 Days: Yahoo! News (A)	Internet	New
MM1184SC	Websites Visited Or Apps Used In The Last 30 Days: Yahoo! Sports (A)	Internet	New
MM1149SC	Websites Visited Or Apps Used In The Last 30 Days: Zillow (A)	Internet	New
MM1205SC	Websites/Search Engines - Used In Last 30 Days: AOL/AOL.com (A)	Internet	New

VARIABLE	DESCRIPTION	CATEGORY	STATUS
MM1206SC	Websites/Search Engines - Used In Last 30 Days: Bing.com (A)	Internet	New
MM1207SC	Websites/Search Engines - Used In Last 30 Days: Google.com (A)	Internet	New
MM1208SC	Websites/Search Engines - Used In Last 30 Days: Yahoo.com (A)	Internet	New
SB004686SC	Consumer electronics:Stores shopped past 12 months Office Depot/OfficeMax (H)	Items in the Home	New
SB004501SC	Furniture/mattress:Stores bought past 12 months La-Z-Boy Furn. Galleries (H)	Items in the Home	New
SB004502SC	Furniture/mattress:Stores bought past 12 months Mattress Firm (H)	Items in the Home	New
SB001603SC	Furniture/mattress:Stores shopped past 12 months La-Z-Boy Furniture (H)	Items in the Home	New
SB001601SC	Furniture/mattress:Stores shopped past 12 months Mattress Firm (H)	Items in the Home	New
SB003751SC	HHLd items bought past 12 mths (amt spent) cons. electronics:\$100 - \$249 (H)	Items in the Home	New
SB004691SC	HHLd items bought past 12 mths (amt spent) Floor covering:Under \$100 (H)	Items in the Home	New
SB003395SC	HHLd items bought past 12 mths (amt spent) Furniture:\$500-\$999 (H)	Items in the Home	New
SB003749SC	HHLd items bought past 12 mths (amt spent) Lawn or garden:\$3000 or more (H)	Items in the Home	New
SB003405SC	HHLd items bought past 12 mths (amt spent) Television:\$500-\$999 (H)	Items in the Home	New
SB005413SC	Items/services HHLd plans to buy in next 12 months Amazon Prime (H)	Items in the Home	New
SB001658SC	Items/services HHLd plans to buy in next 12 months Motorcycle (H)	Items in the Home	New
SB005414SC	Items/services household currently has Amazon Prime (H)	Items in the Home	New
SB004374SC	Type of home improvement done past 12 mo (amt) Plumbing:Over \$5,000 (H)	Items in the Home	New
SB004387SC	Type of home improvement done past 12 mo (amt) Repair roof:\$500 - \$4,999 (H)	Items in the Home	New
SB005415SC	Type of home improvement done past 12 mo (amt) Other home imp:Under \$500 (H)	Items in the Home	New
SB005416SC	Type of home improvement done past 12 mo (amt) Other home imp:\$500-\$4,999 (H)	Items in the Home	New
SB005417SC	Type of home improvement done past 12 mo (amt) Other home imp:Over \$5,000 (H)	Items in the Home	New
SB005418SC	Type of home improvement done past 12 mo (amt) Other remod:Under \$500 (H)	Items in the Home	New
SB005419SC	Type of home improvement done past 12 mo (amt) Other remod:\$500-4,999 (H)	Items in the Home	New
SB005420SC	Type of home improvement done past 12 mo (amt) Other remod:Over \$5,000 (H)	Items in the Home	New
SB001711SC	Type of home improvement done past 12 months Any addition (H)	Items in the Home	New
SB001726SC	Type of home improvement done past 12 months Siding (H)	Items in the Home	New
MM1701SC	Read any magazines - paper or electronic version, last 6 mos (A)	Magazines and Newspapers	New
MM1565SC	Read The Atlantic (print & digital) (A)	Magazines and Newspapers	New
MM1571SC	Read AARP The Magazine (print & digital) (A)	Magazines and Newspapers	New
MM1638SC	Read AARP The Magazine (print only) (A)	Magazines and Newspapers	New
MM1566SC	Read Allrecipes (print & digital) (A)	Magazines and Newspapers	New
MM1705SC	Read Allrecipes (print only) (A)	Magazines and Newspapers	New
MM1570SC	Read Allure (print & digital) (A)	Magazines and Newspapers	New
MM1704SC	Read Allure (print only) (A)	Magazines and Newspapers	New
MM1569SC	Read American Rifleman (print & digital) (A)	Magazines and Newspapers	New
MM1703SC	Read American Rifleman (print only) (A)	Magazines and Newspapers	New
MM1568SC	Read American Way (print & digital) (A)	Magazines and Newspapers	New
MM1702SC	Read American Way (print only) (A)	Magazines and Newspapers	New
MM1567SC	Read Architectural Digest (print & digital) (A)	Magazines and Newspapers	New
MM1735SC	Read Architectural Digest (print only) (A)	Magazines and Newspapers	New
MM1562SC	Read Better Homes & Gardens (print & digital) (A)	Magazines and Newspapers	New
MM1699SC	Read Better Homes & Gardens (print only) (A)	Magazines and Newspapers	New
MM1563SC	Read Birds & Blooms (print & digital) (A)	Magazines and Newspapers	New
MM1698SC	Read Birds & Blooms (print only) (A)	Magazines and Newspapers	New
MM1561SC	Read Bloomberg Businessweek (print & digital) (A)	Magazines and Newspapers	New
MM1564SC	Read Bon Appetit (print & digital) (A)	Magazines and Newspapers	New
MM1696SC	Read Bon Appetit (print only) (A)	Magazines and Newspapers	New
MM1694SC	Read Bonnier Marine and Aviation Group magazines (digital/print) (A)	Magazines and Newspapers	New
MM1737SC	Read Bonnier Marine and Aviation Group magazines (print only) (A)	Magazines and Newspapers	New
MM1493SC	Read Road & Track (print & digital) (A)	Magazines and Newspapers	New
MM1692SC	Read Bonnier Outdoor Group magazines (digital/print) (A)	Magazines and Newspapers	New
MM1736SC	Read Bonnier Outdoor Group magazines (print only) (A)	Magazines and Newspapers	New
MM1560SC	Read Car and Driver (print & digital) (A)	Magazines and Newspapers	New
MM1690SC	Read Car and Driver (print only) (A)	Magazines and Newspapers	New
MM1688SC	Read Conde Nast Package magazines (digital/print) (A)	Magazines and Newspapers	New
MM1738SC	Read Conde Nast Package magazines (print only) (A)	Magazines and Newspapers	New
MM1556SC	Read Conde Nast Traveler (print & digital) (A)	Magazines and Newspapers	New
MM1687SC	Read Conde Nast Traveler (print only) (A)	Magazines and Newspapers	New
MM1555SC	Read Consumer Reports (print & digital) (A)	Magazines and Newspapers	New
MM1686SC	Read Consumer Reports (print only) (A)	Magazines and Newspapers	New
MM1557SC	Read Cosmopolitan (print & digital) (A)	Magazines and Newspapers	New
MM1685SC	Read Cosmopolitan (print only) (A)	Magazines and Newspapers	New
MM1559SC	Read Costco Connection (print & digital) (A)	Magazines and Newspapers	New
MM1684SC	Read Costco Connection (print only) (A)	Magazines and Newspapers	New
MM1558SC	Read Country Living (print & digital) (A)	Magazines and Newspapers	New
MM1683SC	Read Country Living (print only) (A)	Magazines and Newspapers	New
MM1554SC	Read Diabetes Forecast (print & digital) (A)	Magazines and Newspapers	New
MM1682SC	Read Diabetes Forecast (print only) (A)	Magazines and Newspapers	New
MM1552SC	Read Diabetes Self-Management (print & digital) (A)	Magazines and Newspapers	New
MM1681SC	Read Diabetes Self-Management (print only) (A)	Magazines and Newspapers	New

VARIABLE	DESCRIPTION	CATEGORY	STATUS
MM1553SC	Read Diabetic Living (print & digital) (A)	Magazines and Newspapers	New
MM1680SC	Read Diabetic Living (print only) (A)	Magazines and Newspapers	New
MM1551SC	Read Discover (print & digital) (A)	Magazines and Newspapers	New
MM1679SC	Read Discover (print only) (A)	Magazines and Newspapers	New
MM1544SC	Read EatingWell (print & digital) (A)	Magazines and Newspapers	New
MM1678SC	Read EatingWell (print only) (A)	Magazines and Newspapers	New
MM1549SC	Read Elle (print & digital) (A)	Magazines and Newspapers	New
MM1676SC	Read Elle (print only) (A)	Magazines and Newspapers	New
MM1548SC	Read Entertainment Weekly (print & digital) (A)	Magazines and Newspapers	New
MM1675SC	Read Entertainment Weekly (print only) (A)	Magazines and Newspapers	New
MM1545SC	Read Entrepreneur (print & digital) (A)	Magazines and Newspapers	New
MM1674SC	Read Entrepreneur (print only) (A)	Magazines and Newspapers	New
MM1547SC	Read Esquire (print & digital) (A)	Magazines and Newspapers	New
MM1546SC	Read Essence (print & digital) (A)	Magazines and Newspapers	New
MM1672SC	Read Essence (print only) (A)	Magazines and Newspapers	New
MM1543SC	Read Family Handyman (print & digital) (A)	Magazines and Newspapers	New
MM1671SC	Read Family Handyman (print only) (A)	Magazines and Newspapers	New
MM1541SC	Read Field & Stream (print & digital) (A)	Magazines and Newspapers	New
MM1670SC	Read Field & Stream (print only) (A)	Magazines and Newspapers	New
MM1538SC	Read Food & Wine (print & digital) (A)	Magazines and Newspapers	New
MM1668SC	Read Food & Wine (print only) (A)	Magazines and Newspapers	New
MM1540SC	Read Food Network Magazine (print & digital) (A)	Magazines and Newspapers	New
MM1667SC	Read Food Network Magazine (print only) (A)	Magazines and Newspapers	New
MM1542SC	Read Forbes (print & digital) (A)	Magazines and Newspapers	New
MM1666SC	Read Forbes (print only) (A)	Magazines and Newspapers	New
MM1539SC	Read Fortune (A)	Magazines and Newspapers	New
MM1537SC	Read Game Informer (print & digital) (A)	Magazines and Newspapers	New
MM1663SC	Read Game Informer (print only) (A)	Magazines and Newspapers	New
MM1534SC	Read Golf Digest (print & digital) (A)	Magazines and Newspapers	New
MM1661SC	Read Golf Digest (print only) (A)	Magazines and Newspapers	New
MM1536SC	Read Golf Magazine (print & digital) (A)	Magazines and Newspapers	New
MM1660SC	Read Golf Magazine (print only) (A)	Magazines and Newspapers	New
MM1659SC	Read Good Housekeeping - Special Edition (GH Your Good House) (A)	Magazines and Newspapers	New
MM1533SC	Read Good Housekeeping (print & digital) (A)	Magazines and Newspapers	New
MM1658SC	Read Good Housekeeping (print only) (A)	Magazines and Newspapers	New
MM1535SC	Read GQ (Gentlemen's Quarterly) (print & digital) (A)	Magazines and Newspapers	New
MM1657SC	Read GQ (Gentlemen's Quarterly) (print only) (A)	Magazines and Newspapers	New
MM1532SC	Read Guideposts (print & digital) (A)	Magazines and Newspapers	New
MM1656SC	Read Guideposts (print only) (A)	Magazines and Newspapers	New
MM1531SC	Read Guns & Ammo (print & digital) (A)	Magazines and Newspapers	New
MM1655SC	Read Guns & Ammo (print only) (A)	Magazines and Newspapers	New
MM1530SC	Read Harper's Bazaar (print & digital) (A)	Magazines and Newspapers	New
MM1526SC	Read Health (print & digital) (A)	Magazines and Newspapers	New
MM1652SC	Read Health (print only) (A)	Magazines and Newspapers	New
MM1650SC	Read Hearst Design Group magazines (digital/print) (A)	Magazines and Newspapers	New
MM1740SC	Read Hearst Design Group magazines (print only) (A)	Magazines and Newspapers	New
MM1648SC	Read Hearst Magazine Group magazines (digital/print) (A)	Magazines and Newspapers	New
MM1741SC	Read Hearst Magazine Group magazines (print only) (A)	Magazines and Newspapers	New
MM1646SC	Read Hearst Men's Group magazines (digital/print) (A)	Magazines and Newspapers	New
MM1742SC	Read Hearst Men's Group magazines (print only) (A)	Magazines and Newspapers	New
MM1529SC	Read HGTV Magazine (print & digital) (A)	Magazines and Newspapers	New
MM1645SC	Read HGTV Magazine (print only) (A)	Magazines and Newspapers	New
MM1528SC	Read Hot Rod (print & digital) (A)	Magazines and Newspapers	New
MM1643SC	Read Hot Rod (print only) (A)	Magazines and Newspapers	New
MM1527SC	Read House Beautiful (print & digital) (A)	Magazines and Newspapers	New
MM1642SC	Read House Beautiful (print only) (A)	Magazines and Newspapers	New
MM1525SC	Read In Touch (print & digital) (A)	Magazines and Newspapers	New
MM1577SC	Read Wired (print only) (A)	Magazines and Newspapers	New
MM1641SC	Read In Touch (print only) (A)	Magazines and Newspapers	New
MM1578SC	Read Wine Spectator (print only) (A)	Magazines and Newspapers	New
MM1584SC	Read Inc. Group Trusted Media Brands (digital/print) (A)	Magazines and Newspapers	New
MM1746SC	Read Inc. Group Trusted Media Brands (print only) (A)	Magazines and Newspapers	New
MM1524SC	Read InStyle (print & digital) (A)	Magazines and Newspapers	New
MM1640SC	Read InStyle (print only) (A)	Magazines and Newspapers	New
MM1523SC	Read Life & Style Weekly (print & digital) (A)	Magazines and Newspapers	New
MM1521SC	Read Magnolia Journal (print & digital) (A)	Magazines and Newspapers	New
MM1637SC	Read Magnolia Journal (print only) (A)	Magazines and Newspapers	New
MM1518SC	Read Marie Claire (print & digital) (A)	Magazines and Newspapers	New
MM1516SC	Read Martha Stewart Living (print & digital) (A)	Magazines and Newspapers	New
MM1635SC	Read Martha Stewart Living (print only) (A)	Magazines and Newspapers	New

VARIABLE	DESCRIPTION	CATEGORY	STATUS
MM1522SC	Read Maxim (print & digital) (A)	Magazines and Newspapers	New
MM1634SC	Read Maxim (print only) (A)	Magazines and Newspapers	New
MM1517SC	Read Men's Health (print & digital) (A)	Magazines and Newspapers	New
MM1632SC	Read Men's Health (print only) (A)	Magazines and Newspapers	New
MM1520SC	Read Men's Journal (print & digital) (A)	Magazines and Newspapers	New
MM1631SC	Read Men's Journal (print only) (A)	Magazines and Newspapers	New
MM1519SC	Read MotorTrend (print & digital) (A)	Magazines and Newspapers	New
MM1628SC	Read MotorTrend (print only) (A)	Magazines and Newspapers	New
MM1629SC	Read MotorTrend Group magazines (digital/print) (A)	Magazines and Newspapers	New
MM1743SC	Read MotorTrend Group magazines (print only) (A)	Magazines and Newspapers	New
MM1515SC	Read National Enquirer (print & digital) (A)	Magazines and Newspapers	New
MM1627SC	Read National Enquirer (print only) (A)	Magazines and Newspapers	New
MM1513SC	Read National Geographic (print & digital) (A)	Magazines and Newspapers	New
MM1625SC	Read National Geographic (print only) (A)	Magazines and Newspapers	New
MM1512SC	Read National Geographic Kids (print & digital) (A)	Magazines and Newspapers	New
MM1626SC	Read National Geographic Kids (print only) (A)	Magazines and Newspapers	New
MM1510SC	Read National Wildlife (print & digital) (A)	Magazines and Newspapers	New
MM1624SC	Read National Wildlife (print only) (A)	Magazines and Newspapers	New
MM1509SC	Read New York Magazine (print & digital) (A)	Magazines and Newspapers	New
MM1623SC	Read New York Magazine (print only) (A)	Magazines and Newspapers	New
MM1508SC	Read New York Times (Daily) (print & digital) (A)	Magazines and Newspapers	New
MM1507SC	Read OK! (print & digital) (A)	Magazines and Newspapers	New
MM1617SC	Read OK! (print only) (A)	Magazines and Newspapers	New
MM1504SC	Read Outdoor Life (print & digital) (A)	Magazines and Newspapers	New
MM1615SC	Read Outdoor Life (print only) (A)	Magazines and Newspapers	New
MM1505SC	Read Outside (print & digital) (A)	Magazines and Newspapers	New
MM1500SC	Read Parents (print & digital) (A)	Magazines and Newspapers	New
MM1610SC	Read Parents (print only) (A)	Magazines and Newspapers	New
MM1503SC	Read People (print & digital) (A)	Magazines and Newspapers	New
MM1608SC	Read People (print only) (A)	Magazines and Newspapers	New
MM1502SC	Read People en Espanol (print & digital) (A)	Magazines and Newspapers	New
MM1609SC	Read People en Espanol (print only) (A)	Magazines and Newspapers	New
MM1501SC	Read Popular Mechanics (print & digital) (A)	Magazines and Newspapers	New
MM1607SC	Read Popular Mechanics (print only) (A)	Magazines and Newspapers	New
MM1498SC	Read Popular Science (print & digital) (A)	Magazines and Newspapers	New
MM1606SC	Read Popular Science (print only) (A)	Magazines and Newspapers	New
MM1499SC	Read Prevention (print & digital) (A)	Magazines and Newspapers	New
MM1605SC	Read Prevention (print only) (A)	Magazines and Newspapers	New
MM1497SC	Read Psychology Today (print & digital) (A)	Magazines and Newspapers	New
MM1604SC	Read Psychology Today (print only) (A)	Magazines and Newspapers	New
MM1496SC	Read Reader's Digest (print & digital) (A)	Magazines and Newspapers	New
MM1603SC	Read Reader's Digest (print only) (A)	Magazines and Newspapers	New
MM1494SC	Read Real Simple (print & digital) (A)	Magazines and Newspapers	New
MM1639SC	Read Life & Style Weekly (print only) (A)	Magazines and Newspapers	New
MM1602SC	Read Real Simple (print only) (A)	Magazines and Newspapers	New
MM1495SC	Read Rolling Stone (print & digital) (A)	Magazines and Newspapers	New
MM1601SC	Read Rolling Stone (print only) (A)	Magazines and Newspapers	New
MM1492SC	Read Scientific American (print & digital) (A)	Magazines and Newspapers	New
MM1491SC	Read Shape (print & digital) (A)	Magazines and Newspapers	New
MM1599SC	Read Shape (print only) (A)	Magazines and Newspapers	New
MM1489SC	Read Smithsonian (print & digital) (A)	Magazines and Newspapers	New
MM1598SC	Read Smithsonian (print only) (A)	Magazines and Newspapers	New
MM1488SC	Read Southern Living (print & digital) (A)	Magazines and Newspapers	New
MM1597SC	Read Southern Living (print only) (A)	Magazines and Newspapers	New
MM1490SC	Read Sports Illustrated (print & digital) (A)	Magazines and Newspapers	New
MM1595SC	Read Sports Illustrated (print only) (A)	Magazines and Newspapers	New
MM1487SC	Read Star (print & digital) (A)	Magazines and Newspapers	New
MM1654SC	Read Harper's Bazaar (print only) (A)	Magazines and Newspapers	New
MM1594SC	Read Star (print only) (A)	Magazines and Newspapers	New
MM1486SC	Read Sunset (print & digital) (A)	Magazines and Newspapers	New
MM1593SC	Read Sunset (print only) (A)	Magazines and Newspapers	New
MM1480SC	Read Taste of Home (print & digital) (A)	Magazines and Newspapers	New
MM1592SC	Read Taste of Home (print only) (A)	Magazines and Newspapers	New
MM1550SC	Read The Economist (print & digital) (A)	Magazines and Newspapers	New
MM1514SC	Read The New Yorker (print & digital) (A)	Magazines and Newspapers	New
MM1621SC	Read The New Yorker (print only) (A)	Magazines and Newspapers	New
MM1506SC	Read The Oprah Magazine O (print & digital) (A)	Magazines and Newspapers	New
MM1618SC	Read The Oprah Magazine O (print only) (A)	Magazines and Newspapers	New
MM1612SC	Read The Outdoor Sportsman Trophy Group (digital/print) (A)	Magazines and Newspapers	New
MM1744SC	Read The Outdoor Sportsman Trophy Group (print only) (A)	Magazines and Newspapers	New

VARIABLE	DESCRIPTION	CATEGORY	STATUS
MM1483SC	Read This Old House (print & digital) (A)	Magazines and Newspapers	New
MM1591SC	Read This Old House (print only) (A)	Magazines and Newspapers	New
MM1484SC	Read Time (print & digital) (A)	Magazines and Newspapers	New
MM1590SC	Read Time (print only) (A)	Magazines and Newspapers	New
MM1485SC	Read Town & Country (print & digital) (A)	Magazines and Newspapers	New
MM1589SC	Read Town & Country (print only) (A)	Magazines and Newspapers	New
MM1482SC	Read Traditional Home (print & digital) (A)	Magazines and Newspapers	New
MM1588SC	Read Traditional Home (print only) (A)	Magazines and Newspapers	New
MM1481SC	Read Travel + Leisure (print & digital) (A)	Magazines and Newspapers	New
MM1586SC	Read Travel + Leisure (print only) (A)	Magazines and Newspapers	New
MM1479SC	Read TV Guide Magazine (print & digital) (A)	Magazines and Newspapers	New
MM1616SC	Read other magazines - paper or electronic version, last 6 months (A)	Magazines and Newspapers	New
MM1583SC	Read TV Guide Magazine (print only) (A)	Magazines and Newspapers	New
MM1477SC	Read Us Weekly (print & digital) (A)	Magazines and Newspapers	New
MM1582SC	Read Us Weekly (print only) (A)	Magazines and Newspapers	New
MM1478SC	Read USA Today (print & digital) (A)	Magazines and Newspapers	New
MM1476SC	Read Vanity Fair (print & digital) (A)	Magazines and Newspapers	New
MM1581SC	Read Vanity Fair (print only) (A)	Magazines and Newspapers	New
MM1475SC	Read Vogue (print & digital) (A)	Magazines and Newspapers	New
MM1580SC	Read Vogue (print only) (A)	Magazines and Newspapers	New
MM1469SC	Read Wall Street Journal (print & digital) (A)	Magazines and Newspapers	New
MM1474SC	Read WebMD Magazine (print & digital) (A)	Magazines and Newspapers	New
MM1579SC	Read WebMD Magazine (print only) (A)	Magazines and Newspapers	New
MM1472SC	Read Wine Spectator (print & digital) (A)	Magazines and Newspapers	New
MM1471SC	Read Wired (print & digital) (A)	Magazines and Newspapers	New
MM1470SC	Read Woman's Day (print & digital) (A)	Magazines and Newspapers	New
MM1576SC	Read Woman's Day (print only) (A)	Magazines and Newspapers	New
MM1575SC	Read Woman's World (print only) (A)	Magazines and Newspapers	New
MM1468SC	Read Woman's World(print & digital) (A)	Magazines and Newspapers	New
MM1473SC	Read Women's Health (print & digital) (A)	Magazines and Newspapers	New
MM1572SC	Read Women's Health (print only) (A)	Magazines and Newspapers	New
MM1747SC	Read New York Times (Sunday) (print only) (A)	Print Media Usage and Alternative Adve	New
MM1443SC	Read New York Times (Sunday): Print & Digital Audience (A)	Print Media Usage and Alternative Adve	New
MM1445SC	Read Parade Carrier Newspapers (A)	Print Media Usage and Alternative Adve	New
MM1467SC	Read Magazine: Magazine Types [Print/Paper/Hard-Copy]: Airline (A)	Print Media Usage and Alternative Adve	New
MM1466SC	Read Magazine: Magazine Types [Print/Paper/Hard-Copy]: Automotive (A)	Print Media Usage and Alternative Adve	New
MM1465SC	Read Magazine: Magazine Types [Print/Paper/Hard-Copy]: Boating (A)	Print Media Usage and Alternative Adve	New
MM1464SC	Read Magazine: Magazine Types [Print/Paper/Hard-Copy]: Business/Finance (A)	Print Media Usage and Alternative Adve	New
MM1463SC	Read Magazine: Magazine Types [Print/Paper/Hard-Copy]: Epicurean (A)	Print Media Usage and Alternative Adve	New
MM1462SC	Read Magazine: Magazine Types [Print/Paper/Hard-Copy]: Fishing/Hunting (A)	Print Media Usage and Alternative Adve	New
MM1461SC	Read Magazine: Magazine Types [Print/Paper/Hard-Copy]: Fraternal (A)	Print Media Usage and Alternative Adve	New
MM1460SC	Read Magazine: Magazine Types [Print/Paper/Hard-Copy]: General Editorial (A)	Print Media Usage and Alternative Adve	New
MM1459SC	Read Magazine: Magazine Types [Print/Paper/Hard-Copy]: Health (A)	Print Media Usage and Alternative Adve	New
MM1458SC	Read Magazine: Magazine Types [Print/Paper/Hard-Copy]: Home Service (A)	Print Media Usage and Alternative Adve	New
MM1457SC	Read Magazine: Magazine Types [Print/Paper/Hard-Copy]: Men (A)	Print Media Usage and Alternative Adve	New
MM1455SC	Read Magazine: Magazine Types [Print/Paper/Hard-Copy]: Newspaper Distributed (A)	Print Media Usage and Alternative Adve	New
MM1454SC	Read Magazine: Magazine Types [Print/Paper/Hard-Copy]: Outdoor Recreation (A)	Print Media Usage and Alternative Adve	New
MM1453SC	Read Magazine: Magazine Types [Print/Paper/Hard-Copy]: Parenthood (A)	Print Media Usage and Alternative Adve	New
MM1452SC	Read Magazine: Magazine Types [Print/Paper/Hard-Copy]: Science/Technology (A)	Print Media Usage and Alternative Adve	New
MM1451SC	Read Magazine: Magazine Types [Print/Paper/Hard-Copy]: Sports (A)	Print Media Usage and Alternative Adve	New
MM1450SC	Read Magazine: Magazine Types [Print/Paper/Hard-Copy]: Travel (A)	Print Media Usage and Alternative Adve	New
MM1449SC	Read Magazine: Magazine Types [Print/Paper/Hard-Copy]: Women (A)	Print Media Usage and Alternative Adve	New
MM1448SC	Read Magazine: Magazine Types [Print/Paper/Hard-Copy]: Women's Fashion (A)	Print Media Usage and Alternative Adve	New
MM1456SC	Read Magazine: Magazine Types [Print/Paper/HrdCopy]: News & Entertainment Weekly (A)	Print Media Usage and Alternative Adve	New
MM1324SC	Ads at an airport: Considerable Interest (A)	Print Media Usage and Alternative Adve	New
MM1325SC	Ads at an airport: Some Interest (A)	Print Media Usage and Alternative Adve	New
MM1326SC	Ads at an airport: Not Much Interest (A)	Print Media Usage and Alternative Adve	New
MM1312SC	Ads at bus stops or train stations: Some Interest (A)	Print Media Usage and Alternative Adve	New
MM1313SC	Ads at bus stops or train stations: Not Much Interest (A)	Print Media Usage and Alternative Adve	New
MM1333SC	Ads at sports or entertainment events: Considerable Interest (A)	Print Media Usage and Alternative Adve	New
MM1334SC	Ads at sports or entertainment events: Some Interest (A)	Print Media Usage and Alternative Adve	New
MM1335SC	Ads at sports or entertainment events: Not Much Interest (A)	Print Media Usage and Alternative Adve	New
MM1362SC	Ads in shopping malls (not video ads): Have seen in the last 30 days (A)	Print Media Usage and Alternative Adve	New
MM1361SC	Ads in shopping malls (not video ads): Have seen in the last 6 months (A)	Print Media Usage and Alternative Adve	New
MM1363SC	Ads in shopping malls (not video ads): Considerable Interest (A)	Print Media Usage and Alternative Adve	New
MM1364SC	Ads in shopping malls (not video ads): Some Interest (A)	Print Media Usage and Alternative Adve	New
MM1365SC	Ads in shopping malls (not video ads): Not Much Interest (A)	Print Media Usage and Alternative Adve	New
MM1358SC	Ads in store (not video ads): Considerable Interest (A)	Print Media Usage and Alternative Adve	New
MM1359SC	Ads in store (not video ads): Some Interest (A)	Print Media Usage and Alternative Adve	New
MM1360SC	Ads in store (not video ads): Not Much Interest (A)	Print Media Usage and Alternative Adve	New

VARIABLE	DESCRIPTION	CATEGORY	STATUS
MM1316SC	Ads inside taxis: Some Interest (A)	Print Media Usage and Alternative Adve New	
MM1317SC	Ads inside taxis: Not Much Interest (A)	Print Media Usage and Alternative Adve New	
MM1307SC	Ads on buses/trains: Considerable Interest (A)	Print Media Usage and Alternative Adve New	
MM1308SC	Ads on buses/trains: Some Interest (A)	Print Media Usage and Alternative Adve New	
MM1309SC	Ads on buses/trains: Not Much Interest (A)	Print Media Usage and Alternative Adve New	
MM1329SC	Ads on phone booths: Some Interest (A)	Print Media Usage and Alternative Adve New	
MM1330SC	Ads on phone booths: Not Much Interest (A)	Print Media Usage and Alternative Adve New	
MM1343SC	Ads on posters at movie theaters: Considerable Interest (A)	Print Media Usage and Alternative Adve New	
MM1344SC	Ads on posters at movie theaters: Some Interest (A)	Print Media Usage and Alternative Adve New	
MM1345SC	Ads on posters at movie theaters: Not Much Interest (A)	Print Media Usage and Alternative Adve New	
MM1353SC	Ads on shopping carts: Considerable Interest (A)	Print Media Usage and Alternative Adve New	
MM1354SC	Ads on shopping carts: Some Interest (A)	Print Media Usage and Alternative Adve New	
MM1355SC	Ads on shopping carts: Not Much Interest (A)	Print Media Usage and Alternative Adve New	
MM1320SC	Ads on top of taxis: Some Interest (A)	Print Media Usage and Alternative Adve New	
MM1321SC	Ads on top of taxis: Not Much Interest (A)	Print Media Usage and Alternative Adve New	
MM1338SC	Ads sent to a cellphone or other mobile device: Considerable Interest (A)	Print Media Usage and Alternative Adve New	
MM1339SC	Ads sent to a cellphone or other mobile device: Some Interest (A)	Print Media Usage and Alternative Adve New	
MM1340SC	Ads sent to a cellphone or other mobile device: Not Much Interest (A)	Print Media Usage and Alternative Adve New	
MM1348SC	Ads shown on-screen before the start of a movie: Considerable Interest (A)	Print Media Usage and Alternative Adve New	
MM1349SC	Ads shown on-screen before the start of a movie: Some Interest (A)	Print Media Usage and Alternative Adve New	
MM1350SC	Ads shown on-screen before the start of a movie: Not Much Interest (A)	Print Media Usage and Alternative Adve New	
MM1302SC	Billboards: Considerable Interest (A)	Print Media Usage and Alternative Adve New	
MM1304SC	Billboards: Not Much Interest (A)	Print Media Usage and Alternative Adve New	
MM1303SC	Billboards: Some Interest (A)	Print Media Usage and Alternative Adve New	
MM1367SC	Infomercials: Have seen in the last 30 days (A)	Print Media Usage and Alternative Adve New	
MM1368SC	Infomercials: Considerable Interest (A)	Print Media Usage and Alternative Adve New	
MM1370SC	Infomercials: Not Much Interest (A)	Print Media Usage and Alternative Adve New	
MM1369SC	Infomercials: Some Interest (A)	Print Media Usage and Alternative Adve New	
MM1373SC	Offers or Ads sent to your home by mail: Considerable Interest (A)	Print Media Usage and Alternative Adve New	
MM1374SC	Offers or Ads sent to your home by mail: Some Interest (A)	Print Media Usage and Alternative Adve New	
MM1375SC	Offers or Ads sent to your home by mail: Not Much Interest (A)	Print Media Usage and Alternative Adve New	
MM1388SC	Product placement in movies: Considerable Interest (A)	Print Media Usage and Alternative Adve New	
MM1389SC	Product placement in movies: Some Interest (A)	Print Media Usage and Alternative Adve New	
MM1390SC	Product placement in movies: Not Much Interest (A)	Print Media Usage and Alternative Adve New	
MM1383SC	Product placement in TV shows: Considerable Interest (A)	Print Media Usage and Alternative Adve New	
MM1384SC	Product placement in TV shows: Some Interest (A)	Print Media Usage and Alternative Adve New	
MM1385SC	Product placement in TV shows: Not Much Interest (A)	Print Media Usage and Alternative Adve New	
MM1378SC	Product placement in video games: Considerable Interest (A)	Print Media Usage and Alternative Adve New	
MM1379SC	Product placement in video games: Some Interest (A)	Print Media Usage and Alternative Adve New	
MM1380SC	Product placement in video games: Not Much Interest (A)	Print Media Usage and Alternative Adve New	
MM1284SC	Video Ads at gas stations: Considerable Interest (A)	Print Media Usage and Alternative Adve New	
MM1285SC	Video Ads at gas stations: Some Interest (A)	Print Media Usage and Alternative Adve New	
MM1286SC	Video Ads at gas stations: Not Much Interest (A)	Print Media Usage and Alternative Adve New	
MM1275SC	Video Ads in airports: Considerable Interest (A)	Print Media Usage and Alternative Adve New	
MM1276SC	Video Ads in airports: Some Interest (A)	Print Media Usage and Alternative Adve New	
MM1277SC	Video Ads in airports: Not Much Interest (A)	Print Media Usage and Alternative Adve New	
MM1251SC	Video Ads in bars/pubs: Some Interest (A)	Print Media Usage and Alternative Adve New	
MM1252SC	Video Ads in bars/pubs: Not Much Interest (A)	Print Media Usage and Alternative Adve New	
MM1260SC	Video Ads in coffee shops, cafes or delis: Considerable Interest (A)	Print Media Usage and Alternative Adve New	
MM1261SC	Video Ads in coffee shops, cafes or delis: Some Interest (A)	Print Media Usage and Alternative Adve New	
MM1262SC	Video Ads in coffee shops, cafes or delis: Not Much Interest (A)	Print Media Usage and Alternative Adve New	
MM1221SC	Video Ads in convenience stores: Considerable Interest (A)	Print Media Usage and Alternative Adve New	
MM1222SC	Video Ads in convenience stores: Some Interest (A)	Print Media Usage and Alternative Adve New	
MM1223SC	Video Ads in convenience stores: Not Much Interest (A)	Print Media Usage and Alternative Adve New	
MM1216SC	Video Ads in drug stores: Considerable Interest (A)	Print Media Usage and Alternative Adve New	
MM1217SC	Video Ads in drug stores: Some Interest (A)	Print Media Usage and Alternative Adve New	
MM1218SC	Video Ads in drug stores: Not Much Interest (A)	Print Media Usage and Alternative Adve New	
MM1255SC	Video Ads in fast food or family restaurants: Considerable Interest (A)	Print Media Usage and Alternative Adve New	
MM1256SC	Video Ads in fast food or family restaurants: Some Interest (A)	Print Media Usage and Alternative Adve New	
MM1257SC	Video Ads in fast food or family restaurants: Not Much Interest (A)	Print Media Usage and Alternative Adve New	
MM1211SC	Video Ads in grocery stores: Considerable Interest (A)	Print Media Usage and Alternative Adve New	
MM1212SC	Video Ads in grocery stores: Some Interest (A)	Print Media Usage and Alternative Adve New	
MM1213SC	Video Ads in grocery stores: Not Much Interest (A)	Print Media Usage and Alternative Adve New	
MM1265SC	Video Ads in gym/health clubs: Considerable Interest (A)	Print Media Usage and Alternative Adve New	
MM1266SC	Video Ads in gym/health clubs: Some Interest (A)	Print Media Usage and Alternative Adve New	
MM1267SC	Video Ads in gym/health clubs: Not Much Interest (A)	Print Media Usage and Alternative Adve New	
MM1226SC	Video Ads in large discount/department stores: Considerable Interest (A)	Print Media Usage and Alternative Adve New	
MM1227SC	Video Ads in large discount/department stores: Some Interest (A)	Print Media Usage and Alternative Adve New	
MM1228SC	Video Ads in large discount/department stores: Not Much Interest (A)	Print Media Usage and Alternative Adve New	
MM1269SC	Video Ads in medical offices: Have seen in the last 30 days (A)	Print Media Usage and Alternative Adve New	

VARIABLE	DESCRIPTION	CATEGORY	STATUS
MM1270SC	Video Ads in medical offices: Considerable Interest (A)	Print Media Usage and Alternative Adve	New
MM1271SC	Video Ads in medical offices: Some Interest (A)	Print Media Usage and Alternative Adve	New
MM1272SC	Video Ads in medical offices: Not Much Interest (A)	Print Media Usage and Alternative Adve	New
MM1297SC	Video Ads in movie theater lobbies: Considerable Interest (A)	Print Media Usage and Alternative Adve	New
MM1298SC	Video Ads in movie theater lobbies: Some Interest (A)	Print Media Usage and Alternative Adve	New
MM1299SC	Video Ads in movie theater lobbies: Not Much Interest (A)	Print Media Usage and Alternative Adve	New
MM1293SC	Video Ads in office building elevators: Some Interest (A)	Print Media Usage and Alternative Adve	New
MM1294SC	Video Ads in office building elevators: Not Much Interest (A)	Print Media Usage and Alternative Adve	New
MM1289SC	Video Ads in office building lobbies: Some Interest (A)	Print Media Usage and Alternative Adve	New
MM1290SC	Video Ads in office building lobbies: Not Much Interest (A)	Print Media Usage and Alternative Adve	New
MM1236SC	Video Ads in other stores: Considerable Interest (A)	Print Media Usage and Alternative Adve	New
MM1237SC	Video Ads in other stores: Some Interest (A)	Print Media Usage and Alternative Adve	New
MM1238SC	Video Ads in other stores: Not Much Interest (A)	Print Media Usage and Alternative Adve	New
MM1246SC	Video Ads in shopping mall food courts: Considerable Interest (A)	Print Media Usage and Alternative Adve	New
MM1247SC	Video Ads in shopping mall food courts: Some Interest (A)	Print Media Usage and Alternative Adve	New
MM1248SC	Video Ads in shopping mall food courts: Not Much Interest (A)	Print Media Usage and Alternative Adve	New
MM1241SC	Video Ads in shopping malls: Considerable Interest (A)	Print Media Usage and Alternative Adve	New
MM1242SC	Video Ads in shopping malls: Some Interest (A)	Print Media Usage and Alternative Adve	New
MM1243SC	Video Ads in shopping malls: Not Much Interest (A)	Print Media Usage and Alternative Adve	New
MM1280SC	Video Ads in taxis: Some Interest (A)	Print Media Usage and Alternative Adve	New
MM1281SC	Video Ads in taxis: Not Much Interest (A)	Print Media Usage and Alternative Adve	New
MM1231SC	Video Ads in warehouse/club stores: Considerable Interest (A)	Print Media Usage and Alternative Adve	New
MM1232SC	Video Ads in warehouse/club stores: Some Interest (A)	Print Media Usage and Alternative Adve	New
MM1233SC	Video Ads in warehouse/club stores: Not Much Interest (A)	Print Media Usage and Alternative Adve	New
MM1396SC	Websites visited or apps used in last 30 days: nytimes.com: News/Commentary (A)	Print Media Usage and Alternative Adve	New
SB005620SC	Audio streaming services used past 30 days Amazon Music (A)	Radio	New
SB005621SC	Audio streaming services used past 30 days Apple Music (A)	Radio	New
SB005622SC	Audio streaming services used past 30 days Google Play Music (A)	Radio	New
SB005623SC	Audio streaming services used past 30 days iHeartRadio (A)	Radio	New
SB005624SC	Audio streaming services used past 30 days Pandora (A)	Radio	New
SB005625SC	Audio streaming services used past 30 days Radio.com (A)	Radio	New
SB005626SC	Audio streaming services used past 30 days SiriusXM.com or SiriusXM app (A)	Radio	New
SB005627SC	Audio streaming services used past 30 days Spotify (A)	Radio	New
SB005628SC	Audio streaming services used past 30 days Stitcher (A)	Radio	New
SB005629SC	Audio streaming services used past 30 days Tuneln (A)	Radio	New
SB005630SC	Audio streaming services used past 7 days Amazon Music (A)	Radio	New
SB005631SC	Audio streaming services used past 7 days Apple Music (A)	Radio	New
SB005632SC	Audio streaming services used past 7 days Google Play Music (A)	Radio	New
SB005633SC	Audio streaming services used past 7 days iHeartRadio (A)	Radio	New
SB005634SC	Audio streaming services used past 7 days Pandora (A)	Radio	New
SB005635SC	Audio streaming services used past 7 days Radio.com (A)	Radio	New
SB005636SC	Audio streaming services used past 7 days SiriusXM.com or SiriusXM app (A)	Radio	New
SB005637SC	Audio streaming services used past 7 days Spotify (A)	Radio	New
SB005638SC	Audio streaming services used past 7 days Tuneln (A)	Radio	New
SB004711SC	BIA radio ownership groups (M-S 6am-Mid cume) Forever Media Inc (A)	Radio	New
SB003226SC	BIA radio ownership groups (M-S 6am-Mid cume) Midwest Communications Inc (A)	Radio	New
SB005421SC	BIA radio ownership groups (M-S 6am-Mid cume) Renda Broadcasting Corporation (A)	Radio	New
SB004789SC	Radio networks Air1 (A)	Radio	New
SB005434SC	Radio networks Associated Press 15s (A)	Radio	New
SB005435SC	Radio networks Bloomberg (A)	Radio	New
SB005436SC	Radio networks Bloomberg Plus (A)	Radio	New
SB005437SC	Radio networks Carmen Calls (A)	Radio	New
SB005438SC	Radio networks CBS Top of Hour (A)	Radio	New
SB005439SC	Radio networks Curtis Media Prime (A)	Radio	New
SB005440SC	Radio networks Deja Vu with WBLS (A)	Radio	New
SB005441SC	Radio networks Entercom AC (A)	Radio	New
SB005442SC	Radio networks Entercom Alternative (A)	Radio	New
SB005443SC	Radio networks Entercom Classic Hits-Classical Rock (A)	Radio	New
SB005444SC	Radio networks Entercom Country (A)	Radio	New
SB005445SC	Radio networks Entercom News and Talk (A)	Radio	New
SB005446SC	Radio networks Entercom Rock-Active Rock (A)	Radio	New
SB005447SC	Radio networks Entercom Sports (A)	Radio	New
SB005448SC	Radio networks Entercom Top40/CHR/HAC (A)	Radio	New
SB005449SC	Radio networks Entercom Urban-Rhythmic (A)	Radio	New
SB005450SC	Radio networks Key Network 1 (A)	Radio	New
SB004802SC	Radio networks Male Focus (A)	Radio	New
SB004804SC	Radio networks Rock Focus (A)	Radio	New
SB005451SC	Radio networks Skyview Conservative (A)	Radio	New
SB005452SC	Radio networks Skyview Long Form (A)	Radio	New
SB005453SC	Radio networks Skyview Music (A)	Radio	New

VARIABLE	DESCRIPTION	CATEGORY	STATUS
SB005454SC	Radio networks Skyview News (A)	Radio	New
SB005455SC	Radio networks Skyview Short Form (A)	Radio	New
SB004808SC	Radio networks USRN Male Network (A)	Radio	New
SB005457SC	Radio networks USRN Network 1 (A)	Radio	New
SB005456SC	Radio networks The Weather Channel (A)	Radio	New
SB005459SC	Radio networks WWO All (A)	Radio	New
SB005458SC	Radio networks WWO Female Music Net (A)	Radio	New
SB004699SC	Sports listened to on radio past 12 months (net) ACC basketball (A)	Radio	New
SB003024SC	Sports listened to on radio past 12 months (net) College football bowl games (A)	Radio	New
SB005422SC	Sports listened to on radio past 12 months (net) Learfield IMG Coll Bsktball (A)	Radio	New
SB005423SC	Sports listened to on radio past 12 months (net) Learfield IMG Coll football (A)	Radio	New
SB005424SC	Sports listened to on radio past 12 months (net) Learfield IMG Coll sports (A)	Radio	New
SB002067SC	Sports listened to on radio past 12 months Stanley Cup playoffs (A)	Radio	New
SB002242SC	No. of times used quick service restaurant past 30 days 2 times (A)	Restaurants	New
SB002245SC	No. of times used quick service restaurant past 30 days 5 times (A)	Restaurants	New
SB002248SC	No. of times used sitdown restaurant past 30 days 1 time (A)	Restaurants	New
SB002262SC	Quick service restaurants used for breakfast past 30 days Jack in the box (A)	Restaurants	New
SB002270SC	Quick service restaurants used for dinner past 30 days Boston Market (A)	Restaurants	New
SB002321SC	Quick service rest used for other reason past 30 days Cold Stone Creamery (A)	Restaurants	New
SB003923SC	Quick service restaurants used for other reason past 30 days Little Caesars (A)	Restaurants	New
SB002367SC	Sitdown restaurants used for breakfast past 30 days Dennys (A)	Restaurants	New
SB002394SC	Sitdown restaurants used for lunch past 30 days Dennys (A)	Restaurants	New
SB002378SC	Sitdown restaurants used for dinner past 30 days Cracker Barrel (A)	Restaurants	New
SB002379SC	Sitdown restaurants used for dinner past 30 days Dennys (A)	Restaurants	New
SB002381SC	Sitdown restaurants used for dinner past 30 days IHOP (A)	Restaurants	New
SB002387SC	Sitdown restaurants used for dinner past 30 days Red Lobster (A)	Restaurants	New
SB002417SC	Sitdown restaurants used past 30 days LongHorn Steakhouse (A)	Restaurants	New
SB004745SC	Items bought past 12 months (amount spent) Handbags/purses:Under \$100 (A)	Retail Shopping	New
SB005644SC	Merchandise/services bought past 12 mo as result of mail ads Apparel, any (A)	Retail Shopping	New
SB005645SC	Merchandise/services bought past 12 mo as result of mail ads Auto service (A)	Retail Shopping	New
SB005646SC	Merchandise/services bought past 12 mo as result of mail ads CD/DVD/Blu-ray (A)	Retail Shopping	New
SB005647SC	Merchandise/services bought past 12 mo as result of mail ads Computer Hd/Sfw (A)	Retail Shopping	New
SB005650SC	Merchandise/services bought past 12 mo as result of mail ads Furniture (A)	Retail Shopping	New
SB005651SC	Merchandise/services bought past 12 mo as result of mail ads Groceries (A)	Retail Shopping	New
SB005652SC	Merchandise/services bought past 12 mo as result of mail ads Home clean svc (A)	Retail Shopping	New
SB005653SC	Merchandise/services bought past 12 mo as result of mail ads Insurance (A)	Retail Shopping	New
SB005648SC	Merchandise/services bought past 12 mo as result of mail ads Personal Care (A)	Retail Shopping	New
SB005649SC	Merchandise/services bought past 12 mo as result of mail ads Restaurant food (A)	Retail Shopping	New
SB005654SC	Merchandise/services bought past 12 mo as result of mail ads Other (A)	Retail Shopping	New
SB005655SC	Merchandise/services bought past 12 mo as result of mail ads None (A)	Retail Shopping	New
SB005461SC	Stores/services bought past 3 months Academy Sports + Outdoors (A)	Retail Shopping	New
SB005462SC	Stores/services bought past 3 months Barnes & Noble (A)	Retail Shopping	New
SB005463SC	Stores/services bought past 3 months Bass Pro Shops (A)	Retail Shopping	New
SB005464SC	Stores/services bought past 3 months Bath & Body Works (A)	Retail Shopping	New
SB005465SC	Stores/services bought past 3 months Bed, Bath & Beyond (A)	Retail Shopping	New
SB005733SC	Stores/services bought past 3 months Cabelas (A)	Retail Shopping	New
SB005466SC	Stores/services bought past 3 months DICKS Sporting Goods (A)	Retail Shopping	New
SB005467SC	Stores/services bought past 3 months FedEx Office (A)	Retail Shopping	New
SB005468SC	Stores/services bought past 3 months GameStop (A)	Retail Shopping	New
SB005469SC	Stores/services bought past 3 months Hobby Lobby (A)	Retail Shopping	New
SB005734SC	Stores/services bought past 3 months IKEA (A)	Retail Shopping	New
SB005470SC	Stores/services bought past 3 months iTunes (A)	Retail Shopping	New
SB005471SC	Stores/services bought past 3 months Michaels (A)	Retail Shopping	New
SB005472SC	Stores/services bought past 3 months Office Depot/OfficeMax (A)	Retail Shopping	New
SB005473SC	Stores/services bought past 3 months Old Navy (A)	Retail Shopping	New
SB005474SC	Stores/services bought past 3 months Petco (A)	Retail Shopping	New
SB005475SC	Stores/services bought past 3 months PetSmart (A)	Retail Shopping	New
SB005476SC	Stores/services bought past 3 months Staples (A)	Retail Shopping	New
SB005477SC	Stores/services bought past 3 months The UPS Store (A)	Retail Shopping	New
SB005478SC	Stores/services bought past 3 months Victorias Secret (A)	Retail Shopping	New
SB005479SC	Stores/services bought past 3 months Any bookstore (A)	Retail Shopping	New
SB005480SC	Stores/services bought past 3 months Any bridal shop (A)	Retail Shopping	New
SB005481SC	Stores/services bought past 3 months Any clothing store (A)	Retail Shopping	New
SB005482SC	Stores/services bought past 3 months Any day spa (A)	Retail Shopping	New
SB005483SC	Stores/services bought past 3 months Any dry cleaner (A)	Retail Shopping	New
SB005484SC	Stores/services bought past 3 months Any florist (excluding grocers) (A)	Retail Shopping	New
SB005485SC	Stores/services bought past 3 months Any game/toy store (incl video games) (A)	Retail Shopping	New
SB005486SC	Stores/services bought past 3 months Any home accessory store (A)	Retail Shopping	New
SB005487SC	Stores/services bought past 3 months Any jewelry store (A)	Retail Shopping	New
SB005488SC	Stores/services bought past 3 months Any music/video store (A)	Retail Shopping	New

VARIABLE	DESCRIPTION	CATEGORY	STATUS
SB005489SC	Stores/services bought past 3 months Any office supply/service store (A)	Retail Shopping	New
SB005490SC	Stores/services bought past 3 months Any pet supply store (A)	Retail Shopping	New
SB005491SC	Stores/services bought past 3 months Any shoe store (A)	Retail Shopping	New
SB005492SC	Stores/services bought past 3 months Any sporting goods store (A)	Retail Shopping	New
SB005507SC	Stores/services shopped past 3 months Academy Sports + Outdoors (A)	Retail Shopping	New
SB005508SC	Stores/services shopped past 3 months Barnes & Noble (A)	Retail Shopping	New
SB005509SC	Stores/services shopped past 3 months Bass Pro Shops (A)	Retail Shopping	New
SB005510SC	Stores/services shopped past 3 months Bath & Body Works (A)	Retail Shopping	New
SB005511SC	Stores/services shopped past 3 months Bed, Bath & Beyond (A)	Retail Shopping	New
SB005735SC	Stores/services shopped past 3 months Cabelas (A)	Retail Shopping	New
SB005512SC	Stores/services shopped past 3 months DICKS Sporting Goods (A)	Retail Shopping	New
SB005513SC	Stores/services shopped past 3 months FedEx Office (A)	Retail Shopping	New
SB005514SC	Stores/services shopped past 3 months GameStop (A)	Retail Shopping	New
SB005515SC	Stores/services shopped past 3 months Hobby Lobby (A)	Retail Shopping	New
SB005698SC	Stores/services shopped past 3 months IKEA(A)	Retail Shopping	New
SB005516SC	Stores/services shopped past 3 months iTunes (A)	Retail Shopping	New
SB005517SC	Stores/services shopped past 3 months Michaels (A)	Retail Shopping	New
SB005518SC	Stores/services shopped past 3 months Office Depot/OfficeMax (A)	Retail Shopping	New
SB005519SC	Stores/services shopped past 3 months Old Navy (A)	Retail Shopping	New
SB005521SC	Stores/services shopped past 3 months Petco (A)	Retail Shopping	New
SB005520SC	Stores/services shopped past 3 months PetSmart (A)	Retail Shopping	New
SB005522SC	Stores/services shopped past 3 months Staples (A)	Retail Shopping	New
SB005523SC	Stores/services shopped past 3 months The UPS Store (A)	Retail Shopping	New
SB005524SC	Stores/services shopped past 3 months Victorias Secret (A)	Retail Shopping	New
SB005493SC	Stores/services shopped past 3 months Any bookstore (A)	Retail Shopping	New
SB005494SC	Stores/services shopped past 3 months Any bridal shop (A)	Retail Shopping	New
SB005495SC	Stores/services shopped past 3 months Any clothing store (A)	Retail Shopping	New
SB005496SC	Stores/services shopped past 3 months Any day spa (A)	Retail Shopping	New
SB005497SC	Stores/services shopped past 3 months Any dry cleaner (A)	Retail Shopping	New
SB005498SC	Stores/services shopped past 3 months Any florist (excluding grocers) (A)	Retail Shopping	New
SB005499SC	Stores/services shopped past 3 months Any game/toy store (incl video games) (A)	Retail Shopping	New
SB005500SC	Stores/services shopped past 3 months Any home accessory store (A)	Retail Shopping	New
SB005501SC	Stores/services shopped past 3 months Any jewelry store (A)	Retail Shopping	New
SB005502SC	Stores/services shopped past 3 months Any music/video store (A)	Retail Shopping	New
SB005503SC	Stores/services shopped past 3 months Any office supply/service store (A)	Retail Shopping	New
SB005504SC	Stores/services shopped past 3 months Any pet supply store (A)	Retail Shopping	New
SB005505SC	Stores/services shopped past 3 months Any shoe store (A)	Retail Shopping	New
SB005506SC	Stores/services shopped past 3 months Any sporting goods store (A)	Retail Shopping	New
SB005697SC	Stores/services shopped past 3 months Any store/service shopped past 3 mnths (A)	Retail Shopping	New
SB002665SC	Stores/services shopped past 3 months Did not shop (A)	Retail Shopping	New
SB005662SC	Stores/services shopped in-store past 3 months Academy Sports + Outdoors (A)	Retail Shopping	New
SB005667SC	Stores/services shopped in-store past 3 months Anthropologie (A)	Retail Shopping	New
SB005668SC	Stores/services shopped in-store past 3 months At Home (A)	Retail Shopping	New
SB005663SC	Stores/services shopped in-store past 3 months Barnes & Noble (A)	Retail Shopping	New
SB005664SC	Stores/services shopped in-store past 3 months Bass Pro Shops (A)	Retail Shopping	New
SB005665SC	Stores/services shopped in-store past 3 months Bath & Body Works (A)	Retail Shopping	New
SB005666SC	Stores/services shopped in-store past 3 months Bed, Bath & Beyond (A)	Retail Shopping	New
SB005669SC	Stores/services shopped in-store past 3 months Cabelas (A)	Retail Shopping	New
SB005670SC	Stores/services shopped in-store past 3 months DICKS Sporting Goods (A)	Retail Shopping	New
SB005671SC	Stores/services shopped in-store past 3 months FedEx Office (A)	Retail Shopping	New
SB005672SC	Stores/services shopped in-store past 3 months GameStop (A)	Retail Shopping	New
SB005673SC	Stores/services shopped in-store past 3 months Hobby Lobby (A)	Retail Shopping	New
SB005674SC	Stores/services shopped in-store past 3 months IKEA (A)	Retail Shopping	New
SB005675SC	Stores/services shopped in-store past 3 months Michaels (A)	Retail Shopping	New
SB005676SC	Stores/services shopped in-store past 3 months Office Depot/OfficeMax (A)	Retail Shopping	New
SB005677SC	Stores/services shopped in-store past 3 months Old Navy (A)	Retail Shopping	New
SB005678SC	Stores/services shopped in-store past 3 months Petco (A)	Retail Shopping	New
SB005679SC	Stores/services shopped in-store past 3 months PetSmart (A)	Retail Shopping	New
SB005680SC	Stores/services shopped in-store past 3 months Staples (A)	Retail Shopping	New
SB005681SC	Stores/services shopped in-store past 3 months The UPS Store (A)	Retail Shopping	New
SB005682SC	Stores/services shopped in-store past 3 months Victorias Secret (A)	Retail Shopping	New
SB005683SC	Stores/services shopped in-store past 3 months Any bookstore (A)	Retail Shopping	New
SB005684SC	Stores/services shopped in-store past 3 months Any bridal shop (A)	Retail Shopping	New
SB005685SC	Stores/services shopped in-store past 3 months Any clothing store (A)	Retail Shopping	New
SB005686SC	Stores/services shopped in-store past 3 months Any day spa (A)	Retail Shopping	New
SB005687SC	Stores/services shopped in-store past 3 months Any dry cleaner (A)	Retail Shopping	New
SB005688SC	Stores/services shopped in-store past 3 months Any florist (excl grocers) (A)	Retail Shopping	New
SB005689SC	Stores/services shopped in-store past 3 months Any game/toy store (A)	Retail Shopping	New
SB005690SC	Stores/services shopped in-store past 3 months Any home accessory store (A)	Retail Shopping	New
SB005691SC	Stores/services shopped in-store past 3 months Any jewelry store (A)	Retail Shopping	New

VARIABLE	DESCRIPTION	CATEGORY	STATUS
SB005692SC	Stores/services shopped in-store past 3 months Any music/video store (A)	Retail Shopping	New
SB005693SC	Stores/services shopped in-store past 3 months Any office supply store (A)	Retail Shopping	New
SB005694SC	Stores/services shopped in-store past 3 months Any pet supply store (A)	Retail Shopping	New
SB005695SC	Stores/services shopped in-store past 3 months Any shoe store (A)	Retail Shopping	New
SB005696SC	Stores/services shopped in-store past 3 months Any sporting goods store (A)	Retail Shopping	New
SB005699SC	Stores/services shopped online past 3 months Academy Sports + Outdoors (A)	Retail Shopping	New
SB005700SC	Stores/services shopped online past 3 months Anthropologie (A)	Retail Shopping	New
SB005701SC	Stores/services shopped online past 3 months Barnes & Noble (A)	Retail Shopping	New
SB005702SC	Stores/services shopped online past 3 months Bass Pro Shops (A)	Retail Shopping	New
SB005703SC	Stores/services shopped online past 3 months Bath & Body Works (A)	Retail Shopping	New
SB005704SC	Stores/services shopped online past 3 months Bed, Bath & Beyond (A)	Retail Shopping	New
SB005705SC	Stores/services shopped online past 3 months Cabelas (A)	Retail Shopping	New
SB005706SC	Stores/services shopped online past 3 months Crate & Barrel (A)	Retail Shopping	New
SB005707SC	Stores/services shopped online past 3 months DICKS Sporting Goods (A)	Retail Shopping	New
SB005708SC	Stores/services shopped online past 3 months FedEx Office (A)	Retail Shopping	New
SB005709SC	Stores/services shopped online past 3 months GameStop (A)	Retail Shopping	New
SB005710SC	Stores/services shopped online past 3 months Hobby Lobby (A)	Retail Shopping	New
SB005711SC	Stores/services shopped online past 3 months IKEA (A)	Retail Shopping	New
SB005712SC	Stores/services shopped online past 3 months iTunes (A)	Retail Shopping	New
SB005713SC	Stores/services shopped online past 3 months Michaels (A)	Retail Shopping	New
SB004882SC	Stores/services shopped online past 3 months Neiman Marcus (A)	Retail Shopping	New
SB005714SC	Stores/services shopped online past 3 months Office Depot/OfficeMax (A)	Retail Shopping	New
SB005715SC	Stores/services shopped online past 3 months Old Navy (A)	Retail Shopping	New
SB005716SC	Stores/services shopped online past 3 months Petco (A)	Retail Shopping	New
SB005717SC	Stores/services shopped online past 3 months PetSmart (A)	Retail Shopping	New
SB004888SC	Stores/services shopped online past 3 months TJ Maxx (A)	Retail Shopping	New
SB005718SC	Stores/services shopped online past 3 months The UPS Store (A)	Retail Shopping	New
SB005719SC	Stores/services shopped online past 3 months Victorias Secret (A)	Retail Shopping	New
SB005720SC	Stores/services shopped online past 3 months Any bookstore (A)	Retail Shopping	New
SB005721SC	Stores/services shopped online past 3 months Any bridal shop (A)	Retail Shopping	New
SB005722SC	Stores/services shopped online past 3 months Any clothing store (A)	Retail Shopping	New
SB005723SC	Stores/services shopped online past 3 months Any day spa (A)	Retail Shopping	New
SB005724SC	Stores/services shopped online past 3 months Any florist (excluding grocers) (A)	Retail Shopping	New
SB005725SC	Stores/services shopped online past 3 months Any game/toy store (A)	Retail Shopping	New
SB005726SC	Stores/services shopped online past 3 months Any home accessory store (A)	Retail Shopping	New
SB005727SC	Stores/services shopped online past 3 months Any jewelry store (A)	Retail Shopping	New
SB005728SC	Stores/services shopped online past 3 months Any music/video store (A)	Retail Shopping	New
SB005729SC	Stores/services shopped online past 3 months Any office supply/service store (A)	Retail Shopping	New
SB005730SC	Stores/services shopped online past 3 months Any pet supply store (A)	Retail Shopping	New
SB005731SC	Stores/services shopped online past 3 months Any shoe store (A)	Retail Shopping	New
SB005732SC	Stores/services shopped online past 3 months Any sporting goods store (A)	Retail Shopping	New
SB002778SC	No. of times bought from other mail advertising past 12 mos 1 time (A)	Retail Shopping	New
SB002779SC	No. of times bought from other mail advertising past 12 mos 2 times (A)	Retail Shopping	New
SB002781SC	No. of times bought from other mail advertising past 12 mos 6 times or more (A)	Retail Shopping	New
MM1392SC	Internet: visited Spanish Language website or app last 30 days (A)	Spanish Language Media	New
MM1391SC	Spanish Language Media: Radio: listened to any Hispanic format, last 7 days (A)	Spanish Language Media	New
MM1393SC	Television: watched a Spanish Language network (Telemundo, UniMas, Univision) (A)	Spanish Language Media	New
SB005382SC	Activities past 12 months Competitive video gaming (A)	Sports and Leisure	New
SB005383SC	Activities past 12 months Running, Organized race (5k, marathon, etc.) (A)	Sports and Leisure	New
SB005384SC	Activities past 12 months Running, other (A)	Sports and Leisure	New
SB002875SC	Amount HHLD contributed to public TV past 12 months \$35 - \$99 (H)	Sports and Leisure	New
SB003456SC	Current level of interest in Arena Football League (AFL) A little bit (A)	Sports and Leisure	New
SB003484SC	Current level of interest in Figure skating Very (A)	Sports and Leisure	New
SB003499SC	Current level of interest in High school sports Very (A)	Sports and Leisure	New
SB003503SC	Current level of interest in Horse racing Very (A)	Sports and Leisure	New
SB003508SC	Current level of interest in IndyCar Series Somewhat (A)	Sports and Leisure	New
SB003535SC	Current level of interest in Minor League Hockey Somewhat (A)	Sports and Leisure	New
SB004689SC	Current level of interest in NBA Gatorade League Very (A)	Sports and Leisure	New
SB003565SC	Current level of interest in NHRA Drag Racing Very (A)	Sports and Leisure	New
SB003566SC	Current level of interest in NHRA Drag Racing Somewhat (A)	Sports and Leisure	New
SB003581SC	Current level of interest in Pro Bull Riding (PBR) Very (A)	Sports and Leisure	New
SB003599SC	Current level of interest in WNBA (Women's Nat'l Basketball) A little bit (A)	Sports and Leisure	New
SB003601SC	Current level of interest in Women's tennis (WTA) Very (A)	Sports and Leisure	New
SB003020SC	Events attended past 12 months (net) Any pro rodeo (A)	Sports and Leisure	New
SB004619SC	Events attended past 12 months (net) American Athletic Conf. sports event (A)	Sports and Leisure	New
SB005525SC	Events attended past 12 months (net) Learfield IMG College basketball (A)	Sports and Leisure	New
SB005526SC	Events attended past 12 months (net) Learfield IMG College football (A)	Sports and Leisure	New
SB005527SC	Events attended past 12 months (net) Learfield IMG College sports event (A)	Sports and Leisure	New
SB005639SC	Ever attended special/technical/vocational school No (A)	Sports and Leisure	New
SB005377SC	Lifestyle changes hh plans to do next 12 mths Shop for in-home nursing (H)	Sports and Leisure	New

VARIABLE	DESCRIPTION	CATEGORY	STATUS
SB005378SC	Lifestyle changes hh plans to do next 12 mths Shop for out-of-home nrsg (H)	Sports and Leisure	New
SB001901SC	No. of College baseball games attended past 12 months 1 - 2 games (A)	Sports and Leisure	New
SB001904SC	No. of College basketball games attended past 12 months 3 - 9 games (A)	Sports and Leisure	New
SB004063SC	No. of Major League Soccer (MLS) games attended past 12 months 3 - 9 games (A)	Sports and Leisure	New
SB004060SC	No. of Men's tennis (ATP) events attended past 12 months 1 - 2 events (A)	Sports and Leisure	New
SB004068SC	No. of National Hockey League (NHL) games attd past 12 months 10+ games (A)	Sports and Leisure	New
SB003883SC	No. of WNBA (Women's Nat'l Basketball) games attd pst 12 mos 1 - 2 games (A)	Sports and Leisure	New
SB003415SC	No. of times bought other lottery ticket past 30 days 1 - 2 times (A)	Sports and Leisure	New
SB003416SC	No. of times bought other lottery ticket past 30 days 3 - 4 times (A)	Sports and Leisure	New
SB001253SC	Internet sites visited/apps used past 30 days Monster (A)	Telecommunications	New
SB001249SC	Internet sites visited/apps used past 30 days NASCAR (A)	Telecommunications	New
SB002893SC	Satellite TV program provider Other provider/unidentified (H)	Telecommunications	New
SB004941SC	Streaming services visited/apps used past 30 days CBS All Access (A)	Telecommunications	New
SB005427SC	Streaming services visited/apps used past 30 days fuboTV (A)	Telecommunications	New
SB005425SC	Streaming services visited/apps used past 30 days YouTube (free) (A)	Telecommunications	New
SB005426SC	Streaming services visited/apps used past 30 days YouTube TV (subscription) (A)	Telecommunications	New
SB004949SC	Streaming services visited/apps used past 7 days CBS All Access (A)	Telecommunications	New
SB005428SC	Streaming services visited/apps used past 7 days YouTube (free) (A)	Telecommunications	New
SB005429SC	Streaming services visited/apps used past 7 days YouTube TV (subscription) (A)	Telecommunications	New
SB003794SC	Telephone service provider Cox (H)	Telecommunications	New
SB005433SC	Type of electronic device used to read newspapers eReader (A)	Telecommunications	New
SB005431SC	Ways used Internet/apps in past 30 days, Streaming: Listen to internet radio (A)	Telecommunications	New
SB005430SC	Ways used Internet/apps in past 30 days, Streaming: Listen to local radio (A)	Telecommunications	New
SB005432SC	Ways used Internet/apps in past 30 days, Streaming: Listen to online music (A)	Telecommunications	New
SB005379SC	Casino activities done past 12 months Spa (A)	Travel	New
SB005380SC	Casino activities done past 12 months Sports betting (A)	Travel	New
SB005412SC	Casino activities done past 12 months Other gambling (A)	Travel	New
SB005381SC	Hotel/motels past 12 months Other hotel or motel (A)	Travel	New
SB005656SC	No. of trips outside continental U.S. past 12 months 1 trip (A)	Travel	New
SB005657SC	No. of trips outside continental U.S. past 12 months 2 trips (A)	Travel	New
SB005658SC	No. of trips outside continental U.S. past 12 months 3 trips (A)	Travel	New
SB005659SC	No. of trips outside continental U.S. past 12 months 4 trips (A)	Travel	New
SB005660SC	No. of trips outside continental U.S. past 12 months 5 - 9 trips (A)	Travel	New
SB005661SC	No. of trips outside continental U.S. past 12 months Any foreign trip (A)	Travel	New
SB005411SC	Types of vacations plan to take next 12 months Other type of vacation (A)	Travel	New
G0001228SC	Private Detective (H)	TV - Genre Type	New
G0001229SC	Sports Anthology (H)	TV - Genre Type	New
O0002309SC	DIY Network (H)	TV - Networks	New
O0002309SD	DIY Network (H) - (Minutes)	TV - Networks	New
O0002082SC	GSN (H)	TV - Networks	New
O0002082SD	GSN (H) - (Minutes)	TV - Networks	New
O0002134SC	PBS (H)	TV - Networks	New
O0002134SD	PBS (H) - (Minutes)	TV - Networks	New
P0200005SC	2019 Reg Ssn Sat 1 (H)	TV - Sports and Special Events	New
P0200006SC	2019 Reg Ssn Sun (H)	TV - Sports and Special Events	New
P0200007SC	2019 Video Music Awards (H)	TV - Sports and Special Events	New
P0200679SC	2020 FCS Football Champ (H)	TV - Sports and Special Events	New
P0200008SC	2020 N.Hampshire Primary (H)	TV - Sports and Special Events	New
P0200009SC	2020 NBA All Star Game (H)	TV - Sports and Special Events	New
P0200681SC	2020 Rose Parade (H)	TV - Sports and Special Events	New
P0200688SC	AAC Championship (H)	TV - Sports and Special Events	New
P0200689SC	ABC Afternoon Cftbl-3:30P (H)	TV - Sports and Special Events	New
P0200690SC	ABC Aftnoon Cftbl-12:01P (H)	TV - Sports and Special Events	New
P0200691SC	ABC News:Dem Cand Debate (H)	TV - Sports and Special Events	New
P0200692SC	ABC News:Democrat Debate (H)	TV - Sports and Special Events	New
P0200696SC	ACC Championship (H)	TV - Sports and Special Events	New
P0200697SC	ACM Presents: Our Country (H)	TV - Sports and Special Events	New
P0200698SC	AFC Championship On CBS (H)	TV - Sports and Special Events	New
P0200699SC	AFC Divisional Playoff-Su (H)	TV - Sports and Special Events	New
P0200700SC	AFC Wildcard Playoff (H)	TV - Sports and Special Events	New
P0200701SC	AFC/NFC Pro Bowl (H)	TV - Sports and Special Events	New
P0200702SC	AGT Champions (H)	TV - Sports and Special Events	New
P0200706SC	Amer Rising:Fight Pandem. (H)	TV - Sports and Special Events	New
P0200027SC	America Together (H)	TV - Sports and Special Events	New
P0200710SC	American Music Awards (H)	TV - Sports and Special Events	New
P0200711SC	American Ninja Warrior (H)	TV - Sports and Special Events	New
P0200030SC	Americas Choice 2020 (H)	TV - Sports and Special Events	New
P0200715SC	B.Paisley Thinks He's Spl (H)	TV - Sports and Special Events	New
P0200065SC	BET Awards Show - Black Entertainment TV (H)	TV - Sports and Special Events	New
P0200726SC	Big 12 Championship (H)	TV - Sports and Special Events	New

VARIABLE	DESCRIPTION	CATEGORY	STATUS
P0200729SC	Big Ten Football Ch Game (H)	TV - Sports and Special Events	New
P0200741SC	Boca Raton Bowl (H)	TV - Sports and Special Events	New
P0200087SC	BTN Football L (H)	TV - Sports and Special Events	New
P0200749SC	Campaign '20-Super Tues (H)	TV - Sports and Special Events	New
P0200750SC	Camping World Bowl (H)	TV - Sports and Special Events	New
P0200755SC	CBS News+BET: Dem Debate (H)	TV - Sports and Special Events	New
P0200756SC	CBS NFL National (H)	TV - Sports and Special Events	New
P0200757SC	CBS NFL Today (H)	TV - Sports and Special Events	New
P0200101SC	CFP Championship L (H)	TV - Sports and Special Events	New
P0200102SC	Championship Drive L (H)	TV - Sports and Special Events	New
P0200773SC	Christmas-Rockefeller Cen (H)	TV - Sports and Special Events	New
P0200774SC	Citrus Bowl (H)	TV - Sports and Special Events	New
P0200775SC	Cllg Ftbl- USAA (H)	TV - Sports and Special Events	New
P0200776SC	CMA Awards (H)	TV - Sports and Special Events	New
P0200777SC	CMA Country Christmas (H)	TV - Sports and Special Events	New
P0200778SC	CMA Fest (H)	TV - Sports and Special Events	New
P0200126SC	CNN/UNI DC Dem Debate (H)	TV - Sports and Special Events	New
P0200128SC	Coll Football: Big 10 L (H)	TV - Sports and Special Events	New
P0200129SC	Coll Ftbl Bowl Game L (H)	TV - Sports and Special Events	New
P0200130SC	Coll Ftbl Bowl Studio L (H)	TV - Sports and Special Events	New
P0200131SC	Coll Ftbl Scoreboard L (H)	TV - Sports and Special Events	New
P0200132SC	College Bkbl Reg Ssn L (H)	TV - Sports and Special Events	New
P0200133SC	College Football Aft L (H)	TV - Sports and Special Events	New
P0200134SC	College Football Prime L (H)	TV - Sports and Special Events	New
P0200779SC	College Football Today (H)	TV - Sports and Special Events	New
P0200135SC	College Gameday L (H)	TV - Sports and Special Events	New
P0200136SC	College Gameday-Bkbl L (H)	TV - Sports and Special Events	New
P0200144SC	Coronavirus Pandemic Spcl (H)	TV - Sports and Special Events	New
P0200145SC	Cotton Bowl L (H)	TV - Sports and Special Events	New
P0200786SC	D. Parton:Here She Comes (H)	TV - Sports and Special Events	New
P0200790SC	David Blaine:Magic Way (H)	TV - Sports and Special Events	New
P0200792SC	Daytime Emmy Awards (H)	TV - Sports and Special Events	New
P0200167SC	Debate (H)	TV - Sports and Special Events	New
P0200168SC	Decision 2020 (H)	TV - Sports and Special Events	New
P0200169SC	Democratic Debate (H)	TV - Sports and Special Events	New
P0200796SC	Disney Family Singalong (H)	TV - Sports and Special Events	New
P0200797SC	Disney Parks Xmas Parade (H)	TV - Sports and Special Events	New
P0200180SC	Division Series Game (H)	TV - Sports and Special Events	New
P0200798SC	Dolly Parton:50 Yrs Opry (H)	TV - Sports and Special Events	New
P0200804SC	Emmy Awards (H)	TV - Sports and Special Events	New
P0200217SC	FNC 2020: Super Tuesday (H)	TV - Sports and Special Events	New
P0200817SC	Football Nt America Pt 3 (H)	TV - Sports and Special Events	New
P0200820SC	Fox NASCAR Cup Series (H)	TV - Sports and Special Events	New
P0200821SC	Fox NASCAR Dytona 500 Mon (H)	TV - Sports and Special Events	New
P0200822SC	Fox NASCAR Raceday (H)	TV - Sports and Special Events	New
P0200230SC	Fox News Democracy 2020 (H)	TV - Sports and Special Events	New
P0200825SC	Fox NFC Championship (H)	TV - Sports and Special Events	New
P0200826SC	Fox NFC Playoff-Sun (H)	TV - Sports and Special Events	New
P0200827SC	Fox NFC Wildcard Game (H)	TV - Sports and Special Events	New
P0200828SC	Fox NFL Sunday-National (H)	TV - Sports and Special Events	New
P0200829SC	Fox NFL-Thu (H)	TV - Sports and Special Events	New
P0200830SC	Fox Saturday Baseball (H)	TV - Sports and Special Events	New
P0200831SC	Fox Super Bowl LIV (H)	TV - Sports and Special Events	New
P0200832SC	Fox World Series Game 7 (H)	TV - Sports and Special Events	New
P0200833SC	Fox+NFLN Thu Nt Football (H)	TV - Sports and Special Events	New
P0200836SC	Garth & Trisha Live! (H)	TV - Sports and Special Events	New
P0200842SC	Golden Globe Awards (H)	TV - Sports and Special Events	New
P0200850SC	Grammy Awards (H)	TV - Sports and Special Events	New
P0200851SC	Grammy Salute To Prince (H)	TV - Sports and Special Events	New
P0200853SC	Grease Sing-A-Long (H)	TV - Sports and Special Events	New
P0200860SC	Happy Days-Garry Marshall (H)	TV - Sports and Special Events	New
P0200861SC	Harry&Meghan:African Jour (H)	TV - Sports and Special Events	New
P0200862SC	Harry-Meghan:Royal Crisis (H)	TV - Sports and Special Events	New
P0200864SC	Holey Moley (H)	TV - Sports and Special Events	New
P0200284SC	Holiday Bowl L (H)	TV - Sports and Special Events	New
P0200866SC	Home Depot Cllg Football2 (H)	TV - Sports and Special Events	New
P0200306SC	Impeachment Analysis (H)	TV - Sports and Special Events	New
P0200307SC	Impeachment Inquiry Hrngs (H)	TV - Sports and Special Events	New
P0200308SC	Impeachment of DonaldTrmp (H)	TV - Sports and Special Events	New
P0200314SC	Inside the NBA (H)	TV - Sports and Special Events	New

VARIABLE	DESCRIPTION	CATEGORY	STATUS
P0200874SC	Interview w/John Bolton (H)	TV - Sports and Special Events	New
P0200875SC	Jeopardy! Greatest All-3 (H)	TV - Sports and Special Events	New
P0200876SC	Jesus Christ Suprstr Live (H)	TV - Sports and Special Events	New
P0200881SC	Kennedy Center Honors (H)	TV - Sports and Special Events	New
P0200884SC	Las Vegas Bowl (H)	TV - Sports and Special Events	New
P0200885SC	Last Days Of Phil Hartman (H)	TV - Sports and Special Events	New
P0200352SC	Little League World Srs L (H)	TV - Sports and Special Events	New
P0200899SC	Little League-World Champ (H)	TV - Sports and Special Events	New
P0200900SC	Live:All in Fam/Goodtimes (H)	TV - Sports and Special Events	New
P0200905SC	Macy's 4th July Fireworks (H)	TV - Sports and Special Events	New
P0200906SC	Macys Thanksgiving Parade (H)	TV - Sports and Special Events	New
P0200914SC	Masters Rewind - Sun (H)	TV - Sports and Special Events	New
P0200921SC	Miss America Pageant (H)	TV - Sports and Special Events	New
P0200922SC	Miss Universe Pageant (H)	TV - Sports and Special Events	New
P0200398SC	MLB AL Champions Series L (H)	TV - Sports and Special Events	New
P0200399SC	MLB AL Division Series L (H)	TV - Sports and Special Events	New
P0200400SC	MLB Division Series - TBS Network (H)	TV - Sports and Special Events	New
P0200402SC	MLB NLCS (H)	TV - Sports and Special Events	New
P0200403SC	MLB Sunday Night L (H)	TV - Sports and Special Events	New
P0200404SC	MLB Wild Card L (H)	TV - Sports and Special Events	New
P0200405SC	MLB Wildcard (H)	TV - Sports and Special Events	New
P0200927SC	Modern Farewell, A (H)	TV - Sports and Special Events	New
P0200410SC	Monday Night Kickoff L (H)	TV - Sports and Special Events	New
P0200421SC	MSNBC Debate Analysis (H)	TV - Sports and Special Events	New
P0200426SC	MSNBC Live: Decision 2020 (H)	TV - Sports and Special Events	New
P0200445SC	NASCAR Cup Series L (H)	TV - Sports and Special Events	New
P0200929SC	NASCAR Cup Series Race (H)	TV - Sports and Special Events	New
P0200446SC	NASCAR Cup Series Race L (H)	TV - Sports and Special Events	New
P0200930SC	NASCAR Xfinity Race (H)	TV - Sports and Special Events	New
P0200447SC	NASCAR Xfinity Race L (H)	TV - Sports and Special Events	New
P0200448SC	NASCAR Xfinity Series L (H)	TV - Sports and Special Events	New
P0200931SC	National Dog Show (H)	TV - Sports and Special Events	New
P0200453SC	NBA AllStar Sat Night (H)	TV - Sports and Special Events	New
P0200454SC	NBA Basketball (H)	TV - Sports and Special Events	New
P0200932SC	NBA Christmas Special-3 (H)	TV - Sports and Special Events	New
P0200455SC	NBA Regular Season L (H)	TV - Sports and Special Events	New
P0200935SC	NBC News Sp:Super Tuesday (H)	TV - Sports and Special Events	New
P0200936SC	NBC News Spcl Coronavirus (H)	TV - Sports and Special Events	New
P0200937SC	NBC NFL Playoff Game Div (H)	TV - Sports and Special Events	New
P0200938SC	NBC NFL Playoff Game WC (H)	TV - Sports and Special Events	New
P0200939SC	NBC NFL Th Special (H)	TV - Sports and Special Events	New
P0200944SC	NBC NV: Democratic Debate (H)	TV - Sports and Special Events	New
P0200945SC	NBC NY Eve-Late (H)	TV - Sports and Special Events	New
P0200947SC	NBC Sunday Night Football (H)	TV - Sports and Special Events	New
P0200462SC	New Years Eve Live w/ AC (H)	TV - Sports and Special Events	New
P0200955SC	New Year's Rockin EvePt1 (H)	TV - Sports and Special Events	New
P0200464SC	NFL Draft L (H)	TV - Sports and Special Events	New
P0200956SC	NFL Draft on ABC-4/23 (H)	TV - Sports and Special Events	New
P0200465SC	NFL Preseason (Live) (H)	TV - Sports and Special Events	New
P0200466SC	NFL Pre-Season Football L (H)	TV - Sports and Special Events	New
P0200467SC	NFL Pro Bowl L (H)	TV - Sports and Special Events	New
P0200468SC	NFL Regular Season L (H)	TV - Sports and Special Events	New
P0200957SC	NFL Wild Card Game-ABC (H)	TV - Sports and Special Events	New
P0200469SC	NFL Wildcard L (H)	TV - Sports and Special Events	New
P0200470SC	NFLN Thu Nt Football (H)	TV - Sports and Special Events	New
P0200961SC	Notre Dame Football (H)	TV - Sports and Special Events	New
P0200962SC	One World: Together Home - CBS (H)	TV - Sports and Special Events	New
P0200963SC	One World: Together Home - NBC (H)	TV - Sports and Special Events	New
P0200964SC	One Wrld:Together At Home (H)	TV - Sports and Special Events	New
P0200478SC	Orange Bowl L (H)	TV - Sports and Special Events	New
P0200965SC	Oscars, The (H)	TV - Sports and Special Events	New
P0200968SC	Pac-12 Championship Game (H)	TV - Sports and Special Events	New
P0200970SC	PBC Fight Camp (H)	TV - Sports and Special Events	New
P0200971SC	PBC Fight Night (H)	TV - Sports and Special Events	New
P0200974SC	PGAT AT&T Pebble Beach-Su (H)	TV - Sports and Special Events	New
P0200975SC	PGAT BMW Chp-Su (H)	TV - Sports and Special Events	New
P0200976SC	PGAT Tour Chp-Su Fnl 9 (H)	TV - Sports and Special Events	New
P0200495SC	President Trump Town Hall (H)	TV - Sports and Special Events	New
P0200518SC	Remembering George Floyd (H)	TV - Sports and Special Events	New
P0200530SC	Rose Bowl L (H)	TV - Sports and Special Events	New

VARIABLE	DESCRIPTION	CATEGORY	STATUS
P0200992SC	Royal Divide:Harry,Meghan (H)	TV - Sports and Special Events	New
P0200998SC	Saturday Night Football (H)	TV - Sports and Special Events	New
P0201002SC	SEC Champ-CBS: Dr Pepper (H)	TV - Sports and Special Events	New
P0200541SC	Senate Impeachment Trial (H)	TV - Sports and Special Events	New
P0200542SC	Senate Impeachment Vote (H)	TV - Sports and Special Events	New
P0200568SC	Sportscenter Special L (H)	TV - Sports and Special Events	New
P0200573SC	State of the Union 2020 - FOX News Channel (H)	TV - Sports and Special Events	New
P0201013SC	Steve Harvey-Live Tm Sq 2 (H)	TV - Sports and Special Events	New
P0200583SC	Sugar Bowl L (H)	TV - Sports and Special Events	New
P0201017SC	Sunday Night Kickoff (H)	TV - Sports and Special Events	New
P0201021SC	Super Tuesday (H)	TV - Sports and Special Events	New
P0200600SC	Tennis: Us Open Aft L (H)	TV - Sports and Special Events	New
P0200601SC	Tennis: US Open Prime L (H)	TV - Sports and Special Events	New
P0201029SC	Thanksgiving Day Parade (H)	TV - Sports and Special Events	New
P0200607SC	Thursday Night Football (H)	TV - Sports and Special Events	New
P0201034SC	Toast to 2019 (H)	TV - Sports and Special Events	New
P0201039SC	Tony The Tiger Sun Bowl (H)	TV - Sports and Special Events	New
P0201041SC	Tournament-Roses Parade (H)	TV - Sports and Special Events	New
P0200619SC	Trump Virtual Town Hall (H)	TV - Sports and Special Events	New
P0201043SC	Truth & Lies:J. Epstein (H)	TV - Sports and Special Events	New
P0200626SC	UFC Fight Night L (H)	TV - Sports and Special Events	New
P0201044SC	Ultimate Tag (H)	TV - Sports and Special Events	New
P0201048SC	US Fig Skating Champ 1Q1 (H)	TV - Sports and Special Events	New
P0201049SC	US Gymnastics Champs-Pr (H)	TV - Sports and Special Events	New
P0201054SC	Volcano Live! N. Wallenda (H)	TV - Sports and Special Events	New
P0201057SC	What Is Jeopardy!? (H)	TV - Sports and Special Events	New
P0200665SC	WWE Entertainment (H)	TV - Sports and Special Events	New
P0201062SC	WWE Fri Night Smackdown (H)	TV - Sports and Special Events	New
P0200666SC	WWE Smackdown (H)	TV - Sports and Special Events	New
P0201064SC	WWOD:Little Mermaid Live! (H)	TV - Sports and Special Events	New
P0200668SC	XFL L (H)	TV - Sports and Special Events	New
P0201065SC	XFL On Fox - Sat (H)	TV - Sports and Special Events	New
P0201066SC	XFL-Sun (H)	TV - Sports and Special Events	New
P0201067SC	Year: 2019, The (H)	TV - Sports and Special Events	New
SB002945SC	Political party affiliation Independent (A)	Voting	New
SB000770SC	Domestic light beer drank past 30 days Bud Light Lime (A)	Alcohol	No Longer Available
SB000772SC	Domestic light beer drank past 30 days Bud Light Platinum (A)	Alcohol	No Longer Available
SB004400SC	Domestic regular beer drank past 30 days Goose Island (A)	Alcohol	No Longer Available
SB003809SC	Domestic regular beer drink most often Leinenkugels (A)	Alcohol	No Longer Available
SB000798SC	Imported beer drank past 30 days Corona Light (A)	Alcohol	No Longer Available
SB004231SC	Imported beer drank past 30 days Labatt Blue (A)	Alcohol	No Longer Available
SB000803SC	Imported beer drink most often Corona Light (A)	Alcohol	No Longer Available
SB004956SC	Wine (types) bought past 3 months Other wine (A)	Alcohol	No Longer Available
SB000925SC	Wine (types) drink most often Merlot (A)	Alcohol	No Longer Available
SB004957SC	Wine (types) drink most often Other wine (A)	Alcohol	No Longer Available
MM60265SC	Buy Baseball/Softball Shoes- 1yr (A)	Apparel and Jewelry	No Longer Available
MM60266SC	Buy Boat/Deck Shoes- 1yr (A)	Apparel and Jewelry	No Longer Available
MM70100SC	Buy Hunting Boots- 1yr (A)	Apparel and Jewelry	No Longer Available
MM60269SC	Buy Soccer Shoes- 1yr (A)	Apparel and Jewelry	No Longer Available
MM60273SC	Buy Easy Spirit Shoes- 1yr (A)	Apparel and Jewelry	No Longer Available
MM70102SC	Buy Reebok Shoes- 1yr (A)	Apparel and Jewelry	No Longer Available
MM60277SC	Buy Any Saucony Shoes- 1yr (A)	Apparel and Jewelry	No Longer Available
MM70103SC	Buy Any Timberland Shoes- 1yr (A)	Apparel and Jewelry	No Longer Available
MM70110SC	Amount Spent on Basketball Shoes- < \$75 (A)	Apparel and Jewelry	No Longer Available
MM70111SC	Amount Spent on Boat/Deck Shoes- < \$75 (A)	Apparel and Jewelry	No Longer Available
MM70114SC	Amount Spent on Hiking/Backpacking Boots- < \$75 (A)	Apparel and Jewelry	No Longer Available
MM70119SC	Amount Spent on Tennis Shoes- \$75+ (A)	Apparel and Jewelry	No Longer Available
MM60291SC	Amount Spent on Clothing \$2,000 - \$2,999- 1yr (A)	Apparel and Jewelry	No Longer Available
MM00363SC	Buy Any Ring- 1yr (A)	Apparel and Jewelry	No Longer Available
MM70126SC	Buy Fine Jewelry - <\$400- 1yr (A)	Apparel and Jewelry	No Longer Available
MM60341SC	Buy Men's Casual/Non-Business Suit- 1yr (A)	Apparel and Jewelry	No Longer Available
MM70128SC	Buy Men's Leather coat, Jacket- 1yr (A)	Apparel and Jewelry	No Longer Available
MM70129SC	Buy Men's Nightwear- 1yr (A)	Apparel and Jewelry	No Longer Available
MM70130SC	Buy Men's Overcoat 1yr (A)	Apparel and Jewelry	No Longer Available
MM70132SC	Buy Men's Ski Jacket- 1yr (A)	Apparel and Jewelry	No Longer Available
MM70133SC	Buy Men's T-Shirt (not undershirt)- 1yr (A)	Apparel and Jewelry	No Longer Available
MM60364SC	Amount Spent Big Ticket Men's Clothing \$300-\$499- 6mo (A)	Apparel and Jewelry	No Longer Available
MM60365SC	Amount Spent Big Ticket Men's Clothing Less than \$100- 6mo (A)	Apparel and Jewelry	No Longer Available
MM00372SC	Buy Men's Casual Slacks- \$100+ - 1yr (A)	Apparel and Jewelry	No Longer Available
MM00396SC	Buy Men's Sports Shirt- \$100+ - 1yr (A)	Apparel and Jewelry	No Longer Available

VARIABLE	DESCRIPTION	CATEGORY	STATUS
MM65000SC	Buy Men's Champion Clothing- 1yr (A)	Apparel and Jewelry	No Longer Available
MM70143SC	Buy Men's Dickies Clothing- 1yr (A)	Apparel and Jewelry	No Longer Available
MM60377SC	Buy Men's Express Clothing- 1yr (A)	Apparel and Jewelry	No Longer Available
MM70144SC	Buy Men's IZOD Clothing- 1yr (A)	Apparel and Jewelry	No Longer Available
MM70146SC	Buy Men's Lacoste Clothing- 1yr (A)	Apparel and Jewelry	No Longer Available
MM70147SC	Buy Men's Land's End Clothing- 1yr (A)	Apparel and Jewelry	No Longer Available
MM60385SC	Buy Men's Nautica Clothing- 1yr (A)	Apparel and Jewelry	No Longer Available
MM70149SC	Buy Men's Reebok Clothing- 1yr (A)	Apparel and Jewelry	No Longer Available
MM60391SC	Buy Men's Tommy Hilfiger Clothing- 1yr (A)	Apparel and Jewelry	No Longer Available
MM70152SC	Buy Men's Van Heusen Clothing- 1yr (A)	Apparel and Jewelry	No Longer Available
MM70153SC	Buy Clothing/Apparel by Mail/Phone- 1yr (A)	Apparel and Jewelry	No Longer Available
MM00410SC	Buy Other Work Shoes- 1yr (A)	Apparel and Jewelry	No Longer Available
MM00426SC	Buy Western Boots- 1yr (A)	Apparel and Jewelry	No Longer Available
MM42441SC	Buy Aerosoles Shoes- 1yr (A)	Apparel and Jewelry	No Longer Available
MM50350SC	Buy ALDO Shoes- 1yr (A)	Apparel and Jewelry	No Longer Available
MM42442SC	Buy Coach Shoes- 1yr (A)	Apparel and Jewelry	No Longer Available
MM70155SC	Buy Crocs Shoes- 1yr (A)	Apparel and Jewelry	No Longer Available
MM42444SC	Buy Kenneth Cole Shoes- 1yr (A)	Apparel and Jewelry	No Longer Available
MM42445SC	Buy Naturalizer Shoes- 1yr (A)	Apparel and Jewelry	No Longer Available
MM42447SC	Buy Nine West Shoes- 1yr (A)	Apparel and Jewelry	No Longer Available
MM70156SC	Buy Rockport Shoes- 1yr (A)	Apparel and Jewelry	No Longer Available
MM42453SC	Buy UGG Shoes- 1yr (A)	Apparel and Jewelry	No Longer Available
MM70166SC	Amount Spent on Other Work Shoes- < \$100- 1yr (A)	Apparel and Jewelry	No Longer Available
MM70178SC	Amount Spent on Golf Clothing: \$100+- 1yr (A)	Apparel and Jewelry	No Longer Available
MM70179SC	Amount Spent on Hiking/Backpacking Clothing: \$100+- 1yr (A)	Apparel and Jewelry	No Longer Available
MM70181SC	Amount Spent on Hunting Clothing: \$100+- 1yr (A)	Apparel and Jewelry	No Longer Available
MM70182SC	Amount Spent on Hunting Clothing: <\$100- 1yr (A)	Apparel and Jewelry	No Longer Available
MM70189SC	Amount Spent on Tennis Clothing: <\$100- 1yr (A)	Apparel and Jewelry	No Longer Available
MM00425SC	Buy Watches- <\$300- 1yr (A)	Apparel and Jewelry	No Longer Available
MM60417SC	Buy Women's Hat- 1yr (A)	Apparel and Jewelry	No Longer Available
MM00366SC	Buy Maternity Clothes- 1yr (A)	Apparel and Jewelry	No Longer Available
MM00435SC	Buy Women's Cloth Coat- 1yr (A)	Apparel and Jewelry	No Longer Available
MM00446SC	Buy Women's Fur Coat/Jacket/Stole- 1yr (A)	Apparel and Jewelry	No Longer Available
MM70191SC	Buy Women's Pants suit- 1yr (A)	Apparel and Jewelry	No Longer Available
MM60420SC	Buy Women's Parka- 1yr (A)	Apparel and Jewelry	No Longer Available
MM60421SC	Buy Women's Ski Jacket- 1yr (A)	Apparel and Jewelry	No Longer Available
MM60443SC	Amount Spent Big Ticket Women's Clothing \$200-\$299- 6mo (A)	Apparel and Jewelry	No Longer Available
MM70193SC	Amount Spent Big Ticket Women's Clothing \$300-\$499- 6mo (A)	Apparel and Jewelry	No Longer Available
MM60445SC	Amount Spent Big Ticket Women's Clothing Less than \$100- 6mo (A)	Apparel and Jewelry	No Longer Available
MM00436SC	Buy Women's Designer Jeans- \$100+- 1yr (A)	Apparel and Jewelry	No Longer Available
MM60428SC	Buy Women's Hat- <\$100- 1yr (A)	Apparel and Jewelry	No Longer Available
MM60430SC	Buy Women's Nightwear- <\$100- 1yr (A)	Apparel and Jewelry	No Longer Available
MM00454SC	Buy Women's Purse/Handbag- <\$100- 1yr (A)	Apparel and Jewelry	No Longer Available
MM60440SC	Buy Women's T-Shirt- \$100+- 1yr (A)	Apparel and Jewelry	No Longer Available
MM60446SC	Buy Women's Alfred Dunner Clothing- 1yr (A)	Apparel and Jewelry	No Longer Available
MM70196SC	Buy Women's Anne Klein Clothing- 1yr (A)	Apparel and Jewelry	No Longer Available
MM70197SC	Buy Women's Danskin Clothing- 1yr (A)	Apparel and Jewelry	No Longer Available
MM60450SC	Buy Women's DKNY Clothing- 1yr (A)	Apparel and Jewelry	No Longer Available
MM60452SC	Buy Women's Eddie Bauer Clothing- 1yr (A)	Apparel and Jewelry	No Longer Available
MM60454SC	Buy Women's Guess Clothing- 1yr (A)	Apparel and Jewelry	No Longer Available
MM60456SC	Buy Women's Hanes Clothing- 1yr (A)	Apparel and Jewelry	No Longer Available
MM60459SC	Buy Women's Kenneth Cole Clothing- 1yr (A)	Apparel and Jewelry	No Longer Available
MM60464SC	Buy Women's New York & Company Clothing- 1yr (A)	Apparel and Jewelry	No Longer Available
MM60467SC	Buy Women's Polo Clothing- 1yr (A)	Apparel and Jewelry	No Longer Available
MM60470SC	Buy Women's Talbots Clothing- 1yr (A)	Apparel and Jewelry	No Longer Available
MM60473SC	Buy Women's Wrangler Clothing- 1yr (A)	Apparel and Jewelry	No Longer Available
MM70300SC	Buy Riders by Lee - 12 mo(A)	Apparel and Jewelry	No Longer Available
SB000208SC	Dealers/websites might shop to buy/lease new/usd vhcl Any website (H)	Automotive	No Longer Available
SB005271SC	Make of any vehicle Cadillac (H)	Automotive	No Longer Available
SB005281SC	Make of any vehicle Kia (H)	Automotive	No Longer Available
SB005286SC	Make of any vehicle Mercury (H)	Automotive	No Longer Available
SB005287SC	Make of any vehicle Mini (H)	Automotive	No Longer Available
SB005288SC	Make of any vehicle Mitsubishi (H)	Automotive	No Longer Available
SB005290SC	Make of any vehicle Oldsmobile (H)	Automotive	No Longer Available
SB005291SC	Make of any vehicle Pontiac (H)	Automotive	No Longer Available
SB005293SC	Make of any vehicle Saturn (H)	Automotive	No Longer Available
SB005316SC	Make of new vehicle Mitsubishi (H)	Automotive	No Longer Available
SB005374SC	Segment of any domestic vehicle - summary Sub Compact (H)	Automotive	No Longer Available
SB005365SC	Segment of any foreign vehicle - summary Sub Compact (H)	Automotive	No Longer Available
SB005323SC	Segment of new domestic vehicle - summary Compact (H)	Automotive	No Longer Available

VARIABLE	DESCRIPTION	CATEGORY	STATUS
SB005328SC	Segment of new domestic vehicle - summary Sport (H)	Automotive	No Longer Available
SB005329SC	Segment of new domestic vehicle - summary Sub Compact (H)	Automotive	No Longer Available
SB005338SC	Segment of new foreign vehicle - summary Sub Compact (H)	Automotive	No Longer Available
SB005347SC	Segment of any used domestic vehicle - summary Sub Compact (H)	Automotive	No Longer Available
SB005352SC	Segment of any used foreign vehicle - summary Full Size (H)	Automotive	No Longer Available
SB005353SC	Segment of any used foreign vehicle - summary Mid Size (H)	Automotive	No Longer Available
SB005356SC	Segment of any used foreign vehicle - summary Sub Compact (H)	Automotive	No Longer Available
SB005193SC	No. auto repairs/srvcs on vchle past 12 mo (unpd labor)5 repairs/services (H)	Automotive	No Longer Available
SB005237SC	Number of cars 1 Car (H)	Automotive	No Longer Available
SB005249SC	Number of used cars 3 Used cars (H)	Automotive	No Longer Available
SB005250SC	Number of used cars 4 or more Used cars (H)	Automotive	No Longer Available
SB000455SC	Primary reasons use dealer to buy/leas last used vchl Other reason (H)	Automotive	No Longer Available
SB004200SC	Stores HHLd shopped for auto products/srvcs pst 12 mo BJ's Wholesale Club (H)	Automotive	No Longer Available
SB004201SC	Vehicle HHLd plans to buy new next 12 months Hybrid or electric vehicle (H)	Automotive	No Longer Available
SB000513SC	Websites/apps used to gather info to shop new/usd vchl Any auto dealership (H)	Automotive	No Longer Available
SB005201SC	Model year of any vehicle (HHLd): 2008 or earlier (H)	Automotive	No Longer Available
SB005202SC	Model year of any vehicle (HHLd): 2009 (H)	Automotive	No Longer Available
SB005213SC	Model year of new vehicle (HHLd): 2008 or earlier (H)	Automotive	No Longer Available
SB005214SC	Model year of new vehicle (HHLd): 2009 (H)	Automotive	No Longer Available
SB005225SC	Model year of used vehicle (HHLd): 2008 or earlier (H)	Automotive	No Longer Available
SB005226SC	Model year of used vehicle (HHLd): 2009 (H)	Automotive	No Longer Available
SB005235SC	Model year of used vehicle (HHLd): 2018 (H)	Automotive	No Longer Available
SB002232SC	Mode of transportation past 7 days (any purpose) Bicycle (A)	Commuting and Transportation	No Longer Available
SB002236SC	Mode of transportation past 7 days (any purpose) None (A)	Commuting and Transportation	No Longer Available
SB004089SC	Eco-friendly activities Quintile 3rd Quintile (medium) (A)	Environment	No Longer Available
SB004961SC	Banks HHLd uses (primary bank) Internet bank (such as EtradeBank, etc.) (H)	Financial	No Longer Available
SB004959SC	Credit cards/payment methods used past 3 months Other credit card (A)	Financial	No Longer Available
SB000613SC	Professional services used by HHLd past 12 months Cash advance (H)	Financial	No Longer Available
SB000615SC	Professional services used by HHLd past 12 months Check cashing (H)	Financial	No Longer Available
SB004074SC	Amount household spent on groceries Quintile 3rd Quintile (medium) (H)	Food and Beverages	No Longer Available
SB004076SC	Amount household spent on groceries Quintile 4th Quintile (light) (H)	Food and Beverages	No Longer Available
SB003364SC	Amount household spent on groceries past 7 days \$125 - \$149 (H)	Food and Beverages	No Longer Available
SB004962SC	Beverages (bottled water) drank past 7 days Other enhanced water (A)	Food and Beverages	No Longer Available
SB004963SC	Beverages (bottled water) drink most often Other enhanced water (A)	Food and Beverages	No Longer Available
SB004964SC	Beverages (diet soft drinks) drank past 7 days Pepsi Zero Sugar (A)	Food and Beverages	No Longer Available
SB004965SC	Beverages (diet soft drinks) drank past 7 days Sierra Mist Zero Sugar (A)	Food and Beverages	No Longer Available
SB000663SC	Beverages (diet soft drinks) drink most often Diet Pepsi (A)	Food and Beverages	No Longer Available
SB004966SC	Beverages (diet soft drinks) drink most often Pepsi Zero Sugar (A)	Food and Beverages	No Longer Available
SB004967SC	Beverages (diet soft drinks) drink most often Sierra Mist Zero Sugar (A)	Food and Beverages	No Longer Available
SB003820SC	Beverages (regular soft drinks) drank past 7 days Barqs Root Beer (A)	Food and Beverages	No Longer Available
SB005023SC	Beverages (regular soft drinks) drink most often Sierra Mist (A)	Food and Beverages	No Longer Available
SB003348SC	Coupons frequency of use for groceries More than once a week (H)	Food and Beverages	No Longer Available
SB003732SC	Grocery stores where most groceries bought Target/SuperTarget (H)	Food and Beverages	No Longer Available
SB004676SC	How household usually obtains coupons Product packages (H)	Food and Beverages	No Longer Available
MM02053SC	Buy CITGO Gas- 6mo (A)	Gas, Credit Cards and Chains	No Longer Available
MM61357SC	Buy Phillips 66 Gas- 6mo (A)	Gas, Credit Cards and Chains	No Longer Available
MM42064SC	Buy Sunoco Gas- 6mo (A)	Gas, Credit Cards and Chains	No Longer Available
MM61370SC	Buy 76 Gas- 6mo (A)	Gas, Credit Cards and Chains	No Longer Available
MM70212SC	Buy Coffee maker-auto drip- 1yr (H)	Hardware and Appliances	No Longer Available
MM02240SC	Buy Automotive Tools- 1yr (H)	Hardware and Appliances	No Longer Available
MM02258SC	Buy Electric Clothes Dryer- 1yr (H)	Hardware and Appliances	No Longer Available
MM50177SC	Buy High Efficiency Washing Machine- 1yr (H)	Hardware and Appliances	No Longer Available
MM02297SC	Own Any Household Appliances (H)	Hardware and Appliances	No Longer Available
MM61401SC	Own Any Large Kitchen/Cooking Appliance (H)	Hardware and Appliances	No Longer Available
MM61402SC	Own Any Small Kitchen Appliances (H)	Hardware and Appliances	No Longer Available
MM61411SC	Own Coffee Maker -Electric Perk (H)	Hardware and Appliances	No Longer Available
MM02369SC	Own Pressure Cooker (H)	Hardware and Appliances	No Longer Available
MM61445SC	Use Microwave Oven- 1wk (H)	Hardware and Appliances	No Longer Available
MM61445SD	Use Microwave Oven- 1wk - (Times/1wk) (H)	Hardware and Appliances	No Longer Available
SB001080SC	Group insurance companies Aetna (A)	Health	No Longer Available
SB001079SC	Group insurance companies Blue Cross & Blue Shield (A)	Health	No Longer Available
SB001078SC	Group insurance companies CIGNA (A)	Health	No Longer Available
SB001075SC	Group insurance companies United Healthcare (A)	Health	No Longer Available
SB001076SC	Group insurance companies No group insurance (A)	Health	No Longer Available
SB001089SC	Group or individual insurance companies Aetna (A)	Health	No Longer Available
SB001086SC	Group or individual insurance companies Blue Cross & Blue Shield (A)	Health	No Longer Available
SB001085SC	Group or individual insurance companies CIGNA (A)	Health	No Longer Available
SB001083SC	Group or individual insurance companies Humana (A)	Health	No Longer Available
SB001081SC	Group or individual insurance companies United Healthcare (A)	Health	No Longer Available
SB001087SC	Group or individual insurance companies Any health insurance (A)	Health	No Longer Available

VARIABLE	DESCRIPTION	CATEGORY	STATUS
SB001092SC	Individual insurance companies Humana (A)	Health	No Longer Available
SB001090SC	Individual insurance companies United Healthcare (A)	Health	No Longer Available
SB001091SC	Individual insurance companies No individual insurance (A)	Health	No Longer Available
SB001179SC	Medical services HHLd received past 3 years Hospital emergency room (H)	Health	No Longer Available
SB005192SC	Medical services HHLd used at hospital past 3 years Cosmetic surgery (H)	Health	No Longer Available
SB001192SC	Medical services HHLd used at hospital past 3 years Hospital emrgncy room (H)	Health	No Longer Available
SB004984SC	Medical srvc HHLd at hospital past 3 years Treatment for Substance Abuse (H)	Health	No Longer Available
SB001107SC	Medications reasons bought past 12 months Childrens medicine (A)	Health	No Longer Available
SB001105SC	Medications reasons bought past 12 months Cold or flu (A)	Health	No Longer Available
SB005134SC	Prescription drugs (RX):Stores bought past 30 days Any marijuana dispensary (A)	Health	No Longer Available
SB001169SC	Type of health insurance HMO (Health Maintenance Organization) (A)	Health	No Longer Available
SB001168SC	Type of health insurance Medicaid/public assistance/welfare (A)	Health	No Longer Available
SB001166SC	Type of health insurance Military health insurance (CHAMPUS/TRICARE) (A)	Health	No Longer Available
SB001162SC	Type of health insurance POS (Point of Service) (A)	Health	No Longer Available
SB001163SC	Type of health insurance PPO (Preferred Provider Organization) (A)	Health	No Longer Available
SB001164SC	Type of health insurance Other type of health insurance (A)	Health	No Longer Available
MM61698SC	Buy Insulation for Ceiling, floor, and/or Walls- 1yr (H)	Home Improvements	No Longer Available
MM61701SC	Buy Yard Fence- 1yr (H)	Home Improvements	No Longer Available
SB001582SC	Consumer electronics:Stores shopped past 12 months Dell (H)	Items in the Home	No Longer Available
SB001637SC	HHLd items bought past 12 mths (amt spent) Camera:\$250 - \$499 (H)	Items in the Home	No Longer Available
SB001638SC	HHLd items bought past 12 mths (amt spent) Camera:\$500 - \$999 (H)	Items in the Home	No Longer Available
SB004694SC	HHLd items bought past 12 mths (amt spent) Camera:\$1,000 or more (H)	Items in the Home	No Longer Available
SB001647SC	Household items bought past 12 months Camera or accessories (H)	Items in the Home	No Longer Available
SB001663SC	Items/services HHLd plans to buy in next 12 months High-definition TV (H)	Items in the Home	No Longer Available
SB003773SC	Items/services HHLd plans to buy in next 12 months Second home (H)	Items in the Home	No Longer Available
SB004344SC	Items/services HHLd plans to buy in next 12 months Streaming media player (H)	Items in the Home	No Longer Available
SB004514SC	Items/services household currently has Game console (H)	Items in the Home	No Longer Available
SB004346SC	Items/services household currently has Streaming media player (H)	Items in the Home	No Longer Available
SB001702SC	Large appliance:Stores bought past 12 months Sears (H)	Items in the Home	No Longer Available
SB001709SC	Large appliance:Stores shopped past 12 months Sears (H)	Items in the Home	No Longer Available
SB004389SC	Type of home improvement done past 12 mo (amt) Replace wind:Over \$5,000 (H)	Items in the Home	No Longer Available
SB001725SC	Type of home improvement done past 12 months Replaced windows (H)	Items in the Home	No Longer Available
SB005115SC	Type of home improvement plan to do next 12 months Replaced windows (H)	Items in the Home	No Longer Available
MM04453SC	Read AARP- The Magazine (A)	Magazines and Newspapers	No Longer Available
MM06100SC	Read AARP- The Magazine- Last Issue (A)	Magazines and Newspapers	No Longer Available
MM02783SC	Read Allure (A)	Magazines and Newspapers	No Longer Available
MM06890SC	Read American Hunter (A)	Magazines and Newspapers	No Longer Available
MM06895SC	Read American Hunter- Last Issue (A)	Magazines and Newspapers	No Longer Available
MM06900SC	Read American Legion Magazine (A)	Magazines and Newspapers	No Longer Available
MM06905SC	Read American Legion Magazine- Last Issue (A)	Magazines and Newspapers	No Longer Available
MM50454SC	Read Any Magazine- 6mo (A)	Magazines and Newspapers	No Longer Available
MM42005SC	Read Any Spanish Language Magazine- 6mo (A)	Magazines and Newspapers	No Longer Available
MM02786SC	Read Architectural Digest (A)	Magazines and Newspapers	No Longer Available
MM02788SC	Read Automobile Magazine (A)	Magazines and Newspapers	No Longer Available
MM06930SC	Read Backpacker (A)	Magazines and Newspapers	No Longer Available
MM02791SC	Read Bassmaster (A)	Magazines and Newspapers	No Longer Available
MM02792SC	Read Better Homes & Gardens (A)	Magazines and Newspapers	No Longer Available
MM06155SC	Read Better Homes & Gardens- Last Issue (A)	Magazines and Newspapers	No Longer Available
MM50458SC	Read Birds & Blooms- Last Issue (A)	Magazines and Newspapers	No Longer Available
MM50457SC	Read Birds & Blooms Magazine (A)	Magazines and Newspapers	No Longer Available
MM02794SC	Read Black Enterprise (A)	Magazines and Newspapers	No Longer Available
MM02795SC	Read Boating (A)	Magazines and Newspapers	No Longer Available
MM02796SC	Read Bon Appetit (A)	Magazines and Newspapers	No Longer Available
MM06175SC	Read Bon Appetit- Last Issue (A)	Magazines and Newspapers	No Longer Available
MM02797SC	Read Brides (A)	Magazines and Newspapers	No Longer Available
MM06180SC	Read Brides- Last Issue (A)	Magazines and Newspapers	No Longer Available
MM02800SC	Read Car & Driver (A)	Magazines and Newspapers	No Longer Available
MM06190SC	Read Car & Driver- Last Issue (A)	Magazines and Newspapers	No Longer Available
MM02801SC	Read Car Craft (A)	Magazines and Newspapers	No Longer Available
MM04455SC	Read Cigar Aficionado (A)	Magazines and Newspapers	No Longer Available
MM50724SC	Read Conde Nast Traveler (A)	Magazines and Newspapers	No Longer Available
MM50725SC	Read Conde Nast Traveler- Last Issue (A)	Magazines and Newspapers	No Longer Available
MM02807SC	Read Consumer Reports (A)	Magazines and Newspapers	No Longer Available
MM06230SC	Read Consumer Reports- Last Issue (A)	Magazines and Newspapers	No Longer Available
MM02809SC	Read Cosmopolitan (A)	Magazines and Newspapers	No Longer Available
MM06245SC	Read Cosmopolitan- Last Issue (A)	Magazines and Newspapers	No Longer Available
MM02811SC	Read Country Living (A)	Magazines and Newspapers	No Longer Available
MM06255SC	Read Country Living- Last Issue (A)	Magazines and Newspapers	No Longer Available
MM50462SC	Read Delta Sky- Last Issue (A)	Magazines and Newspapers	No Longer Available
MM50461SC	Read Delta Sky Magazine (A)	Magazines and Newspapers	No Longer Available

VARIABLE	DESCRIPTION	CATEGORY	STATUS
MM50463SC	Read Diabetes Self-Management (A)	Magazines and Newspapers	No Longer Available
MM50464SC	Read Diabetes Self-Management - Last Issue (A)	Magazines and Newspapers	No Longer Available
MM02815SC	Read Discover (A)	Magazines and Newspapers	No Longer Available
MM42629SC	Read Dwell (A)	Magazines and Newspapers	No Longer Available
MM70220SC	Read EatingWell (A)	Magazines and Newspapers	No Longer Available
MM02817SC	Read Elle (A)	Magazines and Newspapers	No Longer Available
MM02818SC	Read Elle Decor (A)	Magazines and Newspapers	No Longer Available
MM02819SC	Read Entertainment Weekly (A)	Magazines and Newspapers	No Longer Available
MM06290SC	Read Entertainment Weekly- Last Issue (A)	Magazines and Newspapers	No Longer Available
MM02820SC	Read Entrepreneur (A)	Magazines and Newspapers	No Longer Available
MM02821SC	Read ESPN The Magazine (A)	Magazines and Newspapers	No Longer Available
MM06300SC	Read ESPN The Magazine- Last Issue (A)	Magazines and Newspapers	No Longer Available
MM02822SC	Read Esquire (A)	Magazines and Newspapers	No Longer Available
MM02823SC	Read Essence (A)	Magazines and Newspapers	No Longer Available
MM06310SC	Read Essence- Last Issue (A)	Magazines and Newspapers	No Longer Available
MM02824SC	Read Family Circle (A)	Magazines and Newspapers	No Longer Available
MM06315SC	Read Family Circle- Last Issue (A)	Magazines and Newspapers	No Longer Available
MM02826SC	Read Family Handyman (A)	Magazines and Newspapers	No Longer Available
MM06325SC	Read Family Handyman- Last Issue (A)	Magazines and Newspapers	No Longer Available
MM02828SC	Read Field & Stream (A)	Magazines and Newspapers	No Longer Available
MM06330SC	Read Field & Stream- Last Issue (A)	Magazines and Newspapers	No Longer Available
MM02831SC	Read Food & Wine (A)	Magazines and Newspapers	No Longer Available
MM06345SC	Read Food & Wine- Last Issue (A)	Magazines and Newspapers	No Longer Available
MM50726SC	Read Food Network Magazine (A)	Magazines and Newspapers	No Longer Available
MM50727SC	Read Food Network Magazine- Last Issue (A)	Magazines and Newspapers	No Longer Available
MM02832SC	Read Forbes (A)	Magazines and Newspapers	No Longer Available
MM06350SC	Read Forbes- Last Issue (A)	Magazines and Newspapers	No Longer Available
MM02833SC	Read Fortune (A)	Magazines and Newspapers	No Longer Available
MM06970SC	Read Four Wheeler Magazine (A)	Magazines and Newspapers	No Longer Available
MM02835SC	Read Golf Digest (A)	Magazines and Newspapers	No Longer Available
MM06370SC	Read Golf Digest- Last Issue (A)	Magazines and Newspapers	No Longer Available
MM02836SC	Read Golf Magazine (A)	Magazines and Newspapers	No Longer Available
MM06375SC	Read Golf Magazine- Last Issue (A)	Magazines and Newspapers	No Longer Available
MM02837SC	Read Good Housekeeping (A)	Magazines and Newspapers	No Longer Available
MM06380SC	Read Good Housekeeping- Last Issue (A)	Magazines and Newspapers	No Longer Available
MM02839SC	Read GQ (A)	Magazines and Newspapers	No Longer Available
MM06390SC	Read GQ- Last Issue (A)	Magazines and Newspapers	No Longer Available
MM02840SC	Read Guns & Ammo (A)	Magazines and Newspapers	No Longer Available
MM06395SC	Read Guns & Ammo- Last Issue (A)	Magazines and Newspapers	No Longer Available
MM02842SC	Read Harper's Bazaar (A)	Magazines and Newspapers	No Longer Available
MM02843SC	Read Health (A)	Magazines and Newspapers	No Longer Available
MM02845SC	Read Hot Rod (A)	Magazines and Newspapers	No Longer Available
MM70222SC	Read Hot Rod- Last Issue (A)	Magazines and Newspapers	No Longer Available
MM02847SC	Read House Beautiful (A)	Magazines and Newspapers	No Longer Available
MM06430SC	Read House Beautiful- Last Issue (A)	Magazines and Newspapers	No Longer Available
MM02848SC	Read Hunting (A)	Magazines and Newspapers	No Longer Available
MM02849SC	Read In Style (A)	Magazines and Newspapers	No Longer Available
MM06440SC	Read In Style- Last Issue (A)	Magazines and Newspapers	No Longer Available
MM02850SC	Read Inc. (A)	Magazines and Newspapers	No Longer Available
MM02853SC	Read Kiplinger's Personal Finance (A)	Magazines and Newspapers	No Longer Available
MM41962SC	Read Life & Style Weekly (A)	Magazines and Newspapers	No Longer Available
MM41963SC	Read Life & Style Weekly- Last Issue (A)	Magazines and Newspapers	No Longer Available
MM02857SC	Read Marie Claire (A)	Magazines and Newspapers	No Longer Available
MM02858SC	Read Martha Stewart Living (A)	Magazines and Newspapers	No Longer Available
MM06485SC	Read Martha Stewart Living- Last Issue (A)	Magazines and Newspapers	No Longer Available
MM02859SC	Read Maxim (A)	Magazines and Newspapers	No Longer Available
MM06490SC	Read Maxim- Last Issue (A)	Magazines and Newspapers	No Longer Available
MM02861SC	Read Men's Health (A)	Magazines and Newspapers	No Longer Available
MM06500SC	Read Men's Health- Last Issue (A)	Magazines and Newspapers	No Longer Available
MM02865SC	Read Money (A)	Magazines and Newspapers	No Longer Available
MM70223SC	Read Money- Last Issue (A)	Magazines and Newspapers	No Longer Available
MM02866SC	Read Motor Trend (A)	Magazines and Newspapers	No Longer Available
MM06525SC	Read Motor Trend- Last Issue (A)	Magazines and Newspapers	No Longer Available
MM02868SC	Read Muscle & Fitness (A)	Magazines and Newspapers	No Longer Available
MM06535SC	Read Muscle & Fitness- Last Issue (A)	Magazines and Newspapers	No Longer Available
MM02870SC	Read National Geographic (A)	Magazines and Newspapers	No Longer Available
MM42630SC	Read National Geographic Kids (A)	Magazines and Newspapers	No Longer Available
MM42648SC	Read National Geographic Kids- Last Issue (A)	Magazines and Newspapers	No Longer Available
MM06545SC	Read National Geographic- Last Issue (A)	Magazines and Newspapers	No Longer Available
MM02871SC	Read National Geographic Traveler (A)	Magazines and Newspapers	No Longer Available

VARIABLE	DESCRIPTION	CATEGORY	STATUS
MM0655OSC	Read National Geographic Traveler- Last Issue (A)	Magazines and Newspapers	No Longer Available
MM02872SC	Read New York Magazine (A)	Magazines and Newspapers	No Longer Available
MM50184SC	Read New York Times- Daily (A)	Magazines and Newspapers	No Longer Available
MM50185SC	Read New York Times- Sunday (A)	Magazines and Newspapers	No Longer Available
MM50728SC	Read New York Times- Sunday- Last Issue (A)	Magazines and Newspapers	No Longer Available
MM02877SC	Read O- The Oprah Magazine (A)	Magazines and Newspapers	No Longer Available
MM0658OSC	Read O- The Oprah Magazine- Last Issue (A)	Magazines and Newspapers	No Longer Available
MM41983SC	Read OK! Weekly (A)	Magazines and Newspapers	No Longer Available
MM41984SC	Read OK! Weekly- Last Issue (A)	Magazines and Newspapers	No Longer Available
MM02878SC	Read Outdoor Life (A)	Magazines and Newspapers	No Longer Available
MM06585SC	Read Outdoor Life- Last Issue (A)	Magazines and Newspapers	No Longer Available
MM02879SC	Read Outside (A)	Magazines and Newspapers	No Longer Available
MM50186SC	Read Parade Carrier Newspaper (A)	Magazines and Newspapers	No Longer Available
MM06595SC	Read Parade- Last Issue (A)	Magazines and Newspapers	No Longer Available
MM02882SC	Read Parents Magazine (A)	Magazines and Newspapers	No Longer Available
MM06075SC	Read Parents Magazine- Last Issue (A)	Magazines and Newspapers	No Longer Available
MM02886SC	Read People (A)	Magazines and Newspapers	No Longer Available
MM07010SC	Read People en Espanol (A)	Magazines and Newspapers	No Longer Available
MM07015SC	Read People en Espanol- Last Issue (A)	Magazines and Newspapers	No Longer Available
MM0662OSC	Read People- Last Issue (A)	Magazines and Newspapers	No Longer Available
MM0289OSC	Read Popular Mechanics (A)	Magazines and Newspapers	No Longer Available
MM06635SC	Read Popular Mechanics- Last Issue (A)	Magazines and Newspapers	No Longer Available
MM02892SC	Read Popular Science (A)	Magazines and Newspapers	No Longer Available
MM0608OSC	Read Popular Science- Last Issue (A)	Magazines and Newspapers	No Longer Available
MM02894SC	Read Prevention (A)	Magazines and Newspapers	No Longer Available
MM06645SC	Read Prevention- Last Issue (A)	Magazines and Newspapers	No Longer Available
MM0702OSC	Read Psychology Magazine (A)	Magazines and Newspapers	No Longer Available
MM07025SC	Read Psychology Magazine- Last Issue (A)	Magazines and Newspapers	No Longer Available
MM02895SC	Read Reader's Digest (A)	Magazines and Newspapers	No Longer Available
MM0665OSC	Read Reader's Digest- Last Issue (A)	Magazines and Newspapers	No Longer Available
MM02897SC	Read Road & Track (A)	Magazines and Newspapers	No Longer Available
MM02898SC	Read Rolling Stone (A)	Magazines and Newspapers	No Longer Available
MM02899SC	Read Runner's World (A)	Magazines and Newspapers	No Longer Available
MM02901SC	Read Scientific American (A)	Magazines and Newspapers	No Longer Available
MM02905SC	Read Ski (A)	Magazines and Newspapers	No Longer Available
MM02908SC	Read Smithsonian (A)	Magazines and Newspapers	No Longer Available
MM06715SC	Read Smithsonian- Last Issue (A)	Magazines and Newspapers	No Longer Available
MM02909SC	Read Soap Opera Digest (A)	Magazines and Newspapers	No Longer Available
MM02911SC	Read Southern Living (A)	Magazines and Newspapers	No Longer Available
MM0673OSC	Read Southern Living- Last Issue (A)	Magazines and Newspapers	No Longer Available
MM02915SC	Read Sports Illustrated (A)	Magazines and Newspapers	No Longer Available
MM0675OSC	Read Sports Illustrated- Last Issue (A)	Magazines and Newspapers	No Longer Available
MM02916SC	Read Star (A)	Magazines and Newspapers	No Longer Available
MM06755SC	Read Star- Last Issue (A)	Magazines and Newspapers	No Longer Available
MM02919SC	Read Sunset (A)	Magazines and Newspapers	No Longer Available
MM06765SC	Read Sunset- Last Issue (A)	Magazines and Newspapers	No Longer Available
MM70226SC	Read Tennis (A)	Magazines and Newspapers	No Longer Available
MM42006SC	Read The Atlantic (A)	Magazines and Newspapers	No Longer Available
MM02949SC	Read The Economist (A)	Magazines and Newspapers	No Longer Available
MM02923SC	Read The New Yorker (A)	Magazines and Newspapers	No Longer Available
MM06775SC	Read The New Yorker- Last Issue (A)	Magazines and Newspapers	No Longer Available
MM02925SC	Read This Old House (A)	Magazines and Newspapers	No Longer Available
MM0678OSC	Read This Old House- Last Issue (A)	Magazines and Newspapers	No Longer Available
MM02926SC	Read Time (A)	Magazines and Newspapers	No Longer Available
MM06785SC	Read Time- Last Issue (A)	Magazines and Newspapers	No Longer Available
MM02928SC	Read Traditional Home (A)	Magazines and Newspapers	No Longer Available
MM70228SC	Read Traditional Home- Last Issue (A)	Magazines and Newspapers	No Longer Available
MM02929SC	Read Travel & Leisure (A)	Magazines and Newspapers	No Longer Available
MM0680OSC	Read Travel & Leisure- Last Issue (A)	Magazines and Newspapers	No Longer Available
MM50731SC	Read United Hemispheres (A)	Magazines and Newspapers	No Longer Available
MM02935SC	Read Vanity Fair (A)	Magazines and Newspapers	No Longer Available
MM0682OSC	Read Vanity Fair- Last Issue (A)	Magazines and Newspapers	No Longer Available
MM04458SC	Read Veranda (A)	Magazines and Newspapers	No Longer Available
MM0707OSC	Read VFW Magazine (A)	Magazines and Newspapers	No Longer Available
MM07075SC	Read VFW Magazine- Last Issue (A)	Magazines and Newspapers	No Longer Available
MM02937SC	Read Vogue (A)	Magazines and Newspapers	No Longer Available
MM06835SC	Read Vogue- Last Issue (A)	Magazines and Newspapers	No Longer Available
MM0708OSC	Read W Magazine (A)	Magazines and Newspapers	No Longer Available
MM5019OSC	Read Wall Street Journal (A)	Magazines and Newspapers	No Longer Available
MM50192SC	Read WebMD Magazine (A)	Magazines and Newspapers	No Longer Available

VARIABLE	DESCRIPTION	CATEGORY	STATUS
MM04459SC	Read Wine Spectator (A)	Magazines and Newspapers	No Longer Available
MM04460SC	Read Wired (A)	Magazines and Newspapers	No Longer Available
MM02940SC	Read Woman's Day (A)	Magazines and Newspapers	No Longer Available
MM06860SC	Read Woman's Day- Last Issue (A)	Magazines and Newspapers	No Longer Available
MM02941SC	Read Woman's World (A)	Magazines and Newspapers	No Longer Available
MM42631SC	Read Women's Health (A)	Magazines and Newspapers	No Longer Available
MM42649SC	Read Women's Health- Last Issue (A)	Magazines and Newspapers	No Longer Available
MM42632SC	Read Yoga Journal (A)	Magazines and Newspapers	No Longer Available
MM50297SC	Outdoor Quintile: I (Heavy) (A)	Print Media Usage	No Longer Available
MM50298SC	Outdoor Quintile: II (A)	Print Media Usage	No Longer Available
MM50299SC	Outdoor Quintile: III (A)	Print Media Usage	No Longer Available
MM50300SC	Outdoor Quintile: IV (A)	Print Media Usage	No Longer Available
MM50301SC	Outdoor Quintile: V (Light) (A)	Print Media Usage	No Longer Available
MM02966SC	Magazine Quintile: IV (A)	Print Media Usage	No Longer Available
MM02947SC	Read Airline Magazines- Net Audience (A)	Print Media Usage	No Longer Available
MM61740SC	Read American Rifleman (A)	Print Media Usage	No Longer Available
MM61741SC	Read American Rifleman Last Issue (A)	Print Media Usage	No Longer Available
MM61742SC	Read American Way (A)	Print Media Usage	No Longer Available
MM61743SC	Read Arthritis Today (A)	Print Media Usage	No Longer Available
MM61744SC	Read Arthritis Today Last Issue (A)	Print Media Usage	No Longer Available
MM02948SC	Read Automotive Magazines- Net Audience (A)	Print Media Usage	No Longer Available
MM61745SC	Read Bridal Guide (A)	Print Media Usage	No Longer Available
MM02951SC	Read Bridal Magazines- Net Audience (A)	Print Media Usage	No Longer Available
MM02952SC	Read Business/Finance Magazines- Net Audience (A)	Print Media Usage	No Longer Available
MM61747SC	Read Country Sampler (A)	Print Media Usage	No Longer Available
MM61748SC	Read Diabetes Forecast (A)	Print Media Usage	No Longer Available
MM61750SC	Read Ducks Unlimited (A)	Print Media Usage	No Longer Available
MM02955SC	Read Epicurean Magazines- Net Audience (A)	Print Media Usage	No Longer Available
MM02956SC	Read Fishing/Hunting Magazines- Net Audience (A)	Print Media Usage	No Longer Available
MM02957SC	Read Fraternal Magazines- Net Audience (A)	Print Media Usage	No Longer Available
MM61755SC	Read Game Informer (A)	Print Media Usage	No Longer Available
MM61756SC	Read Game Informer Last Issue (A)	Print Media Usage	No Longer Available
MM02959SC	Read General Editorial Magazines- Net Audience (A)	Print Media Usage	No Longer Available
MM61758SC	Read Guideposts (A)	Print Media Usage	No Longer Available
MM61759SC	Read Guideposts Last Issue (A)	Print Media Usage	No Longer Available
MM02960SC	Read Health Magazines- Net Audience (A)	Print Media Usage	No Longer Available
MM02961SC	Read Home Services Magazines- Net Audience (A)	Print Media Usage	No Longer Available
MM61760SC	Read In Touch (A)	Print Media Usage	No Longer Available
MM61761SC	Read In-Fisherman (A)	Print Media Usage	No Longer Available
MM61762SC	Read In-Fisherman Last Issue (A)	Print Media Usage	No Longer Available
MM02970SC	Read Men's Magazines- Net Audience (A)	Print Media Usage	No Longer Available
MM70233SC	Read Motorcycle Magazines- Net Audience (A)	Print Media Usage	No Longer Available
MM61769SC	Read National Wildlife (A)	Print Media Usage	No Longer Available
MM70234SC	Read National Wildlife Last Issue (A)	Print Media Usage	No Longer Available
MM02973SC	Read News Weekly Magazines- Net Audience (A)	Print Media Usage	No Longer Available
MM02994SC	Read Newspaper-Distributed Magazines- Net Audience (A)	Print Media Usage	No Longer Available
MM02996SC	Read Parenthood Magazines- Net Audience (A)	Print Media Usage	No Longer Available
MM61771SC	Read Real Simple (A)	Print Media Usage	No Longer Available
MM61772SC	Read Real Simple Last Issue (A)	Print Media Usage	No Longer Available
MM02998SC	Read Science/Tech Magazines- Net Audience (A)	Print Media Usage	No Longer Available
MM02999SC	Read Sports Magazines- Net Audience (A)	Print Media Usage	No Longer Available
MM61779SC	Read Street Rodder (A)	Print Media Usage	No Longer Available
MM61781SC	Read Super Chevy (A)	Print Media Usage	No Longer Available
MM61784SC	Read Texas Monthly (A)	Print Media Usage	No Longer Available
MM03001SC	Read Travel Magazines- Net Audience (A)	Print Media Usage	No Longer Available
MM61790SC	Read Us Weekly (A)	Print Media Usage	No Longer Available
MM61791SC	Read Us Weekly Last Issue (A)	Print Media Usage	No Longer Available
MM03003SC	Read Women's Fashion Magazines- Net Audience (A)	Print Media Usage	No Longer Available
MM03004SC	Read Women's Magazines- Net Audience (A)	Print Media Usage	No Longer Available
MM50508SC	Saw Digital/Video Ads in medical offices- 1mo (A)	Print Media Usage	No Longer Available
MM50496SC	Saw Infomercials- 1mo (A)	Print Media Usage	No Longer Available
MM50759SC	Visited Better Homes & Gardens website (A)	Print Media Usage	No Longer Available
MM50761SC	Visited Consumer Reports website (A)	Print Media Usage	No Longer Available
MM50766SC	Visited Discover website (A)	Print Media Usage	No Longer Available
MM50769SC	Visited Entertainment Weekly website (A)	Print Media Usage	No Longer Available
MM50782SC	Visited Mens Health website (A)	Print Media Usage	No Longer Available
MM50783SC	Visited Money website (A)	Print Media Usage	No Longer Available
MM50786SC	Visited National Geographic Traveler website (A)	Print Media Usage	No Longer Available
MM50785SC	Visited National Geographic website (A)	Print Media Usage	No Longer Available
MM50791SC	Visited People website (A)	Print Media Usage	No Longer Available

VARIABLE	DESCRIPTION	CATEGORY	STATUS
MM50796SC	Visited Sports Illustrated website (A)	Print Media Usage	No Longer Available
MM50797SC	Visited Time website (A)	Print Media Usage	No Longer Available
MM50799SC	Visited USA Today website (A)	Print Media Usage	No Longer Available
MM50801SC	Visited Wall Street Journal website (A)	Print Media Usage	No Longer Available
MM50802SC	Visited WebMD Magazine website (A)	Print Media Usage	No Longer Available
MM50804SC	Visited Wired website (A)	Print Media Usage	No Longer Available
MM70245SC	Ads Keep Me Up-To-Date About Products and Services- Agree (A)	Psychographics	No Longer Available
MM04554SC	Brands in Ads Better Quality Than Brands Not - Agree (A)	Psychographics	No Longer Available
MM04553SC	Like to Look at Ads- Agree (A)	Psychographics	No Longer Available
MM42675SC	I am interested in watching live TV on my cell phone: Agree (A)	Psychographics	No Longer Available
MM42676SC	I am Interested in Watching Video Clips on My Cell Phone- Agree (A)	Psychographics	No Longer Available
MM42677SC	I Carry My Cell Phone Everywhere I Go- Agree (A)	Psychographics	No Longer Available
MM42679SC	Often Use My Cell Phone to Make Phone Calls from My Home- Agree (A)	Psychographics	No Longer Available
MM42698SC	I Would Pay Monthly Subscription Fee to Receive Live TV on Cell Phone- Agree (A)	Psychographics	No Longer Available
MM42700SC	I Would Receive Ads on My Cell Phone in Exchange for Services- Agree (A)	Psychographics	No Longer Available
MM42696SC	I Would Text Message More Often if it Were Easier to Type- Agree (A)	Psychographics	No Longer Available
MM42697SC	I Would Text Message More Often if it Were Less Expensive- Agree (A)	Psychographics	No Longer Available
MM42682SC	I Would Use Text Messaging if I Knew How to do it - Agree (A)	Psychographics	No Longer Available
MM70258SC	My Mobile Device Greatly Improves My Daily Commute- Agree (A)	Psychographics	No Longer Available
MM70259SC	When going somewhere new, I rely on my phon/mobl device to get there- Agree (A)	Psychographics	No Longer Available
MM42685SC	One Mobile Device that Can do Everything is Very Convenient- Agree (A)	Psychographics	No Longer Available
MM42689SC	Text Messaging is an Important Part of My Daily Life- Agree (A)	Psychographics	No Longer Available
MM04534SC	Magazine Ads Give Good Info on Consumer Product Use- Agree (A)	Psychographics	No Longer Available
MM04528SC	Newspaper Ads Are Amusing- Agree (A)	Psychographics	No Longer Available
MM04530SC	Newspaper Ads Are Repeated too Often- Agree (A)	Psychographics	No Longer Available
MM66088SC	Newspapers are a good escape- Agree (A)	Psychographics	No Longer Available
MM66095SC	Newspapers put me in a good mood- Agree (A)	Psychographics	No Longer Available
MM66101SC	Radio keeps me up-to-date with the latest styles and trends- Agree (A)	Psychographics	No Longer Available
MM41465SC	Find a Great Vacation- I Recommend to Others- Agree (A)	Psychographics	No Longer Available
MM65084SC	I Enjoy Learning About Vacation Options from Others- Agree (A)	Psychographics	No Longer Available
MM65088SC	I Often Take the Opportunity to Discuss Vacation Options w/Others- Agree (A)	Psychographics	No Longer Available
MM65090SC	I'd Rather Travel By Myself or with Just a Small Group of People- Agree (A)	Psychographics	No Longer Available
MM65091SC	I'm Happy to do Very Little, if any, Sightseeing on My Vacations- Agree (A)	Psychographics	No Longer Available
MM65096SC	The Internet is Not a Secure Way to Make Travel Plans- Agree (A)	Psychographics	No Longer Available
SB004517SC	BIA radio ownership groups (M-S 6am-Mid cume) Curtis Media Group (A)	Radio	No Longer Available
SB003228SC	BIA radio ownership groups (M-S 6am-Mid cume) Saga Communications Inc (A)	Radio	No Longer Available
SB005043SC	BIA radio ownership groups (M-S 6am-Mid cume) Stephens Family Limited (A)	Radio	No Longer Available
SB004787SC	Radio networks ABC L&E (A)	Radio	No Longer Available
SB004788SC	Radio networks ABC News (A)	Radio	No Longer Available
SB005044SC	Radio networks Alpha (A)	Radio	No Longer Available
SB004526SC	Radio networks CBS News (A)	Radio	No Longer Available
SB005045SC	Radio networks Futbol De Primera (A)	Radio	No Longer Available
SB004316SC	Radio networks Hugh Hewitt (A)	Radio	No Longer Available
SB004322SC	Radio networks Salem Music Network (A)	Radio	No Longer Available
SB003932SC	Radio networks USRN Bloomberg Radio Network (A)	Radio	No Longer Available
SB004328SC	Radio networks WWO Female Target (A)	Radio	No Longer Available
SB003026SC	Sports listened to on radio past 12 months (net) College basketball - mens (A)	Radio	No Longer Available
SB003031SC	Sports listened to on radio past 12 months (net) IMG College basketball (A)	Radio	No Longer Available
SB003032SC	Sports listened to on radio past 12 months (net) IMG College football (A)	Radio	No Longer Available
SB003033SC	Sports listened to on radio past 12 months (net) IMG College sports event (A)	Radio	No Longer Available
SB003034SC	Sports listened to on radio past 12 months (net) Learfield Coll. basketball (A)	Radio	No Longer Available
SB003035SC	Sports listened to on radio past 12 months (net) Learfield Coll. football (A)	Radio	No Longer Available
SB003036SC	Sports listened to on radio past 12 months (net) Learfield Coll. sports evnt (A)	Radio	No Longer Available
SB005052SC	Sports listened to on radio past 12 months (net) MLS (A)	Radio	No Longer Available
SB003045SC	Sports listened to on radio past 12 months (net) SEC basketball (A)	Radio	No Longer Available
SB003952SC	Sports listened to on radio past 12 months (net) Thursday Night Football (A)	Radio	No Longer Available
SB004922SC	Streaming services visited/apps used past 30 days Amazon Music (A)	Radio	No Longer Available
SB004923SC	Streaming services visited/apps used past 30 days Apple Music (A)	Radio	No Longer Available
SB004924SC	Streaming services visited/apps used past 30 days Google Play Music (A)	Radio	No Longer Available
SB004925SC	Streaming services visited/apps used past 30 days iHeartRadio (A)	Radio	No Longer Available
SB004927SC	Streaming services visited/apps used past 30 days Pandora (A)	Radio	No Longer Available
SB004929SC	Streaming services visited/apps used past 30 days SiriusXM.com or app (A)	Radio	No Longer Available
SB004930SC	Streaming services visited/apps used past 30 days Spotify (A)	Radio	No Longer Available
SB004931SC	Streaming services visited/apps used past 30 days TuneIn (A)	Radio	No Longer Available
SB004932SC	Streaming services visited/apps used past 7 days Amazon Music (A)	Radio	No Longer Available
SB004933SC	Streaming services visited/apps used past 7 days Apple Music (A)	Radio	No Longer Available
SB004934SC	Streaming services visited/apps used past 7 days Google Play Music (A)	Radio	No Longer Available
SB004935SC	Streaming services visited/apps used past 7 days iHeartRadio (A)	Radio	No Longer Available
SB004936SC	Streaming services visited/apps used past 7 days Pandora (A)	Radio	No Longer Available
SB004937SC	Streaming services visited/apps used past 7 days SiriusXM.com or app (A)	Radio	No Longer Available

VARIABLE	DESCRIPTION	CATEGORY	STATUS
SB004938SC	Streaming services visited/apps used past 7 days Spotify (A)	Radio	No Longer Available
SB004939SC	Streaming services visited/apps used past 7 days TuneIn (A)	Radio	No Longer Available
SB003906SC	Quick service restaurants used for breakfast past 30 days Taco Bell (A)	Restaurants	No Longer Available
SB002312SC	Quick service restaurants used for lunch past 30 days Popeyes (A)	Restaurants	No Longer Available
SB003921SC	Quick service restaurants used for other reason past 30 days Jack in the box (A)	Restaurants	No Longer Available
SB002334SC	Quick service restaurants used past 30 days Boston Market (A)	Restaurants	No Longer Available
SB004158SC	Sit-down restaurants Quintile 3rd Quintile (medium) (A)	Restaurants	No Longer Available
SB004160SC	Sit-down restaurants Quintile 4th Quintile (light) (A)	Restaurants	No Longer Available
SB004291SC	Sitdown restaurants used for dinner past 30 days Mellow Mushroom (A)	Restaurants	No Longer Available
SB002406SC	Sitdown restaurants used past 30 days Bonefish Grill (A)	Restaurants	No Longer Available
SB002588SC	Items bought past 12 months (amount spent) Fine jewelry:Under \$100 (A)	Retail Shopping	No Longer Available
SB002657SC	Major/department stores:Stores shopped past 3 mo Any major/department store (A)	Retail Shopping	No Longer Available
SB004869SC	Major/department stores:Stores shopped online past 3 months Bloomingdales (A)	Retail Shopping	No Longer Available
SB004870SC	Major/department stores:Stores shopped online past 3 months Burlington (A)	Retail Shopping	No Longer Available
SB004876SC	Major/department stores:Stores shopped online past 3 months HomeGoods (A)	Retail Shopping	No Longer Available
SB004886SC	Major/department stores:Stores shopped online past 3 months Sears (A)	Retail Shopping	No Longer Available
SB005011SC	Current level of interest in IMSA SportsCar Championship Very (A)	Sports and Leisure	No Longer Available
SB005012SC	Current level of interest in IMSA SportsCar Championship Somewhat (A)	Sports and Leisure	No Longer Available
SB005013SC	Current level of interest in IMSA SportsCar Championship A little bit (A)	Sports and Leisure	No Longer Available
SB003562SC	Current level of interest in NBA Gatorade League Somewhat (A)	Sports and Leisure	No Longer Available
SB003590SC	Current level of interest in Supercross/Motocross Somewhat (A)	Sports and Leisure	No Longer Available
SB004732SC	Events attended past 12 months (net) College basketball - mens (A)	Sports and Leisure	No Longer Available
SB002990SC	Events attended past 12 months (net) IMG College basketball (A)	Sports and Leisure	No Longer Available
SB002991SC	Events attended past 12 months (net) IMG College football (A)	Sports and Leisure	No Longer Available
SB002992SC	Events attended past 12 months (net) IMG College sports event (A)	Sports and Leisure	No Longer Available
SB003002SC	Events attended past 12 months (net) Learfield Collegiate basketball (A)	Sports and Leisure	No Longer Available
SB003003SC	Events attended past 12 months (net) Learfield Collegiate football (A)	Sports and Leisure	No Longer Available
SB003004SC	Events attended past 12 months (net) Learfield Collegiate sports event (A)	Sports and Leisure	No Longer Available
SB004580SC	Events attended past 12 months (net) Mountain West Conference sports event (A)	Sports and Leisure	No Longer Available
SB005031SC	No. of Arena Football League (AFL) games attended past 12 mo 1 - 2 games (A)	Sports and Leisure	No Longer Available
SB004095SC	No. of College baseball games attended past 12 months 10+ games (A)	Sports and Leisure	No Longer Available
SB004093SC	No. of College hockey games attended past 12 months 1 - 2 games (A)	Sports and Leisure	No Longer Available
SB005191SC	No. of Figure skating events attended past 12 months 3 - 9 events (A)	Sports and Leisure	No Longer Available
SB005033SC	No. of Formula One (F1) racing events attended past 12 mos 1 - 2 events (A)	Sports and Leisure	No Longer Available
SB002878SC	HDTV subscription via cable/satellite service Yes (H)	Telecommunications	No Longer Available
SB002879SC	HDTV subscription via cable/satellite service No (H)	Telecommunications	No Longer Available
SB005199SC	Household streams video content through TV Yes (H)	Telecommunications	No Longer Available
SB005200SC	Household streams video content through TV No (H)	Telecommunications	No Longer Available
SB001280SC	Internet sites visited/apps used past 30 days Amazon (A)	Telecommunications	No Longer Available
SB004583SC	Internet sites visited/apps used past 30 days SpectrumTV (A)	Telecommunications	No Longer Available
SB005167SC	Ways used Internet/apps in past 30 days, Streaming: Audio Podcast (A)	Telecommunications	No Longer Available
SB005169SC	Ways used Internet/apps in past 30 days, Streaming: Listen to Music (A)	Telecommunications	No Longer Available
SB005170SC	Ways used Internet/apps in past 30 days, Streaming: Listen to Radio (A)	Telecommunications	No Longer Available
SB005166SC	Ways used Internet/apps in past 30 days, Streaming: Video Podcast (A)	Telecommunications	No Longer Available
SB004124SC	Miles traveled Quintile 4th Quintile (light) (A)	Travel	No Longer Available
SB005182SC	No. trips outside cont. U.S. past 12 mo (primarily vacation) 5 - 9 trips (A)	Travel	No Longer Available
SB004608SC	Places visited overnight or longer past 12 months Bahamas (A)	Travel	No Longer Available
SB005126SC	Types of vacations plan to take next 12 months Gambling/casino trip (A)	Travel	No Longer Available
G0001200SD	Audience Participation - (Minutes) (H)	TV - 1Q Genre Type	No Longer Available
G0001201SD	Award Ceremonies - (Minutes) (H)	TV - 1Q Genre Type	No Longer Available
G0001202SD	Child - Live - (Minutes) (H)	TV - 1Q Genre Type	No Longer Available
G0001203SD	Child Multi-Weekly - (Minutes) (H)	TV - 1Q Genre Type	No Longer Available
G0001205SD	Comedy Variety - (Minutes) (H)	TV - 1Q Genre Type	No Longer Available
G0001207SD	Conversations, Colloquies - (Minutes) (H)	TV - 1Q Genre Type	No Longer Available
G0001208SD	Daytime Drama - (Minutes) (H)	TV - 1Q Genre Type	No Longer Available
G0001209SD	Evening Animation - (Minutes) (H)	TV - 1Q Genre Type	No Longer Available
G0001210SD	Feature Film - (Minutes) (H)	TV - 1Q Genre Type	No Longer Available
G0001211SD	General Documentary - (Minutes) (H)	TV - 1Q Genre Type	No Longer Available
G0001212SD	General Drama - (Minutes) (H)	TV - 1Q Genre Type	No Longer Available
G0001213SD	General Variety - (Minutes) (H)	TV - 1Q Genre Type	No Longer Available
G0001214SD	Instruction, Advice - (Minutes) (H)	TV - 1Q Genre Type	No Longer Available
G0001216SD	News - (Minutes) (H)	TV - 1Q Genre Type	No Longer Available
G0001215SD	News Documentary - (Minutes) (H)	TV - 1Q Genre Type	No Longer Available
G0001217SD	Participation Variety - (Minutes) (H)	TV - 1Q Genre Type	No Longer Available
G0001226SD	Popular Music - (Minutes) (H)	TV - 1Q Genre Type	No Longer Available
G0001219SD	Quiz Give Away - (Minutes) (H)	TV - 1Q Genre Type	No Longer Available
G0001221SD	Situation Comedy - (Minutes) (H)	TV - 1Q Genre Type	No Longer Available
G0001223SD	Sports Commentary - (Minutes) (H)	TV - 1Q Genre Type	No Longer Available
G0001224SD	Sports Event - (Minutes) (H)	TV - 1Q Genre Type	No Longer Available
G0001227SD	Western Drama - (Minutes) (H)	TV - 1Q Genre Type	No Longer Available

VARIABLE	DESCRIPTION	CATEGORY	STATUS
O0002330SC	CMT (H)	TV - 1Q Networks	No Longer Available
O0002330SD	CMT - (Minutes) (H)	TV - 1Q Networks	No Longer Available
O0002370SC	MLB Network (H)	TV - 1Q Networks	No Longer Available
O0002370SD	MLB Network - (Minutes) (H)	TV - 1Q Networks	No Longer Available
O0002319SC	Nick-At-Nite (H)	TV - 1Q Networks	No Longer Available
O0002319SD	Nick-At-Nite - (Minutes) (H)	TV - 1Q Networks	No Longer Available
O0002308SC	Oprah Winfrey Network (H)	TV - 1Q Networks	No Longer Available
O0002308SD	Oprah Winfrey Network - (Minutes) (H)	TV - 1Q Networks	No Longer Available
O0002371SC	Starz Primary (H)	TV - 1Q Networks	No Longer Available
O0002371SD	Starz Primary - (Minutes) (H)	TV - 1Q Networks	No Longer Available
O0002352SC	Sundance TV (H)	TV - 1Q Networks	No Longer Available
O0002352SD	Sundance TV - (Minutes) (H)	TV - 1Q Networks	No Longer Available
O0002346SC	truTV (H)	TV - 1Q Networks	No Longer Available
O0002346SD	truTV - (Minutes) (H)	TV - 1Q Networks	No Longer Available
O0002372SC	UniMas (H)	TV - 1Q Networks	No Longer Available
O0002372SD	UniMas - (Minutes) (H)	TV - 1Q Networks	No Longer Available
P0190001SC	2018 Video Music Awards (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190001SD	2018 Video Music Awards - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190628SC	2018: In Memoriam (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190628SD	2018: In Memoriam - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190002SC	2019 NBA All-Star Game (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190002SD	2019 NBA All-Star Game - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190629SC	2019 Rose Parade (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190629SD	2019 Rose Parade - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190636SC	ABC Aftnoon Cftbl-12:01P (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190636SD	ABC Aftnoon Cftbl-12:01P - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190010SC	ACC Tournament L (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190010SD	ACC Tournament L - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190640SC	ACM Awards (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190640SD	ACM Awards - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190641SC	AFC Championship On CBS (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190641SD	AFC Championship On CBS - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190642SC	AFC Divisional Playoff-Su (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190642SD	AFC Divisional Playoff-Su - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190643SC	AFC Wildcard Playoff (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190643SD	AFC Wildcard Playoff - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190644SC	AFC/NFC Pro Bowl-ABC (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190644SD	AFC/NFC Pro Bowl-ABC - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190645SC	AGT Champions (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190645SD	AGT Champions - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190646SC	Air Force Resv Celeb Bowl (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190646SD	Air Force Resv Celeb Bowl - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190655SC	American Music Awards (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190655SD	American Music Awards - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190659SC	Aretha Grammy Celebration (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190659SD	Aretha Grammy Celebration - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190048SC	Baseball Tonight L (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190048SD	Baseball Tonight L - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190669SC	Big Ten Championship (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190669SD	Big Ten Championship - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190670SC	Big Ten Football Ch Game (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190670SD	Big Ten Football Ch Game - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190671SC	Billboard Music Awards (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190671SD	Billboard Music Awards - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190687SC	Campaign 2018 Election (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190687SD	Campaign 2018 Election - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190691SC	CBS NCAA Bskbl Champships (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190691SD	CBS NCAA Bskbl Champships - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190693SC	CBS NFL National (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190693SD	CBS NFL National - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190694SC	CBS NFL Today (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190694SD	CBS NFL Today - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190695SC	CBS Nws:Gayle King-RKelly (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190695SD	CBS Nws:Gayle King-RKelly - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190099SC	CFP Championship L (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190099SD	CFP Championship L - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190710SC	Christmas-Rockefeller Cen (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190710SD	Christmas-Rockefeller Cen - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190711SC	Citrus Bowl (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190711SD	Citrus Bowl - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available

VARIABLE	DESCRIPTION	CATEGORY	STATUS
P0190712SC	Cllg Footbll-USAA (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190712SD	Cllg Footbll-USAA - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190713SC	CMA Awards (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190713SD	CMA Awards - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190714SC	CMA Country Christmas (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190714SD	CMA Country Christmas - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190715SC	CMA Fest (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190715SD	CMA Fest - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190115SC	CNN Detroit Dem Debate (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190115SD	CNN Detroit Dem Debate - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190120SC	Coll Football: Big 10 L (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190120SD	Coll Football: Big 10 L - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190121SC	Coll Football: Big 12 L (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190121SD	Coll Football: Big 12 L - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190122SC	Coll Ftbl Bowl Game L (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190122SD	Coll Ftbl Bowl Game L - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190123SC	Coll Ftbl Bowl Studio L (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190123SD	Coll Ftbl Bowl Studio L - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190124SC	Coll Softball Wrld Srs L (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190124SD	Coll Softball Wrld Srs L - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190125SC	College Bkbl Reg Ssn L (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190125SD	College Bkbl Reg Ssn L - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190126SC	College Football Aft L (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190126SD	College Football Aft L - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190127SC	College Football Prime L (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190127SD	College Football Prime L - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190128SC	College Gameday L (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190128SD	College Gameday L - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190129SC	College Gameday-Bkbl L (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190129SD	College Gameday-Bkbl L - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190131SC	College World Series L (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190131SD	College World Series L - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190730SC	Decision18-Election Nt (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190730SD	Decision18-Election Nt - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190156SC	Democratic Debate (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190156SD	Democratic Debate - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190732SC	Disney Parks Xmas Celebrt (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190732SD	Disney Parks Xmas Celebrt - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190163SC	Division Series Game (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190163SD	Division Series Game - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190171SC	Election Night in America (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190171SD	Election Night in America - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190737SC	Elvis All Star Tribute (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190737SD	Elvis All Star Tribute - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190738SC	Emmy Awards (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190738SD	Emmy Awards - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190741SC	ESPY Awards (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190741SD	ESPY Awards - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190192SC	Fiesta Bowl L (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190192SD	Fiesta Bowl L - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190751SC	Football Nt America Pt 3 (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190751SD	Football Nt America Pt 3 - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190753SC	Fox FIFA Wmn WC Final (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190753SD	Fox FIFA Wmn WC Final - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190754SC	Fox MLB All-Star Game (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190754SD	Fox MLB All-Star Game - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190755SC	Fox NASCAR Daytona 500 (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190755SD	Fox NASCAR Daytona 500 - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190756SC	Fox NASCAR Raceday (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190756SD	Fox NASCAR Raceday - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190758SC	Fox NFC Championship (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190758SD	Fox NFC Championship - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190759SC	Fox NFC Playoff-Sun (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190759SD	Fox NFC Playoff-Sun - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190760SC	Fox NFC Wildcard Game (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190760SD	Fox NFC Wildcard Game - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190761SC	Fox NFL Sunday-National (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190761SD	Fox NFL Sunday-National - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190762SC	Fox NFL-Thu (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190762SD	Fox NFL-Thu - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available

VARIABLE	DESCRIPTION	CATEGORY	STATUS
P0190763SC	Fox Saturday Baseball (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190763SD	Fox Saturday Baseball - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190764SC	Fox US Open Golf - Sun (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190764SD	Fox US Open Golf - Sun - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190765SC	Fox World Series Game 5 (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190765SD	Fox World Series Game 5 - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190766SC	Fox+NFLN Thu Nt Football (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190766SD	Fox+NFLN Thu Nt Football - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190768SC	Garth Brooks: Notre Dame (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190768SD	Garth Brooks: Notre Dame - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190773SC	Golden Globe Awards (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190773SD	Golden Globe Awards - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190782SC	Grammy Awards (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190782SD	Grammy Awards - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190791SC	Highwire Live in Times Sq (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190791SD	Highwire Live in Times Sq - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190794SC	Home Depot Cllg Football2 (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190794SD	Home Depot Cllg Football2 - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190252SC	Home Run Derby L (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190252SD	Home Run Derby L - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190802SC	IndyCar Series (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190802SD	IndyCar Series - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190270SC	Inside The MLB (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190270SD	Inside The MLB - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190271SC	Inside The NBA Playoffs (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190271SD	Inside The NBA Playoffs - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190806SC	Kennedy Center Honors (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190806SD	Kennedy Center Honors - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190807SC	Kentucky Derby (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190807SD	Kentucky Derby - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190809SC	Las Vegas Bowl (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190809SD	Las Vegas Bowl - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190311SC	Little League World Srs L (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190311SD	Little League World Srs L - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190824SC	Little League-World Champ (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190824SD	Little League-World Champ - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190825SC	Live:All in Fam/Jeffersns (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190825SD	Live:All in Fam/Jeffersns - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190830SC	Macy's 4th July Fireworks (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190830SD	Macy's 4th July Fireworks - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190831SC	Macys Thanksgiving Parade (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190831SD	Macys Thanksgiving Parade - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190842SC	Masters Golf Tourn Su-9Am (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190842SD	Masters Golf Tourn Su-9Am - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190843SC	Masters Golf Tourn. Sat. (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190843SD	Masters Golf Tourn. Sat. - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190336SC	Masters Golf Tournament L (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190336SD	Masters Golf Tournament L - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190344SC	Michael Cohen Hearing (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190344SD	Michael Cohen Hearing - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190850SC	Mickey's 90th Spectacular (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190850SD	Mickey's 90th Spectacular - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190855SC	Miss America Competition (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190855SD	Miss America Competition - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190857SC	Miss USA 2019 (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190857SD	Miss USA 2019 - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190355SC	MLB ALCS (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190355SD	MLB ALCS - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190356SC	MLB Division Series (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190356SD	MLB Division Series - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190357SC	MLB NL Champions Series L (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190357SD	MLB NL Champions Series L - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190358SC	MLB NL Division Series L (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190358SD	MLB NL Division Series L - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190359SC	MLB Sunday Night L (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190359SD	MLB Sunday Night L - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190360SC	MLB Wild Card L (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190360SD	MLB Wild Card L - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190361SC	MLB Wildcard (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190361SD	MLB Wildcard - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available

VARIABLE	DESCRIPTION	CATEGORY	STATUS
P0190859SC	Mnstr Enrgy NASCAR Cup (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190859SD	Mnstr Enrgy NASCAR Cup - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190862SC	Motown 60: A Grammy Celeb (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190862SD	Motown 60: A Grammy Celeb - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190375SC	MSNBC Election Coverage (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190375SD	MSNBC Election Coverage - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190380SC	Mueller Hearing Coverage (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190380SD	Mueller Hearing Coverage - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190865SC	NASCAR Cup Series Race (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190865SD	NASCAR Cup Series Race - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190395SC	NASCAR Cup Series Race L (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190395SD	NASCAR Cup Series Race L - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190396SC	NASCAR M.E. Cup Racing L (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190396SD	NASCAR M.E. Cup Racing L - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190397SC	NASCAR Raceday L (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190397SD	NASCAR Raceday L - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190866SC	NASCAR Xfinity Race (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190866SD	NASCAR Xfinity Race - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190398SC	NASCAR Xfinity Race L (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190398SD	NASCAR Xfinity Race L - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190867SC	National Dog Show (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190867SD	National Dog Show - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190400SC	NBA AllStar Sat Night (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190400SD	NBA AllStar Sat Night - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190401SC	NBA Basketball (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190401SD	NBA Basketball - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190868SC	NBA Christmas Special-3 (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190868SD	NBA Christmas Special-3 - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190402SC	NBA Draft L (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190402SD	NBA Draft L - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190869SC	NBA Finals on ABC- Gm 6 (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190869SD	NBA Finals on ABC- Gm 6 - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190403SC	NBA Playoffs- Conf Fnls L (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190403SD	NBA Playoffs- Conf Fnls L - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190404SC	NBA Playoffs- Round 1 L (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190404SD	NBA Playoffs- Round 1 L - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190405SC	NBA Playoffs- Round 2 L (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190405SD	NBA Playoffs- Round 2 L - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190406SC	NBA Playoffs-1st Rd L (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190406SD	NBA Playoffs-1st Rd L - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190407SC	NBA Playoffs-Conf Fnls L (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190407SD	NBA Playoffs-Conf Fnls L - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190408SC	NBA Playoffs-Conf Semis L (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190408SD	NBA Playoffs-Conf Semis L - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190409SC	NBA Regular Season L (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190409SD	NBA Regular Season L - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190870SC	NBA Trophy Presentation (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190870SD	NBA Trophy Presentation - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190871SC	NBC NFL Playoff Game Div (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190871SD	NBC NFL Playoff Game Div - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190872SC	NBC NFL Playoff Game Wc (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190872SD	NBC NFL Playoff Game Wc - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190873SC	NBC NHL Stanley Cup Fnl#7 (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190873SD	NBC NHL Stanley Cup Fnl#7 - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190877SC	NBC Sunday Night Football (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190877SD	NBC Sunday Night Football - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190878SC	NBC: Democratic Debate 1 (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190878SD	NBC: Democratic Debate 1 - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190879SC	NBC: Democratic Debate 2 (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190879SD	NBC: Democratic Debate 2 - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190410SC	NCAA Football L (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190410SD	NCAA Football L - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190414SC	New Years Eve Live w/ AC (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190414SD	New Years Eve Live w/ AC - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190886SC	New Year's Rockin EvePt1 (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190886SD	New Year's Rockin EvePt1 - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190416SC	NFL Draft L (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190416SD	NFL Draft L - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190887SC	NFL Draft on ABC-4/25 (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190887SD	NFL Draft on ABC-4/25 - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available

VARIABLE	DESCRIPTION	CATEGORY	STATUS
P0190888SC	NFL Honors (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190888SD	NFL Honors - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190417SC	NFL Preseason (Live) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190417SD	NFL Preseason (Live) - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190418SC	NFL Pre-Season Football L (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190418SD	NFL Pre-Season Football L - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190419SC	NFL Primetime L (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190419SD	NFL Primetime L - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190421SC	NFL Regular Season L (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190421SD	NFL Regular Season L - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190889SC	NFL Wild Card Game-ABC (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190889SD	NFL Wild Card Game-ABC - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190422SC	NFL Wildcard L (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190422SD	NFL Wildcard L - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190423SC	NFLN Thu Nt Football (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190423SD	NFLN Thu Nt Football - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190424SC	NHL Conference Finals L (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190424SD	NHL Conference Finals L - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190425SC	NHL Semi Finals L (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190425SD	NHL Semi Finals L - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190426SC	NHL Stanley Cup L (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190426SD	NHL Stanley Cup L - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190893SC	Notre Dame Football (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190893SD	Notre Dame Football - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190897SC	Oscars, The (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190897SD	Oscars, The - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190438SC	Pac 12 Tournament L (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190438SD	Pac 12 Tournament L - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190899SC	Pac-12 Football Champ Gm (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190899SD	Pac-12 Football Champ Gm - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190444SC	Peach Bowl L (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190444SD	Peach Bowl L - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190446SC	PGA Championship (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190446SD	PGA Championship - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190905SC	PGA Championships-Sun (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190905SD	PGA Championships-Sun - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190906SC	PGAT Players Chp-Su (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190906SD	PGAT Players Chp-Su - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190907SC	PGAT Tour Chp-Su Fnl 9 (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190907SD	PGAT Tour Chp-Su Fnl 9 - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190909SC	Preakness (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190909SD	Preakness - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190452SC	Pres GHW Bush Funeral (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190452SD	Pres GHW Bush Funeral - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190919SC	R&A Open Chp-Su NBC (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190919SD	R&A Open Chp-Su NBC - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190923SC	Redbox Bowl (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190923SD	Redbox Bowl - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190931SC	Roland Garros Tennis Sun2 (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190931SD	Roland Garros Tennis Sun2 - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190487SC	Rose Bowl L (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190487SD	Rose Bowl L - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190936SC	Ryder Cup Golf-Su (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190936SD	Ryder Cup Golf-Su - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190940SC	Saturday Night Football (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190940SD	Saturday Night Football - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190944SC	SEC Champ-CBS: Dr Pepper (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190944SD	SEC Champ-CBS: Dr Pepper - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190493SC	Sec Tournament L (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190493SD	Sec Tournament L - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190517SC	Sportscenter 12AM L (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190517SD	Sportscenter 12AM L - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190518SC	Sportscenter Weekend-PM L (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190518SD	Sportscenter Weekend-PM L - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190523SC	State Funeral of GHW Bush (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190523SD	State Funeral of GHW Bush - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190525SC	State of the Union 2019 (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190525SD	State of the Union 2019 - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190526SC	State of the Union Add (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190526SD	State of the Union Add - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available

VARIABLE	DESCRIPTION	CATEGORY	STATUS
P0190964SC	Steve Harvey-Live Tm Sq 2 (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190964SD	Steve Harvey-Live Tm Sq 2 - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190533SC	Sugar Bowl L (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190533SD	Sugar Bowl L - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190967SC	Sun Bowl (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190967SD	Sun Bowl - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190971SC	Super Bowl LIII (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190971SD	Super Bowl LIII - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190550SC	TBS NCAA Bskbl Chmp Sa-2 (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190550SD	TBS NCAA Bskbl Chmp Sa-2 - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190552SC	Tennis: Us Open Aft L (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190552SD	Tennis: Us Open Aft L - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190553SC	Tennis: US Open Prime L (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190553SD	Tennis: US Open Prime L - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190554SC	Tennis: Wimbledon L (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190554SD	Tennis: Wimbledon L - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190977SC	Thanksgiving Day Parade (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190977SD	Thanksgiving Day Parade - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190557SC	Thursday Night Football (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190557SD	Thursday Night Football - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190561SC	TNT NCAA Bskbl Chmp-Su-4 (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190561SD	TNT NCAA Bskbl Chmp-Su-4 - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190984SC	Toast to 2018 (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190984SD	Toast to 2018 - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190989SC	Tony Awards (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190989SD	Tony Awards - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190990SC	Tournament-Roses Parade (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190990SD	Tournament-Roses Parade - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190576SC	UFC Fight Night L (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190576SD	UFC Fight Night L - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190577SC	UFC Fight Night Prelims L (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190577SD	UFC Fight Night Prelims L - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190993SC	US Fig Skating Champ 1Q1 (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190993SD	US Fig Skating Champ 1Q1 - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190994SC	US Gymnastics Champs-Pr (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190994SD	US Gymnastics Champs-Pr - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0191001SC	Vote 2018-8:00Pm (H)	TV - 1Q Sports and Special Events	No Longer Available
P0191001SD	Vote 2018-8:00Pm - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190611SC	Wmns NCAA Bkbl Champ L (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190611SD	Wmns NCAA Bkbl Champ L - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190616SC	WWE Entertainment (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190616SD	WWE Entertainment - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190617SC	WWE Smackdown (H)	TV - 1Q Sports and Special Events	No Longer Available
P0190617SD	WWE Smackdown - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available
P0191011SC	WWOD Magical Hol Celebrtn (H)	TV - 1Q Sports and Special Events	No Longer Available
P0191011SD	WWOD Magical Hol Celebrtn - (Minutes) (H)	TV - 1Q Sports and Special Events	No Longer Available