

ORDER	VARIABLE	DESCRIPTION	CATEGORY
1	CCPPSPHHD	Total Households	Basics
2	SB000618SC	Any beer drank past 30 days Any beer (excluding non-alcoholic) past 30 days (A)	Alcohol
3	SB000773SC	Domestic light beer drank past 30 days Any domestic light beer past 30 days (A)	Alcohol
4	SB000771SC	Domestic light beer drank past 30 days Bud Light (A)	Alcohol
5	SB000770SC	Domestic light beer drank past 30 days Bud Light Lime (A)	Alcohol
6	SB000767SC	Domestic light beer drank past 30 days Coors Light (A)	Alcohol
7	SB000766SC	Domestic light beer drank past 30 days Michelob Ultra (A)	Alcohol
8	SB000765SC	Domestic light beer drank past 30 days Miller Lite (A)	Alcohol
9	SB000764SC	Domestic light beer drank past 30 days Natural Light (A)	Alcohol
10	SB000777SC	Domestic light beer drink most often Bud Light (A)	Alcohol
11	SB000774SC	Domestic light beer drink most often Coors Light (A)	Alcohol
12	SB000776SC	Domestic light beer drink most often Miller Lite (A)	Alcohol
13	SB000785SC	Domestic regular beer drank past 30 days Any domestic regular beer past 30 days (A)	Alcohol
14	SB000784SC	Domestic regular beer drank past 30 days Blue Moon (A)	Alcohol
15	SB000783SC	Domestic regular beer drank past 30 days Budweiser (A)	Alcohol
16	SB000782SC	Domestic regular beer drank past 30 days Coors Original (A)	Alcohol
17	SB004400SC	Domestic regular beer drank past 30 days Goose Island (A)	Alcohol
18	SB003787SC	Domestic regular beer drank past 30 days Leinenkugels (A)	Alcohol
19	SB000781SC	Domestic regular beer drank past 30 days Miller Genuine Draft (A)	Alcohol
20	SB003801SC	Domestic regular beer drank past 30 days Pabst Blue Ribbon (A)	Alcohol
21	SB000779SC	Domestic regular beer drank past 30 days Samuel Adams (A)	Alcohol
22	SB003803SC	Domestic regular beer drank past 30 days Shock Top (A)	Alcohol
23	SB000778SC	Domestic regular beer drank past 30 days Yuengling (A)	Alcohol
24	SB000786SC	Domestic regular beer drink most often Blue Moon (A)	Alcohol
25	SB000787SC	Domestic regular beer drink most often Budweiser (A)	Alcohol
26	SB003808SC	Domestic regular beer drink most often Coors Original (A)	Alcohol
27	SB003809SC	Domestic regular beer drink most often Leinenkugels (A)	Alcohol
28	SB003811SC	Domestic regular beer drink most often Miller Genuine Draft (A)	Alcohol
29	SB004401SC	Domestic regular beer drink most often Pabst Blue Ribbon (A)	Alcohol
30	SB000788SC	Domestic regular beer drink most often Samuel Adams (A)	Alcohol
31	SB003814SC	Domestic regular beer drink most often Shock Top (A)	Alcohol
32	SB000789SC	Domestic regular beer drink most often Yuengling (A)	Alcohol
33	SB000790SC	Hard cider drank past 30 days Any hard cider (A)	Alcohol
34	SB000791SC	Imported beer drank past 30 days Any imported beer past 30 days (A)	Alcohol
35	SB000799SC	Imported beer drank past 30 days Corona Extra (A)	Alcohol
36	SB000798SC	Imported beer drank past 30 days Corona Light (A)	Alcohol
37	SB000797SC	Imported beer drank past 30 days Dos Equis (A)	Alcohol
38	SB000796SC	Imported beer drank past 30 days Guinness (A)	Alcohol
39	SB000795SC	Imported beer drank past 30 days Heineken (A)	Alcohol
40	SB004231SC	Imported beer drank past 30 days Labatt Blue (A)	Alcohol
41	SB000794SC	Imported beer drank past 30 days Modelo Especial (A)	Alcohol
42	SB000793SC	Imported beer drank past 30 days Stella Artois (A)	Alcohol
43	SB000792SC	Imported beer drank past 30 days Tecate (A)	Alcohol
44	SB000804SC	Imported beer drink most often Corona Extra (A)	Alcohol
45	SB000803SC	Imported beer drink most often Corona Light (A)	Alcohol
46	SB000802SC	Imported beer drink most often Guinness (A)	Alcohol
47	SB000801SC	Imported beer drink most often Heineken (A)	Alcohol
48	SB004246SC	Imported beer drink most often Modelo Especial (A)	Alcohol
49	SB000800SC	Imported beer drink most often Stella Artois (A)	Alcohol
50	SB000820SC	Liquor drank past 30 days Any whiskey past 30 days (A)	Alcohol
51	SB000819SC	Liquor drank past 30 days Any White Gold past 30 days (A)	Alcohol
52	SB000818SC	Liquor drank past 30 days Blended or rye whiskey (A)	Alcohol
53	SB000817SC	Liquor drank past 30 days Bourbon whiskey (A)	Alcohol
54	SB000815SC	Liquor drank past 30 days Canadian whiskey (A)	Alcohol
55	SB000813SC	Liquor drank past 30 days Cordial - liqueur (A)	Alcohol
56	SB000812SC	Liquor drank past 30 days Gin (A)	Alcohol
57	SB000811SC	Liquor drank past 30 days None (A)	Alcohol
58	SB000810SC	Liquor drank past 30 days Other liquor (A)	Alcohol
59	SB000809SC	Liquor drank past 30 days Pre-mixed cocktails (with liquor) (A)	Alcohol
60	SB000808SC	Liquor drank past 30 days Rum (A)	Alcohol
61	SB000807SC	Liquor drank past 30 days Scotch whisky (A)	Alcohol
62	SB000806SC	Liquor drank past 30 days Tequila (A)	Alcohol
63	SB000805SC	Liquor drank past 30 days Vodka (A)	Alcohol
64	SB004597SC	Malt alternatives drank past 30 days Any malt alternative drank past 30 days (A)	Alcohol
65	SB004595SC	Malt alternatives drank past 30 days Bud Light Rita (any flavor) (A)	Alcohol

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66	SB004596SC	Malt alternatives drank past 30 days Redds Apple Ale (A)	Alcohol
67	SB004593SC	Malt alternatives drink most often Bud Light Rita (any flavor) (A)	Alcohol
68	SB004594SC	Malt alternatives drink most often Redds Apple Ale (A)	Alcohol
69	SB004622SC	Malt liquor drank past 30 days Any malt liquor (A)	Alcohol
70	SB000823SC	Microbrew/craft beer drank past 30 days Any microbrew/craft beer (A)	Alcohol
71	SB000829SC	No. of liquor types drank past 30 days 1 liquor (A)	Alcohol
72	SB000828SC	No. of liquor types drank past 30 days 2 liquors (A)	Alcohol
73	SB000827SC	No. of liquor types drank past 30 days 3 liquors (A)	Alcohol
74	SB000826SC	No. of liquor types drank past 30 days 4 liquors (A)	Alcohol
75	SB000825SC	No. of liquor types drank past 30 days 5 or more liquors (A)	Alcohol
76	SB000824SC	No. of liquor types drank past 30 days None (A)	Alcohol
77	SB000833SC	Type of alcoholic beverage drink most often Beer (A)	Alcohol
78	SB004405SC	Type of alcoholic beverage drink most often Hard cider (A)	Alcohol
79	SB000832SC	Type of alcoholic beverage drink most often Liquor (spirits) (A)	Alcohol
80	SB000831SC	Type of alcoholic beverage drink most often Wine (A)	Alcohol
81	SB000830SC	Type of alcoholic beverage drink most often Wine coolers (A)	Alcohol
82	SB000838SC	Types of alcoholic beverages drank past 7 days Beer (A)	Alcohol
83	SB000837SC	Types of alcoholic beverages drank past 7 days Hard cider (A)	Alcohol
84	SB000836SC	Types of alcoholic beverages drank past 7 days Liquor (spirits) (A)	Alcohol
85	SB000835SC	Types of alcoholic beverages drank past 7 days Wine (A)	Alcohol
86	SB000834SC	Types of alcoholic beverages drank past 7 days Wine coolers (A)	Alcohol
87	SB000843SC	Types of alcoholic beverages drink Beer (A)	Alcohol
88	SB000842SC	Types of alcoholic beverages drink Hard cider (A)	Alcohol
89	SB000841SC	Types of alcoholic beverages drink Liquor (spirits) (A)	Alcohol
90	SB000840SC	Types of alcoholic beverages drink Wine (A)	Alcohol
91	SB000839SC	Types of alcoholic beverages drink Wine coolers (A)	Alcohol
92	SB003288SC	Usual price range for bottle of wine bought at a store \$10 - \$14 (A)	Alcohol
93	SB003289SC	Usual price range for bottle of wine bought at a store \$15 - \$19 (A)	Alcohol
94	SB003290SC	Usual price range for bottle of wine bought at a store \$20 or more (A)	Alcohol
95	SB003287SC	Usual price range for bottle of wine bought at a store \$5 - \$9 (A)	Alcohol
96	SB003291SC	Usual price range for bottle of wine bought at a store Do not buy wine (A)	Alcohol
97	SB000852SC	Where bought beer past 30 days Club store (Costco, Sams Club, etc.) (A)	Alcohol
98	SB000851SC	Where bought beer past 30 days Convenience store (A)	Alcohol
99	SB000850SC	Where bought beer past 30 days Did not buy (A)	Alcohol
100	SB000849SC	Where bought beer past 30 days Drug store (A)	Alcohol
101	SB000848SC	Where bought beer past 30 days Grocery store (A)	Alcohol
102	SB000847SC	Where bought beer past 30 days Liquor store (A)	Alcohol
103	SB000846SC	Where bought beer past 30 days Nightclub or bar (A)	Alcohol
104	SB000845SC	Where bought beer past 30 days Other place (A)	Alcohol
105	SB000853SC	Where bought beer past 30 days Sit-down restaurant (A)	Alcohol
106	SB000844SC	Where bought beer past 30 days Stadium or arena (A)	Alcohol
107	SB000854SC	Where bought liquor past 30 days Club store (Costco, Sams Club, etc.) (A)	Alcohol
108	SB000860SC	Where bought liquor past 30 days Did not buy (A)	Alcohol
109	SB004407SC	Where bought liquor past 30 days Drug store (A)	Alcohol
110	SB000859SC	Where bought liquor past 30 days Grocery store (A)	Alcohol
111	SB000858SC	Where bought liquor past 30 days Liquor store (A)	Alcohol
112	SB000857SC	Where bought liquor past 30 days Nightclub or bar (A)	Alcohol
113	SB000856SC	Where bought liquor past 30 days Other place (A)	Alcohol
114	SB000855SC	Where bought liquor past 30 days Sit-down restaurant (A)	Alcohol
115	SB004406SC	Where bought liquor past 30 days Stadium or arena (A)	Alcohol
116	SB000861SC	Where bought wine past 30 days Club store (Costco, Sams Club, etc.) (A)	Alcohol
117	SB000869SC	Where bought wine past 30 days Convenience store (A)	Alcohol
118	SB000868SC	Where bought wine past 30 days Did not buy (A)	Alcohol
119	SB000867SC	Where bought wine past 30 days Drug store (A)	Alcohol
120	SB000866SC	Where bought wine past 30 days Grocery store (A)	Alcohol
121	SB000865SC	Where bought wine past 30 days Liquor store (A)	Alcohol
122	SB000864SC	Where bought wine past 30 days Nightclub or bar (A)	Alcohol
123	SB000863SC	Where bought wine past 30 days Other place (A)	Alcohol
124	SB000862SC	Where bought wine past 30 days Sit-down restaurant (A)	Alcohol
125	SB003996SC	Wine (brands) bought past 3 months 14 Hands (A)	Alcohol
126	SB003997SC	Wine (brands) bought past 3 months Alamos (A)	Alcohol
127	SB004394SC	Wine (brands) bought past 3 months Andre (A)	Alcohol
128	SB003998SC	Wine (brands) bought past 3 months Apothic (A)	Alcohol
129	SB000893SC	Wine (brands) bought past 3 months Arbor Mist (A)	Alcohol
130	SB000891SC	Wine (brands) bought past 3 months Beringer (A)	Alcohol

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131	SB004000SC	Wine (brands) bought past 3 months Black Box (A)	Alcohol
132	SB000888SC	Wine (brands) bought past 3 months Chateau Ste. Michelle (A)	Alcohol
133	SB000887SC	Wine (brands) bought past 3 months Clos du Bois (A)	Alcohol
134	SB004001SC	Wine (brands) bought past 3 months Cupcake Vineyards (A)	Alcohol
135	SB000885SC	Wine (brands) bought past 3 months Ecco Domani (A)	Alcohol
136	SB004002SC	Wine (brands) bought past 3 months Estancia (A)	Alcohol
137	SB004003SC	Wine (brands) bought past 3 months Francis Coppola (A)	Alcohol
138	SB000882SC	Wine (brands) bought past 3 months Franzia (A)	Alcohol
139	SB000881SC	Wine (brands) bought past 3 months Kendall-Jackson (A)	Alcohol
140	SB004242SC	Wine (brands) bought past 3 months Kim Crawford (A)	Alcohol
141	SB000880SC	Wine (brands) bought past 3 months La Crema (A)	Alcohol
142	SB004398SC	Wine (brands) bought past 3 months Liberty Creek (A)	Alcohol
143	SB004005SC	Wine (brands) bought past 3 months Mark West (A)	Alcohol
144	SB000879SC	Wine (brands) bought past 3 months Menage a Trois (A)	Alcohol
145	SB004006SC	Wine (brands) bought past 3 months Mirassou (A)	Alcohol
146	SB000871SC	Wine (brands) bought past 3 months None (A)	Alcohol
147	SB000870SC	Wine (brands) bought past 3 months Other brand (A)	Alcohol
148	SB000878SC	Wine (brands) bought past 3 months Rex Goliath (A)	Alcohol
149	SB000877SC	Wine (brands) bought past 3 months Robert Mondavi (A)	Alcohol
150	SB004007SC	Wine (brands) bought past 3 months Rodney Strong (A)	Alcohol
151	SB004244SC	Wine (brands) bought past 3 months The Dreaming Tree (A)	Alcohol
152	SB004009SC	Wine (brands) bought past 3 months Turning Leaf (A)	Alcohol
153	SB000873SC	Wine (brands) bought past 3 months Woodbridge (A)	Alcohol
154	SB000872SC	Wine (brands) bought past 3 months Yellow Tail (A)	Alcohol
155	SB000916SC	Wine (types) bought past 3 months Any blush or rose wine (A)	Alcohol
156	SB000913SC	Wine (types) bought past 3 months Any champagne or sparkling wine (A)	Alcohol
157	SB000903SC	Wine (types) bought past 3 months Any red wine (A)	Alcohol
158	SB000895SC	Wine (types) bought past 3 months Any white wine (A)	Alcohol
159	SB000915SC	Wine (types) bought past 3 months Brut/Brut Extra Dry (A)	Alcohol
160	SB000914SC	Wine (types) bought past 3 months Cabernet Sauvignon (A)	Alcohol
161	SB000912SC	Wine (types) bought past 3 months Chardonnay (A)	Alcohol
162	SB000911SC	Wine (types) bought past 3 months Malbec (A)	Alcohol
163	SB000910SC	Wine (types) bought past 3 months Merlot (A)	Alcohol
164	SB000909SC	Wine (types) bought past 3 months Moscato (A)	Alcohol
165	SB000908SC	Wine (types) bought past 3 months None (A)	Alcohol
166	SB000897SC	Wine (types) bought past 3 months Other blush or rose wine (A)	Alcohol
167	SB000896SC	Wine (types) bought past 3 months Other champagne/sparkling wine (A)	Alcohol
168	SB000907SC	Wine (types) bought past 3 months Other red wine (A)	Alcohol
169	SB000906SC	Wine (types) bought past 3 months Other white wine (A)	Alcohol
170	SB000904SC	Wine (types) bought past 3 months Pinot Grigio/Pinot Gris (A)	Alcohol
171	SB000905SC	Wine (types) bought past 3 months Pinot Noir (A)	Alcohol
172	SB004399SC	Wine (types) bought past 3 months Prosecco (A)	Alcohol
173	SB000902SC	Wine (types) bought past 3 months Red Zinfandel (A)	Alcohol
174	SB000901SC	Wine (types) bought past 3 months Riesling (A)	Alcohol
175	SB000898SC	Wine (types) bought past 3 months Sauvignon/Fume Blanc (A)	Alcohol
176	SB000900SC	Wine (types) bought past 3 months Shiraz/Syrah (A)	Alcohol
177	SB000894SC	Wine (types) bought past 3 months White Zinfandel (A)	Alcohol
178	SB000927SC	Wine (types) drink most often Cabernet Sauvignon (A)	Alcohol
179	SB000926SC	Wine (types) drink most often Chardonnay (A)	Alcohol
180	SB004237SC	Wine (types) drink most often Malbec (A)	Alcohol
181	SB000925SC	Wine (types) drink most often Merlot (A)	Alcohol
182	SB000924SC	Wine (types) drink most often Moscato (A)	Alcohol
183	SB000920SC	Wine (types) drink most often None (A)	Alcohol
184	SB004238SC	Wine (types) drink most often Other blush or rose wine (A)	Alcohol
185	SB000918SC	Wine (types) drink most often Other champagne/sparkling wine (A)	Alcohol
186	SB000919SC	Wine (types) drink most often Other red wine (A)	Alcohol
187	SB004239SC	Wine (types) drink most often Other white wine (A)	Alcohol
188	SB000923SC	Wine (types) drink most often Pinot Grigio/Pinot Gris (A)	Alcohol
189	SB004240SC	Wine (types) drink most often Pinot Noir (A)	Alcohol
190	SB004235SC	Wine (types) drink most often Prosecco (A)	Alcohol
191	SB000921SC	Wine (types) drink most often Riesling (A)	Alcohol
192	SB004409SC	Wine (types) drink most often Sauvignon/Fume Blanc (A)	Alcohol
193	SB004241SC	Wine (types) drink most often Shiraz/Syrah (A)	Alcohol
194	SB000917SC	Wine (types) drink most often White Zinfandel (A)	Alcohol
195	SB003343SC	Wine how often usually drink 1 to 2 times a week (A)	Alcohol

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196	SB003344SC	Wine how often usually drink 2 to 3 times a month (A)	Alcohol
197	SB003342SC	Wine how often usually drink 3 times a week or more (A)	Alcohol
198	SB003346SC	Wine how often usually drink Less than once a month (A)	Alcohol
199	SB003347SC	Wine how often usually drink Never (A)	Alcohol
200	SB003345SC	Wine how often usually drink Once a month (A)	Alcohol
201	SB003282SC	Amount plans to pay for new vehicle next 12 mos \$10,000 - \$19,999 (H)	Automotive
202	SB003283SC	Amount plans to pay for new vehicle next 12 mos \$20,000 - \$24,999 (H)	Automotive
203	SB003284SC	Amount plans to pay for new vehicle next 12 mos \$25,000 - \$29,999 (H)	Automotive
204	SB003285SC	Amount plans to pay for new vehicle next 12 mos \$30,000 + (H)	Automotive
205	SB003306SC	Amount plans to pay for used vehicle next 12 mos \$10,000 - \$14,999 (H)	Automotive
206	SB003307SC	Amount plans to pay for used vehicle next 12 mos \$15,000 - \$19,999 (H)	Automotive
207	SB003308SC	Amount plans to pay for used vehicle next 12 mos \$20,000 + (H)	Automotive
208	SB003305SC	Amount plans to pay for used vehicle next 12 mos Under \$10,000 (H)	Automotive
209	SB003310SC	Amt plans to pay for leased vehicle next 12 mos \$15,000 + (H)	Automotive
210	SB003309SC	Amt plans to pay for leased vehicle next 12 mos Under \$14,999 (H)	Automotive
211	SB003312SC	Amt plans to pay for new/leased vehicle next 12 mo \$15,000 - \$34,999 (H)	Automotive
212	SB003313SC	Amt plans to pay for new/leased vehicle next 12 mo \$35,000 + (H)	Automotive
213	SB003311SC	Amt plans to pay for new/leased vehicle next 12 mo Under \$14,999 (H)	Automotive
214	SB000150SC	Any vehicle bought new/bought used/leased Any Vehicle:Bought New (H)	Automotive
215	SB000149SC	Any vehicle bought new/bought used/leased Any Vehicle:Bought Used (H)	Automotive
216	SB000151SC	Any vehicle bought new/bought used/leased Any Vehicle:Leased (H)	Automotive
217	SB003675SC	Auto insurance - length of time with primary provider 1 - 3 years (H)	Automotive
218	SB003676SC	Auto insurance - length of time with primary provider 4 - 10 years (H)	Automotive
219	SB003674SC	Auto insurance - length of time with primary provider Less than 1 year (H)	Automotive
220	SB003677SC	Auto insurance - length of time with primary provider More than 10 years (H)	Automotive
221	SB003679SC	Auto insurance - plan to switch provider next 12 mths No (H)	Automotive
222	SB003678SC	Auto insurance - plan to switch provider next 12 mths Yes (H)	Automotive
223	SB000166SC	Auto insurance provider for household AAA Insurance (H)	Automotive
224	SB000165SC	Auto insurance provider for household Allstate (H)	Automotive
225	SB000164SC	Auto insurance provider for household American Family Insurance (H)	Automotive
226	SB000163SC	Auto insurance provider for household Erie Insurance (H)	Automotive
227	SB000162SC	Auto insurance provider for household Farmers Insurance Group (H)	Automotive
228	SB000161SC	Auto insurance provider for household GEICO (H)	Automotive
229	SB000160SC	Auto insurance provider for household Liberty Mutual (H)	Automotive
230	SB000159SC	Auto insurance provider for household Nationwide (H)	Automotive
231	SB000158SC	Auto insurance provider for household None (H)	Automotive
232	SB000157SC	Auto insurance provider for household Progressive (H)	Automotive
233	SB000156SC	Auto insurance provider for household Safeco (H)	Automotive
234	SB000155SC	Auto insurance provider for household State Farm (H)	Automotive
235	SB000154SC	Auto insurance provider for household The Hartford (H)	Automotive
236	SB000152SC	Auto insurance provider for household USAA (H)	Automotive
237	SB000167SC	Auto repair/service on vehicle past 12 months Auto glass replacement (H)	Automotive
238	SB000179SC	Auto repair/service on vehicle past 12 months Brake repair (H)	Automotive
239	SB000178SC	Auto repair/service on vehicle past 12 months Car battery (H)	Automotive
240	SB000177SC	Auto repair/service on vehicle past 12 months Car radio equipment (H)	Automotive
241	SB000176SC	Auto repair/service on vehicle past 12 months Muffler (H)	Automotive
242	SB000175SC	Auto repair/service on vehicle past 12 months New tires (H)	Automotive
243	SB000174SC	Auto repair/service on vehicle past 12 months None (H)	Automotive
244	SB000173SC	Auto repair/service on vehicle past 12 months Oil filter/oil change (H)	Automotive
245	SB000172SC	Auto repair/service on vehicle past 12 months Other car repair (H)	Automotive
246	SB000171SC	Auto repair/service on vehicle past 12 months Paint/body work (H)	Automotive
247	SB000170SC	Auto repair/service on vehicle past 12 months Shocks/struts (H)	Automotive
248	SB000169SC	Auto repair/service on vehicle past 12 months Transmission repair (H)	Automotive
249	SB000168SC	Auto repair/service on vehicle past 12 months Tune-up/spark plugs (H)	Automotive
250	SB000181SC	Auto repair/srvc on vehicle past 12 mo (pd labor) Auto glass replacement (H)	Automotive
251	SB000192SC	Auto repair/srvc on vehicle past 12 mo (pd labor) Brake repair (H)	Automotive
252	SB000191SC	Auto repair/srvc on vehicle past 12 mo (pd labor) Car battery (H)	Automotive
253	SB000190SC	Auto repair/srvc on vehicle past 12 mo (pd labor) Car radio equipment (H)	Automotive
254	SB000188SC	Auto repair/srvc on vehicle past 12 mo (pd labor) New tires (H)	Automotive
255	SB000187SC	Auto repair/srvc on vehicle past 12 mo (pd labor) Oil filter/oil change (H)	Automotive
256	SB000185SC	Auto repair/srvc on vehicle past 12 mo (pd labor) Paint/body work (H)	Automotive
257	SB000184SC	Auto repair/srvc on vehicle past 12 mo (pd labor) Shocks/struts (H)	Automotive
258	SB000183SC	Auto repair/srvc on vehicle past 12 mo (pd labor) Transmission repair (H)	Automotive
259	SB000182SC	Auto repair/srvc on vehicle past 12 mo (pd labor) Tune-up/spark plugs (H)	Automotive
260	SB000194SC	Auto repair/srvc on vehicle past 12 mo (unpd labor) Anti-freeze/coolant (H)	Automotive

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261	SB003851SC	Auto repair/srvc on vehicle past 12 mo (unpd labor) Auto glass (H)	Automotive
262	SB000195SC	Auto repair/srvc on vehicle past 12 mo (unpd labor) Brake repair (H)	Automotive
263	SB000196SC	Auto repair/srvc on vehicle past 12 mo (unpd labor) Car battery (H)	Automotive
264	SB003855SC	Auto repair/srvc on vehicle past 12 mo (unpd labor) Car radio/stereo (H)	Automotive
265	SB003854SC	Auto repair/srvc on vehicle past 12 mo (unpd labor) Muffler (H)	Automotive
266	SB000197SC	Auto repair/srvc on vehicle past 12 mo (unpd labor) New tires (H)	Automotive
267	SB000198SC	Auto repair/srvc on vehicle past 12 mo (unpd labor) Oil filter/oil change (H)	Automotive
268	SB000201SC	Auto repair/srvc on vehicle past 12 mo (unpd labor) Other car repair (H)	Automotive
269	SB003853SC	Auto repair/srvc on vehicle past 12 mo (unpd labor) Paint/body work (H)	Automotive
270	SB000199SC	Auto repair/srvc on vehicle past 12 mo (unpd labor) Shocks/struts (H)	Automotive
271	SB000200SC	Auto repair/srvc on vehicle past 12 mo (unpd labor) Tune-up/spark plugs (H)	Automotive
272	SB000205SC	Dealers/websites might shop to buy/lease new/usd vhcl Any Chevy dealer (H)	Automotive
273	SB000206SC	Dealers/websites might shop to buy/lease new/usd vhcl Any Dodge dealer (H)	Automotive
274	SB000204SC	Dealers/websites might shop to buy/lease new/usd vhcl Any Ford dealer (H)	Automotive
275	SB000203SC	Dealers/websites might shop to buy/lease new/usd vhcl Any Honda dealer (H)	Automotive
276	SB000208SC	Dealers/websites might shop to buy/lease new/usd vhcl Any Internet site (H)	Automotive
277	SB000202SC	Dealers/websites might shop to buy/lease new/usd vhcl Any Toyota dealer (H)	Automotive
278	SB000207SC	Dealers/websites might shop to buy/lease new/usd vhcl None (H)	Automotive
279	SB003957SC	Features in any household vehicle Backup camera (H)	Automotive
280	SB003958SC	Features in any household vehicle Blu-ray/DVD player (H)	Automotive
281	SB003960SC	Features in any household vehicle GPS (H)	Automotive
282	SB003961SC	Features in any household vehicle Satellite radio capability (H)	Automotive
283	SB003962SC	Features in any household vehicle Subscr-based safety/security svc (H)	Automotive
284	SB000209SC	Hybrid vehicles Own or lease hybrid vehicle (H)	Automotive
285	SB000236SC	Make of any vehicle owned or leased Acura:Any vehicle (H)	Automotive
286	SB004175SC	Make of any vehicle owned or leased Audi:Any vehicle (H)	Automotive
287	SB000235SC	Make of any vehicle owned or leased BMW:Any vehicle (H)	Automotive
288	SB000234SC	Make of any vehicle owned or leased Buick:Any vehicle (H)	Automotive
289	SB000233SC	Make of any vehicle owned or leased Cadillac:Any vehicle (H)	Automotive
290	SB000232SC	Make of any vehicle owned or leased Chevrolet:Any vehicle (H)	Automotive
291	SB000231SC	Make of any vehicle owned or leased Chrysler:Any vehicle (H)	Automotive
292	SB000230SC	Make of any vehicle owned or leased Dodge:Any vehicle (H)	Automotive
293	SB000229SC	Make of any vehicle owned or leased Ford:Any vehicle (H)	Automotive
294	SB000228SC	Make of any vehicle owned or leased GMC:Any vehicle (H)	Automotive
295	SB000227SC	Make of any vehicle owned or leased Honda:Any vehicle (H)	Automotive
296	SB000226SC	Make of any vehicle owned or leased Hyundai:Any vehicle (H)	Automotive
297	SB004176SC	Make of any vehicle owned or leased Infiniti:Any vehicle (H)	Automotive
298	SB000225SC	Make of any vehicle owned or leased Jeep:Any vehicle (H)	Automotive
299	SB000224SC	Make of any vehicle owned or leased Kia:Any vehicle (H)	Automotive
300	SB000223SC	Make of any vehicle owned or leased Lexus:Any vehicle (H)	Automotive
301	SB000222SC	Make of any vehicle owned or leased Lincoln:Any vehicle (H)	Automotive
302	SB000221SC	Make of any vehicle owned or leased Mazda:Any vehicle (H)	Automotive
303	SB000219SC	Make of any vehicle owned or leased Mercedes:Any vehicle (H)	Automotive
304	SB000218SC	Make of any vehicle owned or leased Mitsubishi:Any vehicle (H)	Automotive
305	SB000217SC	Make of any vehicle owned or leased Nissan:Any vehicle (H)	Automotive
306	SB004177SC	Make of any vehicle owned or leased Ram:Any vehicle (H)	Automotive
307	SB000213SC	Make of any vehicle owned or leased Subaru:Any vehicle (H)	Automotive
308	SB000212SC	Make of any vehicle owned or leased Toyota:Any vehicle (H)	Automotive
309	SB000211SC	Make of any vehicle owned or leased Volkswagen:Any vehicle (H)	Automotive
310	SB000210SC	Make of any vehicle owned or leased Volvo:Any vehicle (H)	Automotive
311	SB004159SC	Make of last vehicle Acura>Last vehicle (H)	Automotive
312	SB004163SC	Make of last vehicle BMW>Last vehicle (H)	Automotive
313	SB003609SC	Make of last vehicle Buick>Last vehicle (H)	Automotive
314	SB003610SC	Make of last vehicle Cadillac>Last vehicle (H)	Automotive
315	SB003611SC	Make of last vehicle Chevrolet>Last vehicle (H)	Automotive
316	SB003612SC	Make of last vehicle Chrysler>Last vehicle (H)	Automotive
317	SB003613SC	Make of last vehicle Dodge>Last vehicle (H)	Automotive
318	SB003615SC	Make of last vehicle Ford>Last vehicle (H)	Automotive
319	SB003616SC	Make of last vehicle GMC>Last vehicle (H)	Automotive
320	SB003617SC	Make of last vehicle Honda>Last vehicle (H)	Automotive
321	SB003618SC	Make of last vehicle Hyundai>Last vehicle (H)	Automotive
322	SB006000SC	Make of last vehicle Infiniti>Last vehicle (H)	Automotive
323	SB003619SC	Make of last vehicle Jeep>Last vehicle (H)	Automotive
324	SB003620SC	Make of last vehicle Kia>Last vehicle (H)	Automotive
325	SB003621SC	Make of last vehicle Lexus>Last vehicle (H)	Automotive

ORDER	VARIABLE	DESCRIPTION	CATEGORY
326	SB004170SC	Make of last vehicle Lincoln:Last vehicle (H)	Automotive
327	SB003622SC	Make of last vehicle Mazda:Last vehicle (H)	Automotive
328	SB004171SC	Make of last vehicle Mercedes:Last vehicle (H)	Automotive
329	SB004172SC	Make of last vehicle Mitsubishi:Last vehicle (H)	Automotive
330	SB003624SC	Make of last vehicle Nissan:Last vehicle (H)	Automotive
331	SB004173SC	Make of last vehicle Ram:Last vehicle (H)	Automotive
332	SB003627SC	Make of last vehicle Subaru:Last vehicle (H)	Automotive
333	SB003628SC	Make of last vehicle Toyota:Last vehicle (H)	Automotive
334	SB003629SC	Make of last vehicle Volkswagen:Last vehicle (H)	Automotive
335	SB004174SC	Make of last vehicle Volvo:Last vehicle (H)	Automotive
336	SB004132SC	Make of new vehicle owned (not leased) Acura:Any new (H)	Automotive
337	SB004126SC	Make of new vehicle owned (not leased) BMW:Any new (H)	Automotive
338	SB000252SC	Make of new vehicle owned (not leased) Buick:Any new (H)	Automotive
339	SB004128SC	Make of new vehicle owned (not leased) Cadillac:Any new (H)	Automotive
340	SB000251SC	Make of new vehicle owned (not leased) Chevrolet:Any new (H)	Automotive
341	SB000250SC	Make of new vehicle owned (not leased) Chrysler:Any new (H)	Automotive
342	SB000248SC	Make of new vehicle owned (not leased) Ford:Any new (H)	Automotive
343	SB000247SC	Make of new vehicle owned (not leased) GMC:Any new (H)	Automotive
344	SB000246SC	Make of new vehicle owned (not leased) Honda:Any new (H)	Automotive
345	SB000245SC	Make of new vehicle owned (not leased) Hyundai:Any new (H)	Automotive
346	SB000244SC	Make of new vehicle owned (not leased) Jeep:Any new (H)	Automotive
347	SB000243SC	Make of new vehicle owned (not leased) Kia:Any new (H)	Automotive
348	SB000242SC	Make of new vehicle owned (not leased) Lexus:Any new (H)	Automotive
349	SB000241SC	Make of new vehicle owned (not leased) Mazda:Any new (H)	Automotive
350	SB004138SC	Make of new vehicle owned (not leased) Mercedes:Any new (H)	Automotive
351	SB000240SC	Make of new vehicle owned (not leased) Nissan:Any new (H)	Automotive
352	SB004148SC	Make of new vehicle owned (not leased) Ram:Any new (H)	Automotive
353	SB000239SC	Make of new vehicle owned (not leased) Subaru:Any new (H)	Automotive
354	SB000238SC	Make of new vehicle owned (not leased) Toyota:Any new (H)	Automotive
355	SB000237SC	Make of new vehicle owned (not leased) Volkswagen:Any new (H)	Automotive
356	SB000279SC	Make of vehicle owned (not leased) Acura:Any owned (H)	Automotive
357	SB004118SC	Make of vehicle owned (not leased) Audi:Any owned (H)	Automotive
358	SB000278SC	Make of vehicle owned (not leased) BMW:Any owned (H)	Automotive
359	SB000277SC	Make of vehicle owned (not leased) Buick:Any owned (H)	Automotive
360	SB000276SC	Make of vehicle owned (not leased) Cadillac:Any owned (H)	Automotive
361	SB000275SC	Make of vehicle owned (not leased) Chevrolet:Any owned (H)	Automotive
362	SB000274SC	Make of vehicle owned (not leased) Chrysler:Any owned (H)	Automotive
363	SB000273SC	Make of vehicle owned (not leased) Dodge:Any owned (H)	Automotive
364	SB000272SC	Make of vehicle owned (not leased) Ford:Any owned (H)	Automotive
365	SB000271SC	Make of vehicle owned (not leased) GMC:Any owned (H)	Automotive
366	SB000270SC	Make of vehicle owned (not leased) Honda:Any owned (H)	Automotive
367	SB000269SC	Make of vehicle owned (not leased) Hyundai:Any owned (H)	Automotive
368	SB004119SC	Make of vehicle owned (not leased) Infiniti:Any owned (H)	Automotive
369	SB000268SC	Make of vehicle owned (not leased) Jeep:Any owned (H)	Automotive
370	SB000267SC	Make of vehicle owned (not leased) Kia:Any owned (H)	Automotive
371	SB000266SC	Make of vehicle owned (not leased) Lexus:Any owned (H)	Automotive
372	SB000265SC	Make of vehicle owned (not leased) Lincoln:Any owned (H)	Automotive
373	SB000264SC	Make of vehicle owned (not leased) Mazda:Any owned (H)	Automotive
374	SB000263SC	Make of vehicle owned (not leased) Mercedes:Any owned (H)	Automotive
375	SB000261SC	Make of vehicle owned (not leased) Mitsubishi:Any owned (H)	Automotive
376	SB000260SC	Make of vehicle owned (not leased) Nissan:Any owned (H)	Automotive
377	SB004120SC	Make of vehicle owned (not leased) Ram:Any owned (H)	Automotive
378	SB000256SC	Make of vehicle owned (not leased) Subaru:Any owned (H)	Automotive
379	SB000255SC	Make of vehicle owned (not leased) Toyota:Any owned (H)	Automotive
380	SB000254SC	Make of vehicle owned (not leased) Volkswagen:Any owned (H)	Automotive
381	SB000253SC	Make of vehicle owned (not leased) Volvo:Any owned (H)	Automotive
382	SB003315SC	Miles traveled one way to buy/lease last new vehicle 10 - 19 miles (H)	Automotive
383	SB003316SC	Miles traveled one way to buy/lease last new vehicle 20 - 29 miles (H)	Automotive
384	SB003317SC	Miles traveled one way to buy/lease last new vehicle 30 miles or more (H)	Automotive
385	SB003314SC	Miles traveled one way to buy/lease last new vehicle Less than 10 miles (H)	Automotive
386	SB003319SC	Miles traveled one way to buy/lease last used vehicle 10 - 19 miles (H)	Automotive
387	SB003320SC	Miles traveled one way to buy/lease last used vehicle 20 - 29 miles (H)	Automotive
388	SB003321SC	Miles traveled one way to buy/lease last used vehicle 30 miles or more (H)	Automotive
389	SB003318SC	Miles traveled one way to buy/lease last used vehicle Less than 10 miles (H)	Automotive
390	SB000288SC	Model of (last domestic) vehicle Domestic Compact:Last vehicle (H)	Automotive

ORDER	VARIABLE	DESCRIPTION	CATEGORY
391	SB000287SC	Model of (last domestic) vehicle Domestic Large>Last vehicle (H)	Automotive
392	SB000286SC	Model of (last domestic) vehicle Domestic Luxury>Last vehicle (H)	Automotive
393	SB000285SC	Model of (last domestic) vehicle Domestic Mid-size>Last vehicle (H)	Automotive
394	SB004428SC	Model of (last domestic) vehicle Domestic SUV>Last vehicle (H)	Automotive
395	SB000281SC	Model of (last domestic) vehicle Domestic Trucks>Last vehicle (H)	Automotive
396	SB000280SC	Model of (last domestic) vehicle Domestic Vans>Last vehicle (H)	Automotive
397	SB000284SC	Model of (last domestic) vehicle Other Domestic Model>Last vehicle (H)	Automotive
398	SB000291SC	Model of (last foreign) vehicle Foreign Compact>Last vehicle (H)	Automotive
399	SB004432SC	Model of (last foreign) vehicle Foreign Large>Last vehicle (H)	Automotive
400	SB000295SC	Model of (last foreign) vehicle Foreign Luxury>Last vehicle (H)	Automotive
401	SB000294SC	Model of (last foreign) vehicle Foreign Mid-size>Last vehicle (H)	Automotive
402	SB000296SC	Model of (last foreign) vehicle Foreign Subcompact>Last vehicle (H)	Automotive
403	SB004431SC	Model of (last foreign) vehicle Foreign SUV>Last vehicle (H)	Automotive
404	SB000293SC	Model of (last foreign) vehicle Other Foreign Model>Last vehicle (H)	Automotive
405	SB004434SC	Model type of any domestic vehicle owned or leased Domestic Compact:An (H)	Automotive
406	SB004435SC	Model type of any domestic vehicle owned or leased Domestic Mid-size:Any (H)	Automotive
407	SB004436SC	Model type of any domestic vehicle owned or leased Domestic SUV:Any vehic (H)	Automotive
408	SB000304SC	Model type of any domestic vehicle owned or leased Large:Any vehicle (H)	Automotive
409	SB000303SC	Model type of any domestic vehicle owned or leased Luxury:Any vehicle (H)	Automotive
410	SB000301SC	Model type of any domestic vehicle owned or leased Other Model:Any vehicle (H)	Automotive
411	SB000299SC	Model type of any domestic vehicle owned or leased Subcompact:Any vehicle (H)	Automotive
412	SB000298SC	Model type of any domestic vehicle owned or leased Trucks:Any vehicle (H)	Automotive
413	SB000297SC	Model type of any domestic vehicle owned or leased Vans:Any vehicle (H)	Automotive
414	SB000314SC	Model type of any foreign vehicle owned or leased Compact:Any vehicle (H)	Automotive
415	SB004437SC	Model type of any foreign vehicle owned or leased Foreign SUV:Any vehicle (H)	Automotive
416	SB000313SC	Model type of any foreign vehicle owned or leased Large:Any vehicle (H)	Automotive
417	SB000312SC	Model type of any foreign vehicle owned or leased Luxury:Any vehicle (H)	Automotive
418	SB000311SC	Model type of any foreign vehicle owned or leased Mid-size:Any vehicle (H)	Automotive
419	SB000310SC	Model type of any foreign vehicle owned or leased Other Model:Any vehicle (H)	Automotive
420	SB000308SC	Model type of any foreign vehicle owned or leased Subcompact:Any vehicle (H)	Automotive
421	SB000307SC	Model type of any foreign vehicle owned or leased Trucks:Any vehicle (H)	Automotive
422	SB000306SC	Model type of any foreign vehicle owned or leased Vans:Any vehicle (H)	Automotive
423	SB004438SC	Model type of any used domestic vehicle Compact:Used (H)	Automotive
424	SB000324SC	Model type of any used domestic vehicle Domestic model:Used (H)	Automotive
425	SB000322SC	Model type of any used domestic vehicle Large:Used (H)	Automotive
426	SB000321SC	Model type of any used domestic vehicle Domestic Luxury:Used (H)	Automotive
427	SB000320SC	Model type of any used domestic vehicle Mid-size:Used (H)	Automotive
428	SB000319SC	Model type of any used domestic vehicle Other Model:Used (H)	Automotive
429	SB000317SC	Model type of any used domestic vehicle Subcompact:Used (H)	Automotive
430	SB004440SC	Model type of any used domestic vehicle SUV:Used (H)	Automotive
431	SB000316SC	Model type of any used domestic vehicle Trucks:Used (H)	Automotive
432	SB000315SC	Model type of any used domestic vehicle Vans:Used (H)	Automotive
433	SB000332SC	Model type of any used foreign vehicle Compact:Used (H)	Automotive
434	SB004443SC	Model type of any used foreign vehicle Foreign Large:Used (H)	Automotive
435	SB000333SC	Model type of any used foreign vehicle Foreign model:Used (H)	Automotive
436	SB004442SC	Model type of any used foreign vehicle Foreign SUV:Used (H)	Automotive
437	SB000331SC	Model type of any used foreign vehicle Luxury:Used (H)	Automotive
438	SB000330SC	Model type of any used foreign vehicle Mid-size:Used (H)	Automotive
439	SB000329SC	Model type of any used foreign vehicle Other Model:Used (H)	Automotive
440	SB000327SC	Model type of any used foreign vehicle Subcompact:Used (H)	Automotive
441	SB000326SC	Model type of any used foreign vehicle Trucks:Used (H)	Automotive
442	SB000325SC	Model type of any used foreign vehicle Vans:Used (H)	Automotive
443	SB000342SC	Model type of domestic vehicle owned (not leased) Compact:Owned (H)	Automotive
444	SB000341SC	Model type of domestic vehicle owned (not leased) Large:Owned (H)	Automotive
445	SB000340SC	Model type of domestic vehicle owned (not leased) Luxury:Owned (H)	Automotive
446	SB000343SC	Model type of domestic vehicle owned (not leased) Domestic model:Owned (H)	Automotive
447	SB000338SC	Model type of domestic vehicle owned (not leased) Other Model:Owned (H)	Automotive
448	SB000336SC	Model type of domestic vehicle owned (not leased) Subcompact:Owned (H)	Automotive
449	SB004444SC	Model type of domestic vehicle owned (not leased) SUV:Owned (H)	Automotive
450	SB000335SC	Model type of domestic vehicle owned (not leased) Trucks:Owned (H)	Automotive
451	SB000334SC	Model type of domestic vehicle owned (not leased) Vans:Owned (H)	Automotive
452	SB000352SC	Model type of foreign vehicle owned (not leased) Compact:Owned (H)	Automotive
453	SB000353SC	Model type of foreign vehicle owned (not leased) Foreign model:Owned (H)	Automotive
454	SB004447SC	Model type of foreign vehicle owned (not leased) Foreign SUV:Owned (H)	Automotive
455	SB000351SC	Model type of foreign vehicle owned (not leased) Large:Owned (H)	Automotive

ORDER	VARIABLE	DESCRIPTION	CATEGORY
456	SB000350SC	Model type of foreign vehicle owned (not leased) Luxury:Owned (H)	Automotive
457	SB000349SC	Model type of foreign vehicle owned (not leased) Mid-size:Owned (H)	Automotive
458	SB000348SC	Model type of foreign vehicle owned (not leased) Other Model:Owned (H)	Automotive
459	SB000346SC	Model type of foreign vehicle owned (not leased) Subcompact:Owned (H)	Automotive
460	SB000345SC	Model type of foreign vehicle owned (not leased) Trucks:Owned (H)	Automotive
461	SB000344SC	Model type of foreign vehicle owned (not leased) Vans:Owned (H)	Automotive
462	SB004449SC	Model type of new domestic vehicle owned (not leased) Domestic Luxury:New (H)	Automotive
463	SB000362SC	Model type of new domestic vehicle owned (not leased) Domestic model:New (H)	Automotive
464	SB004448SC	Model type of new domestic vehicle owned (not leased) Domestic SUV:New (H)	Automotive
465	SB000360SC	Model type of new domestic vehicle owned (not leased) Large:New (H)	Automotive
466	SB000359SC	Model type of new domestic vehicle owned (not leased) Mid-size:New (H)	Automotive
467	SB000358SC	Model type of new domestic vehicle owned (not leased) Other Model:New (H)	Automotive
468	SB000356SC	Model type of new domestic vehicle owned (not leased) Subcompact:New (H)	Automotive
469	SB000355SC	Model type of new domestic vehicle owned (not leased) Trucks:New (H)	Automotive
470	SB000354SC	Model type of new domestic vehicle owned (not leased) Vans:New (H)	Automotive
471	SB000370SC	Model type of new foreign vehicle owned (not leased) Compact:New (H)	Automotive
472	SB004450SC	Model type of new foreign vehicle owned (not leased) Foreign Large:New (H)	Automotive
473	SB000371SC	Model type of new foreign vehicle owned (not leased) Foreign model:New (H)	Automotive
474	SB004451SC	Model type of new foreign vehicle owned (not leased) Foreign SUV:New (H)	Automotive
475	SB000369SC	Model type of new foreign vehicle owned (not leased) Luxury:New (H)	Automotive
476	SB000368SC	Model type of new foreign vehicle owned (not leased) Mid-size:New (H)	Automotive
477	SB000367SC	Model type of new foreign vehicle owned (not leased) Other Model:New (H)	Automotive
478	SB000365SC	Model type of new foreign vehicle owned (not leased) Subcompact:New (H)	Automotive
479	SB000364SC	Model type of new foreign vehicle owned (not leased) Trucks:New (H)	Automotive
480	SB000363SC	Model type of new foreign vehicle owned (not leased) Vans:New (H)	Automotive
481	SB000377SC	Model year of (last) vehicle 2008:Last vehicle (H)	Automotive
482	SB000376SC	Model year of (last) vehicle 2009:Last vehicle (H)	Automotive
483	SB000374SC	Model year of (last) vehicle 2011:Last vehicle (H)	Automotive
484	SB000373SC	Model year of (last) vehicle 2012:Last vehicle (H)	Automotive
485	SB000372SC	Model year of (last) vehicle 2013:Last vehicle (H)	Automotive
486	SB004098SC	Model year of (last) vehicle 2014:Last vehicle (H)	Automotive
487	SB004099SC	Model year of (last) vehicle 2015:Last vehicle (H)	Automotive
488	SB004199SC	Model year of (last) vehicle 2016:Last vehicle (H)	Automotive
489	SB000389SC	Model year of any new vehicle owned (not leased) 2007:Any new vehicle (H)	Automotive
490	SB000388SC	Model year of any new vehicle owned (not leased) 2008:Any new vehicle (H)	Automotive
491	SB000387SC	Model year of any new vehicle owned (not leased) 2009:Any new vehicle (H)	Automotive
492	SB000386SC	Model year of any new vehicle owned (not leased) 2010:Any new vehicle (H)	Automotive
493	SB000385SC	Model year of any new vehicle owned (not leased) 2011:Any new vehicle (H)	Automotive
494	SB000384SC	Model year of any new vehicle owned (not leased) 2012:Any new vehicle (H)	Automotive
495	SB000383SC	Model year of any new vehicle owned (not leased) 2013:Any new vehicle (H)	Automotive
496	SB004104SC	Model year of any new vehicle owned (not leased) 2014:Any new vehicle (H)	Automotive
497	SB004105SC	Model year of any new vehicle owned (not leased) 2015:Any new vehicle (H)	Automotive
498	SB004256SC	Model year of any new vehicle owned (not leased) 2016:Any new vehicle (H)	Automotive
499	SB004456SC	Model year of any new vehicle owned (not leased) 2017:Any new vehicle (H)	Automotive
500	SB000399SC	Model year of any used vehicle owned 2008:Any used vehicle (H)	Automotive
501	SB000398SC	Model year of any used vehicle owned 2009:Any used vehicle (H)	Automotive
502	SB000397SC	Model year of any used vehicle owned 2010:Any used vehicle (H)	Automotive
503	SB000396SC	Model year of any used vehicle owned 2011:Any used vehicle (H)	Automotive
504	SB000395SC	Model year of any used vehicle owned 2012:Any used vehicle (H)	Automotive
505	SB000394SC	Model year of any used vehicle owned 2013:Any used vehicle (H)	Automotive
506	SB000410SC	Model year of any vehicle owned (not leased) 2008:Any owned vehicle (H)	Automotive
507	SB000409SC	Model year of any vehicle owned (not leased) 2009:Any owned vehicle (H)	Automotive
508	SB000408SC	Model year of any vehicle owned (not leased) 2010:Any owned vehicle (H)	Automotive
509	SB000407SC	Model year of any vehicle owned (not leased) 2011:Any owned vehicle (H)	Automotive
510	SB000406SC	Model year of any vehicle owned (not leased) 2012:Any owned vehicle (H)	Automotive
511	SB000405SC	Model year of any vehicle owned (not leased) 2013:Any owned vehicle (H)	Automotive
512	SB004100SC	Model year of any vehicle owned (not leased) 2014:Any owned vehicle (H)	Automotive
513	SB004101SC	Model year of any vehicle owned (not leased) 2015:Any owned vehicle (H)	Automotive
514	SB004258SC	Model year of any vehicle owned (not leased) 2016:Any owned vehicle (H)	Automotive
515	SB000421SC	Model year of any vehicle owned or leased 2008:Any vehicle (H)	Automotive
516	SB000420SC	Model year of any vehicle owned or leased 2009:Any vehicle (H)	Automotive
517	SB000419SC	Model year of any vehicle owned or leased 2010:Any vehicle (H)	Automotive
518	SB000418SC	Model year of any vehicle owned or leased 2011:Any vehicle (H)	Automotive
519	SB000417SC	Model year of any vehicle owned or leased 2012:Any vehicle (H)	Automotive
520	SB000416SC	Model year of any vehicle owned or leased 2013:Any vehicle (H)	Automotive

ORDER	VARIABLE	DESCRIPTION	CATEGORY
521	SB004106SC	Model year of any vehicle owned or leased 2014:Any vehicle (H)	Automotive
522	SB004107SC	Model year of any vehicle owned or leased 2015:Any vehicle (H)	Automotive
523	SB004259SC	Model year of any vehicle owned or leased 2016:Any vehicle (H)	Automotive
524	SB000433SC	No. auto repairs/services on vehicle past 12 months 1 repair/service (H)	Automotive
525	SB000432SC	No. auto repairs/services on vehicle past 12 months 2 repairs/services (H)	Automotive
526	SB000431SC	No. auto repairs/services on vehicle past 12 months 3 repairs/services (H)	Automotive
527	SB000430SC	No. auto repairs/services on vehicle past 12 months 4 repairs/services (H)	Automotive
528	SB000429SC	No. auto repairs/services on vehicle past 12 months 5 repairs/services (H)	Automotive
529	SB000428SC	No. auto repairs/services on vehicle past 12 months 6 or more repairs (H)	Automotive
530	SB000427SC	No. auto repairs/services on vehicle past 12 months None (H)	Automotive
531	SB000439SC	No. auto repairs/srvcs on vhcle past 12 mo (pd labor) 1 repair/service (H)	Automotive
532	SB000438SC	No. auto repairs/srvcs on vhcle past 12 mo (pd labor) 2 repairs/services (H)	Automotive
533	SB000437SC	No. auto repairs/srvcs on vhcle past 12 mo (pd labor) 3 repairs/services (H)	Automotive
534	SB000436SC	No. auto repairs/srvcs on vhcle past 12 mo (pd labor) 4 repairs/services (H)	Automotive
535	SB000434SC	No. auto repairs/srvcs on vhcle past 12 mo (pd labor) 6 or more repairs (H)	Automotive
536	SB000443SC	No. auto repairs/srvcs on vhcle past 12 mo (unpd labor) 1 repair/service (H)	Automotive
537	SB000442SC	No. auto repairs/srvcs on vhcle past 12 mo (unpd labor) 2 repairs/services (H)	Automotive
538	SB000441SC	No. auto repairs/srvcs on vhcle past 12 mo (unpd labor) 3 repairs/services (H)	Automotive
539	SB000440SC	No. auto repairs/srvcs on vhcle past 12 mo (unpd labor) 4 repairs/services (H)	Automotive
540	SB003322SC	Number of cars owns or leases 1:Owned or leased (H)	Automotive
541	SB003323SC	Number of cars owns or leases 2:Owned or leased (H)	Automotive
542	SB003324SC	Number of cars owns or leases 3:Owned or leased (H)	Automotive
543	SB003325SC	Number of cars owns or leases None:Owned or leased (H)	Automotive
544	SB003326SC	Number of new cars owns 1:Owned (H)	Automotive
545	SB003327SC	Number of new cars owns 2:Owned (H)	Automotive
546	SB003328SC	Number of new cars owns 3:Owned (H)	Automotive
547	SB003329SC	Number of new cars owns None:Owned (H)	Automotive
548	SB003330SC	Number of new vehicles owns 1:New (H)	Automotive
549	SB003331SC	Number of new vehicles owns 2:New (H)	Automotive
550	SB003332SC	Number of new vehicles owns 3:New (H)	Automotive
551	SB003333SC	Number of new vehicles owns None:New (H)	Automotive
552	SB003334SC	Number of used cars owns 1:Owned (H)	Automotive
553	SB003335SC	Number of used cars owns 2:Owned (H)	Automotive
554	SB003336SC	Number of used cars owns 3:Owned (H)	Automotive
555	SB003337SC	Number of used cars owns None:Owned (H)	Automotive
556	SB003338SC	Number of used vehicles owns 1:Used (H)	Automotive
557	SB003339SC	Number of used vehicles owns 2:Used (H)	Automotive
558	SB003340SC	Number of used vehicles owns 3:Used (H)	Automotive
559	SB003341SC	Number of used vehicles owns None:Used (H)	Automotive
560	SB004033SC	Number of vehicles leases 1:Lease (H)	Automotive
561	SB004034SC	Number of vehicles leases 2:Lease (H)	Automotive
562	SB004035SC	Number of vehicles leases None:Lease (H)	Automotive
563	SB000448SC	Number of vehicles owns 1:Own (H)	Automotive
564	SB000447SC	Number of vehicles owns 2:Own (H)	Automotive
565	SB000446SC	Number of vehicles owns 3:Own (H)	Automotive
566	SB000445SC	Number of vehicles owns 4 or more:Own (H)	Automotive
567	SB000444SC	Number of vehicles owns None:Own (H)	Automotive
568	SB000458SC	Primary reasons use dealer to buy/leas last used vhcl Did not buy (H)	Automotive
569	SB000457SC	Primary reasons use dealer to buy/leas last used vhcl Financing w dealer (H)	Automotive
570	SB000456SC	Primary reasons use dealer to buy/leas last used vhcl Location (H)	Automotive
571	SB000455SC	Primary reasons use dealer to buy/leas last used vhcl Other reason (H)	Automotive
572	SB000453SC	Primary reasons use dealer to buy/leas last used vhcl Prev bus. w dealer (H)	Automotive
573	SB000454SC	Primary reasons use dealer to buy/leas last used vhcl Price - value (H)	Automotive
574	SB000452SC	Primary reasons use dealer to buy/leas last used vhcl Rep. of dealer (H)	Automotive
575	SB000451SC	Primary reasons use dealer to buy/leas last used vhcl Selection of models (H)	Automotive
576	SB000450SC	Primary reasons use dealer to buy/leas last used vhcl Service (H)	Automotive
577	SB003633SC	Primary reasons use dealer to buy/lease last new vhcl Dealer Financing (H)	Automotive
578	SB003634SC	Primary reasons use dealer to buy/lease last new vhcl Location (H)	Automotive
579	SB003641SC	Primary reasons use dealer to buy/lease last new vhcl Other reason (H)	Automotive
580	SB003635SC	Primary reasons use dealer to buy/lease last new vhcl Prev bus. w dealer (H)	Automotive
581	SB003636SC	Primary reasons use dealer to buy/lease last new vhcl Price - value (H)	Automotive
582	SB003637SC	Primary reasons use dealer to buy/lease last new vhcl Rep. of dealer (H)	Automotive
583	SB003638SC	Primary reasons use dealer to buy/lease last new vhcl Selection of models (H)	Automotive
584	SB003639SC	Primary reasons use dealer to buy/lease last new vhcl Service (H)	Automotive
585	SB003640SC	Primary reasons use dealer to buy/lease last new vhcl Warranty (H)	Automotive

ORDER	VARIABLE	DESCRIPTION	CATEGORY
586	SB000475SC	Stores shopped for auto products/srvcs pst 12 mo Advance Auto Parts (H)	Automotive
587	SB000474SC	Stores shopped for auto products/srvcs pst 12 mo Any auto store (H)	Automotive
588	SB000473SC	Stores shopped for auto products/srvcs pst 12 mo Auto dealership (H)	Automotive
589	SB000472SC	Stores shopped for auto products/srvcs pst 12 mo AutoZone (H)	Automotive
590	SB004200SC	Stores shopped for auto products/srvcs pst 12 mo BJ's Wholesale Club (H)	Automotive
591	SB000470SC	Stores shopped for auto products/srvcs pst 12 mo Did not shop (H)	Automotive
592	SB000469SC	Stores shopped for auto products/srvcs pst 12 mo Discount Tire Co. (H)	Automotive
593	SB000468SC	Stores shopped for auto products/srvcs pst 12 mo Firestone Auto Care (H)	Automotive
594	SB000466SC	Stores shopped for auto products/srvcs pst 12 mo Jiffy Lube (H)	Automotive
595	SB000465SC	Stores shopped for auto products/srvcs pst 12 mo NAPA Auto Parts (H)	Automotive
596	SB000464SC	Stores shopped for auto products/srvcs pst 12 mo O'Reilly Auto Parts (H)	Automotive
597	SB000463SC	Stores shopped for auto products/srvcs pst 12 mo Pep Boys (H)	Automotive
598	SB000462SC	Stores shopped for auto products/srvcs pst 12 mo Sams Club (H)	Automotive
599	SB000459SC	Stores shopped for auto products/srvcs pst 12 mo Walmart (H)	Automotive
600	SB000483SC	Stores where usually buys tires Auto dealership (H)	Automotive
601	SB000482SC	Stores where usually buys tires Costco (H)	Automotive
602	SB000481SC	Stores where usually buys tires Discount Tire Co. (H)	Automotive
603	SB000480SC	Stores where usually buys tires Firestone Complete Auto Care (H)	Automotive
604	SB000479SC	Stores where usually buys tires Goodyear Tire & Auto (H)	Automotive
605	SB000478SC	Stores where usually buys tires Sams Club (H)	Automotive
606	SB000476SC	Stores where usually buys tires Walmart (H)	Automotive
607	SB000484SC	Vehicle bought last new/used/leased Bought New:Last Vehicle (H)	Automotive
608	SB000485SC	Vehicle bought last new/used/leased Bought Used:Last Vehicle (H)	Automotive
609	SB000486SC	Vehicle bought last new/used/leased Leased:Last Vehicle (H)	Automotive
610	SB000490SC	Vehicle plans to buy new next 12 months Any New Vehicle (H)	Automotive
611	SB003981SC	Vehicle plans to buy new next 12 months Compact car (H)	Automotive
612	SB003982SC	Vehicle plans to buy new next 12 months Full-size car (H)	Automotive
613	SB004201SC	Vehicle plans to buy new next 12 months Hybrid or electric vehicle (H)	Automotive
614	SB000489SC	Vehicle plans to buy new next 12 months Luxury vehicle (any size) (H)	Automotive
615	SB003983SC	Vehicle plans to buy new next 12 months Pickup truck (H)	Automotive
616	SB000487SC	Vehicle plans to buy new next 12 months Sport utility vehicle (H)	Automotive
617	SB006001SC	Vehicle plans to buy new next 12 months Van or mini-van (H)	Automotive
618	SB000496SC	Vehicle plans to buy new/lease next 12 months Compact car (H)	Automotive
619	SB000495SC	Vehicle plans to buy new/lease next 12 months Full-size car (H)	Automotive
620	SB004202SC	Vehicle plans to buy new/lease next 12 months Hybrid or electric (H)	Automotive
621	SB000494SC	Vehicle plans to buy new/lease next 12 months Luxury vhl (any size) (H)	Automotive
622	SB000493SC	Vehicle plans to buy new/lease next 12 months Midsize car (H)	Automotive
623	SB000491SC	Vehicle plans to buy new/lease next 12 months Sport utility vehicle (H)	Automotive
624	SB000503SC	Vehicle plans to buy new/used/lease next 12 mon Compact car (H)	Automotive
625	SB000502SC	Vehicle plans to buy new/used/lease next 12 mon Full-size car (H)	Automotive
626	SB004350SC	Vehicle plans to buy new/used/lease next 12 mon Hybrid or electric (H)	Automotive
627	SB000501SC	Vehicle plans to buy new/used/lease next 12 mon Luxury vehicle (H)	Automotive
628	SB000500SC	Vehicle plans to buy new/used/lease next 12 mon Midsize car (H)	Automotive
629	SB000499SC	Vehicle plans to buy new/used/lease next 12 mon Pickup truck (H)	Automotive
630	SB000498SC	Vehicle plans to buy new/used/lease next 12 mon Sport utility vhl (H)	Automotive
631	SB000497SC	Vehicle plans to buy new/used/lease next 12 mon Van or mini-van (H)	Automotive
632	SB000510SC	Vehicle plans to buy used next 12 months Any Used Vehicle (H)	Automotive
633	SB000509SC	Vehicle plans to buy used next 12 months Compact car (H)	Automotive
634	SB000508SC	Vehicle plans to buy used next 12 months Full-size car (H)	Automotive
635	SB004351SC	Vehicle plans to buy used next 12 months Hybrid or electric (H)	Automotive
636	SB004306SC	Vehicle plans to buy used next 12 months Luxury vehicle (any size) (H)	Automotive
637	SB000507SC	Vehicle plans to buy used next 12 months Midsize car (H)	Automotive
638	SB000506SC	Vehicle plans to buy used next 12 months Pickup truck (H)	Automotive
639	SB000505SC	Vehicle plans to buy used next 12 months Sport utility vehicle (H)	Automotive
640	SB000504SC	Vehicle plans to buy used next 12 months Van or mini-van (H)	Automotive
641	SB003882SC	Vehicle plans to lease next 12 months Any Leased Vehicle (H)	Automotive
642	SB006002SC	Vehicle plans to lease next 12 months Compact car (H)	Automotive
643	SB006003SC	Vehicle plans to lease next 12 months Hybrid or electric (H)	Automotive
644	SB006004SC	Vehicle plans to lease next 12 months Luxury vehicle (any size) (H)	Automotive
645	SB003881SC	Vehicle plans to lease next 12 months Midsize car (H)	Automotive
646	SB003880SC	Vehicle plans to lease next 12 months Sport utility vehicle (H)	Automotive
647	SB000513SC	Websites/apps used to gather info to shop new/used vhl Any auto dealership (H)	Automotive
648	SB000512SC	Websites/apps used to gather info to shop new/used vhl Any auto manufactr (H)	Automotive
649	SB000521SC	Websites/apps used to gather info to shop new/used vhl AutoNation (H)	Automotive
650	SB000520SC	Websites/apps used to gather info to shop new/used vhl AutoTrader (H)	Automotive

ORDER	VARIABLE	DESCRIPTION	CATEGORY
651	SB003992SC	Websites/apps used to gather info to shop new/used vhc1 CARFAX (H)	Automotive
652	SB000519SC	Websites/apps used to gather info to shop new/used vhc1 CarMax.com (H)	Automotive
653	SB000518SC	Websites/apps used to gather info to shop new/used vhc1 Cars.com (H)	Automotive
654	SB000517SC	Websites/apps used to gather info to shop new/used vhc1 eBay Motors (H)	Automotive
655	SB000516SC	Websites/apps used to gather info to shop new/used vhc1 Edmunds (H)	Automotive
656	SB000515SC	Websites/apps used to gather info to shop new/used vhc1 Kelley Blue Book (H)	Automotive
657	SB000514SC	Websites/apps used to gather info to shop new/used vhc1 None (H)	Automotive
658	SB003428SC	Distance walked in town, city or downtown area past 7 days Less than 1 mile (A)	Commuting and Transportation
659	SB003429SC	Distance walked in town, city or downtown area past 7 days 1 to 3 miles (A)	Commuting and Transportation
660	SB003430SC	Distance walked in town, city or downtown area past 7 days 3 miles or more (A)	Commuting and Transportation
661	SB003431SC	Distance walked in town, city or downtown area past 7 days Did not walk (A)	Commuting and Transportation
662	SB003432SC	Minutes spent traveling to work one way Less than 10 minutes (A)	Commuting and Transportation
663	SB003433SC	Minutes spent traveling to work one way 10 - 19 minutes (A)	Commuting and Transportation
664	SB003434SC	Minutes spent traveling to work one way 20 - 29 minutes (A)	Commuting and Transportation
665	SB003435SC	Minutes spent traveling to work one way 30 - 59 minutes (A)	Commuting and Transportation
666	SB003436SC	Minutes spent traveling to work one way One hour or more (A)	Commuting and Transportation
667	SB003437SC	Minutes spent traveling to work one way Do not usually commute (A)	Commuting and Transportation
668	SB003438SC	Minutes spent traveling to work one way Not employed (A)	Commuting and Transportation
669	SB002232SC	Mode of transportation past 7 days (any purpose) Bicycle (A)	Commuting and Transportation
670	SB002233SC	Mode of transportation past 7 days (any purpose) Bus (A)	Commuting and Transportation
671	SB002234SC	Mode of transportation past 7 days (any purpose) Carpool (A)	Commuting and Transportation
672	SB004465SC	Mode of transportation past 7 days (any purpose) On-demand car srv (Uber, etc.)	Commuting and Transportation
673	SB002235SC	Mode of transportation past 7 days (any purpose) Drive (not carpool) (A)	Commuting and Transportation
674	SB002237SC	Mode of transportation past 7 days (any purpose) Taxi (A)	Commuting and Transportation
675	SB002236SC	Mode of transportation past 7 days (any purpose) None (A)	Commuting and Transportation
676	SB003439SC	Total miles travel in car, van, truck, or bus past 7 days Less than 50 miles (A)	Commuting and Transportation
677	SB003440SC	Total miles traveled in car, van, truck, or bus past 7 days 50 - 99 miles (A)	Commuting and Transportation
678	SB003441SC	Total miles traveled in car, van, truck, or bus past 7 days 100 - 199 miles (A)	Commuting and Transportation
679	SB003442SC	Total miles traveled in car, van, truck, or bus past 7 days 200 - 249 miles (A)	Commuting and Transportation
680	SB003443SC	Total miles traveled in car, van, truck, or bus past 7 days 250 - 499 miles (A)	Commuting and Transportation
681	SB003444SC	Total miles travel in car, van, truck, or bus past 7 days 500 miles or more (A)	Commuting and Transportation
682	SB003445SC	Total miles traveled in car, van, truck, or bus past 7 days None (A)	Commuting and Transportation
683	SB004078SC	Digital video display Quintile 1st Quintile (heaviest) (A)	Digital Video Displays
684	SB004079SC	Digital video display Quintile 2nd Quintile (heavy) (A)	Digital Video Displays
685	SB004080SC	Digital video display Quintile 3rd Quintile (medium) (A)	Digital Video Displays
686	SB004082SC	Digital video display Quintile 4th Quintile (light) (A)	Digital Video Displays
687	SB004084SC	Digital video display Quintile 5th Quintile (lightest) (A)	Digital Video Displays
688	SB000962SC	No. of places viewed digital video displays past 30 days 1 place (A)	Digital Video Displays
689	SB000963SC	No. of places viewed digital video displays past 30 days 1 or more places (A)	Digital Video Displays
690	SB000961SC	No. of places viewed digital video displays past 30 days 2 places (A)	Digital Video Displays
691	SB000960SC	No. of places viewed digital video displays past 30 days 3 places (A)	Digital Video Displays
692	SB000958SC	No. of places viewed digital video displays past 30 days 4 places (A)	Digital Video Displays
693	SB000959SC	No. of places viewed digital video displays past 30 days 4 or more places (A)	Digital Video Displays
694	SB000957SC	No. of places viewed digital video displays past 30 days 5 or more places (A)	Digital Video Displays
695	SB000956SC	No. of places viewed digital video displays past 30 days None (A)	Digital Video Displays
696	SB000970SC	No. of places viewed digital video displays past 6 months 1 place (A)	Digital Video Displays
697	SB000971SC	No. of places viewed digital video displays past 6 months 1 or more places (A)	Digital Video Displays
698	SB000969SC	No. of places viewed digital video displays past 6 months 2 places (A)	Digital Video Displays
699	SB000968SC	No. of places viewed digital video displays past 6 months 3 places (A)	Digital Video Displays
700	SB000966SC	No. of places viewed digital video displays past 6 months 4 places (A)	Digital Video Displays
701	SB000967SC	No. of places viewed digital video displays past 6 months 4 or more places (A)	Digital Video Displays
702	SB000965SC	No. of places viewed digital video displays past 6 months 5 or more places (A)	Digital Video Displays
703	SB000964SC	No. of places viewed digital video displays past 6 months None (A)	Digital Video Displays
704	SB003897SC	Places viewed digital video displays past 30 days Airplanes (A)	Digital Video Displays
705	SB000982SC	Places viewed digital video displays past 30 days Airports (A)	Digital Video Displays
706	SB000981SC	Places viewed digital video displays past 30 days Doctors offices/hospitals (A)	Digital Video Displays
707	SB000978SC	Places viewed digital video displays past 30 days Gas stations (A)	Digital Video Displays
708	SB000977SC	Places viewed digital video displays past 30 days Grocery stores (A)	Digital Video Displays
709	SB000976SC	Places viewed dig video displays past 30 days Health clubs/fitness centers (A)	Digital Video Displays
710	SB003896SC	Places viewed digital video displays past 30 days Office lobbies/elevators (A)	Digital Video Displays
711	SB000974SC	Places viewed digital video displays past 30 days Restaurants/bars (A)	Digital Video Displays
712	SB000973SC	Places viewed digital video displays past 30 days Retail stores (A)	Digital Video Displays
713	SB000972SC	Places viewed digital video displays past 30 days Shopping malls (A)	Digital Video Displays
714	SB000975SC	Places viewed digital video displays past 30 days None (A)	Digital Video Displays
715	SB003898SC	Places viewed digital video displays past 6 months Airplanes (A)	Digital Video Displays

ORDER	VARIABLE	DESCRIPTION	CATEGORY
716	SB000993SC	Places viewed digital video displays past 6 months Airports (A)	Digital Video Displays
717	SB000992SC	Places viewed digital video displays past 6 months Doctors offices/hospitals (A)	Digital Video Displays
718	SB000989SC	Places viewed digital video displays past 6 months Gas stations (A)	Digital Video Displays
719	SB000988SC	Places viewed digital video displays past 6 months Grocery stores (A)	Digital Video Displays
720	SB000987SC	Places viewed digital video displays past 6 mo Health clubs/fitness centers (A)	Digital Video Displays
721	SB003899SC	Places viewed digital video displays past 6 months Office lobbies/elevators (A)	Digital Video Displays
722	SB000985SC	Places viewed digital video displays past 6 months Restaurants/bars (A)	Digital Video Displays
723	SB000984SC	Places viewed digital video displays past 6 months Retail stores (A)	Digital Video Displays
724	SB000983SC	Places viewed digital video displays past 6 months Shopping malls (A)	Digital Video Displays
725	SB000986SC	Places viewed digital video displays past 6 months None (A)	Digital Video Displays
726	SB001008SC	Ecofriendly activities done on a reg basis Buy eco-friendly cleaning products (A)	Environment
727	SB001005SC	Ecofriendly activities done on a reg basis Donate to environmental causes (A)	Environment
728	SB001000SC	Ecofriendly activities done on a reg basis Pay more for eco-friendly products (A)	Environment
729	SB001004SC	Ecofriendly activities done on a reg basis Use alternative transportation (A)	Environment
730	SB000997SC	Ecofriendly activities done on a reg basis Use cloth/reusable shopping bags (A)	Environment
731	SB001007SC	Ecofriendly activities done on a regular basis Buy locally grown food (A)	Environment
732	SB001006SC	Ecofriendly activities done on a regular basis Buy organic food (A)	Environment
733	SB003716SC	Ecofriendly activities done on a regular basis Participate in energy-saving (A)	Environment
734	SB000998SC	Ecofriendly activities done on a regular basis Recycle electronics (A)	Environment
735	SB003717SC	Ecofriendly activities done on a regular basis Support politicians (A)	Environment
736	SB000994SC	Ecofriendly activities done on a regular basis Use rechargeable batteries (A)	Environment
737	SB004086SC	Eco-friendly activities Quintile 1st Quintile (heaviest) (A)	Environment
738	SB004088SC	Eco-friendly activities Quintile 2nd Quintile (heavy) (A)	Environment
739	SB004089SC	Eco-friendly activities Quintile 3rd Quintile (medium) (A)	Environment
740	SB004090SC	Eco-friendly activities Quintile 4th Quintile (light) (A)	Environment
741	SB004091SC	Eco-friendly activities Quintile 5th Quintile (lightest) (A)	Environment
742	SB001021SC	Number of ecofriendly activities done on a reg basis 1 or more activities (A)	Environment
743	SB001018SC	Number of ecofriendly activities done on a reg basis 3 or more activities (A)	Environment
744	SB001015SC	Number of ecofriendly activities done on a reg basis 5 or more activities (A)	Environment
745	SB001012SC	Number of ecofriendly activities done on a reg basis 7 or more activities (A)	Environment
746	SB001023SC	Num of ecofriendly activities done on a regular basis 10 or more activities (A)	Environment
747	SB000526SC	Banks uses Internet bank (such as EtradeBank, etc.) (H)	Financial
748	SB000531SC	Banks uses Any credit union (H)	Financial
749	SB000530SC	Banks uses Bank of America (H)	Financial
750	SB000529SC	Banks uses Chase (H)	Financial
751	SB000528SC	Banks uses Citibank (H)	Financial
752	SB000527SC	Banks uses Fifth Third Bank (H)	Financial
753	SB000524SC	Banks uses PNC Bank (H)	Financial
754	SB000522SC	Banks uses Wells Fargo (H)	Financial
755	SB000525SC	Banks uses None (H)	Financial
756	SB000539SC	Banks uses (primary bank) Any credit union (H)	Financial
757	SB000538SC	Banks uses (primary bank) Bank of America (H)	Financial
758	SB000537SC	Banks uses (primary bank) Chase (H)	Financial
759	SB003848SC	Banks uses (primary bank) Citibank (H)	Financial
760	SB000536SC	Banks uses (primary bank) Fifth Third Bank (H)	Financial
761	SB000534SC	Banks uses (primary bank) PNC Bank (H)	Financial
762	SB000532SC	Banks uses (primary bank) Wells Fargo (H)	Financial
763	SB000535SC	Banks uses (primary bank) None (H)	Financial
764	SB000004SC	Company purchasing decisions participated in past 12 mo Computer hardware (A)	Financial
765	SB000002SC	Company purchasing decisions participated in past 12 mo Information tech. (A)	Financial
766	SB000001SC	Company purchasing decisions participated in past 12 mo Overnight delivery (A)	Financial
767	SB000005SC	Company purchasing decisions participated in past 12 months Business travel (A)	Financial
768	SB000003SC	Company purchasing decisions participated in past 12 months Office equipment (A)	Financial
769	SB000950SC	Credit cards used past 3 months American Express (A)	Financial
770	SB000949SC	Credit cards used past 3 months Any credit card (A)	Financial
771	SB000948SC	Credit cards used past 3 months Discover (A)	Financial
772	SB000947SC	Credit cards used past 3 months Gasoline credit card (A)	Financial
773	SB000946SC	Credit cards used past 3 months Major department store credit card (A)	Financial
774	SB000945SC	Credit cards used past 3 months MasterCard (A)	Financial
775	SB000942SC	Credit cards used past 3 months VISA (A)	Financial
776	SB000944SC	Credit cards used past 3 months None (A)	Financial
777	SB000552SC	Financial services has/use Auto loan (H)	Financial
778	SB000551SC	Financial services has/use Certificates of Deposit (CDs) (H)	Financial
779	SB000550SC	Financial services has/use Checking account (H)	Financial
780	SB003718SC	Financial services has/use Credit card (H)	Financial

ORDER	VARIABLE	DESCRIPTION	CATEGORY
781	SB000549SC	Financial services has/use Debit/ATM card (H)	Financial
782	SB000548SC	Financial services has/use Home improvement loan or home equity loan (H)	Financial
783	SB000547SC	Financial services has/use Home mortgage (H)	Financial
784	SB003719SC	Financial services has/use Mobile banking (H)	Financial
785	SB000545SC	Financial services has/use Money market account (H)	Financial
786	SB000543SC	Financial services has/use Online banking (H)	Financial
787	SB000544SC	Financial services has/use Online bill paying (H)	Financial
788	SB000542SC	Financial services has/use Personal loan (H)	Financial
789	SB000541SC	Financial services has/use Refinance home mortgage (H)	Financial
790	SB000540SC	Financial services has/use Savings account (H)	Financial
791	SB003720SC	Financial services has/use Student loan (H)	Financial
792	SB000567SC	Financial services has/uses at primary bank Auto loan (H)	Financial
793	SB000566SC	Financial services has/uses at primary bank Certificates of Deposit (H)	Financial
794	SB000565SC	Financial services has/uses at primary bank Checking account (H)	Financial
795	SB003721SC	Financial services has/uses at primary bank Credit card (H)	Financial
796	SB000564SC	Financial services has/uses at primary bank Debit/ATM card (H)	Financial
797	SB000563SC	Financial services has/uses at primary bank Home improvement loan (H)	Financial
798	SB000562SC	Financial services has/uses at primary bank Home mortgage (H)	Financial
799	SB003722SC	Financial services has/uses at primary bank Mobile banking (H)	Financial
800	SB000560SC	Financial services has/uses at primary bank Money market account (H)	Financial
801	SB000558SC	Financial services has/uses at primary bank Online banking (H)	Financial
802	SB000559SC	Financial services has/uses at primary bank Online bill paying (H)	Financial
803	SB000557SC	Financial services has/uses at primary bank Personal loan (H)	Financial
804	SB000556SC	Financial services has/uses at primary bank Refinance home mortgage (H)	Financial
805	SB000555SC	Financial services has/uses at primary bank Savings account (H)	Financial
806	SB003723SC	Financial services has/uses at primary bank Student loan (H)	Financial
807	SB003969SC	Home/rent insurance-plan to switch provider next 12 mo Yes (H)	Financial
808	SB003965SC	Home/rental insurance - length of time with provider Less than 1 year (H)	Financial
809	SB003966SC	Home/rental insurance - length of time with provider 1 - 3 years (H)	Financial
810	SB003967SC	Home/rental insurance - length of time with provider 4 - 10 years (H)	Financial
811	SB003968SC	Home/rental insurance - length of time with provider More than 10 years (H)	Financial
812	SB000584SC	Homeowners/renters insurance provider for household AAA Insurance (H)	Financial
813	SB000583SC	Homeowners/renters insurance provider for household Allstate (H)	Financial
814	SB000582SC	Homeowners/renters insurance provider for household American Family Ins (H)	Financial
815	SB000581SC	Homeowners/renters insurance provider for household Erie Insurance (H)	Financial
816	SB000579SC	Homeowners/renters insurance provider for household Farmers Insurance (H)	Financial
817	SB004204SC	Homeowners/renters insurance provider for household GEICO (H)	Financial
818	SB000578SC	Homeowners/renters insurance provider for household Liberty Mutual (H)	Financial
819	SB000577SC	Homeowners/renters insurance provider for household Nationwide (H)	Financial
820	SB000575SC	Homeowners/renters insurance provider for household Progressive (H)	Financial
821	SB000574SC	Homeowners/renters insurance provider for household Safeco (H)	Financial
822	SB000573SC	Homeowners/renters insurance provider for household State Farm (H)	Financial
823	SB000572SC	Homeowners/renters insurance provider for household The Hartford (H)	Financial
824	SB000571SC	Homeowners/renters insurance provider for household Travelers (H)	Financial
825	SB000570SC	Homeowners/renters insurance provider for household USAA (H)	Financial
826	SB000576SC	Homeowners/renters insurance provider for household None (H)	Financial
827	SB004108SC	Household income Quintile 1st Quintile (heaviest) (H)	Financial
828	SB004109SC	Household income Quintile 2nd Quintile (heavy) (H)	Financial
829	SB004110SC	Household income Quintile 3rd Quintile (medium) (H)	Financial
830	SB004111SC	Household income Quintile 4th Quintile (light) (H)	Financial
831	SB004112SC	Household income Quintile 5th Quintile (lightest) (H)	Financial
832	SB003760SC	Investments household has 401k plan (H)	Financial
833	SB003761SC	Investments household has 529 plan/college savings plan (H)	Financial
834	SB000592SC	Investments household has Any investment (H)	Financial
835	SB000591SC	Investments household has Bonds (H)	Financial
836	SB003762SC	Investments household has IRA (Individual Retirement Account) (H)	Financial
837	SB000590SC	Investments household has Money market funds (H)	Financial
838	SB000589SC	Investments household has Mutual funds (H)	Financial
839	SB000587SC	Investments household has Other security or investment (H)	Financial
840	SB000586SC	Investments household has Second home or real estate property (H)	Financial
841	SB000585SC	Investments household has Stocks or stock options (H)	Financial
842	SB000588SC	Investments household has None (H)	Financial
843	SB000954SC	No. of credit cards used past 3 months 2 credit cards (A)	Financial
844	SB000953SC	No. of credit cards used past 3 months 3 credit cards (A)	Financial
845	SB000952SC	No. of credit cards used past 3 months 4 or more credit cards (A)	Financial

ORDER	VARIABLE	DESCRIPTION	CATEGORY
846	SB000951SC	No. of credit cards used past 3 months None (A)	Financial
847	SB000601SC	Organizations (types) contributed money to past 12 mo Arts/cultural (H)	Financial
848	SB003895SC	Organizations (types) contributed money to past 12 mo Educational (H)	Financial
849	SB000599SC	Organizations (types) contributed money to past 12 mo Healthcare/medical (H)	Financial
850	SB000598SC	Organizations (types) contributed money to past 12 mo Military/veterans (H)	Financial
851	SB000593SC	Organizations (types) contributed money to past 12 mo Other organization (H)	Financial
852	SB000596SC	Organizations (types) contributed money to past 12 mo Political (H)	Financial
853	SB000595SC	Organizations (types) contributed money to past 12 mo Religious (H)	Financial
854	SB000594SC	Organizations (types) contributed money to past 12 mo Social care/welfare (H)	Financial
855	SB000597SC	Organizations (types) contributed money to past 12 mo None (H)	Financial
856	SB000617SC	Professional services used by past 12 months Accountant (H)	Financial
857	SB000616SC	Professional services used by past 12 months Bankruptcy attorney (H)	Financial
858	SB000613SC	Professional services used by past 12 months Cash advance (H)	Financial
859	SB000615SC	Professional services used by past 12 months Check cashing (H)	Financial
860	SB000614SC	Professional services used by past 12 months Coin cashing service (H)	Financial
861	SB000612SC	Professional services used by past 12 months Financial planner (H)	Financial
862	SB000611SC	Professional services used by past 12 months Funeral pre-planning (H)	Financial
863	SB000610SC	Professional services used by past 12 months Ins agent at office (H)	Financial
864	SB000609SC	Professional services used by past 12 months Online investing (H)	Financial
865	SB000608SC	Professional services used by past 12 months Other attorney (H)	Financial
866	SB000607SC	Professional services used by past 12 months Personal inj attorney (H)	Financial
867	SB003901SC	Professional services used by past 12 months Real estate agent (H)	Financial
868	SB000604SC	Professional services used by past 12 months Stockbroker (H)	Financial
869	SB003902SC	Professional services used by past 12 months Tax preparation service (H)	Financial
870	SB000603SC	Professional services used by past 12 months Travel agent (H)	Financial
871	SB003903SC	Professional services used by past 12 months Tutoring service (H)	Financial
872	SB000602SC	Professional services used by past 12 months Wire transfer (H)	Financial
873	SB004071SC	Amount household spent on groceries Quintile 1st Quintile (heaviest) (H)	Food and Beverages
874	SB004073SC	Amount household spent on groceries Quintile 2nd Quintile (heavy) (H)	Food and Beverages
875	SB004074SC	Amount household spent on groceries Quintile 3rd Quintile (medium) (H)	Food and Beverages
876	SB004076SC	Amount household spent on groceries Quintile 4th Quintile (light) (H)	Food and Beverages
877	SB004077SC	Amount household spent on groceries Quintile 5th Quintile (lightest) (H)	Food and Beverages
878	SB003360SC	Amount household spent on groceries past 7 days Less than \$50 (H)	Food and Beverages
879	SB003361SC	Amount household spent on groceries past 7 days \$50 - \$74 (H)	Food and Beverages
880	SB003362SC	Amount household spent on groceries past 7 days \$75 - \$99 (H)	Food and Beverages
881	SB003363SC	Amount household spent on groceries past 7 days \$100 - \$124 (H)	Food and Beverages
882	SB003364SC	Amount household spent on groceries past 7 days \$125 - \$149 (H)	Food and Beverages
883	SB003365SC	Amount household spent on groceries past 7 days \$150 - \$199 (H)	Food and Beverages
884	SB003366SC	Amount household spent on groceries past 7 days \$200 or more (H)	Food and Beverages
885	SB000623SC	Beverages (bottled water) drank past 7 days Any flavored water (A)	Food and Beverages
886	SB000631SC	Beverages (bottled water) drank past 7 days Arrowhead (A)	Food and Beverages
887	SB000630SC	Beverages (bottled water) drank past 7 days Crystal Geyser (A)	Food and Beverages
888	SB000629SC	Beverages (bottled water) drank past 7 days Dasani (A)	Food and Beverages
889	SB000628SC	Beverages (bottled water) drank past 7 days Deer Park (A)	Food and Beverages
890	SB004466SC	Beverages (bottled water) drank past 7 days Evian (A)	Food and Beverages
891	SB000626SC	Beverages (bottled water) drank past 7 days Glaceau Smartwater (A)	Food and Beverages
892	SB000625SC	Beverages (bottled water) drank past 7 days Glaceau Vitaminwater (A)	Food and Beverages
893	SB000622SC	Beverages (bottled water) drank past 7 days Ozarka (A)	Food and Beverages
894	SB000621SC	Beverages (bottled water) drank past 7 days Poland Spring (A)	Food and Beverages
895	SB000636SC	Beverages (bottled water) drink most often Any flavored water (A)	Food and Beverages
896	SB000642SC	Beverages (bottled water) drink most often Aquafina (A)	Food and Beverages
897	SB000641SC	Beverages (bottled water) drink most often Arrowhead (A)	Food and Beverages
898	SB000640SC	Beverages (bottled water) drink most often Crystal Geyser (A)	Food and Beverages
899	SB000639SC	Beverages (bottled water) drink most often Dasani (A)	Food and Beverages
900	SB004468SC	Beverages (bottled water) drink most often Evian (A)	Food and Beverages
901	SB004469SC	Beverages (bottled water) drink most often Glaceau Smartwater (A)	Food and Beverages
902	SB004470SC	Beverages (bottled water) drink most often Glaceau Vitaminwater (A)	Food and Beverages
903	SB000637SC	Beverages (bottled water) drink most often Ice Mountain (A)	Food and Beverages
904	SB000635SC	Beverages (bottled water) drink most often Ozarka (A)	Food and Beverages
905	SB000634SC	Beverages (bottled water) drink most often Poland Spring (A)	Food and Beverages
906	SB000633SC	Beverages (bottled water) drink most often Zephyrhills (A)	Food and Beverages
907	SB000658SC	Beverages (diet soft drinks) drank past 7 days Caffeine Free Diet Coke (A)	Food and Beverages
908	SB000657SC	Beverages (diet soft drinks) drank past 7 days Caffeine Free Diet Pepsi (A)	Food and Beverages
909	SB000656SC	Beverages (diet soft drinks) drank past 7 days Coca-Cola Zero (A)	Food and Beverages
910	SB000654SC	Beverages (diet soft drinks) drank past 7 days Diet A&W Root Beer (A)	Food and Beverages

ORDER	VARIABLE	DESCRIPTION	CATEGORY
911	SB000653SC	Beverages (diet soft drinks) drank past 7 days Diet Coke (A)	Food and Beverages
912	SB000652SC	Beverages (diet soft drinks) drank past 7 days Diet Dr Pepper (A)	Food and Beverages
913	SB004473SC	Beverages (diet soft drinks) drank past 7 days Diet Mist TWST (A)	Food and Beverages
914	SB000651SC	Beverages (diet soft drinks) drank past 7 days Diet Mountain Dew (A)	Food and Beverages
915	SB000650SC	Beverages (diet soft drinks) drank past 7 days Diet Pepsi (A)	Food and Beverages
916	SB000646SC	Beverages (diet soft drinks) drank past 7 days Fresca (A)	Food and Beverages
917	SB000644SC	Beverages (diet soft drinks) drank past 7 days Pepsi Max (A)	Food and Beverages
918	SB000648SC	Beverages (diet soft drinks) drank past 7 days Sprite Zero (A)	Food and Beverages
919	SB000671SC	Beverages (diet soft drinks) drink most often Caffeine Free Diet Coke (A)	Food and Beverages
920	SB000670SC	Beverages (diet soft drinks) drink most often Caffeine Free Diet Pepsi (A)	Food and Beverages
921	SB000669SC	Beverages (diet soft drinks) drink most often Coca-Cola Zero (A)	Food and Beverages
922	SB000668SC	Beverages (diet soft drinks) drink most often Diet 7Up (A)	Food and Beverages
923	SB000667SC	Beverages (diet soft drinks) drink most often Diet A&W Root Beer (A)	Food and Beverages
924	SB000666SC	Beverages (diet soft drinks) drink most often Diet Coke (A)	Food and Beverages
925	SB000665SC	Beverages (diet soft drinks) drink most often Diet Dr Pepper (A)	Food and Beverages
926	SB004616SC	Beverages (diet soft drinks) drink most often Diet Mist TWST (A)	Food and Beverages
927	SB004477SC	Beverages (diet soft drinks) drink most often Diet Sunkist (A)	Food and Beverages
928	SB000664SC	Beverages (diet soft drinks) drink most often Diet Mountain Dew (A)	Food and Beverages
929	SB000663SC	Beverages (diet soft drinks) drink most often Diet Pepsi (A)	Food and Beverages
930	SB004478SC	Beverages (diet soft drinks) drink most often Fresca (A)	Food and Beverages
931	SB000659SC	Beverages (diet soft drinks) drink most often Other diet soft drink (A)	Food and Beverages
932	SB000661SC	Beverages (diet soft drinks) drink most often Pepsi Max (A)	Food and Beverages
933	SB000675SC	Beverages (energy drinks) drank past 7 days Monster (A)	Food and Beverages
934	SB004490SC	Beverages (energy drinks) drank past 7 days NOS (A)	Food and Beverages
935	SB000672SC	Beverages (energy drinks) drank past 7 days Other energy drink (A)	Food and Beverages
936	SB000674SC	Beverages (energy drinks) drank past 7 days Red Bull (A)	Food and Beverages
937	SB000673SC	Beverages (energy drinks) drank past 7 days RockStar (A)	Food and Beverages
938	SB000679SC	Beverages (energy drinks) drink most often Monster (A)	Food and Beverages
939	SB000677SC	Beverages (energy drinks) drink most often Other energy drink (A)	Food and Beverages
940	SB000678SC	Beverages (energy drinks) drink most often Red Bull (A)	Food and Beverages
941	SB004488SC	Beverages (energy drinks) drink most often RockStar (A)	Food and Beverages
942	SB000685SC	Beverages (orange juice) drank past 7 days Minute Maid (A)	Food and Beverages
943	SB000684SC	Beverages (orange juice) drank past 7 days Other (A)	Food and Beverages
944	SB000683SC	Beverages (orange juice) drank past 7 days Simply (A)	Food and Beverages
945	SB000681SC	Beverages (orange juice) drank past 7 days Tropicana (A)	Food and Beverages
946	SB000691SC	Beverages (orange juice) drink most often Minute Maid (A)	Food and Beverages
947	SB000689SC	Beverages (orange juice) drink most often Simply (A)	Food and Beverages
948	SB000687SC	Beverages (orange juice) drink most often Tropicana (A)	Food and Beverages
949	SB000703SC	Beverages (other juices/juice drinks) drank past 7 days Campbells/V8 (A)	Food and Beverages
950	SB000702SC	Beverages (other juices/juice drinks) drank past 7 days Capri Sun (A)	Food and Beverages
951	SB004489SC	Beverages (other juices/juice drinks) drank past 7 days Fuze (A)	Food and Beverages
952	SB000700SC	Beverages (other juices/juice drinks) drank past 7 days Hawaiian Punch (A)	Food and Beverages
953	SB000699SC	Beverages (other juices/juice drinks) drank past 7 days Hi-C (A)	Food and Beverages
954	SB000698SC	Beverages (other juices/juice drinks) drank past 7 days Minute Maid (A)	Food and Beverages
955	SB000697SC	Beverages (other juices/juice drinks) drank past 7 days Ocean Spray (A)	Food and Beverages
956	SB000695SC	Beverages (other juices/juice drinks) drank past 7 days Simply (A)	Food and Beverages
957	SB000694SC	Beverages (other juices/juice drinks) drank past 7 days Store brand (A)	Food and Beverages
958	SB000693SC	Beverages (other juices/juice drinks) drank past 7 days Sunny Delight (A)	Food and Beverages
959	SB000714SC	Beverages (other juices/juice drinks) drink most often Campbells/V8 (A)	Food and Beverages
960	SB000713SC	Beverages (other juices/juice drinks) drink most often Capri Sun (A)	Food and Beverages
961	SB000711SC	Beverages (other juices/juice drinks) drink most often Hawaiian Punch (A)	Food and Beverages
962	SB000710SC	Beverages (other juices/juice drinks) drink most often Hi-C (A)	Food and Beverages
963	SB000709SC	Beverages (other juices/juice drinks) drink most often Minute Maid (A)	Food and Beverages
964	SB000708SC	Beverages (other juices/juice drinks) drink most often Ocean Spray (A)	Food and Beverages
965	SB000707SC	Beverages (other juices/juice drinks) drink most often Other (A)	Food and Beverages
966	SB000706SC	Beverages (other juices/juice drinks) drink most often Simply (A)	Food and Beverages
967	SB000705SC	Beverages (other juices/juice drinks) drink most often Store brand (A)	Food and Beverages
968	SB000704SC	Beverages (other juices/juice drinks) drink most often Sunny Delight (A)	Food and Beverages
969	SB000720SC	Beverages (reg soft drinks) drank past 7 days Any Mexican imprtd soft drink (A)	Food and Beverages
970	SB000716SC	Beverages (reg soft drinks) drank past 7 days Store brand reg soft drink (A)	Food and Beverages
971	SB003823SC	Beverages (regular soft drinks) drank past 7 days 7Up (A)	Food and Beverages
972	SB003821SC	Beverages (regular soft drinks) drank past 7 days A&W Root Beer (A)	Food and Beverages
973	SB003820SC	Beverages (regular soft drinks) drank past 7 days Barqs Root Beer (A)	Food and Beverages
974	SB003817SC	Beverages (regular soft drinks) drank past 7 days Cherry Coke (A)	Food and Beverages
975	SB000726SC	Beverages (regular soft drinks) drank past 7 days Coca-Cola (A)	Food and Beverages

ORDER	VARIABLE	DESCRIPTION	CATEGORY
976	SB000725SC	Beverages (regular soft drinks) drank past 7 days Crush (A)	Food and Beverages
977	SB000724SC	Beverages (regular soft drinks) drank past 7 days Dr Pepper (A)	Food and Beverages
978	SB000723SC	Beverages (regular soft drinks) drank past 7 days Fanta (A)	Food and Beverages
979	SB000722SC	Beverages (regular soft drinks) drank past 7 days Mello Yello (A)	Food and Beverages
980	SB004482SC	Beverages (regular soft drinks) drank past 7 days Mist TWST (A)	Food and Beverages
981	SB000721SC	Beverages (regular soft drinks) drank past 7 days Mountain Dew (A)	Food and Beverages
982	SB000719SC	Beverages (regular soft drinks) drank past 7 days Pepsi (A)	Food and Beverages
983	SB000717SC	Beverages (regular soft drinks) drank past 7 days Sprite (A)	Food and Beverages
984	SB000715SC	Beverages (regular soft drinks) drank past 7 days Sunkist (A)	Food and Beverages
985	SB000741SC	Beverages (regular soft drinks) drink most often 7Up (A)	Food and Beverages
986	SB000740SC	Beverages (regular soft drinks) drink most often A&W Root Beer (A)	Food and Beverages
987	SB000737SC	Beverages (regular soft drinks) drink most often Cherry Coke (A)	Food and Beverages
988	SB000736SC	Beverages (regular soft drinks) drink most often Coca-Cola (A)	Food and Beverages
989	SB000735SC	Beverages (regular soft drinks) drink most often Crush (A)	Food and Beverages
990	SB000734SC	Beverages (regular soft drinks) drink most often Dr Pepper (A)	Food and Beverages
991	SB000733SC	Beverages (regular soft drinks) drink most often Fanta (A)	Food and Beverages
992	SB004206SC	Beverages (regular soft drinks) drink most often Mello Yello (A)	Food and Beverages
993	SB004485SC	Beverages (regular soft drinks) drink most often Mist TWST (A)	Food and Beverages
994	SB000732SC	Beverages (regular soft drinks) drink most often Mountain Dew (A)	Food and Beverages
995	SB000731SC	Beverages (regular soft drinks) drink most often Pepsi (A)	Food and Beverages
996	SB000729SC	Beverages (regular soft drinks) drink most often Sprite (A)	Food and Beverages
997	SB000727SC	Beverages (regular soft drinks) drink most often Sunkist (A)	Food and Beverages
998	SB004487SC	Beverages (regular soft drinks) drink most often Store brand regular soft drink	Food and Beverages
999	SB000742SC	Beverages (specialty coffee) drank past 7 days Hot specialty coffee (A)	Food and Beverages
1000	SB000743SC	Beverages (specialty coffee) drank past 7 days Iced specialty coffee (A)	Food and Beverages
1001	SB000744SC	Beverages (specialty coffee) drink most often Hot specialty coffee (A)	Food and Beverages
1002	SB000745SC	Beverages (specialty coffee) drink most often Iced specialty coffee (A)	Food and Beverages
1003	SB000748SC	Beverages (sports drinks) drank past 7 days Gatorade (A)	Food and Beverages
1004	SB000747SC	Beverages (sports drinks) drank past 7 days Other sports drink (A)	Food and Beverages
1005	SB000746SC	Beverages (sports drinks) drank past 7 days PowerAde (A)	Food and Beverages
1006	SB000750SC	Beverages (sports drinks) drink most often Gatorade (A)	Food and Beverages
1007	SB000749SC	Beverages (sports drinks) drink most often PowerAde (A)	Food and Beverages
1008	SB000757SC	Beverages (tea in bottles/cans) drank past 7 days Arizona (A)	Food and Beverages
1009	SB004491SC	Beverages (tea in bottles/cans) drank past 7 days Fuze (A)	Food and Beverages
1010	SB000755SC	Beverages (tea in bottles/cans) drank past 7 days Honest Tea (A)	Food and Beverages
1011	SB000754SC	Beverages (tea in bottles/cans) drank past 7 days Lipton (A)	Food and Beverages
1012	SB000752SC	Beverages (tea in bottles/cans) drank past 7 days Snapple (A)	Food and Beverages
1013	SB000762SC	Beverages (tea in bottles/cans) drink most often Arizona (A)	Food and Beverages
1014	SB000761SC	Beverages (tea in bottles/cans) drink most often Gold Peak (A)	Food and Beverages
1015	SB004207SC	Beverages (tea in bottles/cans) drink most often Honest Tea (A)	Food and Beverages
1016	SB000760SC	Beverages (tea in bottles/cans) drink most often Lipton (A)	Food and Beverages
1017	SB003680SC	Convenience stores bought alcohol past 7 days 7-Eleven (H)	Food and Beverages
1018	SB006005SC	Convenience stores bought alcohol past 7 days Speedway (H)	Food and Beverages
1019	SB003681SC	Convenience stores bought alcohol past 7 days None (H)	Food and Beverages
1020	SB003682SC	Convenience stores bought any item past 7 days 7-Eleven (H)	Food and Beverages
1021	SB003684SC	Convenience stores bought any item past 7 days Any convenience store (H)	Food and Beverages
1022	SB003683SC	Convenience stores bought any item past 7 days Circle K (H)	Food and Beverages
1023	SB004216SC	Convenience stores bought any item past 7 days Speedway (H)	Food and Beverages
1024	SB004217SC	Convenience stores bought cigarette/tobacco past 7 dys Speedway (H)	Food and Beverages
1025	SB003685SC	Convenience stores bought cigarette/tobacco past 7 dys 7-Eleven (H)	Food and Beverages
1026	SB003686SC	Convenience stores bought cigarette/tobacco past 7 dys Circle K (H)	Food and Beverages
1027	SB003687SC	Convenience stores bought cigarette/tobacco past 7 dys None (H)	Food and Beverages
1028	SB003688SC	Convenience stores bought gas past 7 days 7-Eleven (H)	Food and Beverages
1029	SB003689SC	Convenience stores bought gas past 7 days Circle K (H)	Food and Beverages
1030	SB003690SC	Convenience stores bought gas past 7 days None (H)	Food and Beverages
1031	SB004218SC	Convenience stores bought gas past 7 days Speedway (H)	Food and Beverages
1032	SB003691SC	Convenience stores bought lottery ticket past 7 days 7-Eleven (H)	Food and Beverages
1033	SB003692SC	Convenience stores bought lottery ticket past 7 days Circle K (H)	Food and Beverages
1034	SB003693SC	Convenience stores bought lottery ticket past 7 days None (H)	Food and Beverages
1035	SB004219SC	Convenience stores bought lottery ticket past 7 days Speedway (H)	Food and Beverages
1036	SB003694SC	Convenience stores bought other drink past 7 days 7-Eleven (H)	Food and Beverages
1037	SB003695SC	Convenience stores bought other drink past 7 days Circle K (H)	Food and Beverages
1038	SB003696SC	Convenience stores bought other drink past 7 days None (H)	Food and Beverages
1039	SB004220SC	Convenience stores bought other drink past 7 days Speedway (H)	Food and Beverages
1040	SB003697SC	Convenience stores bought other food past 7 days 7-Eleven (H)	Food and Beverages

ORDER	VARIABLE	DESCRIPTION	CATEGORY
1041	SB006006SC	Convenience stores bought other food past 7 days Circle K (H)	Food and Beverages
1042	SB003698SC	Convenience stores bought other food past 7 days None (H)	Food and Beverages
1043	SB004222SC	Convenience stores bought other food past 7 days Speedway (H)	Food and Beverages
1044	SB003699SC	Convenience stores bought other item past 7 days 7-Eleven (H)	Food and Beverages
1045	SB006007SC	Convenience stores bought other item past 7 days Circle K (H)	Food and Beverages
1046	SB003700SC	Convenience stores bought other item past 7 days None (H)	Food and Beverages
1047	SB006008SC	Convenience stores bought other item past 7 days Speedway (H)	Food and Beverages
1048	SB003701SC	Convenience stores bought snack/candy past 7 days 7-Eleven (H)	Food and Beverages
1049	SB003702SC	Convenience stores bought snack/candy past 7 days Circle K (H)	Food and Beverages
1050	SB003703SC	Convenience stores bought snack/candy past 7 days None (H)	Food and Beverages
1051	SB004225SC	Convenience stores bought snack/candy past 7 days Speedway (H)	Food and Beverages
1052	SB003350SC	Coupons frequency of use for groceries 2 to 3 times a month (H)	Food and Beverages
1053	SB003348SC	Coupons frequency of use for groceries More than once a week (H)	Food and Beverages
1054	SB003353SC	Coupons frequency of use for groceries Never (H)	Food and Beverages
1055	SB003351SC	Coupons frequency of use for groceries Once a month (H)	Food and Beverages
1056	SB003349SC	Coupons frequency of use for groceries Once a week (H)	Food and Beverages
1057	SB003358SC	Coupons frequency of use for other products/service Less than once a mnth (H)	Food and Beverages
1058	SB003354SC	Coupons frequency of use for other products/service More than once a week (H)	Food and Beverages
1059	SB003359SC	Coupons frequency of use for other products/service Never (H)	Food and Beverages
1060	SB003357SC	Coupons frequency of use for other products/service Once a month (H)	Food and Beverages
1061	SB003355SC	Coupons frequency of use for other products/service Once a week (H)	Food and Beverages
1062	SB001039SC	Food products household used past 7 days Baby food (H)	Food and Beverages
1063	SB001038SC	Food products household used past 7 days Candy (H)	Food and Beverages
1064	SB001037SC	Food products household used past 7 days Coffee (H)	Food and Beverages
1065	SB001033SC	Food products household used past 7 days Energy bars/nutrition bars (H)	Food and Beverages
1066	SB001036SC	Food products household used past 7 days Fresh meat (H)	Food and Beverages
1067	SB001035SC	Food products household used past 7 days Frozen pizza (H)	Food and Beverages
1068	SB001034SC	Food products household used past 7 days Ice cream, frozen juice bars (H)	Food and Beverages
1069	SB001032SC	Food products household used past 7 days Nuts (H)	Food and Beverages
1070	SB001030SC	Food products household used past 7 days Packaged meat (H)	Food and Beverages
1071	SB003724SC	Food products household used past 7 days Prepared foods (H)	Food and Beverages
1072	SB001029SC	Food products household used past 7 days Pretzels, chips, popcorn (H)	Food and Beverages
1073	SB001028SC	Food products household used past 7 days Ready-to-eat cereal (H)	Food and Beverages
1074	SB001027SC	Food products household used past 7 days Salsa (H)	Food and Beverages
1075	SB001026SC	Food products household used past 7 days Soup (canned or dry mix) (H)	Food and Beverages
1076	SB001025SC	Food products household used past 7 days Tortillas (H)	Food and Beverages
1077	SB001024SC	Food products household used past 7 days Yogurt (not frozen) (H)	Food and Beverages
1078	SB001058SC	Grocery stores shopped past 7 days ALDI (H)	Food and Beverages
1079	SB001051SC	Grocery stores shopped past 7 days Any Hispanic grocery store (H)	Food and Beverages
1080	SB001056SC	Grocery stores shopped past 7 days BJ's Wholesale Club (H)	Food and Beverages
1081	SB001055SC	Grocery stores shopped past 7 days Costco (H)	Food and Beverages
1082	SB001049SC	Grocery stores shopped past 7 days Publix (H)	Food and Beverages
1083	SB001048SC	Grocery stores shopped past 7 days Safeway (H)	Food and Beverages
1084	SB001047SC	Grocery stores shopped past 7 days Sams Club (H)	Food and Beverages
1085	SB001046SC	Grocery stores shopped past 7 days Save-a-Lot (H)	Food and Beverages
1086	SB001044SC	Grocery stores shopped past 7 days Target/SuperTarget (H)	Food and Beverages
1087	SB001045SC	Grocery stores shopped past 7 days Trader Joes (H)	Food and Beverages
1088	SB001042SC	Grocery stores shopped past 7 days Walmart Neighborhood Market (H)	Food and Beverages
1089	SB001043SC	Grocery stores shopped past 7 days Walmart Supercenter (H)	Food and Beverages
1090	SB001041SC	Grocery stores shopped past 7 days Whole Foods Market (H)	Food and Beverages
1091	SB001069SC	Grocery stores where most groceries bought Any Hispanic grocery store (H)	Food and Beverages
1092	SB001072SC	Grocery stores where most groceries bought BJ's Wholesale Club (H)	Food and Beverages
1093	SB001071SC	Grocery stores where most groceries bought Costco (H)	Food and Beverages
1094	SB001067SC	Grocery stores where most groceries bought Publix (H)	Food and Beverages
1095	SB001066SC	Grocery stores where most groceries bought Safeway (H)	Food and Beverages
1096	SB003731SC	Grocery stores where most groceries bought Save-a-Lot (H)	Food and Beverages
1097	SB003732SC	Grocery stores where most groceries bought Target/SuperTarget (H)	Food and Beverages
1098	SB001064SC	Grocery stores where most groceries bought Trader Joes (H)	Food and Beverages
1099	SB001062SC	Grocery stores where most groceries bought Walmart Neighborhood Market (H)	Food and Beverages
1100	SB001063SC	Grocery stores where most groceries bought Walmart Supercenter (H)	Food and Beverages
1101	SB001061SC	Grocery stores where most groceries bought Whole Foods Market (H)	Food and Beverages
1102	SB004685SC	How household usually obtains coupons E-mail (H)	Food and Beverages
1103	SB004684SC	How household usually obtains coupons In-store circulars (H)	Food and Beverages
1104	SB004683SC	How household usually obtains coupons In-store coupons (H)	Food and Beverages
1105	SB004682SC	How household usually obtains coupons Internet sites/apps (H)	Food and Beverages

ORDER	VARIABLE	DESCRIPTION	CATEGORY
1106	SB004681SC	How household usually obtains coupons Magazines (H)	Food and Beverages
1107	SB004680SC	How household usually obtains coupons Mail (H)	Food and Beverages
1108	SB004679SC	How household usually obtains coupons Never use coupons (H)	Food and Beverages
1109	SB004678SC	How household usually obtains coupons Other source (H)	Food and Beverages
1110	SB004677SC	How household usually obtains coupons Preferred customer/loyalty card (H)	Food and Beverages
1111	SB004676SC	How household usually obtains coupons Product packages (H)	Food and Beverages
1112	SB004675SC	How household usually obtains coupons QR code (mobile device barcode) (H)	Food and Beverages
1113	SB004674SC	How household usually obtains coupons Sunday newspaper (H)	Food and Beverages
1114	SB004673SC	How household usually obtains coupons Text messages (H)	Food and Beverages
1115	SB004672SC	How household usually obtains coupons Weekday newspaper (H)	Food and Beverages
1116	SB003665SC	Actions taken as result of health ads pst 12 mths asked Dr to prescribe drug (A)	Health
1117	SB003666SC	Actions taken as result of health ads pst 12 mths Discussed ad (A)	Health
1118	SB003667SC	Actions taken as result of health ads pst 12 mths Made appointment with Dr (A)	Health
1119	SB003704SC	Current health description Excellent (A)	Health
1120	SB003705SC	Current health description Very good (A)	Health
1121	SB003706SC	Current health description Good (A)	Health
1122	SB003707SC	Current health description Fair (A)	Health
1123	SB003708SC	Current health description Poor (A)	Health
1124	SB001080SC	Group insurance companies Aetna (A)	Health
1125	SB001079SC	Group insurance companies Blue Cross & Blue Shield (A)	Health
1126	SB001078SC	Group insurance companies CIGNA (A)	Health
1127	SB001077SC	Group insurance companies Humana (A)	Health
1128	SB001075SC	Group insurance companies United Healthcare (A)	Health
1129	SB001076SC	Group insurance companies No group insurance (A)	Health
1130	SB001089SC	Group or individual insurance companies Aetna (A)	Health
1131	SB001087SC	Group or individual insurance companies Any health insurance (A)	Health
1132	SB001086SC	Group or individual insurance companies Blue Cross & Blue Shield (A)	Health
1133	SB001085SC	Group or individual insurance companies CIGNA (A)	Health
1134	SB001083SC	Group or individual insurance companies Humana (A)	Health
1135	SB001081SC	Group or individual insurance companies United Healthcare (A)	Health
1136	SB003973SC	How often usually smoke cigarettes Every day (A)	Health
1137	SB003974SC	How often usually smoke cigarettes Some days (A)	Health
1138	SB001096SC	Individual insurance companies Aetna (A)	Health
1139	SB001094SC	Individual insurance companies Blue Cross & Blue Shield (A)	Health
1140	SB001093SC	Individual insurance companies CIGNA (A)	Health
1141	SB001092SC	Individual insurance companies Humana (A)	Health
1142	SB001090SC	Individual insurance companies United Healthcare (A)	Health
1143	SB001091SC	Individual insurance companies No individual insurance (A)	Health
1144	SB001170SC	Medical services received past 3 years Any overnight stay procedure (H)	Health
1145	SB001183SC	Medical services received past 3 years Cancer/oncology (H)	Health
1146	SB001181SC	Medical services received past 3 years Cardiac care (H)	Health
1147	SB001180SC	Medical services received past 3 years Corrective eye surgery (H)	Health
1148	SB001182SC	Medical services received past 3 years Cosmetic surgery (H)	Health
1149	SB001179SC	Medical services received past 3 years Hospital emergency room (H)	Health
1150	SB001178SC	Medical services received past 3 years Maternity care (H)	Health
1151	SB001177SC	Medical services received past 3 years Mental healthcare (H)	Health
1152	SB001174SC	Medical services received past 3 years Orthopedics (H)	Health
1153	SB001173SC	Medical services received past 3 years Pediatrics (H)	Health
1154	SB001175SC	Medical services received past 3 years Teeth whitening, veneers (H)	Health
1155	SB001172SC	Medical services received past 3 years Treatment for substance abuse (H)	Health
1156	SB001171SC	Medical services received past 3 years Urgent care facility (H)	Health
1157	SB001196SC	Medical services used at hospital past 3 years Any hospital service (H)	Health
1158	SB001184SC	Medical services used at hospital past 3 years Any overnight stay (H)	Health
1159	SB001195SC	Medical services used at hospital past 3 years Cancer/oncology (H)	Health
1160	SB001194SC	Medical services used at hospital past 3 years Cardiac care (H)	Health
1161	SB001193SC	Medical services used at hospital past 3 years Corrective eye surgery (H)	Health
1162	SB001192SC	Medical services used at hospital past 3 years Hospital emergency room (H)	Health
1163	SB001191SC	Medical services used at hospital past 3 years Maternity care (H)	Health
1164	SB001190SC	Medical services used at hospital past 3 years Mental healthcare (H)	Health
1165	SB001189SC	Medical services used at hospital past 3 years Neurology (H)	Health
1166	SB001187SC	Medical services used at hospital past 3 years Orthopedics (H)	Health
1167	SB001186SC	Medical services used at hospital past 3 years Pediatrics (H)	Health
1168	SB001185SC	Medical services used at hospital past 3 years Urgent care facility (H)	Health
1169	SB001188SC	Medical services used at hospital past 3 years None (H)	Health
1170	SB001208SC	Medical services used at oth med facility pst 3 yrs Cancer/oncology (H)	Health

ORDER	VARIABLE	DESCRIPTION	CATEGORY
1171	SB001207SC	Medical srvc used at oth med facility pst 3 yrs Cardiac care (H)	Health
1172	SB001206SC	Medical srvc used at oth med facility pst 3 yrs Corrective eye surg (H)	Health
1173	SB001205SC	Medical srvc used at oth med facility pst 3 yrs Maternity care (H)	Health
1174	SB001204SC	Medical srvc used at oth med facility pst 3 yrs Mental healthcare (H)	Health
1175	SB001209SC	Medical srvc used at oth med facility pst 3 yrs Other med facility (H)	Health
1176	SB001199SC	Medical srvc used at oth med facility pst 3 yrs Pediatrics (H)	Health
1177	SB001202SC	Medical srvc used at oth med facility pst 3 yrs Teeth whitening (H)	Health
1178	SB001198SC	Medical srvc used at oth med facility pst 3 yrs Urgent care facility (H)	Health
1179	SB001201SC	Medical srvc used at oth med facility pst 3 yrs None (H)	Health
1180	SB001110SC	Medications reasons bought past 12 months Allergies (A)	Health
1181	SB001109SC	Medications reasons bought past 12 months Arthritis (A)	Health
1182	SB001108SC	Medications reasons bought past 12 months Asthma (A)	Health
1183	SB001107SC	Medications reasons bought past 12 months Childrens medicine (A)	Health
1184	SB001106SC	Medications reasons bought past 12 months Cholesterol (A)	Health
1185	SB001105SC	Medications reasons bought past 12 months Cold or flu (A)	Health
1186	SB001102SC	Medications reasons bought past 12 months Diabetes (A)	Health
1187	SB001103SC	Medications reasons bought past 12 months Digestive disorder (A)	Health
1188	SB001101SC	Medications reasons bought past 12 months High blood pressure (A)	Health
1189	SB001099SC	Medications reasons bought past 12 months Other reason (A)	Health
1190	SB001098SC	Medications reasons bought past 12 months Quit smoking (A)	Health
1191	SB001097SC	Medications reasons bought past 12 months Weight loss (A)	Health
1192	SB001104SC	Medications reasons bought past 12 months Did not buy medications (A)	Health
1193	SB001122SC	NonRX/health/beauty items:Stores bought past 30 days Any drug store bought (A)	Health
1194	SB001120SC	NonRX/health/beauty items:Stores bought past 30 days By mail order (A)	Health
1195	SB001119SC	NonRX/health/beauty items:Stores bought past 30 days Costco (A)	Health
1196	SB001118SC	NonRX/health/beauty items:Stores bought past 30 days CVS (A)	Health
1197	SB001115SC	NonRX/health/beauty items:Stores bought past 30 days Rite Aid (A)	Health
1198	SB001114SC	NonRX/health/beauty items:Stores bought past 30 days Sams Club (A)	Health
1199	SB001113SC	NonRX/health/beauty items:Stores bought past 30 days Target (A)	Health
1200	SB001111SC	NonRX/health/beauty items:Stores bought past 30 days Walgreens (A)	Health
1201	SB001112SC	NonRX/health/beauty items:Stores bought past 30 days Walmart (A)	Health
1202	SB001117SC	NonRX/health/beauty items:Stores bought past 30 days Did not buy (A)	Health
1203	SB001133SC	Prescription drugs (RX):Stores bought past 30 days Any drug store bought (A)	Health
1204	SB001132SC	Prescription drugs (RX):Stores bought past 30 days By mail order (A)	Health
1205	SB001131SC	Prescription drugs (RX):Stores bought past 30 days Costco (A)	Health
1206	SB001130SC	Prescription drugs (RX):Stores bought past 30 days CVS (A)	Health
1207	SB001127SC	Prescription drugs (RX):Stores bought past 30 days Rite Aid (A)	Health
1208	SB001126SC	Prescription drugs (RX):Stores bought past 30 days Sams Club (A)	Health
1209	SB001123SC	Prescription drugs (RX):Stores bought past 30 days Walgreens (A)	Health
1210	SB001124SC	Prescription drugs (RX):Stores bought past 30 days Walmart (A)	Health
1211	SB001129SC	Prescription drugs (RX):Stores bought past 30 days Did not buy (A)	Health
1212	SB001142SC	RX/nonRX/health/beauty items:Stores bght past 30 days Any drug store bought (A)	Health
1213	SB001141SC	RX/nonRX/health/beauty items:Stores bought past 30 days By mail order (A)	Health
1214	SB001140SC	RX/nonRX/health/beauty items:Stores bought past 30 days Costco (A)	Health
1215	SB001139SC	RX/nonRX/health/beauty items:Stores bought past 30 days CVS (A)	Health
1216	SB001137SC	RX/nonRX/health/beauty items:Stores bought past 30 days Rite Aid (A)	Health
1217	SB003995SC	RX/nonRX/health/beauty items:Stores bought past 30 days Sams Club (A)	Health
1218	SB001136SC	RX/nonRX/health/beauty items:Stores bought past 30 days Target (A)	Health
1219	SB001134SC	RX/nonRX/health/beauty items:Stores bought past 30 days Walgreens (A)	Health
1220	SB001135SC	RX/nonRX/health/beauty items:Stores bought past 30 days Walmart (A)	Health
1221	SB001152SC	Specialists used past 12 months Cardiologist (A)	Health
1222	SB001151SC	Specialists used past 12 months Chiropractor (A)	Health
1223	SB003946SC	Specialists used past 12 months Cosmetic surgeon (A)	Health
1224	SB001150SC	Specialists used past 12 months Dentist (A)	Health
1225	SB001149SC	Specialists used past 12 months Eye doctor (ophthalmologist) (A)	Health
1226	SB001148SC	Specialists used past 12 months Eye examiner (optometrist) (A)	Health
1227	SB001145SC	Specialists used past 12 months OB/GYN (A)	Health
1228	SB003947SC	Specialists used past 12 months Orthopedist (A)	Health
1229	SB001144SC	Specialists used past 12 months Other specialist (A)	Health
1230	SB003948SC	Specialists used past 12 months Physical therapist (A)	Health
1231	SB001143SC	Specialists used past 12 months Skin doctor (dermatologist) (A)	Health
1232	SB001146SC	Specialists used past 12 months None (A)	Health
1233	SB001159SC	Stores bought glasses/contacts for self past 12 mo Mail order/phone/online (A)	Health
1234	SB001160SC	Stores bought glasses/contacts for self past 12 months A doctors office (A)	Health
1235	SB001158SC	Stores bought glasses/contacts for self past 12 months Costco Optical (A)	Health

ORDER	VARIABLE	DESCRIPTION	CATEGORY
1236	SB001156SC	Stores bought glasses/contacts for self past 12 months LensCrafters (A)	Health
1237	SB003976SC	Stores bought glasses/contacts for self past 12 months Pearle Vision (A)	Health
1238	SB004499SC	Stores bought glasses/contacts for self past 12 months Target Optical (A)	Health
1239	SB001153SC	Stores bought glasses/contacts for self past 12 months Walmart Optical (A)	Health
1240	SB001157SC	Stores bought glasses/contacts for self past 12 months Did not buy (A)	Health
1241	SB003804SC	Tobacco/other nicotine products used past 30 days Chewing tobacco, etc. (A)	Health
1242	SB003806SC	Tobacco/other nicotine products used past 30 days Cigarette (A)	Health
1243	SB003807SC	Tobacco/other nicotine products used past 30 days Electronic cigarette (A)	Health
1244	SB003812SC	Tobacco/other nicotine products used past 30 days None (A)	Health
1245	SB001169SC	Type of health insurance HMO (Health Maintenance Organization) (A)	Health
1246	SB001168SC	Type of health insurance Medicaid/public assistance/welfare (A)	Health
1247	SB001167SC	Type of health insurance Medicare (Social Security health insurance program) (A)	Health
1248	SB001165SC	Type of health insurance None (A)	Health
1249	SB001164SC	Type of health insurance Other type of health insurance (A)	Health
1250	SB001162SC	Type of health insurance POS (Point of Service) (A)	Health
1251	SB001163SC	Type of health insurance PPO (Preferred Provider Organization) (A)	Health
1252	SB001166SC	Type of health insurance Military health insurance (CHAMPUS/TRICARE) (A)	Health
1253	NFTHH002SC	Household Income: < \$10K	Household Detailed Demographics
1254	NFTHH003SC	Household Income: \$10K-\$19K	Household Detailed Demographics
1255	NFTHH004SC	Household Income: \$20K-\$29K	Household Detailed Demographics
1256	NFTHH005SC	Household Income: \$30K-\$39K	Household Detailed Demographics
1257	NFTHH006SC	Household Income: \$40K-\$49K	Household Detailed Demographics
1258	NFTHH007SC	Household Income: \$50K-\$74K	Household Detailed Demographics
1259	NFTHH008SC	Household Income: \$75K-\$99K	Household Detailed Demographics
1260	NFTHH009SC	Household Income: \$100K-\$149K	Household Detailed Demographics
1261	NFTHH010SC	Household Income: \$150K-\$199K	Household Detailed Demographics
1262	NFTHH011SC	Household Income: \$200K-\$249K	Household Detailed Demographics
1263	NFTHH012SC	Household Income: \$250K-\$499K	Household Detailed Demographics
1264	NFTHH013SC	Household Income: \$500K+	Household Detailed Demographics
1265	NFTHH018SC	Age: 18-24	Household Detailed Demographics
1266	NFTHH019SC	Age: 25-34	Household Detailed Demographics
1267	NFTHH020SC	Age: 35-44	Household Detailed Demographics
1268	NFTHH021SC	Age: 45-54	Household Detailed Demographics
1269	NFTHH022SC	Age: 55-64	Household Detailed Demographics
1270	NFTHH023SC	Age: 65-74	Household Detailed Demographics
1271	NFTHH024SC	Age: 75+	Household Detailed Demographics
1272	NFTHH104SC	Household Origin/Descent: Hispanic	Household Detailed Demographics
1273	NFTHH105SC	Race: Caucasian	Household Detailed Demographics
1274	NFTHH106SC	Race: Black/African-American	Household Detailed Demographics
1275	NFTHH107SC	Race: Asian	Household Detailed Demographics
1276	NFTHH108SC	Race: American Indian or Alaska Native	Household Detailed Demographics
1277	NFTHH109SC	Race: Other	Household Detailed Demographics
1278	NFTHH028SC	Marital Status: Married	Household Detailed Demographics
1279	NFTHH029SC	Marital Status: Single/Never Married	Household Detailed Demographics
1280	NFTHH110SC	Marital Status: Divorced or Separated	Household Detailed Demographics
1281	NFTHH031SC	Marital Status: Widowed	Household Detailed Demographics
1282	NFTHH032SC	Marital Status: Other	Household Detailed Demographics
1283	NFTHH033SC	Household Size: 1 Person	Household Detailed Demographics
1284	NFTHH034SC	Household Size: 2 People	Household Detailed Demographics
1285	NFTHH035SC	Household Size: 3 or 4 People	Household Detailed Demographics
1286	NFTHH036SC	Household Size: 5+ People	Household Detailed Demographics
1287	NFTHH037SC	Number of children in Household: 1 Child	Household Detailed Demographics
1288	NFTHH038SC	Number of children in Household: 2 Children	Household Detailed Demographics
1289	NFTHH039SC	Number of children in Household: 3 Children	Household Detailed Demographics
1290	NFTHH040SC	Number of children in Household: 4 or More Children	Household Detailed Demographics
1291	NFTHH042SC	Households with Children	Household Detailed Demographics
1292	NFTHH043SC	Households with No Children	Household Detailed Demographics
1293	NFTHH044SC	Households with Children <6 Years	Household Detailed Demographics
1294	NFTHH045SC	Households with Children 6-12 Years	Household Detailed Demographics
1295	NFTHH046SC	Households with Children 13-17 Years	Household Detailed Demographics
1296	NFTHH048SC	Tenure: Owns Home	Household Detailed Demographics
1297	NFTHH049SC	Tenure: Rents Home	Household Detailed Demographics
1298	NFTHH050SC	Home Value: <\$50K	Household Detailed Demographics
1299	NFTHH051SC	Home Value: \$50K-\$99K	Household Detailed Demographics
1300	NFTHH052SC	Home Value: \$100K-\$149K	Household Detailed Demographics

ORDER	VARIABLE	DESCRIPTION	CATEGORY
1301	NFTHH053SC	Home Value: \$150K-\$199K	Household Detailed Demographics
1302	NFTHH054SC	Home Value: \$200K-\$499K	Household Detailed Demographics
1303	NFTHH055SC	Home Value: \$500K-\$999K	Household Detailed Demographics
1304	NFTHH056SC	Home Value: \$1 Million+	Household Detailed Demographics
1305	NFTHH058SC	Length of Residence: < 1 Year	Household Detailed Demographics
1306	NFTHH059SC	Length of Residence: 1-4 Years	Household Detailed Demographics
1307	NFTHH060SC	Length of Residence: 5-9 Years	Household Detailed Demographics
1308	NFTHH061SC	Length or Residence: 10+ Years	Household Detailed Demographics
1309	NFTHH062SC	Education: Some High School	Household Detailed Demographics
1310	NFTHH063SC	Education: High School Graduate	Household Detailed Demographics
1311	NFTHH064SC	Education: Some College	Household Detailed Demographics
1312	NFTHH065SC	Education: Undergraduate Degree	Household Detailed Demographics
1313	NFTHH111SC	Education: Some Postgraduate Work	Household Detailed Demographics
1314	NFTHH066SC	Education: Graduate Degree	Household Detailed Demographics
1315	NFTHH118SC	Employment Status: Employed Full Time	Household Detailed Demographics
1316	NFTHH113SC	Employment Status: Employed Part Time	Household Detailed Demographics
1317	NFTHH114SC	Employment Status: Self-Employed	Household Detailed Demographics
1318	NFTHH115SC	Employment Status: Unemployed	Household Detailed Demographics
1319	NFTHH116SC	Employment Status: Retired	Household Detailed Demographics
1320	NFTHH117SC	Employment Status: Student	Household Detailed Demographics
1321	NFTHH112SC	Employment Status: Homemaker	Household Detailed Demographics
1322	NFTHH073SC	Occupation Category: Management/Business/Financial	Household Detailed Demographics
1323	NFTHH074SC	Occupation Category: Professional	Household Detailed Demographics
1324	NFTHH075SC	Occupation Category: Sales/Office Worker	Household Detailed Demographics
1325	NFTHH076SC	Occupation Category: Natural Resources/Construction/Maintenance	Household Detailed Demographics
1326	NFTHH077SC	Occupation Category: Other	Household Detailed Demographics
1327	NFTHH078SC	Occupation: Management Chief Executive, Upper Managers, Superintendent	Household Detailed Demographics
1328	NFTHH079SC	Occupation: Business/Financial Operations Agent, Accountant, Financial Analyst	Household Detailed Demographics
1329	NFTHH080SC	Occupation: Computer and Mathematical Programmer, DBA, Actuary, Statistician	Household Detailed Demographics
1330	NFTHH081SC	Occupation: Architecture and Engineering Architect, Engineer	Household Detailed Demographics
1331	NFTHH083SC	Occupation: Community/Social Services Counselor, Social or Religious Worker	Household Detailed Demographics
1332	NFTHH084SC	Occupation: Legal Lawyer, Paralegal, Judge	Household Detailed Demographics
1333	NFTHH085SC	Occupation: Education, Teacher, Professor, Librarian	Household Detailed Demographics
1334	NFTHH086SC	Occupation: Art, Design, Entertainment, Media Artist, Writer, Public Relations	Household Detailed Demographics
1335	NFTHH087SC	Occupation: Healthcare Practitioners, Doctor, Nurse, Chiropractor, Dentist	Household Detailed Demographics
1336	NFTHH088SC	Occupation: Healthcare Support, Nursing Aide, Dental Asst, Massage Therapist	Household Detailed Demographics
1337	NFTHH089SC	Occupation: Protective Service, Police, Fire Fighter, Detective	Household Detailed Demographics
1338	NFTHH090SC	Occupation: Food Preparation and Service, Chef, Cook, Waiter, Food Service	Household Detailed Demographics
1339	NFTHH091SC	Occupation: Building and Grounds Service, Landscaping, Housekeeping, Janitor	Household Detailed Demographics
1340	NFTHH092SC	Occupation: Personal Care and Service, Barber, Child Care, Animal Trainer	Household Detailed Demographics
1341	NFTHH093SC	Occupation: Sales, Cashier, Sales Representative, Telemarketer	Household Detailed Demographics
1342	NFTHH094SC	Occupation: Office/Administrative Support, Secretary, Clerk, Bank Teller	Household Detailed Demographics
1343	NFTHH096SC	Occupation: Construction, Mason, Carpenter, Electrician	Household Detailed Demographics
1344	NFTHH097SC	Occupation: Installation, Maintenance, Repair, Electrical, HVAC, Mechanic	Household Detailed Demographics
1345	NFTHH098SC	Occupation: Production, Baker, Metal/Woodworker, Assembler, Plant Operator	Household Detailed Demographics
1346	NFTHH099SC	Occupation: Transportation, Pilot, Driver, Railway Worker	Household Detailed Demographics
1347	NFTHH014SC	Household Income: < \$30K	Household Summary Demographics
1348	NFTHH015SC	Household Income: \$30K-\$74K	Household Summary Demographics
1349	NFTHS008SC	Household Income: \$75K-\$99K	Household Summary Demographics
1350	NFTHH016SC	Household Income: \$100K+	Household Summary Demographics
1351	NFTHH025SC	Age: 18-34	Household Summary Demographics
1352	NFTHH026SC	Age: 35-54	Household Summary Demographics
1353	NFTHH027SC	Age: 55+	Household Summary Demographics
1354	NFTHS042SC	Households with Children	Household Summary Demographics
1355	NFTHS043SC	Households with No Children	Household Summary Demographics
1356	NFTHS044SC	Households with Children <6 Years	Household Summary Demographics
1357	NFTHH047SC	Households with Children 6 to 17 Years	Household Summary Demographics
1358	NFTHS048SC	Tenure: Owns Home	Household Summary Demographics
1359	NFTHS049SC	Tenure: Rents Home	Household Summary Demographics
1360	SB001547SC	Carpet/floor covering:Stores bought past 12 months Any carpet store (H)	Items in the Home
1361	SB001545SC	Carpet/floor covering:Stores bought past 12 months Lowes (H)	Items in the Home
1362	SB001544SC	Carpet/floor covering:Stores bought past 12 months The Home Depot (H)	Items in the Home
1363	SB001546SC	Carpet/floor covering:Stores bought past 12 months Did not buy (H)	Items in the Home
1364	SB001551SC	Carpet/floor covering:Stores shopped past 12 months Any carpet store (H)	Items in the Home
1365	SB001549SC	Carpet/floor covering:Stores shopped past 12 months Lowes (H)	Items in the Home

ORDER	VARIABLE	DESCRIPTION	CATEGORY
1366	SB001548SC	Carpet/floor covering:Stores shopped past 12 months The Home Depot (H)	Items in the Home
1367	SB001550SC	Carpet/floor covering:Stores shopped past 12 months Did not shop (H)	Items in the Home
1368	SB001569SC	Consumer electronics:Stores bought past 12 months Amazon (H)	Items in the Home
1369	SB001568SC	Consumer electronics:Stores bought past 12 months Any electronic store (H)	Items in the Home
1370	SB001567SC	Consumer electronics:Stores bought past 12 months Apple Store (H)	Items in the Home
1371	SB001566SC	Consumer electronics:Stores bought past 12 months Best Buy (H)	Items in the Home
1372	SB001565SC	Consumer electronics:Stores bought past 12 months Costco (H)	Items in the Home
1373	SB001564SC	Consumer electronics:Stores bought past 12 months Dell (H)	Items in the Home
1374	SB001556SC	Consumer electronics:Stores bought past 12 months Sams Club (H)	Items in the Home
1375	SB001554SC	Consumer electronics:Stores bought past 12 months Staples (H)	Items in the Home
1376	SB001553SC	Consumer electronics:Stores bought past 12 months Target (H)	Items in the Home
1377	SB001552SC	Consumer electronics:Stores bought past 12 months Walmart (H)	Items in the Home
1378	SB001563SC	Consumer electronics:Stores bought past 12 months Did not buy (H)	Items in the Home
1379	SB001588SC	Consumer electronics:Stores shopped past 12 months Amazon (H)	Items in the Home
1380	SB001587SC	Consumer electronics:Stores shopped past 12 months Any consumer store (H)	Items in the Home
1381	SB001586SC	Consumer electronics:Stores shopped past 12 months Apple Store (H)	Items in the Home
1382	SB001585SC	Consumer electronics:Stores shopped past 12 months Best Buy (H)	Items in the Home
1383	SB001584SC	Consumer electronics:Stores shopped past 12 months Best Buy Mobile (H)	Items in the Home
1384	SB001583SC	Consumer electronics:Stores shopped past 12 months Costco (H)	Items in the Home
1385	SB001582SC	Consumer electronics:Stores shopped past 12 months Dell (H)	Items in the Home
1386	SB001574SC	Consumer electronics:Stores shopped past 12 months Sams Club (H)	Items in the Home
1387	SB001572SC	Consumer electronics:Stores shopped past 12 months Staples (H)	Items in the Home
1388	SB001571SC	Consumer electronics:Stores shopped past 12 months Target (H)	Items in the Home
1389	SB001570SC	Consumer electronics:Stores shopped past 12 months Walmart (H)	Items in the Home
1390	SB001581SC	Consumer electronics:Stores shopped past 12 months Did not shop (H)	Items in the Home
1391	SB001595SC	Furniture/mattress:Stores bought past 12 months Any furn/mattress store (H)	Items in the Home
1392	SB001596SC	Furniture/mattress:Stores bought past 12 months Ashley Furn HomeStore (H)	Items in the Home
1393	SB004500SC	Furniture/mattress:Stores bought past 12 months Crate & Barrel (H)	Items in the Home
1394	SB001593SC	Furniture/mattress:Stores bought past 12 months IKEA (H)	Items in the Home
1395	SB001592SC	Furniture/mattress:Stores bought past 12 months JCPenney (H)	Items in the Home
1396	SB004501SC	Furniture/mattress:Stores bought past 12 months La-Z-Boy Furn. Galleries (H)	Items in the Home
1397	SB001591SC	Furniture/mattress:Stores bought past 12 months Macys (H)	Items in the Home
1398	SB001590SC	Furniture/mattress:Stores bought past 12 months Pier 1 imports (H)	Items in the Home
1399	SB001589SC	Furniture/mattress:Stores bought past 12 months Sears (H)	Items in the Home
1400	SB001594SC	Furniture/mattress:Stores bought past 12 months Did not buy (H)	Items in the Home
1401	SB001609SC	Furniture/mattress:Stores shopped past 12 months Any furn/mattress store (H)	Items in the Home
1402	SB001608SC	Furniture/mattress:Stores shopped past 12 months Ashley Furn HomeStore (H)	Items in the Home
1403	SB001607SC	Furniture/mattress:Stores shopped past 12 months Crate & Barrel (H)	Items in the Home
1404	SB004504SC	Furniture/mattress:Stores shopped past 12 months Ethan Allen (H)	Items in the Home
1405	SB001605SC	Furniture/mattress:Stores shopped past 12 months IKEA (H)	Items in the Home
1406	SB001604SC	Furniture/mattress:Stores shopped past 12 months JCPenney (H)	Items in the Home
1407	SB001603SC	Furniture/mattress:Stores shopped past 12 months La-Z-Boy Furniture (H)	Items in the Home
1408	SB001602SC	Furniture/mattress:Stores shopped past 12 months Macys (H)	Items in the Home
1409	SB001600SC	Furniture/mattress:Stores shopped past 12 months Pier 1 imports (H)	Items in the Home
1410	SB001598SC	Furniture/mattress:Stores shopped past 12 months Sleep Number (H)	Items in the Home
1411	SB001606SC	Furniture/mattress:Stores shopped past 12 months Did not shop for furn (H)	Items in the Home
1412	SB001622SC	Hardware/paint/lawn/garden:Stores bought past 12 mo Ace Hardware (H)	Items in the Home
1413	SB001621SC	Hardware/paint/lawn/garden:Stores bought past 12 mo Any hardware store (H)	Items in the Home
1414	SB001618SC	Hardware/paint/lawn/garden:Stores bought past 12 mo Lowes (H)	Items in the Home
1415	SB001615SC	Hardware/paint/lawn/garden:Stores bought past 12 mo Sherwin-Williams (H)	Items in the Home
1416	SB001614SC	Hardware/paint/lawn/garden:Stores bought past 12 mo Target (H)	Items in the Home
1417	SB001613SC	Hardware/paint/lawn/garden:Stores bought past 12 mo The Home Depot (H)	Items in the Home
1418	SB001612SC	Hardware/paint/lawn/garden:Stores bought past 12 mo Tractor Supply Co (H)	Items in the Home
1419	SB001611SC	Hardware/paint/lawn/garden:Stores bought past 12 mo True Value (H)	Items in the Home
1420	SB001610SC	Hardware/paint/lawn/garden:Stores bought past 12 mo Walmart (H)	Items in the Home
1421	SB001620SC	Hardware/paint/lawn/garden:Stores bought past 12 mo Did not buy (H)	Items in the Home
1422	SB001635SC	Hardware/paint/lawn/garden:Stores shopped past 12 mo Ace Hardware (H)	Items in the Home
1423	SB001634SC	Hardware/paint/lawn/garden:Stores shopped past 12 mo Any hardware store (H)	Items in the Home
1424	SB001631SC	Hardware/paint/lawn/garden:Stores shopped past 12 mo Lowes (H)	Items in the Home
1425	SB001628SC	Hardware/paint/lawn/garden:Stores shopped past 12 mo Sherwin-Williams (H)	Items in the Home
1426	SB001627SC	Hardware/paint/lawn/garden:Stores shopped past 12 mo Target (H)	Items in the Home
1427	SB001626SC	Hardware/paint/lawn/garden:Stores shopped past 12 mo The Home Depot (H)	Items in the Home
1428	SB001625SC	Hardware/paint/lawn/garden:Stores shopped past 12 mo Tractor Supply Co (H)	Items in the Home
1429	SB001624SC	Hardware/paint/lawn/garden:Stores shopped past 12 mo True Value (H)	Items in the Home
1430	SB001623SC	Hardware/paint/lawn/garden:Stores shopped past 12 mo Walmart (H)	Items in the Home

ORDER	VARIABLE	DESCRIPTION	CATEGORY
1431	SB001633SC	Hardware/paint/lawn/garden:Stores shopped past 12 mo Did not shop (H)	Items in the Home
1432	SB003738SC	Items bought past 12 mths (amount spent) Hardware, etc.:Under \$100 (H)	Items in the Home
1433	SB003739SC	Items bought past 12 mths (amount spent) Hardware, etc.:\$100 - \$249 (H)	Items in the Home
1434	SB003740SC	Items bought past 12 mths (amount spent) Hardware, etc.:\$250 - \$499 (H)	Items in the Home
1435	SB003741SC	Items bought past 12 mths (amount spent) Hardware, etc.:\$500 - \$999 (H)	Items in the Home
1436	SB003750SC	Items bought past 12 mths (amt spent) cons. electronics:Under \$100 (H)	Items in the Home
1437	SB003751SC	Items bought past 12 mths (amt spent) cons. electronics:\$100 - \$249 (H)	Items in the Home
1438	SB003752SC	Items bought past 12 mths (amt spent) cons. electronics:\$250 - \$499 (H)	Items in the Home
1439	SB003753SC	Items bought past 12 mths (amt spent) cons. electronics:\$500 - \$999 (H)	Items in the Home
1440	SB003754SC	Items bought past 12 mths (amt spent) cons. electronics:\$1000-\$2999 (H)	Items in the Home
1441	SB003389SC	Items bought past 12 mths (amt spent) Draperies:Under \$100 (H)	Items in the Home
1442	SB003390SC	Items bought past 12 mths (amt spent) Draperies:\$100-\$249 (H)	Items in the Home
1443	SB003391SC	Items bought past 12 mths (amt spent) Draperies:\$250-\$499 (H)	Items in the Home
1444	SB004693SC	Items bought past 12 mths (amount spent) Draperies:\$1000 or More (H)	Items in the Home
1445	SB004692SC	Items bought past 12 mths (amount spent) Draperies:\$500-\$999 (H)	Items in the Home
1446	SB003384SC	Items bought past 12 mths (amt spent) Floor covering:\$100 - \$249 (H)	Items in the Home
1447	SB003385SC	Items bought past 12 mths (amt spent) Floor covering:\$250-\$499 (H)	Items in the Home
1448	SB003386SC	Items bought past 12 mths (amt spent) Floor covering:\$500-\$999 (H)	Items in the Home
1449	SB003387SC	Items bought past 12 mths (amt spent) Floor covering:\$1000-\$2999 (H)	Items in the Home
1450	SB003388SC	Items bought past 12 mths (amt spent) Floor covering:\$3000 or more (H)	Items in the Home
1451	SB003392SC	Items bought past 12 mths (amt spent) Furniture:Under \$100 (H)	Items in the Home
1452	SB003393SC	Items bought past 12 mths (amt spent) Furniture:\$100-\$249 (H)	Items in the Home
1453	SB003394SC	Items bought past 12 mths (amt spent) Furniture:\$250-\$499 (H)	Items in the Home
1454	SB003395SC	Items bought past 12 mths (amt spent) Furniture:\$500-\$999 (H)	Items in the Home
1455	SB003396SC	Items bought past 12 mths (amt spent) Furniture:\$1000-\$2999 (H)	Items in the Home
1456	SB003397SC	Items bought past 12 mths (amt spent) Furniture:\$3000 or more (H)	Items in the Home
1457	SB003742SC	Items bought past 12 mths (amt spent) Hardware, etc.:\$1000 - \$2999 (H)	Items in the Home
1458	SB003743SC	Items bought past 12 mths (amt spent) Hardware, etc.:\$3000 or more (H)	Items in the Home
1459	SB003744SC	Items bought past 12 mths (amt spent) Lawn or garden:Under \$100 (H)	Items in the Home
1460	SB003745SC	Items bought past 12 mths (amt spent) Lawn or garden:\$100 - \$249 (H)	Items in the Home
1461	SB003746SC	Items bought past 12 mths (amt spent) Lawn or garden:\$250 - \$499 (H)	Items in the Home
1462	SB003747SC	Items bought past 12 mths (amt spent) Lawn or garden:\$500 - \$999 (H)	Items in the Home
1463	SB003748SC	Items bought past 12 mths (amt spent) Lawn or garden:\$1000 - \$2999 (H)	Items in the Home
1464	SB003749SC	Items bought past 12 mths (amt spent) Lawn or garden:\$3000 or more (H)	Items in the Home
1465	SB003398SC	Items bought past 12 mths (amt spent) Mattress:\$100-\$249 (H)	Items in the Home
1466	SB003400SC	Items bought past 12 mths (amt spent) Mattress:\$500-\$999 (H)	Items in the Home
1467	SB003401SC	Items bought past 12 mths (amt spent) Mattress:\$1000-\$2999 (H)	Items in the Home
1468	SB003403SC	Items bought past 12 mths (amt spent) Television:\$100-\$249 (H)	Items in the Home
1469	SB003404SC	Items bought past 12 mths (amt spent) Television:\$250-\$499 (H)	Items in the Home
1470	SB003405SC	Items bought past 12 mths (amt spent) Television:\$500-\$999 (H)	Items in the Home
1471	SB003406SC	Items bought past 12 mths (amt spent) Television:\$1000-\$2999 (H)	Items in the Home
1472	SB001639SC	Household items bought past 12 months (amount spent) Camera:Under \$100 (H)	Items in the Home
1473	SB001637SC	Household items bought past 12 months (amount spent) Camera:\$250 - \$499 (H)	Items in the Home
1474	SB001638SC	Household items bought past 12 months (amount spent) Camera:\$500 - \$999 (H)	Items in the Home
1475	SB001647SC	Household items bought past 12 months Camera or accessories (H)	Items in the Home
1476	SB001646SC	Household items bought past 12 months Carpeting or floor covering (H)	Items in the Home
1477	SB001645SC	Household items bought past 12 months Draperies, blinds, etc. (H)	Items in the Home
1478	SB001644SC	Household items bought past 12 months Furniture (H)	Items in the Home
1479	SB003736SC	Household items bought past 12 months Hardware, building, or paint (H)	Items in the Home
1480	SB003737SC	Household items bought past 12 months Lawn or garden items (H)	Items in the Home
1481	SB001642SC	Household items bought past 12 months Mattress (H)	Items in the Home
1482	SB001640SC	Household items bought past 12 months Other consumer electronics (H)	Items in the Home
1483	SB001641SC	Household items bought past 12 months Television (H)	Items in the Home
1484	SB003764SC	Items/services plans to buy in next 12 months ATV (H)	Items in the Home
1485	SB003765SC	Items/services plans to buy in next 12 months Boat (H)	Items in the Home
1486	SB001666SC	Items/services plans to buy in next 12 months Computer (H)	Items in the Home
1487	SB003766SC	Items/services plans to buy in next 12 months Day care service (H)	Items in the Home
1488	SB001665SC	Items/services plans to buy in next 12 months Digital camera (H)	Items in the Home
1489	SB001656SC	Items/services plans to buy in next 12 months Energy saving applianc (H)	Items in the Home
1490	SB001651SC	Items/services plans to buy in next 12 months eReader (H)	Items in the Home
1491	SB001664SC	Items/services plans to buy in next 12 months Furniture (H)	Items in the Home
1492	SB004505SC	Items/services plans to buy in next 12 months Game console (H)	Items in the Home
1493	SB001660SC	Items/services plans to buy in next 12 months Major appliance (H)	Items in the Home
1494	SB001659SC	Items/services plans to buy in next 12 months Mattress (H)	Items in the Home
1495	SB001658SC	Items/services plans to buy in next 12 months Motorcycle (H)	Items in the Home

ORDER	VARIABLE	DESCRIPTION	CATEGORY
1496	SB003768SC	Items/services plans to buy in next 12 months Office in the home (H)	Items in the Home
1497	SB001655SC	Items/services plans to buy in next 12 months Pest control service (H)	Items in the Home
1498	SB001654SC	Items/services plans to buy in next 12 months Pool, hot tub, or spa (H)	Items in the Home
1499	SB001653SC	Items/services plans to buy in next 12 months Primary house or condo (H)	Items in the Home
1500	SB003769SC	Items/services plans to buy in next 12 months Primary Resid New (H)	Items in the Home
1501	SB003770SC	Items/services plans to buy in next 12 months RV (motor home) (H)	Items in the Home
1502	SB003772SC	Items/services plans to buy in next 12 months Satellite TV subscr. (H)	Items in the Home
1503	SB003773SC	Items/services plans to buy in next 12 months Second home (H)	Items in the Home
1504	SB004509SC	Items/services plans to buy in next 12 months SiriusXM radio (H)	Items in the Home
1505	SB003774SC	Items/services plans to buy in next 12 months Smart TV (H)	Items in the Home
1506	SB001652SC	Items/services plans to buy in next 12 months Smartphone (H)	Items in the Home
1507	SB004343SC	Items/services plans to buy in next 12 months Smartwatch (H)	Items in the Home
1508	SB001650SC	Items/services plans to buy in next 12 months Solar panels (H)	Items in the Home
1509	SB004344SC	Items/services plans to buy in next 12 months Streaming media player (H)	Items in the Home
1510	SB001661SC	Items/services plans to buy in next 12 months Tablet (H)	Items in the Home
1511	SB001648SC	Items/services plans to buy in next 12 months Wireless phone service (H)	Items in the Home
1512	SB001668SC	Items/services household currently has ATV (all-terrain vehicle) (H)	Items in the Home
1513	SB001669SC	Items/services household currently has Blu-ray/DVD player (H)	Items in the Home
1514	SB001670SC	Items/services household currently has Boat (H)	Items in the Home
1515	SB001671SC	Items/services household currently has Computer (desktop or laptop) (H)	Items in the Home
1516	SB004018SC	Items/services household currently has Day care service (H)	Items in the Home
1517	SB001672SC	Items/services household currently has Digital camera (H)	Items in the Home
1518	SB001674SC	Items/services household currently has Energy saving appliance (H)	Items in the Home
1519	SB001675SC	Items/services household currently has eReader (Kindle, Nook, etc.) (H)	Items in the Home
1520	SB004514SC	Items/services household currently has Game console (H)	Items in the Home
1521	SB001676SC	Items/services household currently has HD Radio (H)	Items in the Home
1522	SB001677SC	Items/services household currently has High-definition TV (H)	Items in the Home
1523	SB001678SC	Items/services household currently has Home security system (H)	Items in the Home
1524	SB001679SC	Items/services household currently has Mobile/manufactured home (H)	Items in the Home
1525	SB001680SC	Items/services household currently has Motorcycle (H)	Items in the Home
1526	SB001682SC	Items/services household currently has Office in the home (H)	Items in the Home
1527	SB001684SC	Items/services household currently has Pest control service (H)	Items in the Home
1528	SB001685SC	Items/services household currently has Pool, hot tub, or spa (H)	Items in the Home
1529	SB001686SC	Items/services household currently has Primary house or condo existing (H)	Items in the Home
1530	SB001687SC	Items/services household currently has Primary house or condo new (H)	Items in the Home
1531	SB004019SC	Items/services household currently has RV (motor home) (H)	Items in the Home
1532	SB001688SC	Items/services household currently has Satellite radio (Sirius XM) (H)	Items in the Home
1533	SB001689SC	Items/services household currently has Satellite TV subscription (H)	Items in the Home
1534	SB001690SC	Items/services household currently has Second home (H)	Items in the Home
1535	SB004020SC	Items/services household currently has Smart TV (H)	Items in the Home
1536	SB001691SC	Items/services household currently has Smartphone (H)	Items in the Home
1537	SB004345SC	Items/services household currently has Smartwatch (H)	Items in the Home
1538	SB001692SC	Items/services household currently has Solar panels (H)	Items in the Home
1539	SB004346SC	Items/services household currently has Streaming media player (H)	Items in the Home
1540	SB001693SC	Items/services household currently has Tablet (H)	Items in the Home
1541	SB001695SC	Items/services household currently has VoIP (H)	Items in the Home
1542	SB001696SC	Items/services household currently has Wireless/cell phone service (H)	Items in the Home
1543	SB001697SC	Large appliance:Stores bought past 12 months Any large appliance store (H)	Items in the Home
1544	SB001698SC	Large appliance:Stores bought past 12 months Best Buy (H)	Items in the Home
1545	SB001701SC	Large appliance:Stores bought past 12 months Lowes (H)	Items in the Home
1546	SB001702SC	Large appliance:Stores bought past 12 months Sears (H)	Items in the Home
1547	SB001703SC	Large appliance:Stores bought past 12 months The Home Depot (H)	Items in the Home
1548	SB001699SC	Large appliance:Stores bought past 12 months Did not buy (H)	Items in the Home
1549	SB001704SC	Large appliance:Stores shopped past 12 months Any large appliance store (H)	Items in the Home
1550	SB001705SC	Large appliance:Stores shopped past 12 months Best Buy (H)	Items in the Home
1551	SB001707SC	Large appliance:Stores shopped past 12 months hhgregg (H)	Items in the Home
1552	SB001708SC	Large appliance:Stores shopped past 12 months Lowes (H)	Items in the Home
1553	SB001710SC	Large appliance:Stores shopped past 12 months The Home Depot (H)	Items in the Home
1554	SB001706SC	Large appliance:Stores shopped past 12 months Did not shop (H)	Items in the Home
1555	SB006009SC	Type of home improvement done past 12 mo (amt) Any addition:\$500 - \$4,999 (H)	Items in the Home
1556	SB004353SC	Type of home improvement done past 12 mo (amt) Any addition:Over \$5,000 (H)	Items in the Home
1557	SB004358SC	Type of home improvement done past 12 mo (amt) Carpeting:Under \$500 (H)	Items in the Home
1558	SB004357SC	Type of home improvement done past 12 mo (amt) Carpeting:\$500 - \$4,999 (H)	Items in the Home
1559	SB004356SC	Type of home improvement done past 12 mo (amt) Carpeting:Over \$5,000 (H)	Items in the Home
1560	SB004361SC	Type of home improvement done past 12 mo (amt) Ext. paint:Under \$500 (H)	Items in the Home

ORDER	VARIABLE	DESCRIPTION	CATEGORY
1561	SB004360SC	Type of home improvement done past 12 mo (amt) Ext. paint:\$500 - \$4,999 (H)	Items in the Home
1562	SB006010SC	Type of home improvement done past 12 mo (amt) Ext. paint:Over \$5,000 (H)	Items in the Home
1563	SB004364SC	Type of home improvement done past 12 mo (amt) Heat or AC:Under \$500 (H)	Items in the Home
1564	SB004363SC	Type of home improvement done past 12 mo (amt) Heat or AC:\$500 - \$4,999 (H)	Items in the Home
1565	SB004362SC	Type of home improvement done past 12 mo (amt) Heat or AC:Over \$5,000 (H)	Items in the Home
1566	SB004370SC	Type of home improvement done past 12 mo (amt) Int. paint:Under \$500 (H)	Items in the Home
1567	SB004369SC	Type of home improvement done past 12 mo (amt) Int. paint:\$500 - \$4,999 (H)	Items in the Home
1568	SB006011SC	Type of home improvement done past 12 mo (amt) Int. paint:Over \$5,000 (H)	Items in the Home
1569	SB004373SC	Type of home improvement done past 12 mo (amt) Landscaping:Under \$500 (H)	Items in the Home
1570	SB004372SC	Type of home improvement done past 12 mo (amt) Landscaping:\$500 - \$4,999 (H)	Items in the Home
1571	SB004371SC	Type of home improvement done past 12 mo (amt) Landscaping:Over \$5,000 (H)	Items in the Home
1572	SB004376SC	Type of home improvement done past 12 mo (amt) Plumbing:Under \$500 (H)	Items in the Home
1573	SB004375SC	Type of home improvement done past 12 mo (amt) Plumbing:\$500 - \$4,999 (H)	Items in the Home
1574	SB006012SC	Type of home improvement done past 12 mo (amt) Plumbing:Over \$5,000 (H)	Items in the Home
1575	SB006013SC	Type of home improvement done past 12 mo (amt) Pool:\$500 - \$4,999 (H)	Items in the Home
1576	SB006014SC	Type of home improvement done past 12 mo (amt) Pool:Over \$5,000 (H)	Items in the Home
1577	SB006015SC	Type of home improvement done past 12 mo (amt) Pool:Under \$500 (H)	Items in the Home
1578	SB004379SC	Type of home improvement done past 12 mo (amt) Remodel bath:Under \$500 (H)	Items in the Home
1579	SB004378SC	Type of home improvement done past 12 mo (amt) Remodel bath:\$500 - \$4,999 (H)	Items in the Home
1580	SB004377SC	Type of home improvement done past 12 mo (amt) Remodel bath:Over \$5,000 (H)	Items in the Home
1581	SB004388SC	Type of home improvement done past 12 mo (amt) Repair roof:Under \$500 (H)	Items in the Home
1582	SB004387SC	Type of home improvement done past 12 mo (amt) Repair roof:\$500 - \$4,999 (H)	Items in the Home
1583	SB004386SC	Type of home improvement done past 12 mo (amt) Repair roof:Over \$5,000 (H)	Items in the Home
1584	SB004390SC	Type of home improvement done past 12 mo (amt) Replace wind:\$500 - \$4,999 (H)	Items in the Home
1585	SB004389SC	Type of home improvement done past 12 mo (amt) Replace wind:Over \$5,000 (H)	Items in the Home
1586	SB004381SC	Type of home improvement done past 12 mo (amt) Siding:\$500 - \$4,999 (H)	Items in the Home
1587	SB004385SC	Type of home improvement done past 12 mo (amt) Total spend:Under \$500 (H)	Items in the Home
1588	SB004384SC	Type of home improvement done past 12 mo (amt) Total spend:\$500 - \$4,999 (H)	Items in the Home
1589	SB004383SC	Type of home improvement done past 12 mo (amt) Total spend:Over \$5,000 (H)	Items in the Home
1590	SB001711SC	Type of home improvement done past 12 months Any addition (H)	Items in the Home
1591	SB001712SC	Type of home improvement done past 12 months Any home improvement (H)	Items in the Home
1592	SB001713SC	Type of home improvement done past 12 months Carpeting or floor covering (H)	Items in the Home
1593	SB001714SC	Type of home improvement done past 12 months Exterior paint (H)	Items in the Home
1594	SB001715SC	Type of home improvement done past 12 months Heating or air conditioning (H)	Items in the Home
1595	SB001716SC	Type of home improvement done past 12 months Interior paint or wallpaper (H)	Items in the Home
1596	SB001717SC	Type of home improvement done past 12 months Landscaping (H)	Items in the Home
1597	SB001724SC	Type of home improvement done past 12 months Major repair to roof (H)	Items in the Home
1598	SB001719SC	Type of home improvement done past 12 months Other home improvement (H)	Items in the Home
1599	SB001720SC	Type of home improvement done past 12 months Other remodeling (H)	Items in the Home
1600	SB001721SC	Type of home improvement done past 12 months Plumbing (H)	Items in the Home
1601	SB001722SC	Type of home improvement done past 12 months Remodeled bathroom (H)	Items in the Home
1602	SB001723SC	Type of home improvement done past 12 months Remodeled kitchen (H)	Items in the Home
1603	SB001725SC	Type of home improvement done past 12 months Replaced windows (H)	Items in the Home
1604	SB001726SC	Type of home improvement done past 12 months Siding (H)	Items in the Home
1605	SB001718SC	Type of home improvement done past 12 months None (H)	Items in the Home
1606	SB003208SC	BIA radio ownership groups (M-S 6am-Mid cume) Alpha Media (A)	Radio
1607	SB004515SC	BIA radio ownership groups (M-S 6am-Mid cume) American General Media (A)	Radio
1608	SB004516SC	BIA radio ownership groups (M-S 6am-Mid cume) Beasley Media Group (A)	Radio
1609	SB003210SC	BIA radio ownership groups (M-S 6am-Mid cume) Bonneville International Corp (A)	Radio
1610	SB003213SC	BIA radio ownership groups (M-S 6am-Mid cume) Connoisseur Media LLC (A)	Radio
1611	SB003214SC	BIA radio ownership groups (M-S 6am-Mid cume) Cox Media Group (A)	Radio
1612	SB003215SC	BIA radio ownership groups (M-S 6am-Mid cume) Cumulus Media Holdings Inc (A)	Radio
1613	SB004517SC	BIA radio ownership groups (M-S 6am-Mid cume) Curtis Media Group (A)	Radio
1614	SB003218SC	BIA radio ownership groups (M-S 6am-Mid cume) Emmis Communications (A)	Radio
1615	SB003219SC	BIA radio ownership groups (M-S 6am-Mid cume) Entercom (A)	Radio
1616	SB003220SC	BIA radio ownership groups (M-S 6am-Mid cume) Entravision Comm Corp (A)	Radio
1617	SB004519SC	BIA radio ownership groups (M-S 6am-Mid cume) ESPN Radio (A)	Radio
1618	SB004520SC	BIA radio ownership groups (M-S 6am-Mid cume) EW Scripps Co (A)	Radio
1619	SB004518SC	BIA radio ownership groups (M-S 6am-Mid cume) Hall Communications Inc (A)	Radio
1620	SB003223SC	BIA radio ownership groups (M-S 6am-Mid cume) Hubbard Radio LLC (A)	Radio
1621	SB004392SC	BIA radio ownership groups (M-S 6am-Mid cume) iHeartMedia	Radio
1622	SB004521SC	BIA radio ownership groups (M-S 6am-Mid cume) Lotus Communications Corp (A)	Radio
1623	SB003226SC	BIA radio ownership groups (M-S 6am-Mid cume) Midwest Communications Inc (A)	Radio
1624	SB004522SC	BIA radio ownership groups (M-S 6am-Mid cume) Pamal Broadcasting Ltd (A)	Radio
1625	SB003228SC	BIA radio ownership groups (M-S 6am-Mid cume) Saga Communications Inc (A)	Radio

ORDER	VARIABLE	DESCRIPTION	CATEGORY
1626	SB003229SC	BIA radio ownership groups (M-S 6am-Mid cume) Salem Media Group Inc (A)	Radio
1627	SB004523SC	BIA radio ownership groups (M-S 6am-Mid cume) SummitMedia LLC (A)	Radio
1628	SB003231SC	BIA radio ownership groups (M-S 6am-Mid cume) Townsquare Media Inc (A)	Radio
1629	SB003232SC	BIA radio ownership groups (M-S 6am-Mid cume) Univision (A)	Radio
1630	SB004524SC	BIA radio ownership groups (M-S 6am-Mid cume) Urban One Inc (A)	Radio
1631	SB003280SC	Listened past week Satellite radio (A)	Radio
1632	SB004663SC	Online radio/music sites visited/apps used past 30 days Radio.com (A)	Radio
1633	SB004664SC	Online radio/music sites visited/apps used past 30 days Spotify (A)	Radio
1634	SB004665SC	Online radio/music sites visited/apps used past 30 days TuneIn (A)	Radio
1635	SB004667SC	Online radio/music sites visited/apps used past 7 days Pandora (A)	Radio
1636	SB004668SC	Online radio/music sites visited/apps used past 7 days Radio.com (A)	Radio
1637	SB004669SC	Online radio/music sites visited/apps used past 7 days Spotify (A)	Radio
1638	SB004670SC	Online radio/music sites visited/apps used past 7 days TuneIn (A)	Radio
1639	SB003233SC	Public radio (M-S 6am-Mid cume) Public radio (CPB) (A)	Radio
1640	SB003241SC	Radio format profiles (M-S 6am-Mid cume) Active Rock (A)	Radio
1641	SB003242SC	Radio format profiles (M-S 6am-Mid cume) Adult Contemporary (A)	Radio
1642	SB003243SC	Radio format profiles (M-S 6am-Mid cume) Adult Hits (A)	Radio
1643	SB003244SC	Radio format profiles (M-S 6am-Mid cume) Adult Standards (A)	Radio
1644	SB003245SC	Radio format profiles (M-S 6am-Mid cume) Album Adult Alternative (A)	Radio
1645	SB003246SC	Radio format profiles (M-S 6am-Mid cume) Album Oriented Rock (A)	Radio
1646	SB003247SC	Radio format profiles (M-S 6am-Mid cume) All News (A)	Radio
1647	SB003248SC	Radio format profiles (M-S 6am-Mid cume) All Sports (A)	Radio
1648	SB003249SC	Radio format profiles (M-S 6am-Mid cume) Alternative (A)	Radio
1649	SB003250SC	Radio format profiles (M-S 6am-Mid cume) Christian Adult Contemporary (A)	Radio
1650	SB003251SC	Radio format profiles (M-S 6am-Mid cume) Classic Country (A)	Radio
1651	SB003252SC	Radio format profiles (M-S 6am-Mid cume) Classic Hits (A)	Radio
1652	SB003253SC	Radio format profiles (M-S 6am-Mid cume) Classic Rock (A)	Radio
1653	SB003254SC	Radio format profiles (M-S 6am-Mid cume) Classical (A)	Radio
1654	SB003255SC	Radio format profiles (M-S 6am-Mid cume) Contemporary Christian (A)	Radio
1655	SB003256SC	Radio format profiles (M-S 6am-Mid cume) Contemporary Inspirational (A)	Radio
1656	SB003257SC	Radio format profiles (M-S 6am-Mid cume) Country (A)	Radio
1657	SB003258SC	Radio format profiles (M-S 6am-Mid cume) Format Not Provided/Unknown (A)	Radio
1658	SB003259SC	Radio format profiles (M-S 6am-Mid cume) Gospel (A)	Radio
1659	SB003260SC	Radio format profiles (M-S 6am-Mid cume) Hot AC (A)	Radio
1660	SB003261SC	Radio format profiles (M-S 6am-Mid cume) Jazz (A)	Radio
1661	SB003262SC	Radio format profiles (M-S 6am-Mid cume) Mainstream Rock (A)	Radio
1662	SB003263SC	Radio format profiles (M-S 6am-Mid cume) Mexican Regional (A)	Radio
1663	SB003265SC	Radio format profiles (M-S 6am-Mid cume) New Country (A)	Radio
1664	SB003266SC	Radio format profiles (M-S 6am-Mid cume) News/Talk/Information (A)	Radio
1665	SB003267SC	Radio format profiles (M-S 6am-Mid cume) Oldies (A)	Radio
1666	SB003268SC	Radio format profiles (M-S 6am-Mid cume) Pop Contemporary Hit Radio (A)	Radio
1667	SB003269SC	Radio format profiles (M-S 6am-Mid cume) Religious (A)	Radio
1668	SB003270SC	Radio format profiles (M-S 6am-Mid cume) Rhythmic AC (A)	Radio
1669	SB003271SC	Radio format profiles (M-S 6am-Mid cume) Rhythmic Contemporary Hit Radio (A)	Radio
1670	SB004533SC	Radio format profiles (M-S 6am-Mid cume) Rhythmic Oldies (A)	Radio
1671	SB003272SC	Radio format profiles (M-S 6am-Mid cume) Soft Adult Contemporary (A)	Radio
1672	SB003273SC	Radio format profiles (M-S 6am-Mid cume) Spanish Adult Hits (A)	Radio
1673	SB004532SC	Radio format profiles (M-S 6am-Mid cume) Spanish Contemporary (A)	Radio
1674	SB006016SC	Radio format profiles (M-S 6am-Mid cume) Spanish Contemporary Christian (A)	Radio
1675	SB003275SC	Radio format profiles (M-S 6am-Mid cume) Spanish Tropical (A)	Radio
1676	SB003276SC	Radio format profiles (M-S 6am-Mid cume) Talk/Personality (A)	Radio
1677	SB003277SC	Radio format profiles (M-S 6am-Mid cume) Urban AC (A)	Radio
1678	SB003278SC	Radio format profiles (M-S 6am-Mid cume) Urban Contemporary (A)	Radio
1679	SB004531SC	Radio format profiles (M-S 6am-Mid cume) Urban Oldies (A)	Radio
1680	SB003279SC	Radio format profiles (M-S 6am-Mid cume) Variety (A)	Radio
1681	SB003234SC	Radio networks CBS CHR (A)	Radio
1682	SB004525SC	Radio networks CBS Connect 12.4 (A)	Radio
1683	SB003235SC	Radio networks CBS Country (A)	Radio
1684	SB003236SC	Radio networks CBS Local Sports (A)	Radio
1685	SB004526SC	Radio networks CBS News 12.4 (A)	Radio
1686	SB003237SC	Radio networks CBS News, News/Talk (A)	Radio
1687	SB004529SC	Radio networks Cumulus RSG Country (A)	Radio
1688	SB004527SC	Radio networks Dennis Prager (A)	Radio
1689	SB004316SC	Radio networks Hugh Hewitt (A)	Radio
1690	SB004339SC	Radio networks iHeartMedia AC (A)	Radio

ORDER	VARIABLE	DESCRIPTION	CATEGORY
1691	SB004340SC	Radio networks iHeartMedia CHR (A)	Radio
1692	SB004341SC	Radio networks iHeartMedia Spoken Word Format (A)	Radio
1693	SB004320SC	Radio networks Mike Gallagher (A)	Radio
1694	SB004534SC	Radio networks MLB Affiliates (A)	Radio
1695	SB004537SC	Radio networks NCN Plus (A)	Radio
1696	SB004539SC	Radio networks News Gold (A)	Radio
1697	SB003931SC	Radio networks USRN AccuWeather Network (A)	Radio
1698	SB003932SC	Radio networks USRN Bloomberg Radio Network (A)	Radio
1699	SB003933SC	Radio networks USRN Impact Network (A)	Radio
1700	SB004323SC	Radio networks WWO 24-7 Music (A)	Radio
1701	SB004324SC	Radio networks WWO Contemporary Connection (A)	Radio
1702	SB004325SC	Radio networks WWO Female Music Net (A)	Radio
1703	SB004326SC	Radio networks WWO Female Prime MF (A)	Radio
1704	SB004327SC	Radio networks WWO Female Prime SS (A)	Radio
1705	SB004328SC	Radio networks WWO Female Target (A)	Radio
1706	SB004329SC	Radio networks WWO Female Target Weekend (A)	Radio
1707	SB004330SC	Radio networks WWO Market Select (A)	Radio
1708	SB004331SC	Radio networks WWO NCAA Basketball (A)	Radio
1709	SB004333SC	Radio networks WWO News Brand (A)	Radio
1710	SB004334SC	Radio networks WWO News Net (A)	Radio
1711	SB004332SC	Radio networks WWO NFL (A)	Radio
1712	SB004335SC	Radio networks WWO Small Business Network (A)	Radio
1713	SB004336SC	Radio networks WWO Top Market Prime MF (A)	Radio
1714	SB004337SC	Radio networks WWO Top Market Prime SS (A)	Radio
1715	SB004338SC	Radio networks WWO Womens Week (A)	Radio
1716	SB004149SC	Radio Quintile 1st Quintile (heaviest) (A)	Radio
1717	SB004151SC	Radio Quintile 2nd Quintile (heavy) (A)	Radio
1718	SB004152SC	Radio Quintile 3rd Quintile (medium) (A)	Radio
1719	SB004153SC	Radio Quintile 4th Quintile (light) (A)	Radio
1720	SB004154SC	Radio Quintile 5th Quintile (lightest) (A)	Radio
1721	SB003027SC	Sports listened to on radio past 12 mo (net) College basketball regular season (A)	Radio
1722	SB003029SC	Sports listened to on radio past 12 mo (net) College football regular season (A)	Radio
1723	SB003036SC	Sports listened to on radio past 12 mo (net) Learfield Coll. sports event (A)	Radio
1724	SB004699SC	Sports listened to on radio past 12 months (net) ACC basketball (A)	Radio
1725	SB003021SC	Sports listened to on radio past 12 months (net) ACC football (A)	Radio
1726	SB004700SC	Sports listened to on radio past 12 months (net) AFL (Arena Football League) (A)	Radio
1727	SB004701SC	Sports listened to on radio past 12 months (net) Any minor league hockey (A)	Radio
1728	SB003022SC	Sports listened to on radio past 12 months (net) Big Ten basketball (A)	Radio
1729	SB003023SC	Sports listened to on radio past 12 months (net) Big Ten football (A)	Radio
1730	SB003026SC	Sports listened to on radio past 12 months (net) College basketball - mens (A)	Radio
1731	SB003025SC	Sports listened to on radio past 12 months (net) College basketball (A)	Radio
1732	SB003028SC	Sports listened to on radio past 12 months (net) College football (A)	Radio
1733	SB003030SC	Sports listened to on radio past 12 months (net) College sports event (A)	Radio
1734	SB003031SC	Sports listened to on radio past 12 months (net) IMG College basketball (A)	Radio
1735	SB003032SC	Sports listened to on radio past 12 months (net) IMG College football (A)	Radio
1736	SB003033SC	Sports listened to on radio past 12 months (net) IMG College sports event (A)	Radio
1737	SB003034SC	Sports listened to on radio past 12 months (net) Learfield Coll. basketball (A)	Radio
1738	SB003035SC	Sports listened to on radio past 12 months (net) Learfield Coll. football (A)	Radio
1739	SB004702SC	Sports listened to on radio past 12 months (net) Major League Soccer (MLS) (A)	Radio
1740	SB003037SC	Sports listened to on radio past 12 months (net) MLB (A)	Radio
1741	SB003038SC	Sports listened to on radio past 12 months (net) MLB regular season (A)	Radio
1742	SB003039SC	Sports listened to on radio past 12 months (net) NBA (A)	Radio
1743	SB003040SC	Sports listened to on radio past 12 months (net) NBA regular season (A)	Radio
1744	SB003041SC	Sports listened to on radio past 12 months (net) NFL (A)	Radio
1745	SB003042SC	Sports listened to on radio past 12 months (net) NFL regular season (A)	Radio
1746	SB003043SC	Sports listened to on radio past 12 months (net) NHL (A)	Radio
1747	SB003044SC	Sports listened to on radio past 12 months (net) NHL regular season (A)	Radio
1748	SB003045SC	Sports listened to on radio past 12 months (net) SEC basketball (A)	Radio
1749	SB003046SC	Sports listened to on radio past 12 months (net) SEC football (A)	Radio
1750	SB003047SC	Sports listened to on radio past 12 months (net) SEC sports event (A)	Radio
1751	SB004703SC	Sports listened to on radio past 12 months (net) WNBA (A)	Radio
1752	SB004546SC	Sports listened to on radio past 12 months European soccer (A)	Radio
1753	SB002060SC	Sports listened to on radio past 12 months Major League Baseball playoffs (A)	Radio
1754	SB004627SC	Sports listened to on radio past 12 months Mexican League (A)	Radio
1755	SB002062SC	Sports listened to on radio past 12 months NBA Finals (A)	Radio

ORDER	VARIABLE	DESCRIPTION	CATEGORY
1756	SB002063SC	Sports listened to on radio past 12 months NBA playoffs (A)	Radio
1757	SB004547SC	Sports listened to on radio past 12 months NCAA Womens Tournament (A)	Radio
1758	SB002065SC	Sports listened to on radio past 12 months NFL playoffs (A)	Radio
1759	SB002071SC	Sports listened to on radio past 12 months None (A)	Radio
1760	SB002066SC	Sports listened to on radio past 12 months Regular season NFL (A)	Radio
1761	SB002067SC	Sports listened to on radio past 12 months Stanley Cup playoffs (A)	Radio
1762	SB002068SC	Sports listened to on radio past 12 months Sunday Night Football (A)	Radio
1763	SB002069SC	Sports listened to on radio past 12 months Super Bowl (A)	Radio
1764	SB003952SC	Sports listened to on radio past 12 months Thursday Night Football (A)	Radio
1765	SB002871SC	Amount contributed to public radio past 12 mos \$35 - \$99 (H)	Radio
1766	SB002872SC	Amount contributed to public radio past 12 mos \$100 or more (H)	Radio
1767	SB002873SC	Amount contributed to public radio past 12 mos Nothing (H)	Radio
1768	SB002240SC	Any restaurant used past 30 days Any quick service restaurant past 30 days (A)	Restaurants
1769	SB002239SC	Any restaurant used past 30 days Any restaurant used past 30 days (A)	Restaurants
1770	SB002238SC	Any restaurant used past 30 days Any sit-down restaurant past 30 days (A)	Restaurants
1771	SB002241SC	No. of times used quick service restaurant past 30 days 1 time (A)	Restaurants
1772	SB002242SC	No. of times used quick service restaurant past 30 days 2 times (A)	Restaurants
1773	SB002243SC	No. of times used quick service restaurant past 30 days 3 times (A)	Restaurants
1774	SB002244SC	No. of times used quick service restaurant past 30 days 4 times (A)	Restaurants
1775	SB002246SC	No. of times used quick service restaurant past 30 days 6 - 9 times (A)	Restaurants
1776	SB002256SC	No. of times used quick service restaurant past 30 days 10 times or more (A)	Restaurants
1777	SB002247SC	No. of times used quick service restaurant past 30 days None (A)	Restaurants
1778	SB002248SC	No. of times used sitdown restaurant past 30 days 1 time (A)	Restaurants
1779	SB002249SC	No. of times used sitdown restaurant past 30 days 2 times (A)	Restaurants
1780	SB002252SC	No. of times used sitdown restaurant past 30 days 5 times (A)	Restaurants
1781	SB002253SC	No. of times used sitdown restaurant past 30 days 6 - 9 times (A)	Restaurants
1782	SB002254SC	No. of times used sitdown restaurant past 30 days 10 times or more (A)	Restaurants
1783	SB002255SC	No. of times used sitdown restaurant past 30 days None (A)	Restaurants
1784	SB004142SC	Quick service restaurants Quintile 1st Quintile (heaviest) (A)	Restaurants
1785	SB004143SC	Quick service restaurants Quintile 2nd Quintile (heavy) (A)	Restaurants
1786	SB004145SC	Quick service restaurants Quintile 3rd Quintile (medium) (A)	Restaurants
1787	SB004146SC	Quick service restaurants Quintile 4th Quintile (light) (A)	Restaurants
1788	SB004147SC	Quick service restaurants Quintile 5th Quintile (lightest) (A)	Restaurants
1789	SB002257SC	Quick service rest used for breakfast past 30 days Any quick service rest (A)	Restaurants
1790	SB002258SC	Quick service restaurants used for breakfast past 30 days Burger King (A)	Restaurants
1791	SB002259SC	Quick service restaurants used for breakfast past 30 days Chick-fil-A (A)	Restaurants
1792	SB004623SC	Quick service restaurants used for breakfast past 30 days Dairy Queen (A)	Restaurants
1793	SB002260SC	Quick service restaurants used for breakfast past 30 days Dunkin Donuts (A)	Restaurants
1794	SB002261SC	Quick service restaurants used for breakfast past 30 days Hardees (A)	Restaurants
1795	SB002265SC	Quick service restaurants used for breakfast past 30 days Panera Bread (A)	Restaurants
1796	SB002266SC	Quick service restaurants used for breakfast past 30 days Starbucks (A)	Restaurants
1797	SB002264SC	Quick service rest used for breakfast past 30 days No quick service rest (A)	Restaurants
1798	SB002268SC	Quick service rest used for dinner past 30 days Any quick service rest (A)	Restaurants
1799	SB002269SC	Quick service restaurants used for dinner past 30 days Arbys (A)	Restaurants
1800	SB002270SC	Quick service restaurants used for dinner past 30 days Boston Market (A)	Restaurants
1801	SB002271SC	Quick service restaurants used for dinner past 30 days Burger King (A)	Restaurants
1802	SB002272SC	Quick service restaurants used for dinner past 30 days Chick-fil-A (A)	Restaurants
1803	SB002273SC	Quick service restaurants used for dinner past 30 days Chipotle (A)	Restaurants
1804	SB002274SC	Quick service restaurants used for dinner past 30 days Churchs Chicken (A)	Restaurants
1805	SB002275SC	Quick service restaurants used for dinner past 30 days Dairy Queen (A)	Restaurants
1806	SB002276SC	Quick service restaurants used for dinner past 30 days Dominos Pizza (A)	Restaurants
1807	SB002277SC	Quick service restaurants used for dinner past 30 days Five Guys (A)	Restaurants
1808	SB003908SC	Quick service restaurants used for dinner past 30 days Hardees (A)	Restaurants
1809	SB002278SC	Quick service restaurants used for dinner past 30 days Jack in the box (A)	Restaurants
1810	SB004265SC	Quick service restaurants used for dinner past 30 days Jimmy Johns (A)	Restaurants
1811	SB002279SC	Quick service restaurants used for dinner past 30 days KFC (A)	Restaurants
1812	SB002280SC	Quick service restaurants used for dinner past 30 days Little Caesars (A)	Restaurants
1813	SB002281SC	Quick service restaurants used for dinner past 30 days Long John Silvers (A)	Restaurants
1814	SB002282SC	Quick service restaurants used for dinner past 30 days McDonalds (A)	Restaurants
1815	SB002284SC	Quick service restaurants used for dinner past 30 days Panera Bread (A)	Restaurants
1816	SB002285SC	Quick service restaurants used for dinner past 30 days Papa Johns Pizza (A)	Restaurants
1817	SB002286SC	Quick service restaurants used for dinner past 30 days Pizza Hut (A)	Restaurants
1818	SB002287SC	Quick service restaurants used for dinner past 30 days Popeyes (A)	Restaurants
1819	SB003909SC	Quick service restaurants used for dinner past 30 days Qdoba (A)	Restaurants
1820	SB002288SC	Quick service restaurants used for dinner past 30 days Sonic (A)	Restaurants

ORDER	VARIABLE	DESCRIPTION	CATEGORY
1821	SB004268SC	Quick service restaurants used for dinner past 30 days Starbucks (A)	Restaurants
1822	SB002290SC	Quick service restaurants used for dinner past 30 days Taco Bell (A)	Restaurants
1823	SB002291SC	Quick service restaurants used for dinner past 30 days Wendys (A)	Restaurants
1824	SB003911SC	Quick service restaurants used for dinner past 30 days Wingstop (A)	Restaurants
1825	SB002283SC	Quick service restaurants used for dinner past 30 days No quick service rest (A)	Restaurants
1826	SB002292SC	Quick service restaurants used for lunch past 30 days Any quick service rest (A)	Restaurants
1827	SB002293SC	Quick service restaurants used for lunch past 30 days Arbys (A)	Restaurants
1828	SB003912SC	Quick service restaurants used for lunch past 30 days Boston Market (A)	Restaurants
1829	SB002294SC	Quick service restaurants used for lunch past 30 days Burger King (A)	Restaurants
1830	SB002295SC	Quick service restaurants used for lunch past 30 days Chick-fil-A (A)	Restaurants
1831	SB002296SC	Quick service restaurants used for lunch past 30 days Chipotle (A)	Restaurants
1832	SB002297SC	Quick service restaurants used for lunch past 30 days Churchs Chicken (A)	Restaurants
1833	SB002299SC	Quick service restaurants used for lunch past 30 days Dominos Pizza (A)	Restaurants
1834	SB002301SC	Quick service restaurants used for lunch past 30 days Five Guys (A)	Restaurants
1835	SB002302SC	Quick service restaurants used for lunch past 30 days Hardees (A)	Restaurants
1836	SB002303SC	Quick service restaurants used for lunch past 30 days Jack in the box (A)	Restaurants
1837	SB004273SC	Quick service restaurants used for lunch past 30 days Jimmy Johns (A)	Restaurants
1838	SB002304SC	Quick service restaurants used for lunch past 30 days KFC (A)	Restaurants
1839	SB002305SC	Quick service restaurants used for lunch past 30 days Little Caesars (A)	Restaurants
1840	SB002306SC	Quick service restaurants used for lunch past 30 days Long John Silvers (A)	Restaurants
1841	SB002307SC	Quick service restaurants used for lunch past 30 days McDonalds (A)	Restaurants
1842	SB002309SC	Quick service restaurants used for lunch past 30 days Panera Bread (A)	Restaurants
1843	SB002310SC	Quick service restaurants used for lunch past 30 days Papa Johns Pizza (A)	Restaurants
1844	SB002311SC	Quick service restaurants used for lunch past 30 days Pizza Hut (A)	Restaurants
1845	SB002312SC	Quick service restaurants used for lunch past 30 days Popeyes (A)	Restaurants
1846	SB003913SC	Quick service restaurants used for lunch past 30 days Qdoba (A)	Restaurants
1847	SB002314SC	Quick service restaurants used for lunch past 30 days Sonic (A)	Restaurants
1848	SB002315SC	Quick service restaurants used for lunch past 30 days Starbucks (A)	Restaurants
1849	SB002316SC	Quick service restaurants used for lunch past 30 days Subway (A)	Restaurants
1850	SB002317SC	Quick service restaurants used for lunch past 30 days Taco Bell (A)	Restaurants
1851	SB002318SC	Quick service restaurants used for lunch past 30 days Wendys (A)	Restaurants
1852	SB003915SC	Quick service restaurants used for lunch past 30 days White Castle (A)	Restaurants
1853	SB002308SC	Quick service restaurants used for lunch past 30 days No quick service rest (A)	Restaurants
1854	SB003916SC	Quick service restaurants used for lunch past 30 days Wingstop (A)	Restaurants
1855	SB002319SC	Quick service rest used for other reason past 30 days Any quick service (A)	Restaurants
1856	SB003917SC	Quick service restaurants used for other reason past 30 days Arbys (A)	Restaurants
1857	SB003918SC	Quick service restaurants used for other reason past 30 days Auntie Annes (A)	Restaurants
1858	SB002320SC	Quick service restaurants used for other reason past 30 days Burger King (A)	Restaurants
1859	SB002321SC	Quick service rest used for other reason past 30 days Cold Stone Creamery (A)	Restaurants
1860	SB002322SC	Quick service restaurants used for other reason past 30 days Dairy Queen (A)	Restaurants
1861	SB003920SC	Quick service restaurants used for other reason past 30 days Dominos Pizza (A)	Restaurants
1862	SB003921SC	Quick service restaurants used for other reason past 30 days Jack in the box (A)	Restaurants
1863	SB003923SC	Quick service restaurants used for other reason past 30 days Little Caesars (A)	Restaurants
1864	SB003924SC	Quick service restaurants used for other reason past 30 days Panera Bread (A)	Restaurants
1865	SB003925SC	Quick service restaurants used for other reason past 30 days Pizza Hut (A)	Restaurants
1866	SB003926SC	Quick service restaurants used for other reason past 30 days Popeyes (A)	Restaurants
1867	SB002326SC	Quick service restaurants used for other reason past 30 days Sonic (A)	Restaurants
1868	SB002327SC	Quick service restaurants used for other reason past 30 days Starbucks (A)	Restaurants
1869	SB002328SC	Quick service restaurants used for other reason past 30 days Subway (A)	Restaurants
1870	SB002329SC	Quick service restaurants used for other reason past 30 days Taco Bell (A)	Restaurants
1871	SB002330SC	Quick service restaurants used for other reason past 30 days Wendys (A)	Restaurants
1872	SB002325SC	Quick service rest used for other reason past 30 days No quick service (A)	Restaurants
1873	SB002331SC	Quick service restaurants used past 30 days Any quick service rest (A)	Restaurants
1874	SB002332SC	Quick service restaurants used past 30 days Arbys (A)	Restaurants
1875	SB002333SC	Quick service restaurants used past 30 days Auntie Annes (A)	Restaurants
1876	SB002335SC	Quick service restaurants used past 30 days Burger King (A)	Restaurants
1877	SB002336SC	Quick service restaurants used past 30 days Chick-fil-A (A)	Restaurants
1878	SB002337SC	Quick service restaurants used past 30 days Chipotle (A)	Restaurants
1879	SB002338SC	Quick service restaurants used past 30 days Churchs Chicken (A)	Restaurants
1880	SB002340SC	Quick service restaurants used past 30 days Cold Stone Creamery (A)	Restaurants
1881	SB002342SC	Quick service restaurants used past 30 days Dominos Pizza (A)	Restaurants
1882	SB002343SC	Quick service restaurants used past 30 days Dunkin Donuts (A)	Restaurants
1883	SB002344SC	Quick service restaurants used past 30 days Five Guys (A)	Restaurants
1884	SB002345SC	Quick service restaurants used past 30 days Hardees (A)	Restaurants
1885	SB002346SC	Quick service restaurants used past 30 days Jack in the box (A)	Restaurants

ORDER	VARIABLE	DESCRIPTION	CATEGORY
1886	SB004287SC	Quick service restaurants used past 30 days Jimmy Johns (A)	Restaurants
1887	SB002348SC	Quick service restaurants used past 30 days KFC (A)	Restaurants
1888	SB002349SC	Quick service restaurants used past 30 days Little Caesars (A)	Restaurants
1889	SB002350SC	Quick service restaurants used past 30 days Long John Silvers (A)	Restaurants
1890	SB002351SC	Quick service restaurants used past 30 days McDonalds (A)	Restaurants
1891	SB002352SC	Quick service restaurants used past 30 days Panera Bread (A)	Restaurants
1892	SB002353SC	Quick service restaurants used past 30 days Papa Johns Pizza (A)	Restaurants
1893	SB002354SC	Quick service restaurants used past 30 days Pizza Hut (A)	Restaurants
1894	SB002355SC	Quick service restaurants used past 30 days Popeyes (A)	Restaurants
1895	SB002356SC	Quick service restaurants used past 30 days Qdoba (A)	Restaurants
1896	SB002357SC	Quick service restaurants used past 30 days Quiznos (A)	Restaurants
1897	SB002358SC	Quick service restaurants used past 30 days Sonic (A)	Restaurants
1898	SB002359SC	Quick service restaurants used past 30 days Starbucks (A)	Restaurants
1899	SB002361SC	Quick service restaurants used past 30 days Taco Bell (A)	Restaurants
1900	SB002362SC	Quick service restaurants used past 30 days Wendys (A)	Restaurants
1901	SB002363SC	Quick service restaurants used past 30 days White Castle (A)	Restaurants
1902	SB002364SC	Quick service restaurants used past 30 days Wingstop (A)	Restaurants
1903	SB004156SC	Sit-down restaurants Quintile 1st Quintile (heaviest) (A)	Restaurants
1904	SB004157SC	Sit-down restaurants Quintile 2nd Quintile (heavy) (A)	Restaurants
1905	SB004158SC	Sit-down restaurants Quintile 3rd Quintile (medium) (A)	Restaurants
1906	SB004160SC	Sit-down restaurants Quintile 4th Quintile (light) (A)	Restaurants
1907	SB004162SC	Sit-down restaurants Quintile 5th Quintile (lightest) (A)	Restaurants
1908	SB002370SC	Sitdown restaurants used for breakfast past 30 days Any sit-down restaurant (A)	Restaurants
1909	SB002366SC	Sitdown restaurants used for breakfast past 30 days Cracker Barrel (A)	Restaurants
1910	SB002367SC	Sitdown restaurants used for breakfast past 30 days Dennys (A)	Restaurants
1911	SB004561SC	Sitdown restaurants used for breakfast past 30 days Golden Corral (A)	Restaurants
1912	SB002368SC	Sitdown restaurants used for breakfast past 30 days IHOP (A)	Restaurants
1913	SB002369SC	Sitdown restaurants used for breakfast past 30 days No sit-down restaurant (A)	Restaurants
1914	SB002371SC	Sitdown restaurants used for dinner past 30 days Any sit-down restaurant (A)	Restaurants
1915	SB002374SC	Sitdown restaurants used for dinner past 30 days Bonefish Grill (A)	Restaurants
1916	SB003934SC	Sitdown restaurants used for dinner past 30 days Buffalo Wild Wings (A)	Restaurants
1917	SB003935SC	Sitdown restaurants used for dinner past 30 days California Pizza Kitchen (A)	Restaurants
1918	SB002375SC	Sitdown restaurants used for dinner past 30 days Carrabbas Italian Grill (A)	Restaurants
1919	SB002377SC	Sitdown restaurants used for dinner past 30 days Chilis (A)	Restaurants
1920	SB003936SC	Sitdown restaurants used for dinner past 30 days Chuck E Cheeses (A)	Restaurants
1921	SB002378SC	Sitdown restaurants used for dinner past 30 days Cracker Barrel (A)	Restaurants
1922	SB002379SC	Sitdown restaurants used for dinner past 30 days Dennys (A)	Restaurants
1923	SB004625SC	Sitdown restaurants used for dinner past 30 days Dickey's Barbecue Pit (A)	Restaurants
1924	SB002380SC	Sitdown restaurants used for dinner past 30 days Golden Corral (A)	Restaurants
1925	SB003937SC	Sitdown restaurants used for dinner past 30 days Hooters (A)	Restaurants
1926	SB002382SC	Sitdown restaurants used for dinner past 30 days Logans Roadhouse (A)	Restaurants
1927	SB004291SC	Sitdown restaurants used for dinner past 30 days Mellow Mushroom (A)	Restaurants
1928	SB002385SC	Sitdown restaurants used for dinner past 30 days Olive Garden (A)	Restaurants
1929	SB002386SC	Sitdown restaurants used for dinner past 30 days Outback Steakhouse (A)	Restaurants
1930	SB002387SC	Sitdown restaurants used for dinner past 30 days Red Lobster (A)	Restaurants
1931	SB002389SC	Sitdown restaurants used for dinner past 30 days T.G.I. Fridays (A)	Restaurants
1932	SB004292SC	Sitdown restaurants used for dinner past 30 days Texas Roadhouse (A)	Restaurants
1933	SB002376SC	Sitdown restaurants used for dinner past 30 days The Cheesecake Factory (A)	Restaurants
1934	SB002384SC	Sitdown restaurants used for dinner past 30 days No sit-down restaurant (A)	Restaurants
1935	SB002390SC	Sitdown restaurants used for lunch past 30 days Any sit-down restaurant (A)	Restaurants
1936	SB003939SC	Sitdown restaurants used for lunch past 30 days Buffalo Wild Wings (A)	Restaurants
1937	SB003940SC	Sitdown restaurants used for lunch past 30 days California Pizza Kitchen (A)	Restaurants
1938	SB002392SC	Sitdown restaurants used for lunch past 30 days Chilis (A)	Restaurants
1939	SB003941SC	Sitdown restaurants used for lunch past 30 days Chuck E Cheeses (A)	Restaurants
1940	SB002393SC	Sitdown restaurants used for lunch past 30 days Cracker Barrel (A)	Restaurants
1941	SB002394SC	Sitdown restaurants used for lunch past 30 days Dennys (A)	Restaurants
1942	SB002395SC	Sitdown restaurants used for lunch past 30 days Golden Corral (A)	Restaurants
1943	SB003942SC	Sitdown restaurants used for lunch past 30 days Hooters (A)	Restaurants
1944	SB002396SC	Sitdown restaurants used for lunch past 30 days IHOP (A)	Restaurants
1945	SB003944SC	Sitdown restaurants used for lunch past 30 days LongHorn Steakhouse (A)	Restaurants
1946	SB002398SC	Sitdown restaurants used for lunch past 30 days Olive Garden (A)	Restaurants
1947	SB002399SC	Sitdown restaurants used for lunch past 30 days Red Lobster (A)	Restaurants
1948	SB006017SC	Sitdown restaurants used for lunch past 30 days Texas Roadhouse (A)	Restaurants
1949	SB002402SC	Sitdown restaurants used for lunch past 30 days The Cheesecake Factory (A)	Restaurants
1950	SB002397SC	Sitdown restaurants used for lunch past 30 days No sit-down restaurant (A)	Restaurants

ORDER	VARIABLE	DESCRIPTION	CATEGORY
1951	SB002403SC	Sitdown restaurants used past 30 days Any sit-down restaurant (A)	Restaurants
1952	SB004300SC	Sitdown restaurants used past 30 days Beef O Bradys (A)	Restaurants
1953	SB002406SC	Sitdown restaurants used past 30 days Bonefish Grill (A)	Restaurants
1954	SB004301SC	Sitdown restaurants used past 30 days Buca di Beppo (A)	Restaurants
1955	SB004302SC	Sitdown restaurants used past 30 days Buffalo Wild Wings (A)	Restaurants
1956	SB002407SC	Sitdown restaurants used past 30 days California Pizza Kitchen (A)	Restaurants
1957	SB002408SC	Sitdown restaurants used past 30 days Carrabbas Italian Grill (A)	Restaurants
1958	SB002409SC	Sitdown restaurants used past 30 days Chilis (A)	Restaurants
1959	SB002410SC	Sitdown restaurants used past 30 days Chuck E Cheeses (A)	Restaurants
1960	SB002411SC	Sitdown restaurants used past 30 days Cracker Barrel (A)	Restaurants
1961	SB002412SC	Sitdown restaurants used past 30 days Dennys (A)	Restaurants
1962	SB004624SC	Sitdown restaurants used past 30 days Dickey's Barbecue Pit (A)	Restaurants
1963	SB002413SC	Sitdown restaurants used past 30 days Golden Corral (A)	Restaurants
1964	SB002414SC	Sitdown restaurants used past 30 days Hooters (A)	Restaurants
1965	SB002415SC	Sitdown restaurants used past 30 days IHOP (A)	Restaurants
1966	SB002416SC	Sitdown restaurants used past 30 days Logans Roadhouse (A)	Restaurants
1967	SB004304SC	Sitdown restaurants used past 30 days Mellow Mushroom (A)	Restaurants
1968	SB002418SC	Sitdown restaurants used past 30 days Olive Garden (A)	Restaurants
1969	SB002419SC	Sitdown restaurants used past 30 days Outback Steakhouse (A)	Restaurants
1970	SB002420SC	Sitdown restaurants used past 30 days Red Lobster (A)	Restaurants
1971	SB002422SC	Sitdown restaurants used past 30 days T.G.I. Fridays (A)	Restaurants
1972	SB002423SC	Sitdown restaurants used past 30 days The Cheesecake Factory (A)	Restaurants
1973	SB002425SC	Types of rest used for breakfast past 30 days Any coffee house/coffee bar (A)	Restaurants
1974	SB004560SC	Types of restaurants used for breakfast past 30 days Any upscale restaurant (A)	Restaurants
1975	SB002428SC	Types of rest used for dinner past 30 days Any coffee house/coffee bar (A)	Restaurants
1976	SB002427SC	Types of restaurants used for dinner past 30 days Any Chinese restaurant (A)	Restaurants
1977	SB002429SC	Types of restaurants used for dinner past 30 days Any Italian restaurant (A)	Restaurants
1978	SB002430SC	Types of restaurants used for dinner past 30 days Any Mexican restaurant (A)	Restaurants
1979	SB002431SC	Types of restaurants used for dinner past 30 days Any pizza restaurant (A)	Restaurants
1980	SB002432SC	Types of restaurants used for dinner past 30 days Any seafood restaurant (A)	Restaurants
1981	SB003979SC	Types of restaurants used for dinner past 30 days Any sports bar (A)	Restaurants
1982	SB002433SC	Types of restaurants used for dinner past 30 days Any steakhouse (A)	Restaurants
1983	SB002434SC	Types of restaurants used for dinner past 30 days Any upscale restaurant (A)	Restaurants
1984	SB002436SC	Types of restaurants used for lunch past 30 days Any coffee house/coffee bar (A)	Restaurants
1985	SB002437SC	Types of restaurants used for lunch past 30 days Any Italian restaurant (A)	Restaurants
1986	SB002438SC	Types of restaurants used for lunch past 30 days Any Mexican restaurant (A)	Restaurants
1987	SB002439SC	Types of restaurants used for lunch past 30 days Any pizza restaurant (A)	Restaurants
1988	SB003980SC	Types of restaurants used for lunch past 30 days Any sports bar (A)	Restaurants
1989	SB002441SC	Types of restaurants used for lunch past 30 days Any steakhouse (A)	Restaurants
1990	SB002442SC	Types of restaurants used for lunch past 30 days Any upscale restaurant (A)	Restaurants
1991	SB002444SC	Types of restaurants used past 30 days Any coffee house/coffee bar (A)	Restaurants
1992	SB002445SC	Types of restaurants used past 30 days Any Italian restaurant (A)	Restaurants
1993	SB002446SC	Types of restaurants used past 30 days Any Mexican restaurant (A)	Restaurants
1994	SB002447SC	Types of restaurants used past 30 days Any pizza restaurant (A)	Restaurants
1995	SB002448SC	Types of restaurants used past 30 days Any seafood restaurant (A)	Restaurants
1996	SB003978SC	Types of restaurants used past 30 days Any sports bar (A)	Restaurants
1997	SB002449SC	Types of restaurants used past 30 days Any steakhouse (A)	Restaurants
1998	SB002450SC	Types of restaurants used past 30 days Any upscale restaurant (A)	Restaurants
1999	SB002451SC	Bookstores:Stores shopped/used services past 12 months Amazon (A)	Retail Shopping
2000	SB002452SC	Bookstores:Stores shopped/used services past 12 months Any bookstore (A)	Retail Shopping
2001	SB002453SC	Bookstores:Stores shopped/used services past 12 months Barnes & Noble (A)	Retail Shopping
2002	SB002455SC	Bookstores:Stores shopped/used services past 12 months iTunes (A)	Retail Shopping
2003	SB002456SC	Bookstores:Stores shopped/used services past 12 months Target (A)	Retail Shopping
2004	SB002457SC	Bookstores:Stores shopped/used services past 12 months Walmart (A)	Retail Shopping
2005	SB002458SC	Bookstores:Stores shopped/used services past 3 months Amazon (A)	Retail Shopping
2006	SB002459SC	Bookstores:Stores shopped/used services past 3 months Any bookstore (A)	Retail Shopping
2007	SB002460SC	Bookstores:Stores shopped/used services past 3 months Barnes & Noble (A)	Retail Shopping
2008	SB002462SC	Bookstores:Stores shopped/used services past 3 months iTunes (A)	Retail Shopping
2009	SB002463SC	Bookstores:Stores shopped/used services past 3 months Target (A)	Retail Shopping
2010	SB002464SC	Bookstores:Stores shopped/used services past 3 months Walmart (A)	Retail Shopping
2011	SB003829SC	Clothing:Stores bought past 3 months Anthropologie (A)	Retail Shopping
2012	SB002467SC	Clothing:Stores bought past 3 months Any clothing store bought (A)	Retail Shopping
2013	SB003827SC	Clothing:Stores bought past 3 months Brooks Brothers (A)	Retail Shopping
2014	SB002469SC	Clothing:Stores bought past 3 months Burlington (A)	Retail Shopping
2015	SB002470SC	Clothing:Stores bought past 3 months Chicos (A)	Retail Shopping

ORDER	VARIABLE	DESCRIPTION	CATEGORY
2016	SB002472SC	Clothing:Stores bought past 3 months Dillards (A)	Retail Shopping
2017	SB002473SC	Clothing:Stores bought past 3 months Express/Express for Men (A)	Retail Shopping
2018	SB004209SC	Clothing:Stores bought past 3 months Forever 21/Forever XXI (A)	Retail Shopping
2019	SB002474SC	Clothing:Stores bought past 3 months Gap (A)	Retail Shopping
2020	SB002475SC	Clothing:Stores bought past 3 months Gap Kids (A)	Retail Shopping
2021	SB004210SC	Clothing:Stores bought past 3 months H&M (A)	Retail Shopping
2022	SB002476SC	Clothing:Stores bought past 3 months JCPenney (A)	Retail Shopping
2023	SB004671SC	Clothing:Stores shopped past 3 months Justice (A)	Retail shopping
2024	SB002478SC	Clothing:Stores bought past 3 months Kmart (A)	Retail Shopping
2025	SB002479SC	Clothing:Stores bought past 3 months Kohls (A)	Retail Shopping
2026	SB002481SC	Clothing:Stores bought past 3 months Macys (A)	Retail Shopping
2027	SB002482SC	Clothing:Stores bought past 3 months Marshalls (A)	Retail Shopping
2028	SB002483SC	Clothing:Stores bought past 3 months New York & Company (A)	Retail Shopping
2029	SB002484SC	Clothing:Stores bought past 3 months Nordstrom (A)	Retail Shopping
2030	SB002485SC	Clothing:Stores bought past 3 months Nordstrom Rack (A)	Retail Shopping
2031	SB002486SC	Clothing:Stores bought past 3 months Old Navy (A)	Retail Shopping
2032	SB002487SC	Clothing:Stores bought past 3 months Ross Dress For Less (A)	Retail Shopping
2033	SB002488SC	Clothing:Stores bought past 3 months Sams Club (A)	Retail Shopping
2034	SB002490SC	Clothing:Stores bought past 3 months Stein Mart (A)	Retail Shopping
2035	SB002491SC	Clothing:Stores bought past 3 months Target (A)	Retail Shopping
2036	SB002493SC	Clothing:Stores bought past 3 months TJ Maxx (A)	Retail Shopping
2037	SB002494SC	Clothing:Stores bought past 3 months Victorias Secret (A)	Retail Shopping
2038	SB002495SC	Clothing:Stores bought past 3 months Walmart (A)	Retail Shopping
2039	SB002471SC	Clothing:Stores bought past 3 months Did not buy clothing (A)	Retail Shopping
2040	SB002497SC	Clothing:Stores shopped past 3 months Anthropologie (A)	Retail Shopping
2041	SB002498SC	Clothing:Stores shopped past 3 months Any clothing store shopped (A)	Retail Shopping
2042	SB003837SC	Clothing:Stores shopped past 3 months Bloomingdales (A)	Retail Shopping
2043	SB002500SC	Clothing:Stores shopped past 3 months Brooks Brothers (A)	Retail Shopping
2044	SB002501SC	Clothing:Stores shopped past 3 months Burlington (A)	Retail Shopping
2045	SB002502SC	Clothing:Stores shopped past 3 months Chiccos (A)	Retail Shopping
2046	SB002504SC	Clothing:Stores shopped past 3 months Dillards (A)	Retail Shopping
2047	SB002506SC	Clothing:Stores shopped past 3 months Express/Express for Men (A)	Retail Shopping
2048	SB004212SC	Clothing:Stores shopped past 3 months Forever 21/Forever XXI (A)	Retail Shopping
2049	SB002507SC	Clothing:Stores shopped past 3 months Gap (A)	Retail Shopping
2050	SB002508SC	Clothing:Stores shopped past 3 months Gap Kids (A)	Retail Shopping
2051	SB004213SC	Clothing:Stores shopped past 3 months H&M (A)	Retail Shopping
2052	SB002509SC	Clothing:Stores shopped past 3 months JCPenney (A)	Retail Shopping
2053	SB002511SC	Clothing:Stores shopped past 3 months Kmart (A)	Retail Shopping
2054	SB002512SC	Clothing:Stores shopped past 3 months Kohls (A)	Retail Shopping
2055	SB002515SC	Clothing:Stores shopped past 3 months Macys (A)	Retail Shopping
2056	SB002516SC	Clothing:Stores shopped past 3 months Marshalls (A)	Retail Shopping
2057	SB002517SC	Clothing:Stores shopped past 3 months New York & Company (A)	Retail Shopping
2058	SB002518SC	Clothing:Stores shopped past 3 months Nordstrom (A)	Retail Shopping
2059	SB002519SC	Clothing:Stores shopped past 3 months Nordstrom Rack (A)	Retail Shopping
2060	SB002520SC	Clothing:Stores shopped past 3 months Old Navy (A)	Retail Shopping
2061	SB002521SC	Clothing:Stores shopped past 3 months Ross Dress For Less (A)	Retail Shopping
2062	SB003840SC	Clothing:Stores shopped past 3 months Saks Fifth Avenue (A)	Retail Shopping
2063	SB002522SC	Clothing:Stores shopped past 3 months Sams Club (A)	Retail Shopping
2064	SB002524SC	Clothing:Stores shopped past 3 months Stein Mart (A)	Retail Shopping
2065	SB002525SC	Clothing:Stores shopped past 3 months Target (A)	Retail Shopping
2066	SB002527SC	Clothing:Stores shopped past 3 months TJ Maxx (A)	Retail Shopping
2067	SB002528SC	Clothing:Stores shopped past 3 months Victorias Secret (A)	Retail Shopping
2068	SB002529SC	Clothing:Stores shopped past 3 months Walmart (A)	Retail Shopping
2069	SB002503SC	Clothing:Stores shopped past 3 months Did not shop for clothing (A)	Retail Shopping
2070	SB002530SC	Day spas:Stores shopped/used services past 12 months Any day spa (A)	Retail Shopping
2071	SB002531SC	Day spas:Stores shopped/used services past 3 months Any day spa (A)	Retail Shopping
2072	SB002532SC	Dry cleaners:Stores shopped/used services past 12 months Any dry cleaner (A)	Retail Shopping
2073	SB002533SC	Dry cleaners:Stores shopped/used services past 3 months Any dry cleaner (A)	Retail Shopping
2074	SB002535SC	Florists:Stores shop/used services past 3 months Any florist (excl grocers) (A)	Retail Shopping
2075	SB002534SC	Florists:Stores shopped/used services past 12 mo Any florist (excl grocers) (A)	Retail Shopping
2076	SB003725SC	Games/toys:Stores shopped/used services past 12 months Amazon (A)	Retail Shopping
2077	SB002536SC	Games/toys:Stores shopped/used services past 12 months Any game/toy store (A)	Retail Shopping
2078	SB003726SC	Games/toys:Stores shopped/used services past 12 months Best Buy (A)	Retail Shopping
2079	SB002537SC	Games/toys:Stores shopped/used services past 12 months GameStop (A)	Retail Shopping
2080	SB002538SC	Games/toys:Stores shopped/used services past 12 months Target (A)	Retail Shopping

ORDER	VARIABLE	DESCRIPTION	CATEGORY
2081	SB002539SC	Games/toys:Stores shopped/used services past 12 months Toys R Us (A)	Retail Shopping
2082	SB002540SC	Games/toys:Stores shopped/used services past 12 months Walmart (A)	Retail Shopping
2083	SB003727SC	Games/toys:Stores shopped/used services past 3 months Amazon (A)	Retail Shopping
2084	SB002541SC	Games/toys:Stores shopped/used services past 3 months Any game/toy store (A)	Retail Shopping
2085	SB003728SC	Games/toys:Stores shopped/used services past 3 months Best Buy (A)	Retail Shopping
2086	SB002542SC	Games/toys:Stores shopped/used services past 3 months GameStop (A)	Retail Shopping
2087	SB002543SC	Games/toys:Stores shopped/used services past 3 months Target (A)	Retail Shopping
2088	SB002544SC	Games/toys:Stores shopped/used services past 3 months Toys R Us (A)	Retail Shopping
2089	SB002545SC	Games/toys:Stores shopped/used services past 3 months Walmart (A)	Retail Shopping
2090	SB002548SC	Home accessories:Stores shopped/used services past 12 mo Bed, Bath & Beyond (A)	Retail Shopping
2091	SB002559SC	Home accessories:Stores shopped/used services past 12 mo The Container Store (A)	Retail Shopping
2092	SB002547SC	Home accessories:Stores shopped/used services past 12 months Any store (A)	Retail Shopping
2093	SB002550SC	Home accessories:Stores shopped/used services past 12 months Crate & Barrel (A)	Retail Shopping
2094	SB002551SC	Home accessories:Stores shopped/used services past 12 months Hobby Lobby (A)	Retail Shopping
2095	SB002552SC	Home accessories:Stores shopped/used services past 12 months HomeGoods (A)	Retail Shopping
2096	SB002553SC	Home accessories:Stores shopped/used services past 12 months IKEA (A)	Retail Shopping
2097	SB002554SC	Home accessories:Stores shopped/used services past 12 months JoAnn Fabric (A)	Retail Shopping
2098	SB002555SC	Home accessories:Stores shopped/used services past 12 months Michaels (A)	Retail Shopping
2099	SB002556SC	Home accessories:Stores shopped/used services past 12 months Pier 1 imports (A)	Retail Shopping
2100	SB002558SC	Home accessories:Stores shopped/used services past 12 months Target (A)	Retail Shopping
2101	SB002560SC	Home accessories:Stores shopped/used services past 12 months Walmart (A)	Retail Shopping
2102	SB002563SC	Home accessories:Stores shopped/used services past 3 mo Bed, Bath & Beyond (A)	Retail Shopping
2103	SB002574SC	Home accessories:Stores shopped/used services past 3 mo The Container Store (A)	Retail Shopping
2104	SB002562SC	Home accessories:Stores shopped/used services past 3 months Any store (A)	Retail Shopping
2105	SB002565SC	Home accessories:Stores shopped/used services past 3 months Crate & Barrel (A)	Retail Shopping
2106	SB002567SC	Home accessories:Stores shopped/used services past 3 months HomeGoods (A)	Retail Shopping
2107	SB002568SC	Home accessories:Stores shopped/used services past 3 months IKEA (A)	Retail Shopping
2108	SB002569SC	Home accessories:Stores shopped/used services past 3 months JoAnn Fabric (A)	Retail Shopping
2109	SB002570SC	Home accessories:Stores shopped/used services past 3 months Michaels (A)	Retail Shopping
2110	SB002571SC	Home accessories:Stores shopped/used services past 3 months Pier 1 imports (A)	Retail Shopping
2111	SB002572SC	Home accessories:Stores shopped/used services past 3 months Pottery Barn (A)	Retail Shopping
2112	SB002573SC	Home accessories:Stores shopped/used services past 3 months Target (A)	Retail Shopping
2113	SB002575SC	Home accessories:Stores shopped/used services past 3 months Walmart (A)	Retail Shopping
2114	SB002592SC	Items bought past 12 mo (amount spent) Mens business clothing:\$100 - \$499 (A)	Retail Shopping
2115	SB002594SC	Items bought past 12 mo (amount spent) Mens business clothing:\$500 or more (A)	Retail Shopping
2116	SB002601SC	Items bought past 12 mo (amount spent) Womens business clothing:Under \$100 (A)	Retail Shopping
2117	SB002602SC	Items bought past 12 mo (amount spent) Womens business clothing:\$100 - \$499 (A)	Retail Shopping
2118	SB002603SC	Items bought past 12 mo (amount spent) Womens business clothing:\$500 or more (A)	Retail Shopping
2119	SB002605SC	Items bought past 12 mo (amount spent) Womens casual clothing:\$100 - \$499 (A)	Retail Shopping
2120	SB002606SC	Items bought past 12 mo (amount spent) Womens casual clothing:\$500 or more (A)	Retail Shopping
2121	SB002576SC	Items bought past 12 months (amount spent) Athletic clothing:Under \$100 (A)	Retail Shopping
2122	SB002577SC	Items bought past 12 months (amount spent) Athletic clothing:\$100 - \$499 (A)	Retail Shopping
2123	SB002578SC	Items bought past 12 months (amount spent) Athletic shoes:Under \$100 (A)	Retail Shopping
2124	SB002579SC	Items bought past 12 months (amount spent) Athletic shoes:\$100 - \$499 (A)	Retail Shopping
2125	SB002580SC	Items bought past 12 months (amount spent) Childrens clothing:Under \$100 (A)	Retail Shopping
2126	SB002581SC	Items bought past 12 months (amount spent) Childrens clothing:\$100 - \$499 (A)	Retail Shopping
2127	SB002582SC	Items bought past 12 months (amount spent) Childrens clothing:\$500 or more (A)	Retail Shopping
2128	SB002584SC	Items bought past 12 months (amount spent) Cosmetics/perfumes:\$100 - \$499 (A)	Retail Shopping
2129	SB002585SC	Items bought past 12 months (amount spent) Cosmetics/perfumes:\$500 or more (A)	Retail Shopping
2130	SB002587SC	Items bought past 12 months (amount spent) Costume jewelry:\$100 - \$499 (A)	Retail Shopping
2131	SB002588SC	Items bought past 12 months (amount spent) Fine jewelry:Under \$100 (A)	Retail Shopping
2132	SB002590SC	Items bought past 12 months (amount spent) Fine jewelry:\$500 or more (A)	Retail Shopping
2133	SB002591SC	Items bought past 12 months (amount spent) Infants clothing:Under \$100 (A)	Retail Shopping
2134	SB002593SC	Items bought past 12 months (amount spent) Mens business clothing:Under \$100 (A)	Retail Shopping
2135	SB002595SC	Items bought past 12 months (amount spent) Mens casual clothing:Under \$100 (A)	Retail Shopping
2136	SB002596SC	Items bought past 12 months (amount spent) Mens casual clothing:\$100 - \$499 (A)	Retail Shopping
2137	SB002597SC	Items bought past 12 months (amount spent) Mens casual clothing:\$500 or more (A)	Retail Shopping
2138	SB002598SC	Items bought past 12 months (amount spent) Mens shoes:Under \$100 (A)	Retail Shopping
2139	SB002599SC	Items bought past 12 months (amount spent) Sports equipment:\$100 - \$499 (A)	Retail Shopping
2140	SB002600SC	Items bought past 12 months (amount spent) Sports equipment:\$500 or more (A)	Retail Shopping
2141	SB002604SC	Items bought past 12 months (amount spent) Womens casual clothing:Under \$100 (A)	Retail Shopping
2142	SB002607SC	Items bought past 12 months (amount spent) Womens shoes:Under \$100 (A)	Retail Shopping
2143	SB002608SC	Items bought past 12 months (amount spent) Womens shoes:\$100 - \$499 (A)	Retail Shopping
2144	SB002609SC	Items bought past 12 months (amount spent) Womens shoes:\$500 or more (A)	Retail Shopping
2145	SB002610SC	Items bought past 12 months Athletic clothing (A)	Retail Shopping

ORDER	VARIABLE	DESCRIPTION	CATEGORY
2146	SB002611SC	Items bought past 12 months Athletic shoes (A)	Retail Shopping
2147	SB002612SC	Items bought past 12 months Childrens clothing (A)	Retail Shopping
2148	SB002613SC	Items bought past 12 months Cosmetics/perfumes (A)	Retail Shopping
2149	SB002615SC	Items bought past 12 months Fine jewelry (A)	Retail Shopping
2150	SB002616SC	Items bought past 12 months Infants clothing (A)	Retail Shopping
2151	SB002617SC	Items bought past 12 months Mens business clothing (A)	Retail Shopping
2152	SB002618SC	Items bought past 12 months Mens casual clothing (A)	Retail Shopping
2153	SB002619SC	Items bought past 12 months Mens shoes (A)	Retail Shopping
2154	SB002620SC	Items bought past 12 months Sports equipment (A)	Retail Shopping
2155	SB002621SC	Items bought past 12 months Womens business clothing (A)	Retail Shopping
2156	SB002622SC	Items bought past 12 months Womens casual clothing (A)	Retail Shopping
2157	SB002623SC	Items bought past 12 months Womens shoes (A)	Retail Shopping
2158	SB002626SC	Jewelry stores:Stores shopped past 12 mo Any jewelry store for fine jewelry (A)	Retail Shopping
2159	SB002624SC	Jewelry stores:Stores shopped past 12 months Any jewelry store (A)	Retail Shopping
2160	SB002629SC	Jewelry stores:Stores shopped past 3 mo Any jewelry store for fine jewelry (A)	Retail Shopping
2161	SB002627SC	Jewelry stores:Stores shopped past 3 months Any jewelry store (A)	Retail Shopping
2162	SB004705SC	Major/department stores:Stores bought past 30 days Amazon (A)	Retail shopping
2163	SB002631SC	Major/department stores:Stores bought past 30 days Babies R Us (A)	Retail Shopping
2164	SB002632SC	Major/department stores:Stores bought past 30 days Best Buy (A)	Retail Shopping
2165	SB002633SC	Major/department stores:Stores bought past 30 days Big Lots (A)	Retail Shopping
2166	SB002634SC	Major/department stores:Stores bought past 30 days BJs Wholesale Club (A)	Retail Shopping
2167	SB002635SC	Major/department stores:Stores bought past 30 days Burlington (A)	Retail Shopping
2168	SB002636SC	Major/department stores:Stores bought past 30 days Costco (A)	Retail Shopping
2169	SB002638SC	Major/department stores:Stores bought past 30 days Dillards (A)	Retail Shopping
2170	SB002639SC	Major/department stores:Stores bought past 30 days Dollar General (A)	Retail Shopping
2171	SB002640SC	Major/department stores:Stores bought past 30 days Dollar Tree (A)	Retail Shopping
2172	SB002641SC	Major/department stores:Stores bought past 30 days Family Dollar (A)	Retail Shopping
2173	SB002642SC	Major/department stores:Stores bought past 30 days HomeGoods (A)	Retail Shopping
2174	SB002645SC	Major/department stores:Stores bought past 30 days Kohls (A)	Retail Shopping
2175	SB002646SC	Major/department stores:Stores bought past 30 days Macys (A)	Retail Shopping
2176	SB002647SC	Major/department stores:Stores bought past 30 days Marshalls (A)	Retail Shopping
2177	SB002648SC	Major/department stores:Stores bought past 30 days Nordstrom (A)	Retail Shopping
2178	SB002649SC	Major/department stores:Stores bought past 30 days Nordstrom Rack (A)	Retail Shopping
2179	SB002650SC	Major/department stores:Stores bought past 30 days Ross Dress For Less (A)	Retail Shopping
2180	SB002651SC	Major/department stores:Stores bought past 30 days Sams Club (A)	Retail Shopping
2181	SB002653SC	Major/department stores:Stores bought past 30 days Stein Mart (A)	Retail Shopping
2182	SB002654SC	Major/department stores:Stores bought past 30 days Target (A)	Retail Shopping
2183	SB002655SC	Major/department stores:Stores bought past 30 days TJ Maxx (A)	Retail Shopping
2184	SB002656SC	Major/department stores:Stores bought past 30 days Walmart (A)	Retail Shopping
2185	SB002637SC	Major/department stores:Stores bought past 30 days Did not buy (A)	Retail Shopping
2186	SB002657SC	Major/department stores:Stores shopped past 3 mo Any major/department store (A)	Retail Shopping
2187	SB002658SC	Major/department stores:Stores shopped past 3 months Babies R Us (A)	Retail Shopping
2188	SB002659SC	Major/department stores:Stores shopped past 3 months Best Buy (A)	Retail Shopping
2189	SB002660SC	Major/department stores:Stores shopped past 3 months Big Lots (A)	Retail Shopping
2190	SB002661SC	Major/department stores:Stores shopped past 3 months BJs Wholesale Club (A)	Retail Shopping
2191	SB002662SC	Major/department stores:Stores shopped past 3 months Bloomingdales (A)	Retail Shopping
2192	SB002663SC	Major/department stores:Stores shopped past 3 months Burlington (A)	Retail Shopping
2193	SB002664SC	Major/department stores:Stores shopped past 3 months Costco (A)	Retail Shopping
2194	SB002666SC	Major/department stores:Stores shopped past 3 months Dillards (A)	Retail Shopping
2195	SB002667SC	Major/department stores:Stores shopped past 3 months Dollar General (A)	Retail Shopping
2196	SB002668SC	Major/department stores:Stores shopped past 3 months Dollar Tree (A)	Retail Shopping
2197	SB002669SC	Major/department stores:Stores shopped past 3 months Family Dollar (A)	Retail Shopping
2198	SB002670SC	Major/department stores:Stores shopped past 3 months HomeGoods (A)	Retail Shopping
2199	SB002671SC	Major/department stores:Stores shopped past 3 months JCPenney (A)	Retail Shopping
2200	SB002672SC	Major/department stores:Stores shopped past 3 months Kmart (A)	Retail Shopping
2201	SB002673SC	Major/department stores:Stores shopped past 3 months Kohls (A)	Retail Shopping
2202	SB002675SC	Major/department stores:Stores shopped past 3 months Macys (A)	Retail Shopping
2203	SB002676SC	Major/department stores:Stores shopped past 3 months Marshalls (A)	Retail Shopping
2204	SB002678SC	Major/department stores:Stores shopped past 3 months Nordstrom (A)	Retail Shopping
2205	SB002679SC	Major/department stores:Stores shopped past 3 months Nordstrom Rack (A)	Retail Shopping
2206	SB002680SC	Major/department stores:Stores shopped past 3 months Ross Dress For Less (A)	Retail Shopping
2207	SB002681SC	Major/department stores:Stores shopped past 3 months Sams Club (A)	Retail Shopping
2208	SB002683SC	Major/department stores:Stores shopped past 3 months Stein Mart (A)	Retail Shopping
2209	SB002684SC	Major/department stores:Stores shopped past 3 months Target (A)	Retail Shopping
2210	SB002685SC	Major/department stores:Stores shopped past 3 months TJ Maxx (A)	Retail Shopping

ORDER	VARIABLE	DESCRIPTION	CATEGORY
2211	SB002686SC	Major/department stores:Stores shopped past 3 months Walmart (A)	Retail Shopping
2212	SB002665SC	Major/department stores:Stores shopped past 3 months Did not shop (A)	Retail Shopping
2213	SB004707SC	Major/department stores:Stores shopped past 30 days Amazon (A)	Retail shopping
2214	SB002688SC	Major/department stores:Stores shopped past 30 days Babies R Us (A)	Retail Shopping
2215	SB002689SC	Major/department stores:Stores shopped past 30 days Best Buy (A)	Retail Shopping
2216	SB002690SC	Major/department stores:Stores shopped past 30 days Big Lots (A)	Retail Shopping
2217	SB002691SC	Major/department stores:Stores shopped past 30 days BJs Wholesale Club (A)	Retail Shopping
2218	SB002692SC	Major/department stores:Stores shopped past 30 days Burlington (A)	Retail Shopping
2219	SB002693SC	Major/department stores:Stores shopped past 30 days Costco (A)	Retail Shopping
2220	SB002695SC	Major/department stores:Stores shopped past 30 days Dillards (A)	Retail Shopping
2221	SB002696SC	Major/department stores:Stores shopped past 30 days Dollar General (A)	Retail Shopping
2222	SB002697SC	Major/department stores:Stores shopped past 30 days Dollar Tree (A)	Retail Shopping
2223	SB002698SC	Major/department stores:Stores shopped past 30 days Family Dollar (A)	Retail Shopping
2224	SB002699SC	Major/department stores:Stores shopped past 30 days HomeGoods (A)	Retail Shopping
2225	SB002700SC	Major/department stores:Stores shopped past 30 days JCPenney (A)	Retail Shopping
2226	SB002702SC	Major/department stores:Stores shopped past 30 days Kohls (A)	Retail Shopping
2227	SB002703SC	Major/department stores:Stores shopped past 30 days Macys (A)	Retail Shopping
2228	SB002704SC	Major/department stores:Stores shopped past 30 days Marshalls (A)	Retail Shopping
2229	SB004698SC	Major/department stores:Stores shopped past 30 days Neiman Marcus (A)	Retail shopping
2230	SB002705SC	Major/department stores:Stores shopped past 30 days Nordstrom (A)	Retail Shopping
2231	SB002706SC	Major/department stores:Stores shopped past 30 days Nordstrom Rack (A)	Retail Shopping
2232	SB002707SC	Major/department stores:Stores shopped past 30 days Ross Dress For Less (A)	Retail Shopping
2233	SB004697SC	Major/department stores:Stores shopped past 30 days Saks Fifth Avenue (A)	Retail shopping
2234	SB002708SC	Major/department stores:Stores shopped past 30 days Sams Club (A)	Retail Shopping
2235	SB002710SC	Major/department stores:Stores shopped past 30 days Stein Mart (A)	Retail Shopping
2236	SB002711SC	Major/department stores:Stores shopped past 30 days Target (A)	Retail Shopping
2237	SB002712SC	Major/department stores:Stores shopped past 30 days TJ Maxx (A)	Retail Shopping
2238	SB002713SC	Major/department stores:Stores shopped past 30 days Walmart (A)	Retail Shopping
2239	SB002694SC	Major/department stores:Stores shopped past 30 days Did not shop (A)	Retail Shopping
2240	SB002630SC	Major/dept stores:Stores bought past 30 days Any major/department store (A)	Retail Shopping
2241	SB002687SC	Major/dept stores:Stores shopped past 30 days Any major/department store (A)	Retail Shopping
2242	SB002742SC	Malls shopped/visited past 3 months Any mall/shopping center past 3 months (A)	Retail Shopping
2243	SB002741SC	Malls shopped/visited past 3 months Did not shop (A)	Retail Shopping
2244	SB002744SC	Malls shopped/visited past 30 days Any mall/shopping center past 30 days (A)	Retail Shopping
2245	SB002743SC	Malls shopped/visited past 30 days Did not shop (A)	Retail Shopping
2246	SB002748SC	Merch/services bought past 12 mo as result of mail ads Computer hard/soft (A)	Retail Shopping
2247	SB002753SC	Merch/services bought past 12 mo as result of mail ads Home cleaning serv (A)	Retail Shopping
2248	SB002745SC	Merchandise/services bought past 12 mo as result of mail ads Apparel (A)	Retail Shopping
2249	SB002749SC	Merchandise/services bought past 12 mo as result of mail ads Cosmetics (A)	Retail Shopping
2250	SB002754SC	Merchandise/services bought past 12 mo as result of mail ads Insurance (A)	Retail Shopping
2251	SB002755SC	Merchandise/services bought past 12 mo as result of mail ads None (A)	Retail Shopping
2252	SB002756SC	Music/video:Stores shopped/used services past 12 months Amazon (A)	Retail Shopping
2253	SB002758SC	Music/video:Stores shopped/used services past 12 months Best Buy (A)	Retail Shopping
2254	SB002760SC	Music/video:Stores shopped/used services past 12 months iTunes (A)	Retail Shopping
2255	SB002761SC	Music/video:Stores shopped/used services past 12 months Netflix (A)	Retail Shopping
2256	SB002762SC	Music/video:Stores shopped/used services past 12 months Redbox (A)	Retail Shopping
2257	SB002763SC	Music/video:Stores shopped/used services past 12 months Target (A)	Retail Shopping
2258	SB002764SC	Music/video:Stores shopped/used services past 12 months Walmart (A)	Retail Shopping
2259	SB002757SC	Music/video:Stores shopped/used services past 12 mths Any music/video store (A)	Retail Shopping
2260	SB002765SC	Music/video:Stores shopped/used services past 3 months Amazon (A)	Retail Shopping
2261	SB002766SC	Music/video:Stores shopped/used services past 3 months Any music/video store (A)	Retail Shopping
2262	SB002767SC	Music/video:Stores shopped/used services past 3 months Best Buy (A)	Retail Shopping
2263	SB002768SC	Music/video:Stores shopped/used services past 3 months iTunes (A)	Retail Shopping
2264	SB002769SC	Music/video:Stores shopped/used services past 3 months Netflix (A)	Retail Shopping
2265	SB002770SC	Music/video:Stores shopped/used services past 3 months Redbox (A)	Retail Shopping
2266	SB002771SC	Music/video:Stores shopped/used services past 3 months Target (A)	Retail Shopping
2267	SB002772SC	Music/video:Stores shopped/used services past 3 months Walmart (A)	Retail Shopping
2268	SB002774SC	No. of times bought from a mail order catalog past 12 months 2 times (A)	Retail Shopping
2269	SB002775SC	No. of times bought from a mail order catalog past 12 months 3 - 5 times (A)	Retail Shopping
2270	SB002776SC	No. of times bought from a mail order catalog past 12 months 6 times or more (A)	Retail Shopping
2271	SB002777SC	No. of times bought from a mail order catalog past 12 months None (A)	Retail Shopping
2272	SB002780SC	No. of times bought from other mail advertising past 12 mos 3 - 5 times (A)	Retail Shopping
2273	SB002781SC	No. of times bought from other mail advertising past 12 mos 6 times or more (A)	Retail Shopping
2274	SB002782SC	No. of times bought from other mail advertising past 12 mos None (A)	Retail Shopping
2275	SB002783SC	Office supplies/services:Stores shop/used srvc past 12 mo Any office store (A)	Retail Shopping

ORDER	VARIABLE	DESCRIPTION	CATEGORY
2276	SB002784SC	Office supplies/services:Stores shopped/used srvc past 12 mo FedEx Office (A)	Retail Shopping
2277	SB002787SC	Office supplies/services:Stores shopped/used srvc past 12 mo Staples (A)	Retail Shopping
2278	SB002788SC	Office supplies/services:Stores shopped/used srvc past 12 mo Target (A)	Retail Shopping
2279	SB002789SC	Office supplies/services:Stores shopped/used srvc past 12 mo The UPS Store (A)	Retail Shopping
2280	SB002790SC	Office supplies/services:Stores shopped/used srvc past 12 mo Walmart (A)	Retail Shopping
2281	SB002792SC	Office supplies/services:Stores shopped/used srvc past 3 mo FedEx Office (A)	Retail Shopping
2282	SB002795SC	Office supplies/services:Stores shopped/used srvc past 3 mo Staples (A)	Retail Shopping
2283	SB002796SC	Office supplies/services:Stores shopped/used srvc past 3 mo Target (A)	Retail Shopping
2284	SB002797SC	Office supplies/services:Stores shopped/used srvc past 3 mo The UPS Store (A)	Retail Shopping
2285	SB002798SC	Office supplies/services:Stores shopped/used srvc past 3 mo Walmart (A)	Retail Shopping
2286	SB002791SC	Office supplies/srvcs:Stores shopped/used srvc past 3 mo Any office store (A)	Retail Shopping
2287	SB002799SC	Other stores:Stores shopped/used services past 12 months Bath & Body Works (A)	Retail Shopping
2288	SB002800SC	Other stores:Stores shopped/used services past 3 months Bath & Body Works (A)	Retail Shopping
2289	SB002801SC	Pet supplies:Stores shopped/used services past 12 mo Any pet supply store (A)	Retail Shopping
2290	SB002802SC	Pet supplies:Stores shopped/used services past 12 months Petco (A)	Retail Shopping
2291	SB002803SC	Pet supplies:Stores shopped/used services past 12 months PetSmart (A)	Retail Shopping
2292	SB002804SC	Pet supplies:Stores shopped/used services past 12 months Target (A)	Retail Shopping
2293	SB002805SC	Pet supplies:Stores shopped/used services past 12 months Walmart (A)	Retail Shopping
2294	SB002806SC	Pet supplies:Stores shopped/used services past 3 months Any pet supply store (A)	Retail Shopping
2295	SB002807SC	Pet supplies:Stores shopped/used services past 3 months Petco (A)	Retail Shopping
2296	SB002808SC	Pet supplies:Stores shopped/used services past 3 months PetSmart (A)	Retail Shopping
2297	SB002809SC	Pet supplies:Stores shopped/used services past 3 months Target (A)	Retail Shopping
2298	SB002810SC	Pet supplies:Stores shopped/used services past 3 months Walmart (A)	Retail Shopping
2299	SB002812SC	Shoes/sneakers/other footwear:Stores shopped past 3 mo Dicks Sporting Goods (A)	Retail Shopping
2300	SB002826SC	Shoes/sneakers/other footwear:Stores shopped past 3 mo Payless ShoeSource (A)	Retail Shopping
2301	SB002811SC	Shoes/sneakers/other footwear:Stores shopped past 3 months Any shoe store (A)	Retail Shopping
2302	SB004572SC	Shoes/sneakers/other footwear:Stores shopped past 3 months The Athletes Foot (A)	Retail shopping
2303	SB002814SC	Shoes/sneakers/other footwear:Stores shopped past 3 months Dillard's (A)	Retail Shopping
2304	SB002815SC	Shoes/sneakers/other footwear:Stores shopped past 3 months DSW (A)	Retail Shopping
2305	SB002816SC	Shoes/sneakers/other footwear:Stores shopped past 3 months Famous Footwear (A)	Retail Shopping
2306	SB002817SC	Shoes/sneakers/other footwear:Stores shopped past 3 months Finish Line (A)	Retail Shopping
2307	SB002818SC	Shoes/sneakers/other footwear:Stores shopped past 3 months Foot Locker (A)	Retail Shopping
2308	SB002819SC	Shoes/sneakers/other footwear:Stores shopped past 3 months JCPenney (A)	Retail Shopping
2309	SB002820SC	Shoes/sneakers/other footwear:Stores shopped past 3 months Kmart (A)	Retail Shopping
2310	SB002821SC	Shoes/sneakers/other footwear:Stores shopped past 3 months Kohls (A)	Retail Shopping
2311	SB002822SC	Shoes/sneakers/other footwear:Stores shopped past 3 months Lady Foot Locker (A)	Retail Shopping
2312	SB002823SC	Shoes/sneakers/other footwear:Stores shopped past 3 months Macys (A)	Retail Shopping
2313	SB002824SC	Shoes/sneakers/other footwear:Stores shopped past 3 months Nordstrom (A)	Retail Shopping
2314	SB002825SC	Shoes/sneakers/other footwear:Stores shopped past 3 months Nordstrom Rack (A)	Retail shopping
2315	SB002827SC	Shoes/sneakers/other footwear:Stores shopped past 3 months Rack Room Shoes (A)	Retail Shopping
2316	SB002829SC	Shoes/sneakers/other footwear:Stores shopped past 3 months Shoe Carnival (A)	Retail Shopping
2317	SB002831SC	Shoes/sneakers/other footwear:Stores shopped past 3 months Target (A)	Retail Shopping
2318	SB002833SC	Shoes/sneakers/other footwear:Stores shopped past 3 months Walmart (A)	Retail Shopping
2319	SB002813SC	Shoes/sneakers/other footwear:Stores shopped past 3 months Did not shop (A)	Retail Shopping
2320	SB002834SC	Sporting goods:Stores shopped past 3 months Academy Sports & Outdoors (A)	Retail Shopping
2321	SB002835SC	Sporting goods:Stores shopped past 3 months Any sporting goods store (A)	Retail Shopping
2322	SB002837SC	Sporting goods:Stores shopped past 3 months Cabelas (A)	Retail Shopping
2323	SB002838SC	Sporting goods:Stores shopped past 3 months Dicks Sporting Goods (A)	Retail Shopping
2324	SB004626SC	Sporting goods:Stores shopped past 3 months Finish Line (A)	Retail shopping
2325	SB002840SC	Sporting goods:Stores shopped past 3 months Gander Mountain (A)	Retail Shopping
2326	SB002842SC	Sporting goods:Stores shopped past 3 months REI (A)	Retail Shopping
2327	SB002844SC	Sporting goods:Stores shopped past 3 months Target (A)	Retail Shopping
2328	SB002845SC	Sporting goods:Stores shopped past 3 months Walmart (A)	Retail Shopping
2329	SB002839SC	Sporting goods:Stores shopped past 3 months Did not shop for sporting goods (A)	Retail Shopping
2330	SB002846SC	Sports apparel/clothing with team logos bought past 12 mo College sports (A)	Retail Shopping
2331	SB002847SC	Sports apparel/clothing with team logos bought past 12 mo High school sports (A)	Retail Shopping
2332	SB002848SC	Sports apparel/clothing with team logos bought past 12 mo MLB (A)	Retail Shopping
2333	SB002849SC	Sports apparel/clothing with team logos bought past 12 mo NASCAR (A)	Retail Shopping
2334	SB002850SC	Sports apparel/clothing with team logos bought past 12 mo NBA (A)	Retail Shopping
2335	SB002851SC	Sports apparel/clothing with team logos bought past 12 mo NFL (A)	Retail Shopping
2336	SB002852SC	Sports apparel/clothing with team logos bought past 12 mo NHL (A)	Retail Shopping
2337	SB004569SC	Sports apparel/clothing w/team logos bought past 12 mo WWE (pro wrestling) (A)	Retail shopping
2338	SB002854SC	Sports apparel/clothing with team logos bought past 12 mo Other sport (A)	Retail Shopping
2339	SB002853SC	Sports apparel/clothing with team logos bought past 12 mo None (A)	Retail Shopping
2340	SB000045SC	Activities past 12 months Adult continuing education (A)	Sports and Leisure

ORDER	VARIABLE	DESCRIPTION	CATEGORY
2341	SB000043SC	Activities past 12 months Basketball (A)	Sports and Leisure
2342	SB000042SC	Activities past 12 months Bicycling (A)	Sports and Leisure
2343	SB000041SC	Activities past 12 months Boating (A)	Sports and Leisure
2344	SB000040SC	Activities past 12 months Bowling (A)	Sports and Leisure
2345	SB000039SC	Activities past 12 months Camping (A)	Sports and Leisure
2346	SB000038SC	Activities past 12 months Fishing (A)	Sports and Leisure
2347	SB000037SC	Activities past 12 months Football (A)	Sports and Leisure
2348	SB000036SC	Activities past 12 months Gardening (flowers or vegetables) (A)	Sports and Leisure
2349	SB000035SC	Activities past 12 months Golf (A)	Sports and Leisure
2350	SB003669SC	Activities past 12 months Grilling - outdoor cooking (A)	Sports and Leisure
2351	SB000034SC	Activities past 12 months Hiking - backpacking (A)	Sports and Leisure
2352	SB000033SC	Activities past 12 months Hunting (A)	Sports and Leisure
2353	SB000032SC	Activities past 12 months Jogging - running (A)	Sports and Leisure
2354	SB000031SC	Activities past 12 months Lawn care (A)	Sports and Leisure
2355	SB000030SC	Activities past 12 months Photography (A)	Sports and Leisure
2356	SB000027SC	Activities past 12 months Snow skiing - snowboarding (A)	Sports and Leisure
2357	SB000026SC	Activities past 12 months Soccer (A)	Sports and Leisure
2358	SB000044SC	Activities past 12 months Softball - baseball (A)	Sports and Leisure
2359	SB000025SC	Activities past 12 months Swimming (A)	Sports and Leisure
2360	SB000024SC	Activities past 12 months Tennis (A)	Sports and Leisure
2361	SB000023SC	Activities past 12 months Volunteer work (A)	Sports and Leisure
2362	SB000022SC	Activities past 12 months Yoga - pilates (A)	Sports and Leisure
2363	SB003457SC	Current level of interest in Arena Football League (AFL) Not at all (A)	Sports and Leisure
2364	SB003459SC	Current level of interest in College baseball Somewhat (A)	Sports and Leisure
2365	SB003460SC	Current level of interest in College baseball A little bit (A)	Sports and Leisure
2366	SB003461SC	Current level of interest in College baseball Not at all (A)	Sports and Leisure
2367	SB003462SC	Current level of interest in College basketball Very (A)	Sports and Leisure
2368	SB003463SC	Current level of interest in College basketball Somewhat (A)	Sports and Leisure
2369	SB003464SC	Current level of interest in College basketball A little bit (A)	Sports and Leisure
2370	SB003465SC	Current level of interest in College basketball Not at all (A)	Sports and Leisure
2371	SB003466SC	Current level of interest in College football Very (A)	Sports and Leisure
2372	SB003467SC	Current level of interest in College football Somewhat (A)	Sports and Leisure
2373	SB003468SC	Current level of interest in College football A little bit (A)	Sports and Leisure
2374	SB003469SC	Current level of interest in College football Not at all (A)	Sports and Leisure
2375	SB003471SC	Current level of interest in College hockey Somewhat (A)	Sports and Leisure
2376	SB003472SC	Current level of interest in College hockey A little bit (A)	Sports and Leisure
2377	SB003473SC	Current level of interest in College hockey Not at all (A)	Sports and Leisure
2378	SB004687SC	Current level of interest in Cricket Very (A)	Sports and Leisure
2379	SB004688SC	Current level of interest in Cricket Somewhat (A)	Sports and Leisure
2380	SB003474SC	Current level of interest in Cricket A little bit (A)	Sports and Leisure
2381	SB003475SC	Current level of interest in Cricket Not at all (A)	Sports and Leisure
2382	SB003476SC	Current level of interest in European soccer Very (A)	Sports and Leisure
2383	SB003477SC	Current level of interest in European soccer Somewhat (A)	Sports and Leisure
2384	SB003478SC	Current level of interest in European soccer A little bit (A)	Sports and Leisure
2385	SB003479SC	Current level of interest in European soccer Not at all (A)	Sports and Leisure
2386	SB003480SC	Current level of interest in Extreme/action sports Very (A)	Sports and Leisure
2387	SB003481SC	Current level of interest in Extreme/action sports Somewhat (A)	Sports and Leisure
2388	SB003482SC	Current level of interest in Extreme/action sports A little bit (A)	Sports and Leisure
2389	SB003483SC	Current level of interest in Extreme/action sports Not at all (A)	Sports and Leisure
2390	SB003484SC	Current level of interest in Figure skating Very (A)	Sports and Leisure
2391	SB003485SC	Current level of interest in Figure skating Somewhat (A)	Sports and Leisure
2392	SB003486SC	Current level of interest in Figure skating A little bit (A)	Sports and Leisure
2393	SB003487SC	Current level of interest in Figure skating Not at all (A)	Sports and Leisure
2394	SB003488SC	Current level of interest in Formula One (F1) racing Somewhat (A)	Sports and Leisure
2395	SB003489SC	Current level of interest in Formula One (F1) racing A little bit (A)	Sports and Leisure
2396	SB003490SC	Current level of interest in Formula One (F1) racing Not at all (A)	Sports and Leisure
2397	SB003495SC	Current level of interest in Gymnastics Very (A)	Sports and Leisure
2398	SB003496SC	Current level of interest in Gymnastics Somewhat (A)	Sports and Leisure
2399	SB003497SC	Current level of interest in Gymnastics A little bit (A)	Sports and Leisure
2400	SB003498SC	Current level of interest in Gymnastics Not at all (A)	Sports and Leisure
2401	SB003501SC	Current level of interest in High school sports A little bit (A)	Sports and Leisure
2402	SB003502SC	Current level of interest in High school sports Not at all (A)	Sports and Leisure
2403	SB003506SC	Current level of interest in Horse racing Not at all (A)	Sports and Leisure
2404	SB003507SC	Current level of interest in IndyCar Series Very (A)	Sports and Leisure
2405	SB003509SC	Current level of interest in IndyCar Series A little bit (A)	Sports and Leisure

ORDER	VARIABLE	DESCRIPTION	CATEGORY
2406	SB003510SC	Current level of interest in IndyCar Series Not at all (A)	Sports and Leisure
2407	SB003511SC	Current level of interest in PGA Tour (men's golf) Very (A)	Sports and Leisure
2408	SB003512SC	Current level of interest in PGA Tour (men's golf) Somewhat (A)	Sports and Leisure
2409	SB003513SC	Current level of interest in PGA Tour (men's golf) A little bit (A)	Sports and Leisure
2410	SB003514SC	Current level of interest in PGA Tour (men's golf) Not at all (A)	Sports and Leisure
2411	SB003515SC	Current level of interest in Major League Baseball (MLB) Very (A)	Sports and Leisure
2412	SB003516SC	Current level of interest in Major League Baseball (MLB) Somewhat (A)	Sports and Leisure
2413	SB003517SC	Current level of interest in Major League Baseball (MLB) A little bit (A)	Sports and Leisure
2414	SB003518SC	Current level of interest in Major League Baseball (MLB) Not at all (A)	Sports and Leisure
2415	SB003519SC	Current level of interest in Major League Soccer (MLS) Very (A)	Sports and Leisure
2416	SB003520SC	Current level of interest in Major League Soccer (MLS) Somewhat (A)	Sports and Leisure
2417	SB003521SC	Current level of interest in Major League Soccer (MLS) A little bit (A)	Sports and Leisure
2418	SB003522SC	Current level of interest in Major League Soccer (MLS) Not at all (A)	Sports and Leisure
2419	SB003523SC	Current level of interest in Men's tennis (ATP) Very (A)	Sports and Leisure
2420	SB003524SC	Current level of interest in Men's tennis (ATP) Somewhat (A)	Sports and Leisure
2421	SB003525SC	Current level of interest in Men's tennis (ATP) A little bit (A)	Sports and Leisure
2422	SB003526SC	Current level of interest in Men's tennis (ATP) Not at all (A)	Sports and Leisure
2423	SB003527SC	Current level of interest in Mexican League soccer Very (A)	Sports and Leisure
2424	SB003528SC	Current level of interest in Mexican League soccer Somewhat (A)	Sports and Leisure
2425	SB003529SC	Current level of interest in Mexican League soccer A little bit (A)	Sports and Leisure
2426	SB003530SC	Current level of interest in Mexican League soccer Not at all (A)	Sports and Leisure
2427	SB003531SC	Current level of interest in Minor League Baseball Very (A)	Sports and Leisure
2428	SB003532SC	Current level of interest in Minor League Baseball Somewhat (A)	Sports and Leisure
2429	SB003533SC	Current level of interest in Minor League Baseball A little bit (A)	Sports and Leisure
2430	SB003534SC	Current level of interest in Minor League Baseball Not at all (A)	Sports and Leisure
2431	SB003535SC	Current level of interest in Minor League Hockey Somewhat (A)	Sports and Leisure
2432	SB003536SC	Current level of interest in Minor League Hockey A little bit (A)	Sports and Leisure
2433	SB003537SC	Current level of interest in Minor League Hockey Not at all (A)	Sports and Leisure
2434	SB003538SC	Current level of interest in Monster Jam (monster trucks) Very (A)	Sports and Leisure
2435	SB003539SC	Current level of interest in Monster Jam (monster trucks) Somewhat (A)	Sports and Leisure
2436	SB003540SC	Current level of interest in Monster Jam (monster trucks) A little bit (A)	Sports and Leisure
2437	SB003541SC	Current level of interest in Monster Jam (monster trucks) Not at all (A)	Sports and Leisure
2438	SB003544SC	Current level of interest in MotoGP (Grand Prix motorcycle) A little bit (A)	Sports and Leisure
2439	SB003545SC	Current level of interest in MotoGP (Grand Prix motorcycle) Not at all (A)	Sports and Leisure
2440	SB003546SC	Current level of interest in NASCAR Very (A)	Sports and Leisure
2441	SB003547SC	Current level of interest in NASCAR Somewhat (A)	Sports and Leisure
2442	SB003548SC	Current level of interest in NASCAR A little bit (A)	Sports and Leisure
2443	SB003549SC	Current level of interest in NASCAR Not at all (A)	Sports and Leisure
2444	SB003554SC	Current level of interest in National Football League (NFL) Very (A)	Sports and Leisure
2445	SB003556SC	Current level of interest in National Football League (NFL) A little bit (A)	Sports and Leisure
2446	SB003557SC	Current level of interest in National Football League (NFL) Not at all (A)	Sports and Leisure
2447	SB003558SC	Current level of interest in National Hockey League (NHL) Very (A)	Sports and Leisure
2448	SB003559SC	Current level of interest in National Hockey League (NHL) Somewhat (A)	Sports and Leisure
2449	SB003560SC	Current level of interest in National Hockey League (NHL) A little bit (A)	Sports and Leisure
2450	SB003561SC	Current level of interest in National Hockey League (NHL) Not at all (A)	Sports and Leisure
2451	SB003550SC	Current level of interest in Nat'l Basketball Assoc (NBA) Very (A)	Sports and Leisure
2452	SB003551SC	Current level of interest in Nat'l Basketball Assoc (NBA) Somewhat (A)	Sports and Leisure
2453	SB003552SC	Current level of interest in Nat'l Basketball Assoc (NBA) A little bit (A)	Sports and Leisure
2454	SB003553SC	Current level of interest in Nat'l Basketball Assoc (NBA) Not at all (A)	Sports and Leisure
2455	SB004689SC	Current level of interest in NBA Development League Very (A)	Sports and Leisure
2456	SB003562SC	Current level of interest in NBA Development League Somewhat (A)	Sports and Leisure
2457	SB003563SC	Current level of interest in NBA Development League A little bit (A)	Sports and Leisure
2458	SB003564SC	Current level of interest in NBA Development League Not at all (A)	Sports and Leisure
2459	SB003565SC	Current level of interest in NHRA Drag Racing Very (A)	Sports and Leisure
2460	SB003566SC	Current level of interest in NHRA Drag Racing Somewhat (A)	Sports and Leisure
2461	SB003567SC	Current level of interest in NHRA Drag Racing A little bit (A)	Sports and Leisure
2462	SB003568SC	Current level of interest in NHRA Drag Racing Not at all (A)	Sports and Leisure
2463	SB003569SC	Current level of interest in Olympics Very (A)	Sports and Leisure
2464	SB003570SC	Current level of interest in Olympics Somewhat (A)	Sports and Leisure
2465	SB003571SC	Current level of interest in Olympics A little bit (A)	Sports and Leisure
2466	SB003572SC	Current level of interest in Olympics Not at all (A)	Sports and Leisure
2467	SB003573SC	Current level of interest in PGA TOUR (men's golf) Very (A)	Sports and Leisure
2468	SB003574SC	Current level of interest in PGA TOUR (men's golf) Somewhat (A)	Sports and Leisure
2469	SB003575SC	Current level of interest in PGA TOUR (men's golf) A little bit (A)	Sports and Leisure
2470	SB003576SC	Current level of interest in PGA TOUR (men's golf) Not at all (A)	Sports and Leisure

ORDER	VARIABLE	DESCRIPTION	CATEGORY
2471	SB003577SC	Current level of interest in Pro boxing Very (A)	Sports and Leisure
2472	SB003578SC	Current level of interest in Pro boxing Somewhat (A)	Sports and Leisure
2473	SB003580SC	Current level of interest in Pro boxing Not at all (A)	Sports and Leisure
2474	SB003581SC	Current level of interest in Pro Bull Riding (PBR) Very (A)	Sports and Leisure
2475	SB003582SC	Current level of interest in Pro Bull Riding (PBR) Somewhat (A)	Sports and Leisure
2476	SB003584SC	Current level of interest in Pro Bull Riding (PBR) Not at all (A)	Sports and Leisure
2477	SB003585SC	Current level of interest in Pro rodeo Very (A)	Sports and Leisure
2478	SB003586SC	Current level of interest in Pro rodeo Somewhat (A)	Sports and Leisure
2479	SB003588SC	Current level of interest in Pro rodeo Not at all (A)	Sports and Leisure
2480	SB003589SC	Current level of interest in Supercross/Motocross Very (A)	Sports and Leisure
2481	SB003590SC	Current level of interest in Supercross/Motocross Somewhat (A)	Sports and Leisure
2482	SB003591SC	Current level of interest in Supercross/Motocross A little bit (A)	Sports and Leisure
2483	SB003592SC	Current level of interest in Supercross/Motocross Not at all (A)	Sports and Leisure
2484	SB003593SC	Current level of interest in UFC (Ultimate Fighting) Very (A)	Sports and Leisure
2485	SB003594SC	Current level of interest in UFC (Ultimate Fighting) Somewhat (A)	Sports and Leisure
2486	SB003595SC	Current level of interest in UFC (Ultimate Fighting) A little bit (A)	Sports and Leisure
2487	SB003596SC	Current level of interest in UFC (Ultimate Fighting) Not at all (A)	Sports and Leisure
2488	SB003598SC	Current level of interest in WNBA (Women's Nat'l Basketball) Somewhat (A)	Sports and Leisure
2489	SB003599SC	Current level of interest in WNBA (Women's Nat'l Basketball) A little bit (A)	Sports and Leisure
2490	SB003600SC	Current level of interest in WNBA (Women's Nat'l Basketball) Not at all (A)	Sports and Leisure
2491	SB003601SC	Current level of interest in Women's tennis (WTA) Very (A)	Sports and Leisure
2492	SB003603SC	Current level of interest in Women's tennis (WTA) A little bit (A)	Sports and Leisure
2493	SB003604SC	Current level of interest in Women's tennis (WTA) Not at all (A)	Sports and Leisure
2494	SB003605SC	Current level of interest in WWE (pro wrestling) Very (A)	Sports and Leisure
2495	SB003606SC	Current level of interest in WWE (pro wrestling) Somewhat (A)	Sports and Leisure
2496	SB003607SC	Current level of interest in WWE (pro wrestling) A little bit (A)	Sports and Leisure
2497	SB003608SC	Current level of interest in WWE (pro wrestling) Not at all (A)	Sports and Leisure
2498	SB003009SC	Events attended past 12 mo (net) Pacific Coast League minor league baseball (A)	Sports and Leisure
2499	SB004574SC	Events attended past 12 months (net) ACC basketball (A)	Sports and Leisure
2500	SB004575SC	Events attended past 12 months (net) ACC football (A)	Sports and Leisure
2501	SB002982SC	Events attended past 12 months (net) ACC sports event (A)	Sports and Leisure
2502	SB004618SC	Events attended past 12 months (net) AHL (American Hockey League) (A)	Sports and Leisure
2503	SB004619SC	Events attended past 12 months (net) American Athletic Conf. sports event (A)	Sports and Leisure
2504	SB003013SC	Events attended past 12 months (net) Any auto racing track event (A)	Sports and Leisure
2505	SB004621SC	Events attended past 12 months (net) Any auto track event (excl. ISC or SMI) (A)	Sports and Leisure
2506	SB003014SC	Events attended past 12 months (net) Any high school sports event (A)	Sports and Leisure
2507	SB003015SC	Events attended past 12 months (net) Any horse racing (A)	Sports and Leisure
2508	SB003016SC	Events attended past 12 months (net) Any marathon/road race (A)	Sports and Leisure
2509	SB003017SC	Events attended past 12 months (net) Any minor league baseball (A)	Sports and Leisure
2510	SB003018SC	Events attended past 12 months (net) Any minor league hockey (A)	Sports and Leisure
2511	SB003019SC	Events attended past 12 months (net) Any NASCAR (A)	Sports and Leisure
2512	SB004577SC	Events attended past 12 months (net) Big 12 sports event (A)	Sports and Leisure
2513	SB002983SC	Events attended past 12 months (net) Big Ten sports event (A)	Sports and Leisure
2514	SB004578SC	Events attended past 12 months (net) Bowl games (A)	Sports and Leisure
2515	SB002984SC	Events attended past 12 months (net) College basketball (A)	Sports and Leisure
2516	SB002985SC	Events attended past 12 months (net) College basketball regular season (A)	Sports and Leisure
2517	SB002986SC	Events attended past 12 months (net) College football (A)	Sports and Leisure
2518	SB002987SC	Events attended past 12 months (net) College football regular season (A)	Sports and Leisure
2519	SB002988SC	Events attended past 12 months (net) College sports event (A)	Sports and Leisure
2520	SB002989SC	Events attended past 12 months (net) Double-A (AA) Minor League Baseball (A)	Sports and Leisure
2521	SB002990SC	Events attended past 12 months (net) IMG College basketball (A)	Sports and Leisure
2522	SB002991SC	Events attended past 12 months (net) IMG College football (A)	Sports and Leisure
2523	SB002992SC	Events attended past 12 months (net) IMG College sports event (A)	Sports and Leisure
2524	SB003001SC	Events attended past 12 months (net) Intl. League minor league baseball (A)	Sports and Leisure
2525	SB004579SC	Events attended past 12 months (net) ISC (Intl. Speedway Corp.) tracks (A)	Sports and Leisure
2526	SB003002SC	Events attended past 12 months (net) Learfield Collegiate basketball (A)	Sports and Leisure
2527	SB003003SC	Events attended past 12 months (net) Learfield Collegiate football (A)	Sports and Leisure
2528	SB003004SC	Events attended past 12 months (net) Learfield Collegiate sports event (A)	Sports and Leisure
2529	SB003005SC	Events attended past 12 months (net) Major League Baseball (MLB) (A)	Sports and Leisure
2530	SB004227SC	Events attended past 12 months (net) Major League Soccer (MLS) (A)	Sports and Leisure
2531	SB004580SC	Events attended past 12 months (net) Mountain West Conference sports event (A)	Sports and Leisure
2532	SB003006SC	Events attended past 12 months (net) National Basketball Association (NBA) (A)	Sports and Leisure
2533	SB003007SC	Events attended past 12 months (net) National Football League (NFL) (A)	Sports and Leisure
2534	SB003008SC	Events attended past 12 months (net) National Hockey League (NHL) (A)	Sports and Leisure
2535	SB004620SC	Events attended past 12 months (net) PAC-12 sports event (A)	Sports and Leisure

ORDER	VARIABLE	DESCRIPTION	CATEGORY
2536	SB004228SC	Events attended past 12 months (net) PGA TOUR (A)	Sports and Leisure
2537	SB004581SC	Events attended past 12 months (net) SEC basketball (A)	Sports and Leisure
2538	SB003010SC	Events attended past 12 months (net) SEC football (A)	Sports and Leisure
2539	SB003011SC	Events attended past 12 months (net) SEC sports event (A)	Sports and Leisure
2540	SB003012SC	Events attended past 12 months (net) Single-A Minor League Baseball (A)	Sports and Leisure
2541	SB004582SC	Events attended past 12 months (net) South Atlantic League min lg baseball (A)	Sports and Leisure
2542	SB000089SC	Events attended/places visited past 12 mo Times Square (in New York City) (A)	Sports and Leisure
2543	SB000093SC	Events attended/places visited past 12 months Any paid ticket music concert (A)	Sports and Leisure
2544	SB000105SC	Events attended/places visited past 12 months Any professional sports event (A)	Sports and Leisure
2545	SB000104SC	Events attended/places visited past 12 months Any theme park (A)	Sports and Leisure
2546	SB000103SC	Events attended/places visited past 12 months Art museum (A)	Sports and Leisure
2547	SB000102SC	Events attended/places visited past 12 months Circus (A)	Sports and Leisure
2548	SB000101SC	Events attended/places visited past 12 months Comedy club (A)	Sports and Leisure
2549	SB000100SC	Events attended/places visited past 12 months Country music concert (A)	Sports and Leisure
2550	SB000099SC	Events attended/places visited past 12 months Dance or ballet performance (A)	Sports and Leisure
2551	SB000098SC	Events attended/places visited past 12 months High school sports event (A)	Sports and Leisure
2552	SB003714SC	Events attended/places visited past 12 months Ice show (A)	Sports and Leisure
2553	SB000096SC	Events attended/places visited past 12 months Job fair/recruitment fair (A)	Sports and Leisure
2554	SB000095SC	Events attended/places visited past 12 months Live theater (A)	Sports and Leisure
2555	SB000094SC	Events attended/places visited past 12 months Monster Jam (monster trucks) (A)	Sports and Leisure
2556	SB003715SC	Events attended/places visited past 12 months NHRA Drag Racing (A)	Sports and Leisure
2557	SB004690SC	Events attended/places visited past 12 months Pro Bull Riding (PBR) (A)	Sports and Leisure
2558	SB000092SC	Events attended/places visited past 12 months R&B/rap/hip-hop concert (A)	Sports and Leisure
2559	SB000091SC	Events attended/places visited past 12 months Rock concert (A)	Sports and Leisure
2560	SB000090SC	Events attended/places visited past 12 months Symphony concert, opera, etc. (A)	Sports and Leisure
2561	SB000088SC	Events attended/places visited past 12 months WWE (pro wrestling) (A)	Sports and Leisure
2562	SB000087SC	Events attended/places visited past 12 months Zoo (A)	Sports and Leisure
2563	SB003956SC	Ever attended special/technical/vocational school Yes (A)	Sports and Leisure
2564	SB002209SC	Lifestyle changes plans to do next 12 mths Shop for nursing care	Sports and Leisure
2565	SB002213SC	Lifestyle change/event personally plan to do next 12 mo Attend adult ed class (A)	Sports and Leisure
2566	SB002215SC	Lifestyle change/event personally plan to do next 12 mo Birth of grandchild (A)	Sports and Leisure
2567	SB003427SC	Lifestyle change/event personally plan to do next 12 mo Child finish college (A)	Sports and Leisure
2568	SB002221SC	Lifestyle change/event personally plan to do next 12 mo Move/change address (A)	Sports and Leisure
2569	SB002218SC	Lifestyle changes/events personally plan to do next 12 mo Go back to school (A)	Sports and Leisure
2570	SB002220SC	Lifestyle changes/events personally plan to do next 12 mo Last mortgage pmt (A)	Sports and Leisure
2571	SB002222SC	Lifestyle changes/events personally plan to do next 12 mo Refinance mortgage (A)	Sports and Leisure
2572	SB002211SC	Lifestyle changes/events personally plan to do next 12 mo Sell house, condo (A)	Sports and Leisure
2573	SB002214SC	Lifestyle changes/events personally plan to do next 12 mths Birth of a child (A)	Sports and Leisure
2574	SB002216SC	Lifestyle changes/events personally plan to do next 12 mths Buy house, condo (A)	Sports and Leisure
2575	SB002217SC	Lifestyle changes/events personally plan to do next 12 mths Get married (A)	Sports and Leisure
2576	SB002219SC	Lifestyle changes/events personally plan to do next 12 mths Look for new job (A)	Sports and Leisure
2577	SB002212SC	Lifestyle changes/events personally plan to do next 12 mths Retire (A)	Sports and Leisure
2578	SB002223SC	Lifestyle characteristics Belong to health/fitness club or gym (A)	Sports and Leisure
2579	SB004252SC	Lifestyle characteristics Caregiver of aging parent or relative (A)	Sports and Leisure
2580	SB004253SC	Lifestyle characteristics Current or former military service (A)	Sports and Leisure
2581	SB004254SC	Lifestyle characteristics Follow a weight loss program (A)	Sports and Leisure
2582	SB002224SC	Lifestyle characteristics Have child in college (A)	Sports and Leisure
2583	SB002225SC	Lifestyle characteristics Have life insurance (A)	Sports and Leisure
2584	SB002226SC	Lifestyle characteristics Own a cat (A)	Sports and Leisure
2585	SB002227SC	Lifestyle characteristics Own a dog (A)	Sports and Leisure
2586	SB002228SC	Lifestyle characteristics Own other pet (A)	Sports and Leisure
2587	SB002229SC	Lifestyle characteristics Self-employed (A)	Sports and Leisure
2588	SB002230SC	Lifestyle characteristics Small business owner (A)	Sports and Leisure
2589	SB002231SC	Lifestyle characteristics Work at home (most of the time or always) (A)	Sports and Leisure
2590	SB003407SC	Movies when usually seen at a theater past 12 months Opening weekend (A)	Sports and Leisure
2591	SB003408SC	Movies when usually seen at a theater past 12 months After the second week (A)	Sports and Leisure
2592	SB003409SC	Movies when usually seen at a theater past 12 mo Did not attend new movie (A)	Sports and Leisure
2593	SB001900SC	No. of College baseball games attended past 12 months None (A)	Sports and Leisure
2594	SB001903SC	No. of College basketball games attended past 12 months 1 - 2 games (A)	Sports and Leisure
2595	SB001902SC	No. of College basketball games attended past 12 months None (A)	Sports and Leisure
2596	SB001906SC	No. of College football games attended past 12 months 1 - 2 games (A)	Sports and Leisure
2597	SB001909SC	No. of College football games attended past 12 months None (A)	Sports and Leisure
2598	SB004093SC	No. of College hockey games attended past 12 months 1 - 2 games (A)	Sports and Leisure
2599	SB004092SC	No. of College hockey games attended past 12 months None (A)	Sports and Leisure
2600	SB004048SC	No. of European soccer games attended past 12 months 1 - 2 games (A)	Sports and Leisure

ORDER	VARIABLE	DESCRIPTION	CATEGORY
2601	SB004047SC	No. of European soccer games attended past 12 months None (A)	Sports and Leisure
2602	SB004050SC	No. of Extreme/action sports events attended past 12 months 1 - 2 events (A)	Sports and Leisure
2603	SB004049SC	No. of Extreme/action sports events attended past 12 months None (A)	Sports and Leisure
2604	SB001910SC	No. of Figure skating events attended past 12 months 1 - 2 events (A)	Sports and Leisure
2605	SB001913SC	No. of Figure skating events attended past 12 months None (A)	Sports and Leisure
2606	SB004051SC	No. of Gymnastics events attended past 12 months 3 - 9 events (A)	Sports and Leisure
2607	SB001915SC	No. of Gymnastics events attended past 12 months None (A)	Sports and Leisure
2608	SB001919SC	No. of High school sports events attended past 12 months None (A)	Sports and Leisure
2609	SB001921SC	No. of Horse racing events attended past 12 months None (A)	Sports and Leisure
2610	SB004055SC	No. of IndyCar Series events attended past 12 months None (A)	Sports and Leisure
2611	SB004057SC	No. of LPGA Tour (women's golf) events attended past 12 mo None (A)	Sports and Leisure
2612	SB001922SC	No. of Major League Baseball (MLB) games attended past 12 mos 1 - 2 games (A)	Sports and Leisure
2613	SB001923SC	No. of Major League Baseball (MLB) games attended past 12 mos 3 - 9 games (A)	Sports and Leisure
2614	SB001925SC	No. of Major League Baseball (MLB) games attended past 12 mos None (A)	Sports and Leisure
2615	SB001926SC	No. of Major League Soccer (MLS) games attended past 12 mo 1 - 2 games (A)	Sports and Leisure
2616	SB001927SC	No. of Major League Soccer (MLS) games attended past 12 mo None (A)	Sports and Leisure
2617	SB004059SC	No. of Men's tennis (ATP) events attended past 12 months None (A)	Sports and Leisure
2618	SB004062SC	No. of Mexican League soccer games attended past 12 months 1 - 2 games (A)	Sports and Leisure
2619	SB004061SC	No. of Mexican League soccer games attended past 12 months None (A)	Sports and Leisure
2620	SB001928SC	No. of Minor League Baseball games attended past 12 mo 1 - 2 games (A)	Sports and Leisure
2621	SB001929SC	No. of Minor League Baseball games attended past 12 mo 3 - 9 games (A)	Sports and Leisure
2622	SB001930SC	No. of Minor League Baseball games attended past 12 mo None (A)	Sports and Leisure
2623	SB001931SC	No. of Minor League Hockey games attended past 12 months 1 - 2 games (A)	Sports and Leisure
2624	SB001932SC	No. of Minor League Hockey games attended past 12 months None (A)	Sports and Leisure
2625	SB001933SC	No. of Monster Jam (monster trucks) events attd past 12 mths 1 - 2 events (A)	Sports and Leisure
2626	SB001934SC	No. of Monster Jam (monster trucks) events attd past 12 mths None (A)	Sports and Leisure
2627	SB001935SC	No. of NASCAR events attended past 12 months 1 - 2 events (A)	Sports and Leisure
2628	SB001936SC	No. of NASCAR events attended past 12 months None (A)	Sports and Leisure
2629	SB001941SC	No. of National Football League (NFL) games attd past 12 mos 1 - 2 games (A)	Sports and Leisure
2630	SB001944SC	No. of National Football League (NFL) games attd past 12 mos None (A)	Sports and Leisure
2631	SB001945SC	No. of National Hockey League (NHL) games attd past 12 months 1 - 2 games (A)	Sports and Leisure
2632	SB001946SC	No. of National Hockey League (NHL) games attd past 12 months 3 - 9 games (A)	Sports and Leisure
2633	SB001947SC	No. of National Hockey League (NHL) games attd past 12 months None (A)	Sports and Leisure
2634	SB001937SC	No. of Nat'l Basketball Assoc (NBA) games attd past 12 months 1 - 2 games (A)	Sports and Leisure
2635	SB001940SC	No. of Nat'l Basketball Assoc (NBA) games attd past 12 months None (A)	Sports and Leisure
2636	SB004067SC	No. of NBA Development League games attended past 12 months 1 - 2 games (A)	Sports and Leisure
2637	SB004066SC	No. of NBA Development League games attended past 12 months None (A)	Sports and Leisure
2638	SB004069SC	No. of NHRA Drag Racing events attended past 12 months None (A)	Sports and Leisure
2639	SB001948SC	No. of PGA TOUR (men's golf) events attended past 12 mo 1 - 2 events (A)	Sports and Leisure
2640	SB001949SC	No. of PGA TOUR (men's golf) events attended past 12 mo None (A)	Sports and Leisure
2641	SB001951SC	No. of Pro boxing events attended past 12 months None (A)	Sports and Leisure
2642	SB001952SC	No. of Pro Bull Riding (PBR) events attended past 12 months 1 - 2 events (A)	Sports and Leisure
2643	SB001953SC	No. of Pro Bull Riding (PBR) events attended past 12 months None (A)	Sports and Leisure
2644	SB001954SC	No. of Pro rodeo events attended past 12 months 1 - 2 events (A)	Sports and Leisure
2645	SB001955SC	No. of Pro rodeo events attended past 12 months None (A)	Sports and Leisure
2646	SB004081SC	No. of Supercross/Motocross events attended past 12 months None (A)	Sports and Leisure
2647	SB001956SC	No. of times attended movie at a theater past 3 months 1 time (A)	Sports and Leisure
2648	SB001957SC	No. of times attended movie at a theater past 3 months 2 times (A)	Sports and Leisure
2649	SB001958SC	No. of times attended movie at a theater past 3 months 3 times (A)	Sports and Leisure
2650	SB001959SC	No. of times attended movie at a theater past 3 months 4 times or more (A)	Sports and Leisure
2651	SB001960SC	No. of times attended movie at a theater past 3 months None (A)	Sports and Leisure
2652	SB003410SC	No. of times attended movie at a theater past 30 days 1 time (A)	Sports and Leisure
2653	SB003411SC	No. of times attended movie at a theater past 30 days 2 times (A)	Sports and Leisure
2654	SB003414SC	No. of times attended movie at a theater past 30 days None (A)	Sports and Leisure
2655	SB003416SC	No. of times bought other lottery ticket past 30 days 3 - 4 times (A)	Sports and Leisure
2656	SB003417SC	No. of times bought other lottery ticket past 30 days 5 times or more (A)	Sports and Leisure
2657	SB003418SC	No. of times bought other lottery ticket past 30 days None (A)	Sports and Leisure
2658	SB003422SC	No. of times bought Powerball ticket past 30 days None (A)	Sports and Leisure
2659	SB003423SC	No. of times bought scratchoff lottery ticket past 30 days 1 - 2 times (A)	Sports and Leisure
2660	SB003424SC	No. of times bought scratchoff lottery ticket past 30 days 3 - 4 times (A)	Sports and Leisure
2661	SB003425SC	No. of times bought scratchoff lottery ticket past 30 days 5 times or more (A)	Sports and Leisure
2662	SB003426SC	No. of times bought scratchoff lottery ticket past 30 days None (A)	Sports and Leisure
2663	SB004085SC	No. of UFC (Ultimate Fighting) events attd past 12 months None (A)	Sports and Leisure
2664	SB003884SC	No. of WNBA (Women's Nat'l Basketball) games attd pst 12 mos None (A)	Sports and Leisure
2665	SB003886SC	No. of Women's tennis (WTA) events attended past 12 months None (A)	Sports and Leisure

ORDER	VARIABLE	DESCRIPTION	CATEGORY
2666	SB003887SC	No. of WWE (pro wrestling) events attended past 12 months 1 - 2 events (A)	Sports and Leisure
2667	SB003888SC	No. of WWE (pro wrestling) events attended past 12 months None (A)	Sports and Leisure
2668	SB004652SC	Sports/teams - follow on Facebook College sports (A)	Sports and Leisure
2669	SB004655SC	Sports/teams - follow on Facebook Minor League Baseball (A)	Sports and Leisure
2670	SB004653SC	Sports/teams - follow on Facebook MLB or local team (A)	Sports and Leisure
2671	SB004654SC	Sports/teams - follow on Facebook MLS or local team (A)	Sports and Leisure
2672	SB004657SC	Sports/teams - follow on Facebook NBA or local team (A)	Sports and Leisure
2673	SB004659SC	Sports/teams - follow on Facebook NHL or local team (A)	Sports and Leisure
2674	SB004644SC	Sports/teams - follow on Facebook,Twitter,Instagram,Snapchat College sports (A)	Sports and Leisure
2675	SB004647SC	Sports/teams - follow on Facebook,Twitter,Instagram,Snapchat Minor Lg Bsbll (A)	Sports and Leisure
2676	SB004645SC	Sports/teams - follow on Facebook,Twitter,Instagram,Snapchat MLB or lcl team (A)	Sports and Leisure
2677	SB004646SC	Sports/teams - follow on Facebook,Twitter,Instagram,Snapchat MLS or lcl team (A)	Sports and Leisure
2678	SB004648SC	Sports/teams - follow on Facebook,Twitter,Instagram,Snapchat NASCAR (A)	Sports and Leisure
2679	SB004649SC	Sports/teams - follow on Facebook,Twitter,Instagram,Snapchat NBA or lcl team (A)	Sports and Leisure
2680	SB004650SC	Sports/teams - follow on Facebook,Twitter,Instagram,Snapchat NFL or lcl team (A)	Sports and Leisure
2681	SB004651SC	Sports/teams - follow on Facebook,Twitter,Instagram,Snapchat NHL or lcl team (A)	Sports and Leisure
2682	SB004639SC	Sports/teams - follow on Instagram College sports (A)	Sports and Leisure
2683	SB004640SC	Sports/teams - follow on Instagram MLB or local team (A)	Sports and Leisure
2684	SB004641SC	Sports/teams - follow on Instagram NBA or local team (A)	Sports and Leisure
2685	SB004642SC	Sports/teams - follow on Instagram NFL or local team (A)	Sports and Leisure
2686	SB004643SC	Sports/teams - follow on Instagram NHL or local team (A)	Sports and Leisure
2687	SB004633SC	Sports/teams - follow on Snapchat NFL or local team (A)	Sports and Leisure
2688	SB004634SC	Sports/teams - follow on Twitter College sports (A)	Sports and Leisure
2689	SB004635SC	Sports/teams - follow on Twitter MLB or local team (A)	Sports and Leisure
2690	SB004636SC	Sports/teams - follow on Twitter NBA or local team (A)	Sports and Leisure
2691	SB004637SC	Sports/teams - follow on Twitter NFL or local team (A)	Sports and Leisure
2692	SB004638SC	Sports/teams - follow on Twitter NHL or local team (A)	Sports and Leisure
2693	SB001210SC	Access Internet Yes (A)	Telecommunications
2694	SB001211SC	Access Internet No (A)	Telecommunications
2695	SB001213SC	Accessed Internet:Past 30 days No (A)	Telecommunications
2696	SB003367SC	Amount spent on purchases made on Internet past 12 months Less than \$100 (A)	Telecommunications
2697	SB003368SC	Amount spent on purchases made on Internet past 12 months \$100 - \$249 (A)	Telecommunications
2698	SB003369SC	Amount spent on purchases made on Internet past 12 months \$250 - \$499 (A)	Telecommunications
2699	SB003370SC	Amount spent on purchases made on Internet past 12 months \$500 - \$999 (A)	Telecommunications
2700	SB003371SC	Amount spent on purchases made on Internet past 12 months \$1,000 - \$2,499 (A)	Telecommunications
2701	SB003372SC	Amount spent on purchases made on Internet past 12 months \$2,500 or more (A)	Telecommunications
2702	SB001217SC	Computer/mobile devices currently own Desktop computer (A)	Telecommunications
2703	SB001215SC	Computer/mobile devices currently own Laptop or notebook computer (A)	Telecommunications
2704	SB001214SC	Computer/mobile devices currently own Smartphone (iPhone, Galaxy, etc.) (A)	Telecommunications
2705	SB001216SC	Computer/mobile devices currently own Tablet (iPad, Galaxy Tab, Kindle Fire) (A)	Telecommunications
2706	SB002878SC	HDTV subscription via cable/satellite service Yes (H)	Telecommunications
2707	SB002879SC	HDTV subscription via cable/satellite service No (H)	Telecommunications
2708	SB001218SC	Owns computer Yes (H)	Telecommunications
2709	SB001219SC	Owns computer No (H)	Telecommunications
2710	SB003964SC	Plans to switch electricity provider next 12 mo Yes (H)	Telecommunications
2711	SB002880SC	Subscribes to cable Yes (H)	Telecommunications
2712	SB002881SC	Subscribes to cable No (H)	Telecommunications
2713	SB003970SC	Household has choice of electricity provider Yes (H)	Telecommunications
2714	SB003972SC	Household has choice of electricity provider No - one provider in area (H)	Telecommunications
2715	SB003971SC	Household has choice of electricity provider No - provider is chosen (H)	Telecommunications
2716	SB002882SC	Household owns/uses DVR (digital video recorder) Yes (H)	Telecommunications
2717	SB002883SC	Household owns/uses DVR (digital video recorder) No (H)	Telecommunications
2718	SB001220SC	Individual owns computer Yes (A)	Telecommunications
2719	SB001221SC	Individual owns computer No (A)	Telecommunications
2720	SB004179SC	Internet service providers household uses AT&T U-verse or DSL (H)	Telecommunications
2721	SB004180SC	Internet service providers household uses Charter Spectrum (H)	Telecommunications
2722	SB004181SC	Internet service providers household uses Cox (H)	Telecommunications
2723	SB004183SC	Internet service providers household uses Dish Network (H)	Telecommunications
2724	SB004185SC	Internet service providers household uses Verizon FIOS or DSL (H)	Telecommunications
2725	SB004186SC	Internet service providers household uses XFINITY Internet/Comcast (H)	Telecommunications
2726	SB001282SC	Internet sites visited/apps used past 30 days AARP (A)	Telecommunications
2727	SB001281SC	Internet sites visited/apps used past 30 days ABCNews (A)	Telecommunications
2728	SB001280SC	Internet sites visited/apps used past 30 days Amazon (A)	Telecommunications
2729	SB001276SC	Internet sites visited/apps used past 30 days Bing (A)	Telecommunications
2730	SB001272SC	Internet sites visited/apps used past 30 days CNN (A)	Telecommunications

ORDER	VARIABLE	DESCRIPTION	CATEGORY
2731	SB001269SC	Internet sites visited/apps used past 30 days Cox (A)	Telecommunications
2732	SB001270SC	Internet sites visited/apps used past 30 days Craigslist (A)	Telecommunications
2733	SB001245SC	Internet sites visited/apps used past 30 days Did not visit site or use app (A)	Telecommunications
2734	SB001268SC	Internet sites visited/apps used past 30 days eBay (A)	Telecommunications
2735	SB001267SC	Internet sites visited/apps used past 30 days ESPN (A)	Telecommunications
2736	SB001266SC	Internet sites visited/apps used past 30 days Facebook (A)	Telecommunications
2737	SB001264SC	Internet sites visited/apps used past 30 days FOXNews (A)	Telecommunications
2738	SB001265SC	Internet sites visited/apps used past 30 days FOXSports (A)	Telecommunications
2739	SB001262SC	Internet sites visited/apps used past 30 days Google (A)	Telecommunications
2740	SB001263SC	Internet sites visited/apps used past 30 days Google+ (A)	Telecommunications
2741	SB001260SC	Internet sites visited/apps used past 30 days Groupon (A)	Telecommunications
2742	SB001259SC	Internet sites visited/apps used past 30 days Huffington Post (A)	Telecommunications
2743	SB001258SC	Internet sites visited/apps used past 30 days Hulu (A)	Telecommunications
2744	SB003755SC	Internet sites visited/apps used past 30 days Instagram (A)	Telecommunications
2745	SB001256SC	Internet sites visited/apps used past 30 days LinkedIn (A)	Telecommunications
2746	SB001255SC	Internet sites visited/apps used past 30 days LivingSocial (A)	Telecommunications
2747	SB001254SC	Internet sites visited/apps used past 30 days MLB or team website (A)	Telecommunications
2748	SB001253SC	Internet sites visited/apps used past 30 days Monster (A)	Telecommunications
2749	SB001252SC	Internet sites visited/apps used past 30 days MSN (A)	Telecommunications
2750	SB001250SC	Internet sites visited/apps used past 30 days MTV (A)	Telecommunications
2751	SB001248SC	Internet sites visited/apps used past 30 days NBA or team website (A)	Telecommunications
2752	SB001251SC	Internet sites visited/apps used past 30 days NBCNews (A)	Telecommunications
2753	SB003757SC	Internet sites visited/apps used past 30 days Netflix (A)	Telecommunications
2754	SB001247SC	Internet sites visited/apps used past 30 days NFL or team website (A)	Telecommunications
2755	SB001246SC	Internet sites visited/apps used past 30 days NHL or team website (A)	Telecommunications
2756	SB001242SC	Internet sites visited/apps used past 30 days PGATOUR (A)	Telecommunications
2757	SB001241SC	Internet sites visited/apps used past 30 days Pinterest (A)	Telecommunications
2758	SB004250SC	Internet sites visited/apps used past 30 days Snapchat (A)	Telecommunications
2759	SB004583SC	Internet sites visited/apps used past 30 days SpectrumTV (A)	Telecommunications
2760	SB001235SC	Internet sites visited/apps used past 30 days TheWeatherChannel (A)	Telecommunications
2761	SB001236SC	Internet sites visited/apps used past 30 days Twitter (A)	Telecommunications
2762	SB004251SC	Internet sites visited/apps used past 30 days Uber (A)	Telecommunications
2763	SB001233SC	Internet sites visited/apps used past 30 days WWE (A)	Telecommunications
2764	SB001271SC	Internet sites visited/apps used past 30 days XFINITY/Comcast (A)	Telecommunications
2765	SB001232SC	Internet sites visited/apps used past 30 days Yahoo! (A)	Telecommunications
2766	SB001231SC	Internet sites visited/apps used past 30 days Yelp (A)	Telecommunications
2767	SB001230SC	Internet sites visited/apps used past 30 days YouTube (A)	Telecommunications
2768	SB004113SC	Internet use Quintile 1st Quintile (heaviest) (A)	Telecommunications
2769	SB004114SC	Internet use Quintile 2nd Quintile (heavy) (A)	Telecommunications
2770	SB004115SC	Internet use Quintile 3rd Quintile (medium) (A)	Telecommunications
2771	SB004116SC	Internet use Quintile 4th Quintile (light) (A)	Telecommunications
2772	SB004117SC	Internet use Quintile 5th Quintile (lightest) (A)	Telecommunications
2773	SB002855SC	Intl calls by for personal reasons past 30 days Asia (H)	Telecommunications
2774	SB004695SC	Intl calls by for personal reasons past 30 days Central America (H)	Telecommunications
2775	SB002856SC	Intl calls by for personal reasons past 30 days Europe (H)	Telecommunications
2776	SB002857SC	Intl calls by for personal reasons past 30 days Mexico (H)	Telecommunications
2777	SB002859SC	Intl calls by for personal reasons past 30 days Other intl area (H)	Telecommunications
2778	SB002860SC	Intl calls by for personal reasons past 30 days South America (H)	Telecommunications
2779	SB002858SC	Intl calls by for personal reasons past 30 days None (H)	Telecommunications
2780	SB001299SC	Items bought on the Internet past 12 mo Groceries, candy, other food items (A)	Telecommunications
2781	SB003763SC	Items bought on the Internet past 12 months Airline tickets (A)	Telecommunications
2782	SB001309SC	Items bought on the Internet past 12 months Any Internet purchase past 12 mo (A)	Telecommunications
2783	SB001308SC	Items bought on the Internet past 12 months Books (A)	Telecommunications
2784	SB001307SC	Items bought on the Internet past 12 months CDs (compact discs) (A)	Telecommunications
2785	SB001306SC	Items bought on the Internet past 12 months Clothing or accessories (A)	Telecommunications
2786	SB001304SC	Items bought on the Internet past 12 months Computer hardware/software (A)	Telecommunications
2787	SB001305SC	Items bought on the Internet past 12 months Consumer electronics (A)	Telecommunications
2788	SB001303SC	Items bought on the Internet past 12 months Cultural event tickets (A)	Telecommunications
2789	SB001301SC	Items bought on the Internet past 12 months Flowers (A)	Telecommunications
2790	SB001300SC	Items bought on the Internet past 12 months Furniture/home furnishings (A)	Telecommunications
2791	SB001298SC	Items bought on the Internet past 12 months Health and beauty items (A)	Telecommunications
2792	SB001297SC	Items bought on the Internet past 12 months Home accessories (A)	Telecommunications
2793	SB001296SC	Items bought on the Internet past 12 months Insurance (A)	Telecommunications
2794	SB001294SC	Items bought on the Internet past 12 months Medicine/prescriptions (A)	Telecommunications
2795	SB001295SC	Items bought on the Internet past 12 months Mobile device apps (A)	Telecommunications

ORDER	VARIABLE	DESCRIPTION	CATEGORY
2796	SB001292SC	Items bought on the Internet past 12 months Movie tickets (A)	Telecommunications
2797	SB001293SC	Items bought on the Internet past 12 months Music downloads (A)	Telecommunications
2798	SB001291SC	Items bought on the Internet past 12 months Office supplies (A)	Telecommunications
2799	SB001289SC	Items bought on the Internet past 12 months Other product or service (A)	Telecommunications
2800	SB001290SC	Items bought on the Internet past 12 months Other travel reservations (A)	Telecommunications
2801	SB001288SC	Items bought on the Internet past 12 months Pet supplies (A)	Telecommunications
2802	SB001287SC	Items bought on the Internet past 12 months Sporting event tickets (A)	Telecommunications
2803	SB001286SC	Items bought on the Internet past 12 months Sports logo apparel (A)	Telecommunications
2804	SB001285SC	Items bought on the Internet past 12 months Toys or games (A)	Telecommunications
2805	SB001284SC	Items bought on the Internet past 12 months Vehicle (car, truck, SUV, etc.) (A)	Telecommunications
2806	SB001283SC	Items bought on the Internet past 12 months Wine (A)	Telecommunications
2807	SB001302SC	Items bought on the Internet past 12 months Did not buy (A)	Telecommunications
2808	SB001326SC	Items shopped for on the Internet past 12 mo Groceries, or other food items (A)	Telecommunications
2809	SB001311SC	Items shopped for on the Internet past 12 mo Vehicle (car, truck, SUV, etc.) (A)	Telecommunications
2810	SB001336SC	Items shopped for on the Internet past 12 months Airline tickets (A)	Telecommunications
2811	SB001335SC	Items shopped for on the Internet past 12 months Books (A)	Telecommunications
2812	SB001334SC	Items shopped for on the Internet past 12 months CDs (compact discs) (A)	Telecommunications
2813	SB001333SC	Items shopped for on the Internet past 12 months Clothing or accessories (A)	Telecommunications
2814	SB001331SC	Items shopped for on the Internet past 12 months Computer hardware/software (A)	Telecommunications
2815	SB001332SC	Items shopped for on the Internet past 12 months Consumer electronics (A)	Telecommunications
2816	SB001330SC	Items shopped for on the Internet past 12 months Cultural event tickets (A)	Telecommunications
2817	SB001329SC	Items shopped for on the Internet past 12 months Did not shop (A)	Telecommunications
2818	SB001328SC	Items shopped for on the Internet past 12 months Flowers (A)	Telecommunications
2819	SB001327SC	Items shopped for on the Internet past 12 months Furniture/home furnishings (A)	Telecommunications
2820	SB001325SC	Items shopped for on the Internet past 12 months Health and beauty items (A)	Telecommunications
2821	SB001324SC	Items shopped for on the Internet past 12 months Home accessories (A)	Telecommunications
2822	SB001323SC	Items shopped for on the Internet past 12 months Insurance (A)	Telecommunications
2823	SB001321SC	Items shopped for on the Internet past 12 months Medicine/prescriptions (A)	Telecommunications
2824	SB001322SC	Items shopped for on the Internet past 12 months Mobile device apps (A)	Telecommunications
2825	SB001319SC	Items shopped for on the Internet past 12 months Movie tickets (A)	Telecommunications
2826	SB001320SC	Items shopped for on the Internet past 12 months Music downloads (A)	Telecommunications
2827	SB001318SC	Items shopped for on the Internet past 12 months Office supplies (A)	Telecommunications
2828	SB001316SC	Items shopped for on the Internet past 12 months Other product or service (A)	Telecommunications
2829	SB001317SC	Items shopped for on the Internet past 12 months Other travel reservations (A)	Telecommunications
2830	SB001315SC	Items shopped for on the Internet past 12 months Pet supplies (A)	Telecommunications
2831	SB001314SC	Items shopped for on the Internet past 12 months Sporting event tickets (A)	Telecommunications
2832	SB001313SC	Items shopped for on the Internet past 12 months Sports logo apparel (A)	Telecommunications
2833	SB001312SC	Items shopped for on the Internet past 12 months Toys or games (A)	Telecommunications
2834	SB001310SC	Items shopped for on the Internet past 12 months Wine (A)	Telecommunications
2835	SB004012SC	Cable/Telco TV program provider Charter Spectrum (H)	Telecommunications
2836	SB004013SC	Cable/Telco TV program provider Cox (H)	Telecommunications
2837	SB004014SC	Cable/Telco TV program provider Mediacom (H)	Telecommunications
2838	SB004016SC	Cable/Telco TV program provider Verizon FiOS (H)	Telecommunications
2839	SB004017SC	Cable/Telco TV program provider XFINITY/Comcast (H)	Telecommunications
2840	SB004630SC	No. of pay-per-view live events watched past 12 mos: 2 live events (H)	Telecommunications
2841	SB004631SC	No. of pay-per-view live events watched past 12 mos: 3 live events (H)	Telecommunications
2842	SB001341SC	No. ways used Internet/apps past 30 days on any device 1 way (A)	Telecommunications
2843	SB001338SC	No. ways used Internet/apps past 30 days on any device 3 - 5 ways (A)	Telecommunications
2844	SB001337SC	No. ways used Internet/apps past 30 days on any device 6 - 10 ways (A)	Telecommunications
2845	SB001340SC	No. ways used Internet/apps past 30 days on any device 20 or more ways (A)	Telecommunications
2846	SB001347SC	No. ways used Internet/apps past 30 days on computer 1 way (A)	Telecommunications
2847	SB001345SC	No. ways used Internet/apps past 30 days on computer 2 ways (A)	Telecommunications
2848	SB001343SC	No. ways used Internet/apps past 30 days on computer 6 - 10 ways (A)	Telecommunications
2849	SB001348SC	No. ways used Internet/apps past 30 days on computer 11 - 19 ways (A)	Telecommunications
2850	SB001346SC	No. ways used Internet/apps past 30 days on computer 20 or more ways (A)	Telecommunications
2851	SB001363SC	No. ways used Internet/apps past 30 days on other device 3 - 5 ways (A)	Telecommunications
2852	SB004628SC	No. ways used Internet/apps past 30 days on other device 11 - 19 ways (A)	Telecommunications
2853	SB001351SC	No. ways used Internet/apps past 30 days on smartphone 2 ways (A)	Telecommunications
2854	SB001350SC	No. ways used Internet/apps past 30 days on smartphone 3 - 5 ways (A)	Telecommunications
2855	SB001349SC	No. ways used Internet/apps past 30 days on smartphone 6 - 10 ways (A)	Telecommunications
2856	SB001354SC	No. ways used Internet/apps past 30 days on smartphone 11 - 19 ways (A)	Telecommunications
2857	SB001352SC	No. ways used Internet/apps past 30 days on smartphone 20 or more ways (A)	Telecommunications
2858	SB001359SC	No. ways used Internet/apps past 30 days on tablet 1 way (A)	Telecommunications
2859	SB001357SC	No. ways used Internet/apps past 30 days on tablet 2 ways (A)	Telecommunications
2860	SB001356SC	No. ways used Internet/apps past 30 days on tablet 3 - 5 ways (A)	Telecommunications

ORDER	VARIABLE	DESCRIPTION	CATEGORY
2861	SB001355SC	No. ways used Internet/apps past 30 days on tablet 6 - 10 ways (A)	Telecommunications
2862	SB001360SC	No. ways used Internet/apps past 30 days on tablet 11 - 19 ways (A)	Telecommunications
2863	SB001358SC	No. ways used Internet/apps past 30 days on tablet 20 or more ways (A)	Telecommunications
2864	SB003655SC	Radio station websites visited past 30 days Any Radio Station Website (A)	Telecommunications
2865	SB002890SC	Satellite TV program provider DIRECTV (H)	Telecommunications
2866	SB002891SC	Satellite TV program provider Dish Network (H)	Telecommunications
2867	SB002893SC	Satellite TV program provider Other provider/unidentified (H)	Telecommunications
2868	SB002892SC	Satellite TV program provider Do not own satellite TV dish (H)	Telecommunications
2869	SB004045SC	Smartphone - currently use Yes (A)	Telecommunications
2870	SB004046SC	Smartphone - currently use No (A)	Telecommunications
2871	SB003709SC	Smartphone - operating system (OS) Android (A)	Telecommunications
2872	SB003711SC	Smartphone - operating system (OS) iOS (A)	Telecommunications
2873	SB003713SC	Smartphone - operating system (OS) Other operating system (A)	Telecommunications
2874	SB003373SC	Social networking sites - hours spent in an average day Less than 1 hour (A)	Telecommunications
2875	SB003374SC	Social networking sites - hours spent in an average day 1 - 2 hours (A)	Telecommunications
2876	SB003375SC	Social networking sites - hours spent in an average day 3 - 4 hours (A)	Telecommunications
2877	SB003376SC	Social networking sites - hours spent in an average day 5 hours or more (A)	Telecommunications
2878	SB003377SC	Social networking sites - hours spent in an average day None (A)	Telecommunications
2879	SB002894SC	Subscribes to premium channels Yes (H)	Telecommunications
2880	SB002895SC	Subscribes to premium channels No (H)	Telecommunications
2881	SB003791SC	Telephone service provider AT&T (H)	Telecommunications
2882	SB003793SC	Telephone service provider Charter Spectrum (H)	Telecommunications
2883	SB003794SC	Telephone service provider Cox (H)	Telecommunications
2884	SB003798SC	Telephone service provider Verizon (H)	Telecommunications
2885	SB003799SC	Telephone service provider Vonage (H)	Telecommunications
2886	SB003800SC	Telephone service provider XFINITY Voice/Comcast (H)	Telecommunications
2887	SB003802SC	Telephone service provider None (H)	Telecommunications
2888	SB003378SC	Time spent on the Internet in an average week Less than 1 hour (A)	Telecommunications
2889	SB003379SC	Time spent on the Internet in an average week 1 - 4 hours (A)	Telecommunications
2890	SB003380SC	Time spent on the Internet in an average week 5 - 9 hours (A)	Telecommunications
2891	SB003381SC	Time spent on the Internet in an average week 10 - 19 hours (A)	Telecommunications
2892	SB003382SC	Time spent on the Internet in an average week 20 hours or more (A)	Telecommunications
2893	SB003383SC	Time spent on the Internet in an average week None (A)	Telecommunications
2894	SB004164SC	TV Quintile 1st Quintile (heaviest) (A)	Telecommunications
2895	SB004165SC	TV Quintile 2nd Quintile (heavy) (A)	Telecommunications
2896	SB004166SC	TV Quintile 3rd Quintile (medium) (A)	Telecommunications
2897	SB004168SC	TV Quintile 4th Quintile (light) (A)	Telecommunications
2898	SB004169SC	TV Quintile 5th Quintile (lightest) (A)	Telecommunications
2899	SB001369SC	Type of Internet connection uses Cable (H)	Telecommunications
2900	SB001367SC	Type of Internet connection uses DSL (H)	Telecommunications
2901	SB001366SC	Type of Internet connection uses Fiber optics (H)	Telecommunications
2902	SB001364SC	Type of Internet connection uses Satellite (H)	Telecommunications
2903	SB004585SC	Type of Internet connection uses Wireless carrier data plan (mobile) (H)	Telecommunications
2904	SB001365SC	Type of Internet connection uses None (H)	Telecommunications
2905	SB003642SC	Type of mobile device used to read newspapers Income Producing Assetsd (A)	Telecommunications
2906	SB003644SC	Type of mobile device used to read newspapers iPhone (A)	Telecommunications
2907	SB004704SC	Type of mobile device used to read newspapers Samsung Galaxy smartphone (A)	Telecommunications
2908	SB003646SC	Type of mobile device used to read newspapers Other electronic device (A)	Telecommunications
2909	SB003645SC	Type of mobile device used to read newspapers Other smartphone (A)	Telecommunications
2910	SB003643SC	Type of mobile device used to read newspapers Other tablet (A)	Telecommunications
2911	SB002950SC	Use wireless/cell phone Yes (A)	Telecommunications
2912	SB002951SC	Use wireless/cell phone No (A)	Telecommunications
2913	SB003648SC	Used mobile device to read newspapers past 30 days No (A)	Telecommunications
2914	SB003647SC	Used mobile device to read newspapers past 30 days Yes (A)	Telecommunications
2915	SB002902SC	Video On Demand services ways used past 30 days Childrens programs (H)	Telecommunications
2916	SB002903SC	Video On Demand services ways used past 30 days Information (H)	Telecommunications
2917	SB002904SC	Video On Demand services ways used past 30 days Movies - for a fee (H)	Telecommunications
2918	SB002905SC	Video On Demand services ways used past 30 days Movies - for free (H)	Telecommunications
2919	SB002906SC	Video On Demand services ways used past 30 days Premium channel programs (H)	Telecommunications
2920	SB002907SC	Video On Demand services ways used past 30 days Sports (H)	Telecommunications
2921	SB002908SC	Video On Demand services ways used past 30 days TV shows (H)	Telecommunications
2922	SB002900SC	Video On Demand used past 30 days Yes (H)	Telecommunications
2923	SB002901SC	Video On Demand used past 30 days No (H)	Telecommunications
2924	SB001414SC	Ways used Internet/apps in past 30 days on any device Automobile information (A)	Telecommunications
2925	SB001413SC	Ways used Internet/apps in past 30 days on any device Banking (A)	Telecommunications

ORDER	VARIABLE	DESCRIPTION	CATEGORY
2926	SB001412SC	Ways used Internet/apps in past 30 days on any device Blogs (A)	Telecommunications
2927	SB001411SC	Ways used Internet/apps in past 30 days on any device Cable TV network site (A)	Telecommunications
2928	SB001410SC	Ways used Internet/apps in past 30 days on any device Consumer reviews (A)	Telecommunications
2929	SB001409SC	Ways used Internet/apps in past 30 days on any device Daily deals (A)	Telecommunications
2930	SB001385SC	Ways used Internet/apps in past 30 days on any device Dating/personal ads (A)	Telecommunications
2931	SB001407SC	Ways used Internet/apps in past 30 days on any device Download media apps (A)	Telecommunications
2932	SB001404SC	Ways used Internet/apps in past 30 days on any device Fantasy sports (A)	Telecommunications
2933	SB001403SC	Ways used Internet/apps in past 30 days on any device Financial information (A)	Telecommunications
2934	SB001389SC	Ways used Internet/apps in past 30 days on any device Instant messaging (A)	Telecommunications
2935	SB001400SC	Ways used Internet/apps in past 30 days on any device Job/employment search (A)	Telecommunications
2936	SB001396SC	Ways used Internet/apps in past 30 days on any device Listen to local radio (A)	Telecommunications
2937	SB001395SC	Ways used Internet/apps in past 30 days on any device Listen to online music (A)	Telecommunications
2938	SB001399SC	Ways used Internet/apps in past 30 days on any device Listen to radio (A)	Telecommunications
2939	SB001397SC	Ways used Internet/apps in past 30 days on any device Local news (A)	Telecommunications
2940	SB001398SC	Ways used Internet/apps in past 30 days on any device Local/community events (A)	Telecommunications
2941	SB001391SC	Ways used Internet/apps in past 30 days on any device Maps/GPS (A)	Telecommunications
2942	SB001392SC	Ways used Internet/apps in past 30 days on any device Movie listings (A)	Telecommunications
2943	SB001408SC	Ways used Internet/apps in past 30 days on any device Music (A)	Telecommunications
2944	SB001390SC	Ways used Internet/apps in past 30 days on any device National news (A)	Telecommunications
2945	SB001388SC	Ways used Internet/apps in past 30 days on any device Other coupons (A)	Telecommunications
2946	SB001406SC	Ways used Internet/apps in past 30 days on any device Podcasts (A)	Telecommunications
2947	SB001384SC	Ways used Internet/apps in past 30 days on any device Real estate listings (A)	Telecommunications
2948	SB001383SC	Ways used Internet/apps in past 30 days on any device Restaurant information (A)	Telecommunications
2949	SB001381SC	Ways used Internet/apps in past 30 days on any device Scan QR code (A)	Telecommunications
2950	SB001378SC	Ways used Internet/apps in past 30 days on any device Search (A)	Telecommunications
2951	SB001380SC	Ways used Internet/apps in past 30 days on any device Shopping (A)	Telecommunications
2952	SB001382SC	Ways used Internet/apps in past 30 days on any device Social networking (A)	Telecommunications
2953	SB001379SC	Ways used Internet/apps in past 30 days on any device Sports scores/updates (A)	Telecommunications
2954	SB003989SC	Ways used Internet/apps in past 30 days on any device Take college courses (A)	Telecommunications
2955	SB001376SC	Ways used Internet/apps in past 30 days on any device Traffic (A)	Telecommunications
2956	SB001375SC	Ways used Internet/apps in past 30 days on any device Travel reservations (A)	Telecommunications
2957	SB001374SC	Ways used Internet/apps in past 30 days on any device Video clips (A)	Telecommunications
2958	SB001371SC	Ways used Internet/apps in past 30 days on any device Watch free TV programs (A)	Telecommunications
2959	SB001373SC	Ways used Internet/apps in past 30 days on any device Watch live sports (A)	Telecommunications
2960	SB001372SC	Ways used Internet/apps in past 30 days on any device Weather (A)	Telecommunications
2961	SB001457SC	Ways used Internet/apps in past 30 days on computer Automobile information (A)	Telecommunications
2962	SB001456SC	Ways used Internet/apps in past 30 days on computer Banking (A)	Telecommunications
2963	SB001455SC	Ways used Internet/apps in past 30 days on computer Blogs (A)	Telecommunications
2964	SB001454SC	Ways used Internet/apps in past 30 days on computer Cable TV network site (A)	Telecommunications
2965	SB001453SC	Ways used Internet/apps in past 30 days on computer Consumer reviews (A)	Telecommunications
2966	SB001452SC	Ways used Internet/apps in past 30 days on computer Daily deals (A)	Telecommunications
2967	SB003990SC	Ways used Internet/apps in past 30 days on computer Download media apps (A)	Telecommunications
2968	SB001448SC	Ways used Internet/apps in past 30 days on computer Fantasy sports (A)	Telecommunications
2969	SB001447SC	Ways used Internet/apps in past 30 days on computer Financial information (A)	Telecommunications
2970	SB001446SC	Ways used Internet/apps in past 30 days on computer Find a business address (A)	Telecommunications
2971	SB001445SC	Ways used Internet/apps in past 30 days on computer Games (play or download) (A)	Telecommunications
2972	SB001433SC	Ways used Internet/apps in past 30 days on computer Instant messaging (A)	Telecommunications
2973	SB001444SC	Ways used Internet/apps in past 30 days on computer Job/employment search (A)	Telecommunications
2974	SB001438SC	Ways used Internet/apps in past 30 days on computer Listen to Internet radio (A)	Telecommunications
2975	SB001440SC	Ways used Internet/apps in past 30 days on computer Listen to local radio (A)	Telecommunications
2976	SB001439SC	Ways used Internet/apps in past 30 days on computer Listen to online music (A)	Telecommunications
2977	SB001443SC	Ways used Internet/apps in past 30 days on computer Listen to radio (A)	Telecommunications
2978	SB001441SC	Ways used Internet/apps in past 30 days on computer Local news (A)	Telecommunications
2979	SB001442SC	Ways used Internet/apps in past 30 days on computer Local/community events (A)	Telecommunications
2980	SB001435SC	Ways used Internet/apps in past 30 days on computer Maps/GPS (A)	Telecommunications
2981	SB001437SC	Ways used Internet/apps in past 30 days on computer Medical services (A)	Telecommunications
2982	SB001436SC	Ways used Internet/apps in past 30 days on computer Movie listings (A)	Telecommunications
2983	SB001449SC	Ways used Internet/apps in past 30 days on computer Movies (A)	Telecommunications
2984	SB001451SC	Ways used Internet/apps in past 30 days on computer Music (A)	Telecommunications
2985	SB001434SC	Ways used Internet/apps in past 30 days on computer National news (A)	Telecommunications
2986	SB001432SC	Ways used Internet/apps in past 30 days on computer Other coupons (A)	Telecommunications
2987	SB001431SC	Ways used Internet/apps in past 30 days on computer Other use (A)	Telecommunications
2988	SB001430SC	Ways used Internet/apps in past 30 days on computer Photo processing/sharing (A)	Telecommunications
2989	SB001450SC	Ways used Internet/apps in past 30 days on computer Podcasts (A)	Telecommunications
2990	SB001428SC	Ways used Internet/apps in past 30 days on computer Real estate listings (A)	Telecommunications

ORDER	VARIABLE	DESCRIPTION	CATEGORY
2991	SB001427SC	Ways used Internet/apps in past 30 days on computer Restaurant information (A)	Telecommunications
2992	SB001423SC	Ways used Internet/apps in past 30 days on computer Search (A)	Telecommunications
2993	SB001425SC	Ways used Internet/apps in past 30 days on computer Shopping (A)	Telecommunications
2994	SB001426SC	Ways used Internet/apps in past 30 days on computer Social networking (A)	Telecommunications
2995	SB001424SC	Ways used Internet/apps in past 30 days on computer Sports scores/updates (A)	Telecommunications
2996	SB001422SC	Ways used Internet/apps in past 30 days on computer Take college courses (A)	Telecommunications
2997	SB001421SC	Ways used Internet/apps in past 30 days on computer Traffic (A)	Telecommunications
2998	SB001420SC	Ways used Internet/apps in past 30 days on computer Travel reservations (A)	Telecommunications
2999	SB001419SC	Ways used Internet/apps in past 30 days on computer Video clips (A)	Telecommunications
3000	SB001416SC	Ways used Internet/apps in past 30 days on computer Watch free TV programs (A)	Telecommunications
3001	SB001418SC	Ways used Internet/apps in past 30 days on computer Watch live sports (A)	Telecommunications
3002	SB001415SC	Ways used Internet/apps in past 30 days on computer Watch TV using subscrip (A)	Telecommunications
3003	SB001417SC	Ways used Internet/apps in past 30 days on computer Weather (A)	Telecommunications
3004	SB001502SC	Ways used Internet/apps in past 30 days on smartphone Automobile information (A)	Telecommunications
3005	SB001501SC	Ways used Internet/apps in past 30 days on smartphone Banking (A)	Telecommunications
3006	SB001500SC	Ways used Internet/apps in past 30 days on smartphone Blogs (A)	Telecommunications
3007	SB001499SC	Ways used Internet/apps in past 30 days on smartphone Cable TV network site (A)	Telecommunications
3008	SB001498SC	Ways used Internet/apps in past 30 days on smartphone Consumer reviews (A)	Telecommunications
3009	SB001497SC	Ways used Internet/apps in past 30 days on smartphone Daily deals (A)	Telecommunications
3010	SB001473SC	Ways used Internet/apps in past 30 days on smartphone Dating/personal ads (A)	Telecommunications
3011	SB001495SC	Ways used Internet/apps in past 30 days on smartphone Download media apps (A)	Telecommunications
3012	SB001492SC	Ways used Internet/apps in past 30 days on smartphone Fantasy sports (A)	Telecommunications
3013	SB001491SC	Ways used Internet/apps in past 30 days on smartphone Financial information (A)	Telecommunications
3014	SB001477SC	Ways used Internet/apps in past 30 days on smartphone Instant messaging (A)	Telecommunications
3015	SB001488SC	Ways used Internet/apps in past 30 days on smartphone Job/employment search (A)	Telecommunications
3016	SB001484SC	Ways used Internet/apps in past 30 days on smartphone Listen to local radio (A)	Telecommunications
3017	SB001483SC	Ways used Internet/apps in past 30 days on smartphone Listen to online music (A)	Telecommunications
3018	SB001487SC	Ways used Internet/apps in past 30 days on smartphone Listen to radio (A)	Telecommunications
3019	SB001485SC	Ways used Internet/apps in past 30 days on smartphone Local news (A)	Telecommunications
3020	SB001486SC	Ways used Internet/apps in past 30 days on smartphone Local/community events (A)	Telecommunications
3021	SB001479SC	Ways used Internet/apps in past 30 days on smartphone Maps/GPS (A)	Telecommunications
3022	SB001481SC	Ways used Internet/apps in past 30 days on smartphone Medical services (A)	Telecommunications
3023	SB001480SC	Ways used Internet/apps in past 30 days on smartphone Movie listings (A)	Telecommunications
3024	SB001496SC	Ways used Internet/apps in past 30 days on smartphone Music (A)	Telecommunications
3025	SB001478SC	Ways used Internet/apps in past 30 days on smartphone National news (A)	Telecommunications
3026	SB001476SC	Ways used Internet/apps in past 30 days on smartphone Other coupons (A)	Telecommunications
3027	SB001475SC	Ways used Internet/apps in past 30 days on smartphone Other use (A)	Telecommunications
3028	SB001474SC	Ways used Internet/apps in past 30 days on smartphone Photo (A)	Telecommunications
3029	SB001494SC	Ways used Internet/apps in past 30 days on smartphone Podcasts (A)	Telecommunications
3030	SB001472SC	Ways used Internet/apps in past 30 days on smartphone Real estate listings (A)	Telecommunications
3031	SB001471SC	Ways used Internet/apps in past 30 days on smartphone Restaurant information (A)	Telecommunications
3032	SB001469SC	Ways used Internet/apps in past 30 days on smartphone Scan QR code (A)	Telecommunications
3033	SB001466SC	Ways used Internet/apps in past 30 days on smartphone Search (A)	Telecommunications
3034	SB001468SC	Ways used Internet/apps in past 30 days on smartphone Shopping (A)	Telecommunications
3035	SB001470SC	Ways used Internet/apps in past 30 days on smartphone Social networking (A)	Telecommunications
3036	SB001467SC	Ways used Internet/apps in past 30 days on smartphone Sports scores/updates (A)	Telecommunications
3037	SB001465SC	Ways used Internet/apps in past 30 days on smartphone Take college courses (A)	Telecommunications
3038	SB001464SC	Ways used Internet/apps in past 30 days on smartphone Traffic (A)	Telecommunications
3039	SB001463SC	Ways used Internet/apps in past 30 days on smartphone Travel reservations (A)	Telecommunications
3040	SB001462SC	Ways used Internet/apps in past 30 days on smartphone Video clips (A)	Telecommunications
3041	SB001459SC	Ways used Internet/apps in past 30 days on smartphone Watch free TV programs (A)	Telecommunications
3042	SB001461SC	Ways used Internet/apps in past 30 days on smartphone Watch live sports (A)	Telecommunications
3043	SB001460SC	Ways used Internet/apps in past 30 days on smartphone Weather (A)	Telecommunications
3044	SB001542SC	Ways used Internet/apps in past 30 days on tablet Banking (A)	Telecommunications
3045	SB001541SC	Ways used Internet/apps in past 30 days on tablet Blogs (A)	Telecommunications
3046	SB001540SC	Ways used Internet/apps in past 30 days on tablet Cable TV network site (A)	Telecommunications
3047	SB001539SC	Ways used Internet/apps in past 30 days on tablet Consumer reviews (A)	Telecommunications
3048	SB001538SC	Ways used Internet/apps in past 30 days on tablet Daily deals (A)	Telecommunications
3049	SB003985SC	Ways used Internet/apps in past 30 days on tablet Dating/personal ads (A)	Telecommunications
3050	SB001536SC	Ways used Internet/apps in past 30 days on tablet Download media apps (A)	Telecommunications
3051	SB003986SC	Ways used Internet/apps in past 30 days on tablet Fantasy sports (A)	Telecommunications
3052	SB001533SC	Ways used Internet/apps in past 30 days on tablet Financial information (A)	Telecommunications
3053	SB001532SC	Ways used Internet/apps in past 30 days on tablet Find a business address (A)	Telecommunications
3054	SB001531SC	Ways used Internet/apps in past 30 days on tablet Games (A)	Telecommunications
3055	SB001530SC	Ways used Internet/apps in past 30 days on tablet Job/employment search (A)	Telecommunications

ORDER	VARIABLE	DESCRIPTION	CATEGORY
3056	SB001524SC	Ways used Internet/apps in past 30 days on tablet Listen to Internet radio (A)	Telecommunications
3057	SB001526SC	Ways used Internet/apps in past 30 days on tablet Listen to local radio (A)	Telecommunications
3058	SB001525SC	Ways used Internet/apps in past 30 days on tablet Listen to music (A)	Telecommunications
3059	SB001529SC	Ways used Internet/apps in past 30 days on tablet Listen to radio (A)	Telecommunications
3060	SB001527SC	Ways used Internet/apps in past 30 days on tablet Local news (A)	Telecommunications
3061	SB001528SC	Ways used Internet/apps in past 30 days on tablet Local/community events (A)	Telecommunications
3062	SB001521SC	Ways used Internet/apps in past 30 days on tablet Maps/GPS (A)	Telecommunications
3063	SB001522SC	Ways used Internet/apps in past 30 days on tablet Movie listings (A)	Telecommunications
3064	SB001534SC	Ways used Internet/apps in past 30 days on tablet Movies (A)	Telecommunications
3065	SB001537SC	Ways used Internet/apps in past 30 days on tablet Music (A)	Telecommunications
3066	SB001520SC	Ways used Internet/apps in past 30 days on tablet National news (A)	Telecommunications
3067	SB001517SC	Ways used Internet/apps in past 30 days on tablet Other use (A)	Telecommunications
3068	SB001516SC	Ways used Internet/apps in past 30 days on tablet Photo processing/sharing (A)	Telecommunications
3069	SB001515SC	Ways used Internet/apps in past 30 days on tablet Real estate listings (A)	Telecommunications
3070	SB001514SC	Ways used Internet/apps in past 30 days on tablet Restaurant information (A)	Telecommunications
3071	SB001510SC	Ways used Internet/apps in past 30 days on tablet Search (A)	Telecommunications
3072	SB001512SC	Ways used Internet/apps in past 30 days on tablet Shopping (A)	Telecommunications
3073	SB001511SC	Ways used Internet/apps in past 30 days on tablet Sports scores/updates (A)	Telecommunications
3074	SB003988SC	Ways used Internet/apps in past 30 days on tablet Take college courses (A)	Telecommunications
3075	SB001509SC	Ways used Internet/apps in past 30 days on tablet Traffic (A)	Telecommunications
3076	SB001508SC	Ways used Internet/apps in past 30 days on tablet Travel reservations (A)	Telecommunications
3077	SB001507SC	Ways used Internet/apps in past 30 days on tablet Video clips (A)	Telecommunications
3078	SB001504SC	Ways used Internet/apps in past 30 days on tablet Watch free TV programs (A)	Telecommunications
3079	SB001506SC	Ways used Internet/apps in past 30 days on tablet Watch live sports (A)	Telecommunications
3080	SB001503SC	Ways used Internet/apps in past 30 days on tablet Watch TV using subscript (A)	Telecommunications
3081	SB001505SC	Ways used Internet/apps in past 30 days on tablet Weather (A)	Telecommunications
3082	SB001402SC	Ways used Internet/apps past 30 days on any device Find a business address (A)	Telecommunications
3083	SB001401SC	Ways used Internet/apps past 30 days on any device Games (play or download) (A)	Telecommunications
3084	SB001394SC	Ways used Internet/apps past 30 days on any device Listen to Internet radio (A)	Telecommunications
3085	SB001405SC	Ways used Internet/apps past 30 days on any device Movies(watch or download) (A)	Telecommunications
3086	SB001386SC	Ways used Internet/apps past 30 days on any device Photo processing/sharing (A)	Telecommunications
3087	SB001370SC	Ways used Internet/apps past 30 days on any device Watch TV using subscript (A)	Telecommunications
3088	SB001490SC	Ways used Internet/apps past 30 days on smartphone Find a business address (A)	Telecommunications
3089	SB001489SC	Ways used Internet/apps past 30 days on smartphone Games (play or download) (A)	Telecommunications
3090	SB001482SC	Ways used Internet/apps past 30 days on smartphone Listen to Internet radio (A)	Telecommunications
3091	SB001493SC	Ways used Internet/apps past 30 days on smartphone Movies(watch or download) (A)	Telecommunications
3092	SB001458SC	Ways used Internet/apps past 30 days on smartphone Watch TV using subscript (A)	Telecommunications
3093	SB002952SC	Wireless/cell phone bill amount last month Less than \$30 (A)	Telecommunications
3094	SB002953SC	Wireless/cell phone bill amount last month \$30 - \$49 (A)	Telecommunications
3095	SB002954SC	Wireless/cell phone bill amount last month \$50 - \$74 (A)	Telecommunications
3096	SB002956SC	Wireless/cell phone bill amount last month \$100 - \$149 (A)	Telecommunications
3097	SB002957SC	Wireless/cell phone bill amount last month \$150 or more (A)	Telecommunications
3098	SB004590SC	Wireless/cell phone brand Alcatel (A)	Telecommunications
3099	SB002958SC	Wireless/cell phone brand Apple (iPhone) (A)	Telecommunications
3100	SB002960SC	Wireless/cell phone brand LG (A)	Telecommunications
3101	SB002962SC	Wireless/cell phone brand Samsung (A)	Telecommunications
3102	SB004591SC	Wireless/cell phone brand ZTE (A)	Telecommunications
3103	SB002964SC	Wireless/cell phone carrier plan to switch next 12 months No (A)	Telecommunications
3104	SB002965SC	Wireless/cell phone carriers currently use AT&T (A)	Telecommunications
3105	SB002966SC	Wireless/cell phone carriers currently use Boost Mobile (A)	Telecommunications
3106	SB002967SC	Wireless/cell phone carriers currently use Cricket (A)	Telecommunications
3107	SB002968SC	Wireless/cell phone carriers currently use MetroPCS (A)	Telecommunications
3108	SB002970SC	Wireless/cell phone carriers currently use Sprint (A)	Telecommunications
3109	SB002971SC	Wireless/cell phone carriers currently use Straight Talk (A)	Telecommunications
3110	SB002972SC	Wireless/cell phone carriers currently use T-Mobile (A)	Telecommunications
3111	SB002973SC	Wireless/cell phone carriers currently use TracFone (A)	Telecommunications
3112	SB002974SC	Wireless/cell phone carriers currently use Verizon Wireless (A)	Telecommunications
3113	SB002977SC	Wireless/cell phone features currently use Texting (A)	Telecommunications
3114	SB002978SC	Wireless/cell phone payment plan currently use Prepaid usage (A)	Telecommunications
3115	SB002979SC	Wireless/cell phone payment plan currently use Receive bill each month (A)	Telecommunications
3116	SB002896SC	Type of TV service household subscribes to Cable:Hardwired (H)	Telecommunications
3117	SB002897SC	Type of TV service household subscribes to Cable:Telco (H)	Telecommunications
3118	SB002899SC	Type of TV service household subscribes to No service (H)	Telecommunications
3119	SB002898SC	Type of TV service household subscribes to Satellite (H)	Telecommunications
3120	SB000054SC	Airlines used for domestic/foreign travel past 12 months AirTran (A)	Travel

ORDER	VARIABLE	DESCRIPTION	CATEGORY
3121	SB004598SC	Airlines used for domestic/foreign travel past 12 months Allegiant Air (A)	Travel
3122	SB004599SC	Airlines used for domestic/foreign travel past 12 months American (A)	Travel
3123	SB000052SC	Airlines used for domestic/foreign travel past 12 months Any airline flown (A)	Travel
3124	SB000051SC	Airlines used for domestic/foreign travel past 12 months Delta (A)	Travel
3125	SB000049SC	Airlines used for domestic/foreign travel past 12 months JetBlue (A)	Travel
3126	SB004600SC	Airlines used for domestic/foreign travel past 12 months Southwest (A)	Travel
3127	SB000047SC	Airlines used for domestic/foreign travel past 12 months United (A)	Travel
3128	SB004192SC	Airlines used past 12 months (business) Alaska Airlines (A)	Travel
3129	SB004601SC	Airlines used past 12 months (business) American (A)	Travel
3130	SB000061SC	Airlines used past 12 months (business) Any airline used for business (A)	Travel
3131	SB000060SC	Airlines used past 12 months (business) Delta (A)	Travel
3132	SB000059SC	Airlines used past 12 months (business) JetBlue (A)	Travel
3133	SB004602SC	Airlines used past 12 months (business) Southwest (A)	Travel
3134	SB000056SC	Airlines used past 12 months (business) United (A)	Travel
3135	SB000058SC	Airlines used past 12 months (business) None (A)	Travel
3136	SB004194SC	Airlines used past 12 months (personal/vacation) Alaska Airlines (A)	Travel
3137	SB004603SC	Airlines used past 12 months (personal/vacation) Allegiant Air (A)	Travel
3138	SB004604SC	Airlines used past 12 months (personal/vacation) American (A)	Travel
3139	SB000066SC	Airlines used past 12 months (personal/vacation) Any airline used (A)	Travel
3140	SB000069SC	Airlines used past 12 months (personal/vacation) Delta (A)	Travel
3141	SB000068SC	Airlines used past 12 months (personal/vacation) JetBlue (A)	Travel
3142	SB004605SC	Airlines used past 12 months (personal/vacation) Southwest (A)	Travel
3143	SB000064SC	Airlines used past 12 months (personal/vacation) United (A)	Travel
3144	SB000067SC	Airlines used past 12 months (personal/vacation) None (A)	Travel
3145	SB000079SC	Car rental companies used past 12 months Alamo (A)	Travel
3146	SB000078SC	Car rental companies used past 12 months Any car rental (A)	Travel
3147	SB000077SC	Car rental companies used past 12 months Avis (A)	Travel
3148	SB000076SC	Car rental companies used past 12 months Budget (A)	Travel
3149	SB000075SC	Car rental companies used past 12 months Dollar (A)	Travel
3150	SB000074SC	Car rental companies used past 12 months Enterprise (A)	Travel
3151	SB000073SC	Car rental companies used past 12 months Hertz (A)	Travel
3152	SB000072SC	Car rental companies used past 12 months National (A)	Travel
3153	SB000070SC	Car rental companies used past 12 months Thrifty (A)	Travel
3154	SB000071SC	Car rental companies used past 12 months None (A)	Travel
3155	SB000083SC	Casino activities done past 12 months Played slot machines (A)	Travel
3156	SB000082SC	Casino activities done past 12 months Played table games (A)	Travel
3157	SB000081SC	Casino activities done past 12 months Watched a stage show or concert (A)	Travel
3158	SB000080SC	Casino activities done past 12 months Went to a bar/nightclub (A)	Travel
3159	SB000084SC	Casino activities done past 12 months Went to an upscale restaurant (A)	Travel
3160	SB000085SC	Casinos visited past 12 months Yes (A)	Travel
3161	SB000086SC	Casinos visited past 12 months No (A)	Travel
3162	SB002909SC	Cruise line used past 3 years Carnival (A)	Travel
3163	SB002910SC	Cruise line used past 3 years Royal Caribbean (A)	Travel
3164	SB002911SC	Cruise line used past 3 years None (A)	Travel
3165	SB000130SC	Hotel/motels past 12 months Any bed & breakfast (A)	Travel
3166	SB000131SC	Hotel/motels past 12 months Any hotel/motel (A)	Travel
3167	SB000129SC	Hotel/motels past 12 months Any upscale hotel (A)	Travel
3168	SB000128SC	Hotel/motels past 12 months Best Western (A)	Travel
3169	SB000127SC	Hotel/motels past 12 months Comfort Inn (A)	Travel
3170	SB000126SC	Hotel/motels past 12 months Courtyard by Marriott (A)	Travel
3171	SB000125SC	Hotel/motels past 12 months Days Inn (A)	Travel
3172	SB000124SC	Hotel/motels past 12 months Doubletree (A)	Travel
3173	SB000123SC	Hotel/motels past 12 months Embassy Suites (A)	Travel
3174	SB000122SC	Hotel/motels past 12 months Fairfield Inn (A)	Travel
3175	SB000120SC	Hotel/motels past 12 months Hampton Inn (A)	Travel
3176	SB000119SC	Hotel/motels past 12 months Hilton (A)	Travel
3177	SB000118SC	Hotel/motels past 12 months Holiday Inn (A)	Travel
3178	SB000117SC	Hotel/motels past 12 months Hyatt (A)	Travel
3179	SB000116SC	Hotel/motels past 12 months La Quinta (A)	Travel
3180	SB000115SC	Hotel/motels past 12 months Marriott (A)	Travel
3181	SB000109SC	Hotel/motels past 12 months Sheraton (A)	Travel
3182	SB000106SC	Hotel/motels past 12 months Westin (A)	Travel
3183	SB000113SC	Hotel/motels past 12 months None (A)	Travel
3184	SB004121SC	Miles traveled Quintile -1st Quintile (heaviest) (A)	Travel
3185	SB004122SC	Miles traveled Quintile 2nd Quintile (heavy) (A)	Travel

ORDER	VARIABLE	DESCRIPTION	CATEGORY
3186	SB004123SC	Miles traveled Quintile 3rd Quintile (medium) (A)	Travel
3187	SB004124SC	Miles traveled Quintile 4th Quintile (light) (A)	Travel
3188	SB004125SC	Miles traveled Quintile 5th Quintile (lightest) (A)	Travel
3189	SB003294SC	No. domestic air round trips past 12 mo (primarily business) 1 trip (A)	Travel
3190	SB003295SC	No. domestic air round trips past 12 mo (primarily business) 2 trips (A)	Travel
3191	SB003296SC	No. domestic air round trips past 12 mo (primarily business) 3 trips (A)	Travel
3192	SB003297SC	No. domestic air round trips past 12 mo (primarily business) 4 trips (A)	Travel
3193	SB003298SC	No. domestic air round trips past 12 mo (primarily business) 5 - 9 trips (A)	Travel
3194	SB003299SC	No. domestic air round trips past 12 mo (primarily business) 10 trips or more (A)	Travel
3195	SB003630SC	No. domestic air round trips past 12 mo (primarily business) None (A)	Travel
3196	SB003300SC	No. domestic air round trips past 12 mo (primarily personal) 1 trip (A)	Travel
3197	SB003301SC	No. domestic air round trips past 12 mo (primarily personal) 2 trips (A)	Travel
3198	SB003302SC	No. domestic air round trips past 12 mo (primarily personal) 3 trips (A)	Travel
3199	SB003303SC	No. domestic air round trips past 12 mo (primarily personal) 4 trips (A)	Travel
3200	SB003304SC	No. domestic air round trips past 12 mo (primarily personal) 5 - 9 trips (A)	Travel
3201	SB003632SC	No. domestic air round trips past 12 mo (primarily personal) None (A)	Travel
3202	SB000138SC	No. of domestic air round trips past 12 months 1 trip:Total (A)	Travel
3203	SB000137SC	No. of domestic air round trips past 12 months 2 trips:Total (A)	Travel
3204	SB000136SC	No. of domestic air round trips past 12 months 3 trips:Total (A)	Travel
3205	SB000135SC	No. of domestic air round trips past 12 months 4 trips:Total (A)	Travel
3206	SB000134SC	No. of domestic air round trips past 12 months 5 - 9 trips:Total (A)	Travel
3207	SB000139SC	No. of domestic air round trips past 12 months 10 trips or more:Total (A)	Travel
3208	SB000132SC	No. of domestic air round trips past 12 months Any domestic air round trip (A)	Travel
3209	SB000133SC	No. of domestic air round trips past 12 months None:Total (A)	Travel
3210	SB004607SC	Places visited overnight or longer past 12 months Alaska (A)	Travel
3211	SB004614SC	Places visited overnight or longer past 12 months Any place outside U.S. (A)	Travel
3212	SB004608SC	Places visited overnight or longer past 12 months Bahamas (A)	Travel
3213	SB000148SC	Places visited overnight or longer past 12 months Canada (A)	Travel
3214	SB004609SC	Places visited overnight or longer past 12 months Caribbean (A)	Travel
3215	SB004610SC	Places visited overnight or longer past 12 months Central or South America (A)	Travel
3216	SB000147SC	Places visited overnight or longer past 12 months Chicago (A)	Travel
3217	SB004611SC	Places visited overnight or longer past 12 months Europe (A)	Travel
3218	SB004612SC	Places visited overnight or longer past 12 months Hawaii (A)	Travel
3219	SB004613SC	Places visited overnight or longer past 12 months Japan - China - SE Asia (A)	Travel
3220	SB000146SC	Places visited overnight or longer past 12 months Las Vegas (A)	Travel
3221	SB000145SC	Places visited overnight or longer past 12 months Los Angeles (A)	Travel
3222	SB000144SC	Places visited overnight or longer past 12 months Mexico (A)	Travel
3223	SB000142SC	Places visited overnight or longer past 12 months New York City (A)	Travel
3224	SB000143SC	Places visited overnight or longer past 12 months None (A)	Travel
3225	SB003900SC	Places visited overnight or longer past 12 months Orlando (A)	Travel
3226	SB000140SC	Places visited overnight or longer past 12 months Washington, D.C. (A)	Travel
3227	SB002934SC	How often usually vote in local elections Always (A)	Voting
3228	SB002935SC	How often usually vote in local elections Sometimes (A)	Voting
3229	SB002936SC	How often usually vote in local elections Never (A)	Voting
3230	SB002937SC	How often usually vote in presidential elections Always (A)	Voting
3231	SB002938SC	How often usually vote in presidential elections Sometimes (A)	Voting
3232	SB002939SC	How often usually vote in presidential elections Never (A)	Voting
3233	SB002940SC	How often usually vote in statewide elections Always (A)	Voting
3234	SB002941SC	How often usually vote in statewide elections Sometimes (A)	Voting
3235	SB002942SC	How often usually vote in statewide elections Never (A)	Voting
3236	SB002943SC	Political party affiliation Democrat (A)	Voting
3237	SB002944SC	Political party affiliation Independent, but feel closer to Democrat (A)	Voting
3238	SB002946SC	Political party affiliation Independent, but feel closer to Republican (A)	Voting
3239	SB003664SC	Political party affiliation Republican (A)	Voting
3240	SB002947SC	Political party affiliation None of these (A)	Voting
3241	SB002948SC	Registered to vote in district of residence Yes (A)	Voting
3242	SB002949SC	Registered to vote in district of residence No (A)	Voting