

ORDER	VARIABLE	DESCRIPTION	CATEGORY	CONSUMPTION
1	CCPCXNHHD	Total Households	Basics	
2	SB000618XC	Any beer drank past 30 days (excluding non-alcoholic) (A)	Alcohol	
3	SB000773XC	Domestic light beer drank past 30 days Any (A)	Alcohol	
4	SB000771XC	Domestic light beer drank past 30 days Bud Light (A)	Alcohol	
5	SB000770XC	Domestic light beer drank past 30 days Bud Light Lime (A)	Alcohol	
6	SB000772XC	Domestic light beer drank past 30 days Bud Light Platinum (A)	Alcohol	
7	SB000767XC	Domestic light beer drank past 30 days Coors Light (A)	Alcohol	
8	SB000766XC	Domestic light beer drank past 30 days Michelob Ultra (A)	Alcohol	
9	SB000765XC	Domestic light beer drank past 30 days Miller Lite (A)	Alcohol	
10	SB000774XC	Domestic light beer drink most often Coors Light (A)	Alcohol	
11	SB000775XC	Domestic light beer drink most often Michelob Ultra (A)	Alcohol	
12	SB000785XC	Domestic regular beer drank past 30 days Any (A)	Alcohol	
13	SB000784XC	Domestic regular beer drank past 30 days Blue Moon (A)	Alcohol	
14	SB004400XC	Domestic regular beer drank past 30 days Goose Island (A)	Alcohol	
15	SB003787XC	Domestic regular beer drank past 30 days Leinenkugels (A)	Alcohol	
16	SB003801XC	Domestic regular beer drank past 30 days Pabst Blue Ribbon (A)	Alcohol	
17	SB000779XC	Domestic regular beer drank past 30 days Samuel Adams (A)	Alcohol	
18	SB003803XC	Domestic regular beer drank past 30 days Shock Top (A)	Alcohol	
19	SB000778XC	Domestic regular beer drank past 30 days Yuengling (A)	Alcohol	
20	SB000786XC	Domestic regular beer drink most often Blue Moon (A)	Alcohol	
21	SB003809XC	Domestic regular beer drink most often Leinenkugels (A)	Alcohol	
22	SB000788XC	Domestic regular beer drink most often Samuel Adams (A)	Alcohol	
23	SB000789XC	Domestic regular beer drink most often Yuengling (A)	Alcohol	
24	SB000790XC	Hard cider drank past 30 days Any (A)	Alcohol	
25	SB000791XC	Imported beer drank past 30 days Any (A)	Alcohol	
26	SB000799XC	Imported beer drank past 30 days Corona Extra (A)	Alcohol	
27	SB000798XC	Imported beer drank past 30 days Corona Light (A)	Alcohol	
28	SB000797XC	Imported beer drank past 30 days Dos Equis (A)	Alcohol	
29	SB000796XC	Imported beer drank past 30 days Guinness (A)	Alcohol	
30	SB000795XC	Imported beer drank past 30 days Heineken (A)	Alcohol	
31	SB004231XC	Imported beer drank past 30 days Labatt Blue (A)	Alcohol	
32	SB000794XC	Imported beer drank past 30 days Modelo Especial (A)	Alcohol	
33	SB000793XC	Imported beer drank past 30 days Stella Artois (A)	Alcohol	
34	SB000792XC	Imported beer drank past 30 days Tecate (A)	Alcohol	
35	SB000804XC	Imported beer drink most often Corona Extra (A)	Alcohol	
36	SB004233XC	Imported beer drink most often Dos Equis (A)	Alcohol	
37	SB000803XC	Imported beer drink most often Corona Light (A)	Alcohol	
38	SB000802XC	Imported beer drink most often Guinness (A)	Alcohol	
39	SB004246XC	Imported beer drink most often Modelo Especial (A)	Alcohol	
40	SB000800XC	Imported beer drink most often Stella Artois (A)	Alcohol	
41	SB000820XC	Liquor drank past 30 days Any whiskey (A)	Alcohol	
42	SB000819XC	Liquor drank past 30 days Any white goods (A)	Alcohol	
43	SB000818XC	Liquor drank past 30 days Blended or rye whiskey (A)	Alcohol	
44	SB000817XC	Liquor drank past 30 days Bourbon whiskey (A)	Alcohol	
45	SB000814XC	Liquor drank past 30 days Cognac (A)	Alcohol	
46	SB000813XC	Liquor drank past 30 days Cordial - liqueur (A)	Alcohol	
47	SB000812XC	Liquor drank past 30 days Gin (A)	Alcohol	
48	SB000811XC	Liquor drank past 30 days None (A)	Alcohol	
49	SB000810XC	Liquor drank past 30 days Other liquor (A)	Alcohol	
50	SB000809XC	Liquor drank past 30 days Pre-mixed cocktails (with liquor) (A)	Alcohol	
51	SB000808XC	Liquor drank past 30 days Rum (A)	Alcohol	
52	SB000807XC	Liquor drank past 30 days Scotch whisky (A)	Alcohol	
53	SB000806XC	Liquor drank past 30 days Tequila (A)	Alcohol	
54	SB000805XC	Liquor drank past 30 days Vodka (A)	Alcohol	
55	SB004597XC	Malt alternatives drank past 30 days Any (A)	Alcohol	
56	SB004595XC	Malt alternatives drank past 30 days Bud Light Rita (any flavor) (A)	Alcohol	
57	SB004596XC	Malt alternatives drank past 30 days Redds Apple Ale (A)	Alcohol	
58	SB004988XC	Malt alternatives drank past 30 days Other malt alternative (A)	Alcohol	
59	SB004594XC	Malt alternatives drink most often Redds Apple Ale (A)	Alcohol	
60	SB004989XC	Malt alternatives drink most often Other malt alternative (A)	Alcohol	
61	SB004622XC	Malt liquor drank past 30 days Any malt liquor (A)	Alcohol	
62	SB000823XC	Microbrew/craft beer drank past 30 days Any microbrew/craft beer (A)	Alcohol	
63	SB000829XC	No. of liquor types drank past 30 days 1 liquor (A)	Alcohol	
64	SB000828XC	No. of liquor types drank past 30 days 2 liquors (A)	Alcohol	
65	SB000827XC	No. of liquor types drank past 30 days 3 liquors (A)	Alcohol	
66	SB000826XC	No. of liquor types drank past 30 days 4 liquors (A)	Alcohol	
67	SB000825XC	No. of liquor types drank past 30 days 5 or more liquors (A)	Alcohol	
68	SB000824XC	No. of liquor types drank past 30 days None (A)	Alcohol	

ORDER	VARIABLE	DESCRIPTION	CATEGORY	CONSUMPTION
69	SB000833XC	Type of alcoholic beverage drink most often Beer (A)	Alcohol	
70	SB004405XC	Type of alcoholic beverage drink most often Hard cider (A)	Alcohol	
71	SB000832XC	Type of alcoholic beverage drink most often Liquor (spirits) (A)	Alcohol	
72	SB000831XC	Type of alcoholic beverage drink most often Wine (A)	Alcohol	
73	SB000830XC	Type of alcoholic beverage drink most often Wine coolers (A)	Alcohol	
74	SB000838XC	Types of alcoholic beverages drank past 7 days Beer (A)	Alcohol	
75	SB000837XC	Types of alcoholic beverages drank past 7 days Hard cider (A)	Alcohol	
76	SB000836XC	Types of alcoholic beverages drank past 7 days Liquor (spirits) (A)	Alcohol	
77	SB000835XC	Types of alcoholic beverages drank past 7 days Wine (A)	Alcohol	
78	SB000834XC	Types of alcoholic beverages drank past 7 days Wine coolers (A)	Alcohol	
79	SB000843XC	Types of alcoholic beverages drink Beer (A)	Alcohol	
80	SB000842XC	Types of alcoholic beverages drink Hard cider (A)	Alcohol	
81	SB000841XC	Types of alcoholic beverages drink Liquor (spirits) (A)	Alcohol	
82	SB000840XC	Types of alcoholic beverages drink Wine (A)	Alcohol	
83	SB000839XC	Types of alcoholic beverages drink Wine coolers (A)	Alcohol	
84	SB003287XC	Usual price range for bottle of wine bought at a store \$5 - \$9 (A)	Alcohol	
85	SB003288XC	Usual price range for bottle of wine bought at a store \$10 - \$14 (A)	Alcohol	
86	SB003289XC	Usual price range for bottle of wine bought at a store \$15 - \$19 (A)	Alcohol	
87	SB003290XC	Usual price range for bottle of wine bought at a store \$20 or more (A)	Alcohol	
88	SB003291XC	Usual price range for bottle of wine bought at a store Do not buy wine (A)	Alcohol	
89	SB000852XC	Where bought beer past 30 days Club store (Costco, Sams Club, etc.) (A)	Alcohol	
90	SB000851XC	Where bought beer past 30 days Convenience store (A)	Alcohol	
91	SB000850XC	Where bought beer past 30 days Did not buy (A)	Alcohol	
92	SB000849XC	Where bought beer past 30 days Drug store (A)	Alcohol	
93	SB000848XC	Where bought beer past 30 days Grocery store (A)	Alcohol	
94	SB000847XC	Where bought beer past 30 days Liquor store (A)	Alcohol	
95	SB000846XC	Where bought beer past 30 days Nightclub or bar (A)	Alcohol	
96	SB000845XC	Where bought beer past 30 days Other place (A)	Alcohol	
97	SB000853XC	Where bought beer past 30 days Sit-down restaurant (A)	Alcohol	
98	SB000844XC	Where bought beer past 30 days Stadium or arena (A)	Alcohol	
99	SB000854XC	Where bought liquor past 30 days Club store (Costco, Sams Club, etc.) (A)	Alcohol	
100	SB004761XC	Where bought liquor past 30 days Convenience Store (A)	Alcohol	
101	SB000860XC	Where bought liquor past 30 days Did not buy (A)	Alcohol	
102	SB000859XC	Where bought liquor past 30 days Grocery store (A)	Alcohol	
103	SB000858XC	Where bought liquor past 30 days Liquor store (A)	Alcohol	
104	SB000857XC	Where bought liquor past 30 days Nightclub or bar (A)	Alcohol	
105	SB000856XC	Where bought liquor past 30 days Other place (A)	Alcohol	
106	SB000855XC	Where bought liquor past 30 days Sit-down restaurant (A)	Alcohol	
107	SB004406XC	Where bought liquor past 30 days Stadium or arena (A)	Alcohol	
108	SB000861XC	Where bought wine past 30 days Club store (Costco, Sams Club, etc.) (A)	Alcohol	
109	SB000869XC	Where bought wine past 30 days Convenience store (A)	Alcohol	
110	SB000868XC	Where bought wine past 30 days Did not buy (A)	Alcohol	
111	SB000866XC	Where bought wine past 30 days Grocery store (A)	Alcohol	
112	SB000865XC	Where bought wine past 30 days Liquor store (A)	Alcohol	
113	SB000864XC	Where bought wine past 30 days Nightclub or bar (A)	Alcohol	
114	SB000863XC	Where bought wine past 30 days Other place (A)	Alcohol	
115	SB000862XC	Where bought wine past 30 days Sit-down restaurant (A)	Alcohol	
116	SB003996XC	Wine (brands) bought past 3 months 14 Hands (A)	Alcohol	
117	SB003997XC	Wine (brands) bought past 3 months Alamos (A)	Alcohol	
118	SB003998XC	Wine (brands) bought past 3 months Apothic (A)	Alcohol	
119	SB000893XC	Wine (brands) bought past 3 months Arbor Mist (A)	Alcohol	
120	SB004395XC	Wine (brands) bought past 3 months Barefoot (A)	Alcohol	
121	SB000891XC	Wine (brands) bought past 3 months Beringer (A)	Alcohol	
122	SB004000XC	Wine (brands) bought past 3 months Black Box (A)	Alcohol	
123	SB000888XC	Wine (brands) bought past 3 months Chateau Ste. Michelle (A)	Alcohol	
124	SB000887XC	Wine (brands) bought past 3 months Clos du Bois (A)	Alcohol	
125	SB004001XC	Wine (brands) bought past 3 months Cupcake Vineyards (A)	Alcohol	
126	SB004244XC	Wine (brands) bought past 3 months The Dreaming Tree (A)	Alcohol	
127	SB000885XC	Wine (brands) bought past 3 months Ecco Domani (A)	Alcohol	
128	SB004002XC	Wine (brands) bought past 3 months Estancia (A)	Alcohol	
129	SB004003XC	Wine (brands) bought past 3 months Francis Coppola (A)	Alcohol	
130	SB000881XC	Wine (brands) bought past 3 months Kendall-Jackson (A)	Alcohol	
131	SB004242XC	Wine (brands) bought past 3 months Kim Crawford (A)	Alcohol	
132	SB000880XC	Wine (brands) bought past 3 months La Crema (A)	Alcohol	
133	SB004005XC	Wine (brands) bought past 3 months Mark West (A)	Alcohol	
134	SB000879XC	Wine (brands) bought past 3 months Menage a Trois (A)	Alcohol	
135	SB000877XC	Wine (brands) bought past 3 months Robert Mondavi (A)	Alcohol	
136	SB004007XC	Wine (brands) bought past 3 months Rodney Strong (A)	Alcohol	

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137	SB000873XC	Wine (brands) bought past 3 months Woodbridge (A)	Alcohol	
138	SB000872XC	Wine (brands) bought past 3 months Yellow Tail (A)	Alcohol	
139	SB000870XC	Wine (brands) bought past 3 months Other brand (A)	Alcohol	
140	SB000871XC	Wine (brands) bought past 3 months None (A)	Alcohol	
141	SB000916XC	Wine (types) bought past 3 months Any blush or rose wine (A)	Alcohol	
142	SB000913XC	Wine (types) bought past 3 months Any champagne or sparkling wine (A)	Alcohol	
143	SB000903XC	Wine (types) bought past 3 months Any red wine (A)	Alcohol	
144	SB000895XC	Wine (types) bought past 3 months Any white wine (A)	Alcohol	
145	SB000915XC	Wine (types) bought past 3 months Brut/Brut Extra Dry (A)	Alcohol	
146	SB000914XC	Wine (types) bought past 3 months Cabernet Sauvignon (A)	Alcohol	
147	SB000912XC	Wine (types) bought past 3 months Chardonnay (A)	Alcohol	
148	SB000911XC	Wine (types) bought past 3 months Malbec (A)	Alcohol	
149	SB000910XC	Wine (types) bought past 3 months Merlot (A)	Alcohol	
150	SB000909XC	Wine (types) bought past 3 months Moscato (A)	Alcohol	
151	SB000908XC	Wine (types) bought past 3 months None (A)	Alcohol	
152	SB000897XC	Wine (types) bought past 3 months Other blush or rose wine (A)	Alcohol	
153	SB000896XC	Wine (types) bought past 3 months Other champagne/sparkling wine (A)	Alcohol	
154	SB000907XC	Wine (types) bought past 3 months Other red wine (A)	Alcohol	
155	SB000906XC	Wine (types) bought past 3 months Other white wine (A)	Alcohol	
156	SB000904XC	Wine (types) bought past 3 months Pinot Grigio/Pinot Gris (A)	Alcohol	
157	SB000905XC	Wine (types) bought past 3 months Pinot Noir (A)	Alcohol	
158	SB004399XC	Wine (types) bought past 3 months Prosecco (A)	Alcohol	
159	SB000902XC	Wine (types) bought past 3 months Red Zinfandel (A)	Alcohol	
160	SB000901XC	Wine (types) bought past 3 months Riesling (A)	Alcohol	
161	SB000898XC	Wine (types) bought past 3 months Sauvignon/Fume Blanc (A)	Alcohol	
162	SB000900XC	Wine (types) bought past 3 months Shiraz/Syrah (A)	Alcohol	
163	SB004956XC	Wine (types) bought past 3 months Other wine (A)	Alcohol	
164	SB000927XC	Wine (types) drink most often Cabernet Sauvignon (A)	Alcohol	
165	SB000926XC	Wine (types) drink most often Chardonnay (A)	Alcohol	
166	SB004237XC	Wine (types) drink most often Malbec (A)	Alcohol	
167	SB000925XC	Wine (types) drink most often Merlot (A)	Alcohol	
168	SB000924XC	Wine (types) drink most often Moscato (A)	Alcohol	
169	SB000920XC	Wine (types) drink most often None (A)	Alcohol	
170	SB000919XC	Wine (types) drink most often Other red wine (A)	Alcohol	
171	SB000923XC	Wine (types) drink most often Pinot Grigio/Pinot Gris (A)	Alcohol	
172	SB004240XC	Wine (types) drink most often Pinot Noir (A)	Alcohol	
173	SB000921XC	Wine (types) drink most often Riesling (A)	Alcohol	
174	SB004409XC	Wine (types) drink most often Sauvignon/Fume Blanc (A)	Alcohol	
175	SB000917XC	Wine (types) drink most often White Zinfandel (A)	Alcohol	
176	SB004957XC	Wine (types) drink most often Other wine (A)	Alcohol	
177	SB003343XC	Wine how often usually drink 1 to 2 times a week (A)	Alcohol	
178	SB003344XC	Wine how often usually drink 2 to 3 times a month (A)	Alcohol	
179	SB003342XC	Wine how often usually drink 3 times a week or more (A)	Alcohol	
180	SB003346XC	Wine how often usually drink Less than once a month (A)	Alcohol	
181	SB003345XC	Wine how often usually drink Once a month (A)	Alcohol	
182	SB003347XC	Wine how often usually drink Never (A)	Alcohol	
183	MM00306XC	Buy Aerobic/Fitness Shoes- 1yr (A)	Apparel and Jewelry	
184	MM60264XC	Buy Athletic Shoes- 1yr (A)	Apparel and Jewelry	
185	MM60265XC	Buy Baseball/Softball Shoes- 1yr (A)	Apparel and Jewelry	
186	MM00314XC	Buy Basketball Shoes- 1yr (A)	Apparel and Jewelry	
187	MM60266XC	Buy Boat/Deck Shoes- 1yr (A)	Apparel and Jewelry	
188	MM00353XC	Buy Cross Training Shoes- 1yr (A)	Apparel and Jewelry	
189	MM60268XC	Buy Hiking/Backpacking Boots- 1yr (A)	Apparel and Jewelry	
190	MM70100XC	Buy Hunting Boots- 1yr (A)	Apparel and Jewelry	
191	MM00413XC	Buy Running/Jogging Shoes- 1yr (A)	Apparel and Jewelry	
192	MM60269XC	Buy Soccer Shoes- 1yr (A)	Apparel and Jewelry	
193	MM70101XC	Buy Tennis Shoes- 1yr (A)	Apparel and Jewelry	
194	MM00423XC	Buy Walking Shoes- 1yr (A)	Apparel and Jewelry	
195	MM00305XC	Buy Adidas Shoes- 1yr (A)	Apparel and Jewelry	
196	MM00313XC	Buy Asics Shoes- 1yr (A)	Apparel and Jewelry	
197	MM60272XC	Buy Brooks Shoes- 1yr (A)	Apparel and Jewelry	
198	MM08100XC	Buy Converse Shoes- 1yr (A)	Apparel and Jewelry	
199	MM60273XC	Buy Easy Spirit Shoes- 1yr (A)	Apparel and Jewelry	
200	MM41755XC	Buy Jordan Shoes- 1yr (A)	Apparel and Jewelry	
201	MM50083XC	Buy Merrell Shoes- 1yr (A)	Apparel and Jewelry	
202	MM00408XC	Buy New Balance Shoes- 1yr (A)	Apparel and Jewelry	
203	MM00409XC	Buy Nike Shoes- 1yr (A)	Apparel and Jewelry	
204	MM60276XC	Buy Other Athletic Shoes- 1yr (A)	Apparel and Jewelry	

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205	MM08090XC	Buy Puma Shoes- 1yr (A)	Apparel and Jewelry	
206	MM70102XC	Buy Reebok Shoes- 1yr (A)	Apparel and Jewelry	
207	MM60277XC	Buy Any Saucony Shoes- 1yr (A)	Apparel and Jewelry	
208	MM07280XC	Buy Any Skechers Shoes- 1yr (A)	Apparel and Jewelry	
209	MM70103XC	Buy Any Timberland Shoes- 1yr (A)	Apparel and Jewelry	
210	MM70104XC	Buy Any Under Armour Shoes- 1yr (A)	Apparel and Jewelry	
211	MM08055XC	Buy Vans Shoes- 1yr (A)	Apparel and Jewelry	
212	MM70105XC	Amount Spent on Aerobic/Fitness Shoes- \$75+ (A)	Apparel and Jewelry	
213	MM70106XC	Amount Spent on Aerobic/Fitness Shoes- < \$75 (A)	Apparel and Jewelry	
214	MM70107XC	Amount Spent on Any Athletic Shoes- \$75+ (A)	Apparel and Jewelry	
215	MM70109XC	Amount Spent on Basketball Shoes- \$75+ (A)	Apparel and Jewelry	
216	MM70110XC	Amount Spent on Basketball Shoes- < \$75 (A)	Apparel and Jewelry	
217	MM70111XC	Amount Spent on Boat/Deck Shoes- < \$75 (A)	Apparel and Jewelry	
218	MM70112XC	Amount Spent on Cross Training Shoes- \$75+ (A)	Apparel and Jewelry	
219	MM70113XC	Amount Spent on Cross Training Shoes- < \$75 (A)	Apparel and Jewelry	
220	MM70114XC	Amount Spent on Hiking/Backpacking Boots- < \$75 (A)	Apparel and Jewelry	
221	MM70116XC	Amount Spent on Running/Jogging Shoes- \$75+ (A)	Apparel and Jewelry	
222	MM70117XC	Amount Spent on Running/Jogging Shoes- < \$75 (A)	Apparel and Jewelry	
223	MM70119XC	Amount Spent on Tennis Shoes- \$75+ (A)	Apparel and Jewelry	
224	MM70120XC	Amount Spent on Tennis Shoes- < \$75 (A)	Apparel and Jewelry	
225	MM70121XC	Amount Spent on Walking Shoes- \$75+ (A)	Apparel and Jewelry	
226	MM00340XC	Buy Children's Shoes- 6mo (H)	Apparel and Jewelry	
227	MM00340XD	Buy Children's Shoes- 6mo - (Pairs/6mos) (H)	Apparel and Jewelry	Pairs
228	MM60282XC	Amount Spent Children's Shoes \$100-\$199- 6mo (H)	Apparel and Jewelry	
229	MM60283XC	Amount Spent Children's Shoes \$200 or more- 6mo (H)	Apparel and Jewelry	
230	MM60285XC	Amount Spent Children's Shoes \$26-\$50- 6mo (H)	Apparel and Jewelry	
231	MM60286XC	Amount Spent Children's Shoes \$51-\$99- 6mo (H)	Apparel and Jewelry	
232	MM00318XC	Buy Children's Athletic Shoes- 6mo (H)	Apparel and Jewelry	
233	MM00318XD	Buy Children's Athletic Shoes- 6mo - (Pairs/6mos) (H)	Apparel and Jewelry	Pairs
234	MM00321XC	Buy Children's Canvas Shoes- 6mo (H)	Apparel and Jewelry	
235	MM00321XD	Buy Children's Canvas Shoes- 6mo - (Pairs/6mos) (H)	Apparel and Jewelry	Pairs
236	MM00324XC	Buy Children's Casual/Leisure Shoes- 6mo (H)	Apparel and Jewelry	
237	MM00324XD	Buy Children's Casual/Leisure Shoes- 6mo - (Pairs/6mos) (H)	Apparel and Jewelry	Pairs
238	MM00328XC	Buy Children's Dress Shoes- 6mo (H)	Apparel and Jewelry	
239	MM00328XD	Buy Children's Dress Shoes- 6mo - (Pairs/6mos) (H)	Apparel and Jewelry	Pairs
240	MM00334XC	Buy Children's Rain/Snow Boots- 6mo (H)	Apparel and Jewelry	
241	MM00334XD	Buy Children's Rain/Snow Boots- 6mo - (Pairs/6mos) (H)	Apparel and Jewelry	Pairs
242	MM00337XC	Buy Children's Sandals- 6mo (H)	Apparel and Jewelry	
243	MM00337XD	Buy Children's Sandals- 6mo - (Pairs/6mos) (H)	Apparel and Jewelry	Pairs
244	MM00343XC	Buy Children's Slippers- 6mo (H)	Apparel and Jewelry	
245	MM00343XD	Buy Children's Slippers- 6mo - (Pairs/6mos) (H)	Apparel and Jewelry	Pairs
246	MM60289XC	Amount Spent on Clothing \$1,000 - \$1,999- 1yr (A)	Apparel and Jewelry	
247	MM60290XC	Amount Spent on Clothing \$100 - \$299- 1yr (A)	Apparel and Jewelry	
248	MM60291XC	Amount Spent on Clothing \$2,000 - \$2,999- 1yr (A)	Apparel and Jewelry	
249	MM60292XC	Amount Spent on Clothing \$2,000 or More- 1yr (A)	Apparel and Jewelry	
250	MM60294XC	Amount Spent on Clothing \$300 - \$499- 1yr (A)	Apparel and Jewelry	
251	MM60295XC	Amount Spent on Clothing \$500 - \$999- 1yr (A)	Apparel and Jewelry	
252	MM60296XC	Amount Spent on Clothing \$99 or Less- 1yr (A)	Apparel and Jewelry	
253	MM60297XC	Buy Clothing for Baby <1 Year Old, Any- 6mo (H)	Apparel and Jewelry	
254	MM60298XC	Buy Clothing for Baby <1 Year Old, Any Outerwear- 6mo (H)	Apparel and Jewelry	
255	MM60299XC	Buy Clothing for Baby <1 Year Old, Any Sleepwear- 6mo (H)	Apparel and Jewelry	
256	MM00327XC	Buy Children's Clothes- 6mo (H)	Apparel and Jewelry	
257	MM60302XC	Buy Children's Clothes (Age 1-2 Years)- 6mo (H)	Apparel and Jewelry	
258	MM60303XC	Buy Children's Jeans/Slacks (Age 1-2 Years)- 6mo (H)	Apparel and Jewelry	
259	MM60304XC	Buy Children's Outerwear (Age 1-2 Years)- 6mo (H)	Apparel and Jewelry	
260	MM60305XC	Buy Children's Shorts (Age 1-2 Years)- 6mo (H)	Apparel and Jewelry	
261	MM60306XC	Buy Children's Sleepwear (Age 1-2 Years)- 6mo (H)	Apparel and Jewelry	
262	MM60307XC	Buy Children's Suits/Dresses (Age 1-2 Years)- 6mo (H)	Apparel and Jewelry	
263	MM60308XC	Buy Children's Sweatsuits (Age 1-2 Years)- 6mo (H)	Apparel and Jewelry	
264	MM60309XC	Buy Children's Tops/Shirts (Age 1-2 Years)- 6mo (H)	Apparel and Jewelry	
265	MM60311XC	Buy Children's Clothes (Age 3-5 Years)- 6mo (H)	Apparel and Jewelry	
266	MM60312XC	Buy Children's Jeans/Slacks (Age 3-5 Years)- 6mo (H)	Apparel and Jewelry	
267	MM60313XC	Buy Children's Outerwear (Age 3-5 Years)- 6mo (H)	Apparel and Jewelry	
268	MM60314XC	Buy Children's Shorts (Age 3-5 Years)- 6mo (H)	Apparel and Jewelry	
269	MM60315XC	Buy Children's Sleepwear (Age 3-5 Years)- 6mo (H)	Apparel and Jewelry	
270	MM60316XC	Buy Children's Suits/Dresses (Age 3-5 Years)- 6mo (H)	Apparel and Jewelry	
271	MM60317XC	Buy Children's Sweatsuits (Age 3-5 Years)- 6mo (H)	Apparel and Jewelry	
272	MM60318XC	Buy Children's Tops/Shirts (Age 3-5 Years)- 6mo (H)	Apparel and Jewelry	

ORDER	VARIABLE	DESCRIPTION	CATEGORY	CONSUMPTION
273	MM60319XC	Buy Children's Underwear (ex Diapers) (Age 3-5 Years)- 6mo (H)	Apparel and Jewelry	
274	MM60320XC	Buy Children's Clothes (Age 6-12 Years), Any- 6mo (H)	Apparel and Jewelry	
275	MM60321XC	Buy Children's Jeans (Age 6-12 Years)- 6mo (H)	Apparel and Jewelry	
276	MM60322XC	Buy Children's Outerwear (Age 6-12 Years)- 6mo (H)	Apparel and Jewelry	
277	MM60323XC	Buy Children's Shorts (Age 6-12 Years)- 6mo (H)	Apparel and Jewelry	
278	MM60324XC	Buy Children's Slacks (Age 6-12 Years)- 6mo (H)	Apparel and Jewelry	
279	MM60325XC	Buy Children's Sleepwear (Age 6-12 Years)- 6mo (H)	Apparel and Jewelry	
280	MM60326XC	Buy Children's Suits/Dresses (Age 6-12 Years)- 6mo (H)	Apparel and Jewelry	
281	MM60327XC	Buy Children's Sweaters (Age 6-12 Years)- 6mo (H)	Apparel and Jewelry	
282	MM60328XC	Buy Children's Sweatsuits (Age 6-12 Years)- 6mo (H)	Apparel and Jewelry	
283	MM60329XC	Buy Children's Tops/Shirts (Age 6-12 Years)- 6mo (H)	Apparel and Jewelry	
284	MM60330XC	Buy Children's Underwear (Age 6-12 Years)- 6mo (H)	Apparel and Jewelry	
285	MM60331XC	Amount Spent on Children's Clothing \$100-\$199- 6mo (H)	Apparel and Jewelry	
286	MM60332XC	Amount Spent on Children's Clothing \$200-\$399- 6mo (H)	Apparel and Jewelry	
287	MM60333XC	Amount Spent on Children's Clothing \$400 or More- 6mo (H)	Apparel and Jewelry	
288	MM60335XC	Amount Spent on Children's Clothing \$51-\$99- 6mo (H)	Apparel and Jewelry	
289	MM00349XC	Buy Costume Bracelet- 1yr (A)	Apparel and Jewelry	
290	MM00350XC	Buy Costume Earrings- 1yr (A)	Apparel and Jewelry	
291	MM00351XC	Buy Costume Necklace- 1yr (A)	Apparel and Jewelry	
292	MM70124XC	Amount Spent on Costume Jewelry \$100+- 1yr (A)	Apparel and Jewelry	
293	MM70125XC	Amount Spent on Costume Jewelry <\$100- 1yr (A)	Apparel and Jewelry	
294	MM41539XC	Use Barber Shop- 6mo (A)	Apparel and Jewelry	
295	MM41540XC	Use Beauty Parlor/Salon- 6mo (A)	Apparel and Jewelry	
296	MM00474XC	Dry Cleaning- \$100+- 6mo (A)	Apparel and Jewelry	
297	MM00475XC	Use Dry Cleaning- 6mo (A)	Apparel and Jewelry	
298	MM00476XC	Use Laundry/Laundromat- 6mo (A)	Apparel and Jewelry	
299	MM00358XC	Buy Fine Bracelet- 1yr (A)	Apparel and Jewelry	
300	MM60337XC	Buy Fine Diamond Jewelry- 1yr (A)	Apparel and Jewelry	
301	MM60338XC	Buy Fine Gold Jewelry- 1yr (A)	Apparel and Jewelry	
302	MM00362XC	Buy Fine Necklace- 1yr (A)	Apparel and Jewelry	
303	MM00363XC	Buy Any Ring- 1yr (A)	Apparel and Jewelry	
304	MM00360XC	Buy Fine Jewelry- \$400+- 1yr (A)	Apparel and Jewelry	
305	MM70126XC	Buy Fine Jewelry- <\$400- 1yr (A)	Apparel and Jewelry	
306	MM50349XC	Buy Any Fine Jewelry- 1yr Any (A)	Apparel and Jewelry	
307	MM50079XC	Buy Any Jewelry or Watch- 1yr (A)	Apparel and Jewelry	
308	MM00367XC	Buy Men's All-Weather Coat- 1yr (A)	Apparel and Jewelry	
309	MM00368XC	Buy Men's Belt- 1yr (A)	Apparel and Jewelry	
310	MM00371XC	Buy Men's Business Suit- 1yr (A)	Apparel and Jewelry	
311	MM60341XC	Buy Men's Casual/Non-Business Suit- 1yr (A)	Apparel and Jewelry	
312	MM00374XC	Buy Men's Casual Slacks- 1yr (A)	Apparel and Jewelry	
313	MM00377XC	Buy Men's Designer Jeans- 1yr (A)	Apparel and Jewelry	
314	MM00380XC	Buy Men's Dress Shirt- 1yr (A)	Apparel and Jewelry	
315	MM00383XC	Buy Men's Dress Slacks- 1yr (A)	Apparel and Jewelry	
316	MM00385XC	Buy Men's Gloves- 1yr (A)	Apparel and Jewelry	
317	MM60345XC	Buy Men's Hat- 1yr (A)	Apparel and Jewelry	
318	MM00388XC	Buy Men's Jeans- 1yr (A)	Apparel and Jewelry	
319	MM70128XC	Buy Men's Leather coat, Jacket- 1yr (A)	Apparel and Jewelry	
320	MM00389XC	Buy Men's Lightweight Jacket- 1yr (A)	Apparel and Jewelry	
321	MM00390XC	Buy Men's Necktie- 1yr (A)	Apparel and Jewelry	
322	MM70129XC	Buy Men's Nightwear- 1yr (A)	Apparel and Jewelry	
323	MM70130XC	Buy Men's Overcoat 1yr (A)	Apparel and Jewelry	
324	MM70132XC	Buy Men's Ski Jacket- 1yr (A)	Apparel and Jewelry	
325	MM60349XC	Buy Men's Socks- 1yr (A)	Apparel and Jewelry	
326	MM00395XC	Buy Men's Sports Jacket- 1yr (A)	Apparel and Jewelry	
327	MM00398XC	Buy Men's Sports Shirt- 1yr (A)	Apparel and Jewelry	
328	MM00401XC	Buy Men's Sweater- 1yr (A)	Apparel and Jewelry	
329	MM00402XC	Buy Men's Sweatpants- 1yr (A)	Apparel and Jewelry	
330	MM00403XC	Buy Men's Sweatshirt- 1yr (A)	Apparel and Jewelry	
331	MM00404XC	Buy Men's Swimsuit- 1yr (A)	Apparel and Jewelry	
332	MM70133XC	Buy Men's T-Shirt (not undershirt)- 1yr (A)	Apparel and Jewelry	
333	MM00406XC	Buy Men's Underwear- 1yr (A)	Apparel and Jewelry	
334	MM00407XC	Buy Men's Wallet- 1yr (A)	Apparel and Jewelry	
335	MM60343XC	Buy Any Men's Clothing- 1yr (A)	Apparel and Jewelry	
336	MM60342XC	Buy Men's Big Ticket Clothing- 1yr (A)	Apparel and Jewelry	
337	MM60350XC	Buy Any Men's Low Ticket Clothing- 1yr (A)	Apparel and Jewelry	
338	MM60362XC	Amount Spent Big Ticket Men's Clothing \$100-\$199- 6mo (A)	Apparel and Jewelry	
339	MM60363XC	Amount Spent Big Ticket Men's Clothing \$200-\$299- 6mo (A)	Apparel and Jewelry	
340	MM60364XC	Amount Spent Big Ticket Men's Clothing \$300-\$499- 6mo (A)	Apparel and Jewelry	

ORDER	VARIABLE	DESCRIPTION	CATEGORY	CONSUMPTION
341	MM60365XC	Amount Spent Big Ticket Men's Clothing Less than \$100- 6mo (A)	Apparel and Jewelry	
342	MM70134XC	Buy Men's All-Weather Coats- \$100+- 1yr (A)	Apparel and Jewelry	
343	MM70135XC	Buy Men's All-Weather Coats- <\$100- 1yr (A)	Apparel and Jewelry	
344	MM60351XC	Buy Men's Belt- <\$100- 1yr (A)	Apparel and Jewelry	
345	MM70136XC	Buy Men's Business Suit- \$100+- 1yr (A)	Apparel and Jewelry	
346	MM00372XC	Buy Men's Casual Slacks- \$100+- 1yr (A)	Apparel and Jewelry	
347	MM00373XC	Buy Men's Casual Slacks- <\$100- 1yr (A)	Apparel and Jewelry	
348	MM00376XC	Buy Men's Designer Jeans- <\$100- 1yr (A)	Apparel and Jewelry	
349	MM00378XC	Buy Men's Dress Shirt- \$100+- 1yr (A)	Apparel and Jewelry	
350	MM00379XC	Buy Men's Dress Shirt- <\$100- 1yr (A)	Apparel and Jewelry	
351	MM00382XC	Buy Men's Dress Slacks- <\$100- 1yr (A)	Apparel and Jewelry	
352	MM60353XC	Buy Men's Gloves- <\$100- 1yr (A)	Apparel and Jewelry	
353	MM60354XC	Buy Men's Hat- <\$100- 1yr (A)	Apparel and Jewelry	
354	MM00386XC	Buy Men's Jeans- \$100+- 1yr (A)	Apparel and Jewelry	
355	MM00387XC	Buy Men's Jeans- <\$100- 1yr (A)	Apparel and Jewelry	
356	MM60355XC	Buy Men's Lightweight Jacket- <\$100- 1yr (A)	Apparel and Jewelry	
357	MM60356XC	Buy Men's Necktie- <\$100- 1yr (A)	Apparel and Jewelry	
358	MM60358XC	Buy Men's Socks- <\$100- 1yr (A)	Apparel and Jewelry	
359	MM70139XC	Buy Men's Sports Jacket- \$100+- 1yr (A)	Apparel and Jewelry	
360	MM70140XC	Buy Men's Sports Jacket- <\$100- 1yr (A)	Apparel and Jewelry	
361	MM00396XC	Buy Men's Sports Shirt- \$100+- 1yr (A)	Apparel and Jewelry	
362	MM00397XC	Buy Men's Sports Shirt- <\$100- 1yr (A)	Apparel and Jewelry	
363	MM00400XC	Buy Men's Sweater- <\$100- 1yr (A)	Apparel and Jewelry	
364	MM60359XC	Buy Men's Sweatpants- <\$100- 1yr (A)	Apparel and Jewelry	
365	MM60360XC	Buy Men's Sweatshirt- <\$100- 1yr (A)	Apparel and Jewelry	
366	MM60361XC	Buy Men's Swimsuit- <\$100- 1yr (A)	Apparel and Jewelry	
367	MM60366XC	Buy Men's Underwear- <\$100- 1yr (A)	Apparel and Jewelry	
368	MM60367XC	Buy Men's Wallet- <\$100- 1yr (A)	Apparel and Jewelry	
369	MM60368XC	Buy Men's T-Shirt (Not Undershirt)- \$100 or More- 1yr (A)	Apparel and Jewelry	
370	MM60369XC	Buy Men's T-Shirt (Not Undershirt)- <\$100- 1yr (A)	Apparel and Jewelry	
371	MM70141XC	Buy Men's Adidas Clothing- 1yr (A)	Apparel and Jewelry	
372	MM60371XC	Buy Men's Banana Republic Clothing- 1yr (A)	Apparel and Jewelry	
373	MM60373XC	Buy Men's Calvin Klein Clothing- 1yr (A)	Apparel and Jewelry	
374	MM70142XC	Buy Men's Carhartt Clothing- 1yr (A)	Apparel and Jewelry	
375	MM65000XC	Buy Men's Champion Clothing- 1yr (A)	Apparel and Jewelry	
376	MM70143XC	Buy Men's Dickies Clothing- 1yr (A)	Apparel and Jewelry	
377	MM60375XC	Buy Men's Dockers Clothing- 1yr (A)	Apparel and Jewelry	
378	MM60376XC	Buy Men's Eddie Bauer Clothing- 1yr (A)	Apparel and Jewelry	
379	MM60377XC	Buy Men's Express Clothing- 1yr (A)	Apparel and Jewelry	
380	MM60378XC	Buy Men's H&M Clothing- 1yr (A)	Apparel and Jewelry	
381	MM60379XC	Buy Men's Haggard Clothing- 1yr (A)	Apparel and Jewelry	
382	MM60380XC	Buy Men's Hanes Clothing- 1yr (A)	Apparel and Jewelry	
383	MM70144XC	Buy Men's Izod Clothing- 1yr (A)	Apparel and Jewelry	
384	MM70145XC	Buy Men's Jockey Clothing- 1yr (A)	Apparel and Jewelry	
385	MM60381XC	Buy Men's Kenneth Cole Clothing- 1yr (A)	Apparel and Jewelry	
386	MM70146XC	Buy Men's Lacoste Clothing- 1yr (A)	Apparel and Jewelry	
387	MM70147XC	Buy Men's Land's End Clothing- 1yr (A)	Apparel and Jewelry	
388	MM70148XC	Buy Men's Lee Clothing- 1yr (A)	Apparel and Jewelry	
389	MM60384XC	Buy Men's Levi's Clothing- 1yr (A)	Apparel and Jewelry	
390	MM60385XC	Buy Men's Nautica Clothing- 1yr (A)	Apparel and Jewelry	
391	MM65001XC	Buy Men's Nike Clothing- 1yr (A)	Apparel and Jewelry	
392	MM60386XC	Buy Men's Old Navy Clothing- 1yr (A)	Apparel and Jewelry	
393	MM60387XC	Buy Men's Other Clothing- 1yr (A)	Apparel and Jewelry	
394	MM60388XC	Buy Men's Polo Clothing- 1yr (A)	Apparel and Jewelry	
395	MM60389XC	Buy Men's Ralph Lauren Clothing- 1yr (A)	Apparel and Jewelry	
396	MM70149XC	Buy Men's Reebok Clothing- 1yr (A)	Apparel and Jewelry	
397	MM60390XC	Buy Men's The Gap Clothing- 1yr (A)	Apparel and Jewelry	
398	MM70150XC	Buy Men's The North Face Clothing- 1yr (A)	Apparel and Jewelry	
399	MM60391XC	Buy Men's Tommy Hilfiger Clothing- 1yr (A)	Apparel and Jewelry	
400	MM70151XC	Buy Men's Under Armour Clothing- 1yr (A)	Apparel and Jewelry	
401	MM70152XC	Buy Men's Van Heusen Clothing- 1yr (A)	Apparel and Jewelry	
402	MM60392XC	Buy Men's Wrangler Clothing- 1yr (A)	Apparel and Jewelry	
403	MM00346XC	Buy Clothing by Internet- 1yr (A)	Apparel and Jewelry	
404	MM00364XC	Buy Jewelry/Watches by Internet- 1yr (A)	Apparel and Jewelry	
405	MM00415XC	Buy Shoes/Footwear by Internet- 1yr (A)	Apparel and Jewelry	
406	MM70153XC	Buy Clothing/Apparel by Mail/Phone- 1yr (A)	Apparel and Jewelry	
407	MM00311XC	Buy Any Shoes (Not Athletic)- 1yr (A)	Apparel and Jewelry	
408	MM00315XC	Buy Canvas Shoes- 1yr (A)	Apparel and Jewelry	

ORDER	VARIABLE	DESCRIPTION	CATEGORY	CONSUMPTION
409	MM00317XC	Buy Casual/Leisure Shoes- 1yr (A)	Apparel and Jewelry	
410	MM00354XC	Buy Dress Boots- 1yr (A)	Apparel and Jewelry	
411	MM00355XC	Buy Dress Shoes- 1yr (A)	Apparel and Jewelry	
412	MM00410XC	Buy Other Work Shoes- 1yr (A)	Apparel and Jewelry	
413	MM00414XC	Buy Sandals- 1yr (A)	Apparel and Jewelry	
414	MM00426XC	Buy Western Boots- 1yr (A)	Apparel and Jewelry	
415	MM00473XC	Buy Work Boots- 1yr (A)	Apparel and Jewelry	
416	MM42441XC	Buy Aerosoles Shoes- 1yr (A)	Apparel and Jewelry	
417	MM50350XC	Buy ALDO Shoes- 1yr (A)	Apparel and Jewelry	
418	MM70154XC	Buy Clarks Shoes- 1yr (A)	Apparel and Jewelry	
419	MM42442XC	Buy Coach Shoes- 1yr (A)	Apparel and Jewelry	
420	MM42443XC	Buy Cole Haan Shoes- 1yr (A)	Apparel and Jewelry	
421	MM70155XC	Buy Crocs Shoes- 1yr (A)	Apparel and Jewelry	
422	MM42444XC	Buy Kenneth Cole Shoes- 1yr (A)	Apparel and Jewelry	
423	MM42445XC	Buy Naturalizer Shoes- 1yr (A)	Apparel and Jewelry	
424	MM42447XC	Buy Nine West Shoes- 1yr (A)	Apparel and Jewelry	
425	MM42448XC	Buy Other Brand of Shoes- 1yr (A)	Apparel and Jewelry	
426	MM70156XC	Buy Rockport Shoes- 1yr (A)	Apparel and Jewelry	
427	MM42451XC	Buy Sperry Shoes- 1yr (A)	Apparel and Jewelry	
428	MM42452XC	Buy Steve Madden Shoes- 1yr (A)	Apparel and Jewelry	
429	MM42453XC	Buy UGG Shoes- 1yr (A)	Apparel and Jewelry	
430	MM70157XC	Amount Spent on Any Shoes- \$100+- 1yr (A)	Apparel and Jewelry	
431	MM70158XC	Amount Spent on Any Shoes- < \$100- 1yr (A)	Apparel and Jewelry	
432	MM70159XC	Amount Spent on Canvas Shoes- < \$100- 1yr (A)	Apparel and Jewelry	
433	MM70160XC	Amount Spent on Casual/Leisure- \$100+- 1yr (A)	Apparel and Jewelry	
434	MM70161XC	Amount Spent on Casual/Leisure- < \$100- 1yr (A)	Apparel and Jewelry	
435	MM70162XC	Amount Spent on Dress Boots- \$100+- 1yr (A)	Apparel and Jewelry	
436	MM70163XC	Amount Spent on Dress Boots- < \$100- 1yr (A)	Apparel and Jewelry	
437	MM70164XC	Amount Spent on Dress Shoes- \$100+- 1yr (A)	Apparel and Jewelry	
438	MM70165XC	Amount Spent on Dress Shoes- < \$100- 1yr (A)	Apparel and Jewelry	
439	MM70166XC	Amount Spent on Other Work Shoes- < \$100- 1yr (A)	Apparel and Jewelry	
440	MM70167XC	Amount Spent on Sandals- \$100+- 1yr (A)	Apparel and Jewelry	
441	MM70168XC	Amount Spent on Sandals- < \$100- 1yr (A)	Apparel and Jewelry	
442	MM70169XC	Amount Spent on Work Boots- \$100+- 1yr (A)	Apparel and Jewelry	
443	MM70170XC	Amount Spent on Work Boots- < \$100- 1yr (A)	Apparel and Jewelry	
444	MM70171XC	Amount Spent on Any Sports Clothing: \$100+- 1yr (A)	Apparel and Jewelry	
445	MM70172XC	Amount Spent on Any Sports Clothing: \$300+- 1yr (A)	Apparel and Jewelry	
446	MM70173XC	Amount Spent on Any Sports Clothing: <\$100- 1yr (A)	Apparel and Jewelry	
447	MM70174XC	Amount Spent on Athletic/Workout Wear: \$100+- 1yr (A)	Apparel and Jewelry	
448	MM70175XC	Amount Spent on Athletic/Workout Wear: <\$100- 1yr (A)	Apparel and Jewelry	
449	MM70176XC	Amount Spent on Bicycle Clothing: <\$100- 1yr (A)	Apparel and Jewelry	
450	MM70177XC	Amount Spent on Golf Clothing: <\$100- 1yr (A)	Apparel and Jewelry	
451	MM70178XC	Amount Spent on Golf Clothing: \$100+- 1yr (A)	Apparel and Jewelry	
452	MM70179XC	Amount Spent on Hiking/Backpacking Clothing: \$100+- 1yr (A)	Apparel and Jewelry	
453	MM70180XC	Amount Spent on Hiking/Backpacking Clothing: <\$100- 1yr (A)	Apparel and Jewelry	
454	MM70181XC	Amount Spent on Hunting Clothing: \$100+- 1yr (A)	Apparel and Jewelry	
455	MM70182XC	Amount Spent on Hunting Clothing: <\$100- 1yr (A)	Apparel and Jewelry	
456	MM70183XC	Amount Spent on Marine/Boat Attire: <\$100- 1yr (A)	Apparel and Jewelry	
457	MM70184XC	Amount Spent on Running Clothing: \$100+- 1yr (A)	Apparel and Jewelry	
458	MM70185XC	Amount Spent on Running Clothing: <\$100- 1yr (A)	Apparel and Jewelry	
459	MM70186XC	Amount Spent on Ski Clothing: <\$100- 1yr (A)	Apparel and Jewelry	
460	MM70187XC	Amount Spent on Team Sports Clothing: \$100+- 1yr (A)	Apparel and Jewelry	
461	MM70188XC	Amount Spent on Team Sports Clothing: <\$100- 1yr (A)	Apparel and Jewelry	
462	MM70189XC	Amount Spent on Tennis Clothing: <\$100- 1yr (A)	Apparel and Jewelry	
463	MM60414XC	Own Watch (A)	Apparel and Jewelry	
464	MM42437XC	Buy Any Watch- 1yr (A)	Apparel and Jewelry	
465	MM42440XC	Buy Sport Watch- 1yr (A)	Apparel and Jewelry	
466	MM70190XC	Buy Watches- \$300+- 1yr (A)	Apparel and Jewelry	
467	MM00425XC	Buy Watches- <\$300- 1yr (A)	Apparel and Jewelry	
468	MM00428XC	Buy Women's Blouse/Shirt- 1yr (A)	Apparel and Jewelry	
469	MM00434XC	Buy Women's Casual Slacks- 1yr (A)	Apparel and Jewelry	
470	MM00438XC	Buy Women's Designer Jeans- 1yr (A)	Apparel and Jewelry	
471	MM00441XC	Buy Women's Dress Slacks- 1yr (A)	Apparel and Jewelry	
472	MM00442XC	Buy Women's Dress- 1yr (A)	Apparel and Jewelry	
473	MM60417XC	Buy Women's Hat- 1yr (A)	Apparel and Jewelry	
474	MM00450XC	Buy Women's Jeans- 1yr (A)	Apparel and Jewelry	
475	MM00366XC	Buy Maternity Clothes- 1yr (A)	Apparel and Jewelry	
476	MM00451XC	Buy Women's Nightwear- 1yr (A)	Apparel and Jewelry	

ORDER	VARIABLE	DESCRIPTION	CATEGORY	CONSUMPTION
477	MM00455XC	Buy Women's Purse/Handbag- 1yr (A)	Apparel and Jewelry	
478	MM00459XC	Buy Women's Skirts- 1yr (A)	Apparel and Jewelry	
479	MM60418XC	Buy Women's Socks- 1yr (A)	Apparel and Jewelry	
480	MM00465XC	Buy Women's Sweater- 1yr (A)	Apparel and Jewelry	
481	MM00468XC	Buy Women's Sweatpants- 1yr (A)	Apparel and Jewelry	
482	MM00469XC	Buy Women's Sweatshirt- 1yr (A)	Apparel and Jewelry	
483	MM00470XC	Buy Women's Swimsuit- 1yr (A)	Apparel and Jewelry	
484	MM00471XC	Buy Women's T-Shirt- 1yr (A)	Apparel and Jewelry	
485	MM00427XC	Buy Women's Blazer- 1yr (A)	Apparel and Jewelry	
486	MM00435XC	Buy Women's Cloth Coat- 1yr (A)	Apparel and Jewelry	
487	MM00445XC	Buy Women's Evening Dress- 1yr (A)	Apparel and Jewelry	
488	MM00446XC	Buy Women's Fur Coat/Jacket/Stole- 1yr (A)	Apparel and Jewelry	
489	MM60419XC	Buy Women's Leather Coat, Jacket- 1yr (A)	Apparel and Jewelry	
490	MM70191XC	Buy Women's Pants suit- 1yr (A)	Apparel and Jewelry	
491	MM60420XC	Buy Women's Parka- 1yr (A)	Apparel and Jewelry	
492	MM00456XC	Buy Women's Raincoat- 1yr (A)	Apparel and Jewelry	
493	MM60421XC	Buy Women's Ski Jacket- 1yr (A)	Apparel and Jewelry	
494	MM60415XC	Buy Any Women's Clothing- 1yr (A)	Apparel and Jewelry	
495	MM60422XC	Buy Any Women's Big Ticket Clothing- 1yr (A)	Apparel and Jewelry	
496	MM60423XC	Buy Any Women's Low Ticket Clothing- 1yr (A)	Apparel and Jewelry	
497	MM60442XC	Amount Spent Big Ticket Women's Clothing \$100-\$199- 6mo (A)	Apparel and Jewelry	
498	MM60443XC	Amount Spent Big Ticket Women's Clothing \$200-\$299- 6mo (A)	Apparel and Jewelry	
499	MM70193XC	Amount Spent Big Ticket Women's Clothing \$300-\$499- 6mo (A)	Apparel and Jewelry	
500	MM60445XC	Amount Spent Big Ticket Women's Clothing Less than \$100- 6mo (A)	Apparel and Jewelry	
501	MM60439XC	Buy Any Women's Low Ticket Clothing- \$1,000 or More- 1yr (A)	Apparel and Jewelry	
502	MM00429XC	Buy Women's Blouses/Shirts- \$100+- 1yr (A)	Apparel and Jewelry	
503	MM00430XC	Buy Women's Blouses/Shirts- <\$100- 1yr (A)	Apparel and Jewelry	
504	MM00432XC	Buy Women's Casual Slacks- \$100+- 1yr (A)	Apparel and Jewelry	
505	MM00433XC	Buy Women's Casual Slacks- <\$100- 1yr (A)	Apparel and Jewelry	
506	MM00436XC	Buy Women's Designer Jeans- \$100+- 1yr (A)	Apparel and Jewelry	
507	MM00437XC	Buy Women's Designer Jeans- <\$100- 1yr (A)	Apparel and Jewelry	
508	MM00443XC	Buy Women's Dresses- \$100+- 1yr (A)	Apparel and Jewelry	
509	MM00444XC	Buy Women's Dresses- <\$100- 1yr (A)	Apparel and Jewelry	
510	MM60428XC	Buy Women's Hat- <\$100- 1yr (A)	Apparel and Jewelry	
511	MM00448XC	Buy Women's Jeans- \$100+- 1yr (A)	Apparel and Jewelry	
512	MM00449XC	Buy Women's Jeans- <\$100- 1yr (A)	Apparel and Jewelry	
513	MM60430XC	Buy Women's Nightwear- <\$100- 1yr (A)	Apparel and Jewelry	
514	MM00453XC	Buy Women's Purse/Handbag- \$100+- 1yr (A)	Apparel and Jewelry	
515	MM00454XC	Buy Women's Purse/Handbag- <\$100- 1yr (A)	Apparel and Jewelry	
516	MM00458XC	Buy Women's Skirts- <\$100- 1yr (A)	Apparel and Jewelry	
517	MM60432XC	Buy Women's Socks- <\$100- 1yr (A)	Apparel and Jewelry	
518	MM00466XC	Buy Women's Sweaters- \$100+- 1yr (A)	Apparel and Jewelry	
519	MM00467XC	Buy Women's Sweaters- <\$100- 1yr (A)	Apparel and Jewelry	
520	MM60436XC	Buy Women's Sweatshirt- <\$100- 1yr (A)	Apparel and Jewelry	
521	MM60438XC	Buy Women's Swimsuit- <\$100- 1yr (A)	Apparel and Jewelry	
522	MM60440XC	Buy Women's T-Shirt- \$100+- 1yr (A)	Apparel and Jewelry	
523	MM60441XC	Buy Women's T-Shirt- <\$100- 1yr (A)	Apparel and Jewelry	
524	MM70195XC	Buy Women's Adidas Clothing- 1yr (A)	Apparel and Jewelry	
525	MM60446XC	Buy Women's Alfred Dunner Clothing- 1yr (A)	Apparel and Jewelry	
526	MM60447XC	Buy Women's Ann Taylor Clothing- 1yr (A)	Apparel and Jewelry	
527	MM70196XC	Buy Women's Anne Klein Clothing- 1yr (A)	Apparel and Jewelry	
528	MM60448XC	Buy Women's Banana Republic Clothing- 1yr (A)	Apparel and Jewelry	
529	MM60449XC	Buy Women's Calvin Klein Clothing- 1yr (A)	Apparel and Jewelry	
530	MM70197XC	Buy Women's Danskin Clothing- 1yr (A)	Apparel and Jewelry	
531	MM60450XC	Buy Women's DKNY Clothing- 1yr (A)	Apparel and Jewelry	
532	MM60452XC	Buy Women's Eddie Bauer Clothing- 1yr (A)	Apparel and Jewelry	
533	MM60453XC	Buy Women's Express Clothing- 1yr (A)	Apparel and Jewelry	
534	MM60454XC	Buy Women's Guess Clothing- 1yr (A)	Apparel and Jewelry	
535	MM60455XC	Buy Women's H&M Clothing- 1yr (A)	Apparel and Jewelry	
536	MM60456XC	Buy Women's Hanes Clothing- 1yr (A)	Apparel and Jewelry	
537	MM60457XC	Buy Women's Jones New York Clothing- 1yr (A)	Apparel and Jewelry	
538	MM60459XC	Buy Women's Kenneth Cole Clothing- 1yr (A)	Apparel and Jewelry	
539	MM60462XC	Buy Women's Liz Claiborne Clothing- 1yr (A)	Apparel and Jewelry	
540	MM70198XC	Buy Women's LOFT Clothing- 1yr (A)	Apparel and Jewelry	
541	MM60463XC	Buy Women's Lucky Brand Clothing- 1yr (A)	Apparel and Jewelry	
542	MM60464XC	Buy Women's New York & Company Clothing- 1yr (A)	Apparel and Jewelry	
543	MM65004XC	Buy Women's Nike Clothing- 1yr (A)	Apparel and Jewelry	
544	MM60465XC	Buy Women's Old Navy Clothing- 1yr (A)	Apparel and Jewelry	

ORDER	VARIABLE	DESCRIPTION	CATEGORY	CONSUMPTION
545	MM60466XC	Buy Women's Other Clothing- 1yr (A)	Apparel and Jewelry	
546	MM60467XC	Buy Women's Polo Clothing- 1yr (A)	Apparel and Jewelry	
547	MM60468XC	Buy Women's Ralph Lauren Clothing- 1yr (A)	Apparel and Jewelry	
548	MM60470XC	Buy Women's Talbots Clothing- 1yr (A)	Apparel and Jewelry	
549	MM60471XC	Buy Women's The Gap Clothing- 1yr (A)	Apparel and Jewelry	
550	MM70199XC	Buy Women's The North Face Clothing- 1yr (A)	Apparel and Jewelry	
551	MM70200XC	Buy Women's Under Armour Clothing- 1yr (A)	Apparel and Jewelry	
552	MM60473XC	Buy Women's Wrangler Clothing- 1yr (A)	Apparel and Jewelry	
553	MM70300XC	Buy Riders by Lee - 12 mo(A)	Apparel and Jewelry	
554	SB003281XC	Amount plans to pay for new vehicle next 12 mos Under \$10,000 (H)	Automotive	
555	SB003285XC	Amount plans to pay for new vehicle next 12 mos \$30,000 + (H)	Automotive	
556	SB003305XC	Amount plans to pay for used vehicle next 12 mos Under \$10,000 (H)	Automotive	
557	SB003308XC	Amount plans to pay for used vehicle next 12 mos \$20,000 + (H)	Automotive	
558	SB003309XC	Amt plans to pay for leased vehicle next 12 mos Under \$14,999 (H)	Automotive	
559	SB003310XC	Amt plans to pay for leased vehicle next 12 mos \$15,000 + (H)	Automotive	
560	SB003311XC	Amt plans to pay for new/leased vehicle next 12 mo Under \$14,999 (H)	Automotive	
561	SB003312XC	Amt plans to pay for new/leased vehicle next 12 mo \$15,000 - \$34,999 (H)	Automotive	
562	SB003313XC	Amt plans to pay for new/leased vehicle next 12 mo \$35,000 + (H)	Automotive	
563	SB003679XC	Auto insurance - plan to switch provider next 12 mths No (H)	Automotive	
564	SB003678XC	Auto insurance - plan to switch provider next 12 mths Yes (H)	Automotive	
565	SB000166XC	Auto insurance provider for household AAA Insurance (H)	Automotive	
566	SB000161XC	Auto insurance provider for household GEICO (H)	Automotive	
567	SB000154XC	Auto insurance provider for household The Hartford (H)	Automotive	
568	SB000160XC	Auto insurance provider for household Liberty Mutual (H)	Automotive	
569	SB000157XC	Auto insurance provider for household Progressive (H)	Automotive	
570	SB000155XC	Auto insurance provider for household State Farm (H)	Automotive	
571	SB000153XC	Auto insurance provider for household Travelers (H)	Automotive	
572	SB000152XC	Auto insurance provider for household USAA (H)	Automotive	
573	SB000158XC	Auto insurance provider for household None (H)	Automotive	
574	SB000167XC	Auto repair/service on HHLD vehicle past 12 months Auto glass replacement (H)	Automotive	
575	SB000179XC	Auto repair/service on HHLD vehicle past 12 months Brake repair (H)	Automotive	
576	SB000178XC	Auto repair/service on HHLD vehicle past 12 months Car battery (H)	Automotive	
577	SB000177XC	Auto repair/service on HHLD vehicle past 12 months Car radio equipment (H)	Automotive	
578	SB000175XC	Auto repair/service on HHLD vehicle past 12 months New tires (H)	Automotive	
579	SB000173XC	Auto repair/service on HHLD vehicle past 12 months Oil filter/oil change (H)	Automotive	
580	SB000171XC	Auto repair/service on HHLD vehicle past 12 months Paint/body work (H)	Automotive	
581	SB000174XC	Auto repair/service on HHLD vehicle past 12 months None (H)	Automotive	
582	SB000181XC	Auto repair/srv on vehicle past 12 mo (pd labor) Auto glass replacement (H)	Automotive	
583	SB000192XC	Auto repair/srv on vehicle past 12 mo (pd labor) Brake repair (H)	Automotive	
584	SB000188XC	Auto repair/srv on vehicle past 12 mo (pd labor) New tires (H)	Automotive	
585	SB000187XC	Auto repair/srv on vehicle past 12 mo (pd labor) Oil filter/oil change (H)	Automotive	
586	SB000185XC	Auto repair/srv on vehicle past 12 mo (pd labor) Paint/body work (H)	Automotive	
587	SB000194XC	Auto repair/srv on vehicle past 12 mo (unpd labor) Anti-freeze/coolant (H)	Automotive	
588	SB000195XC	Auto repair/srv on vehicle past 12 mo (unpd labor) Brake repair (H)	Automotive	
589	SB000196XC	Auto repair/srv on vehicle past 12 mo (unpd labor) Car battery (H)	Automotive	
590	SB003855XC	Auto repair/srv on vehicle past 12 mo (unpd labor) Car radio/stereo (H)	Automotive	
591	SB000197XC	Auto repair/srv on vehicle past 12 mo (unpd labor) New tires (H)	Automotive	
592	SB000198XC	Auto repair/srv on vehicle past 12 mo (unpd labor) Oil filter/oil change (H)	Automotive	
593	SB000201XC	Auto repair/srv on vehicle past 12 mo (unpd labor) Other car repair (H)	Automotive	
594	SB000199XC	Auto repair/srv on vehicle past 12 mo (unpd labor) Shocks/struts (H)	Automotive	
595	SB000200XC	Auto repair/srv on vehicle past 12 mo (unpd labor) Tune-up/spark plugs (H)	Automotive	
596	SB000205XC	Dealers/websites might shop to buy/lease new/used vhc! Any Chevy dealer (H)	Automotive	
597	SB000206XC	Dealers/websites might shop to buy/lease new/used vhc! Any Dodge dealer (H)	Automotive	
598	SB000204XC	Dealers/websites might shop to buy/lease new/used vhc! Any Ford dealer (H)	Automotive	
599	SB000203XC	Dealers/websites might shop to buy/lease new/used vhc! Any Honda dealer (H)	Automotive	
600	SB000208XC	Dealers/websites might shop to buy/lease new/used vhc! Any website (H)	Automotive	
601	SB000202XC	Dealers/websites might shop to buy/lease new/used vhc! Any Toyota dealer (H)	Automotive	
602	SB000207XC	Dealers/websites might shop to buy/lease new/used vhc! None (H)	Automotive	
603	SB003958XC	Features in any household vehicle Blu-ray/DVD player (H)	Automotive	
604	SB004410XC	Features in any household vehicle Bluetooth capability (H)	Automotive	
605	SB003960XC	Features in any household vehicle GPS (H)	Automotive	
606	SB003961XC	Features in any household vehicle Satellite radio capability (H)	Automotive	
607	SB003962XC	Features in any household vehicle Subscr-based safety/security svc (H)	Automotive	
608	SB004411XC	Features in any household vehicle Wi-Fi capability (H)	Automotive	
609	SB000209XC	Hybrid vehicles Own or lease hybrid vehicle (H)	Automotive	
610	SB005267XC	Make of any vehicle Acura (H)	Automotive	
611	SB005268XC	Make of any vehicle Audi (H)	Automotive	
612	SB005269XC	Make of any vehicle BMW (H)	Automotive	

ORDER	VARIABLE	DESCRIPTION	CATEGORY	CONSUMPTION
613	SB005270XC	Make of any vehicle Buick (H)	Automotive	
614	SB005271XC	Make of any vehicle Cadillac (H)	Automotive	
615	SB005272XC	Make of any vehicle Chevrolet (H)	Automotive	
616	SB005273XC	Make of any vehicle Chrysler (H)	Automotive	
617	SB005274XC	Make of any vehicle Dodge (H)	Automotive	
618	SB005275XC	Make of any vehicle Ford (H)	Automotive	
619	SB005276XC	Make of any vehicle GMC (H)	Automotive	
620	SB005277XC	Make of any vehicle Honda (H)	Automotive	
621	SB005278XC	Make of any vehicle Hyundai (H)	Automotive	
622	SB005279XC	Make of any vehicle Infinity (H)	Automotive	
623	SB005280XC	Make of any vehicle Jeep (H)	Automotive	
624	SB005281XC	Make of any vehicle Kia (H)	Automotive	
625	SB005282XC	Make of any vehicle Lexus (H)	Automotive	
626	SB005283XC	Make of any vehicle Lincoln (H)	Automotive	
627	SB005284XC	Make of any vehicle Mazda (H)	Automotive	
628	SB005285XC	Make of any vehicle Mercedes-Benz (H)	Automotive	
629	SB005286XC	Make of any vehicle Mercury (H)	Automotive	
630	SB005287XC	Make of any vehicle Mini (H)	Automotive	
631	SB005288XC	Make of any vehicle Mitsubishi (H)	Automotive	
632	SB005289XC	Make of any vehicle Nissan (H)	Automotive	
633	SB005290XC	Make of any vehicle Oldsmobile (H)	Automotive	
634	SB005291XC	Make of any vehicle Pontiac (H)	Automotive	
635	SB005292XC	Make of any vehicle Ram (H)	Automotive	
636	SB005293XC	Make of any vehicle Saturn (H)	Automotive	
637	SB005294XC	Make of any vehicle Subaru (H)	Automotive	
638	SB005295XC	Make of any vehicle Toyota (H)	Automotive	
639	SB005296XC	Make of any vehicle Volkswagen (H)	Automotive	
640	SB005297XC	Make of any vehicle Volvo (H)	Automotive	
641	SB005298XC	Make of new vehicle Acura (H)	Automotive	
642	SB005299XC	Make of new vehicle Audi (H)	Automotive	
643	SB005300XC	Make of new vehicle BMW (H)	Automotive	
644	SB005301XC	Make of new vehicle Buick (H)	Automotive	
645	SB005302XC	Make of new vehicle Cadillac (H)	Automotive	
646	SB005303XC	Make of new vehicle Chevrolet (H)	Automotive	
647	SB005304XC	Make of new vehicle Chrysler (H)	Automotive	
648	SB005305XC	Make of new vehicle Dodge (H)	Automotive	
649	SB005306XC	Make of new vehicle Ford (H)	Automotive	
650	SB005307XC	Make of new vehicle GMC (H)	Automotive	
651	SB005308XC	Make of new vehicle Honda (H)	Automotive	
652	SB005309XC	Make of new vehicle Hyundai (H)	Automotive	
653	SB005310XC	Make of new vehicle Jeep (H)	Automotive	
654	SB005311XC	Make of new vehicle Kia (H)	Automotive	
655	SB005312XC	Make of new vehicle Lexus (H)	Automotive	
656	SB005314XC	Make of new vehicle Mazda (H)	Automotive	
657	SB005315XC	Make of new vehicle Mercedes-Benz (H)	Automotive	
658	SB005316XC	Make of new vehicle Mitsubishi (H)	Automotive	
659	SB005317XC	Make of new vehicle Nissan (H)	Automotive	
660	SB005318XC	Make of new vehicle Ram (H)	Automotive	
661	SB005319XC	Make of new vehicle Subaru (H)	Automotive	
662	SB005320XC	Make of new vehicle Toyota (H)	Automotive	
663	SB005321XC	Make of new vehicle Volkswagen (H)	Automotive	
664	SB003314XC	Miles traveled one way to buy/lease last new vehicle Less than 10 miles (H)	Automotive	
665	SB003315XC	Miles traveled one way to buy/lease last new vehicle 10 - 19 miles (H)	Automotive	
666	SB003316XC	Miles traveled one way to buy/lease last new vehicle 20 - 29 miles (H)	Automotive	
667	SB003317XC	Miles traveled one way to buy/lease last new vehicle 30 miles or more (H)	Automotive	
668	SB003319XC	Miles traveled one way to buy/lease last used vehicle 10 - 19 miles (H)	Automotive	
669	SB003320XC	Miles traveled one way to buy/lease last used vehicle 20 - 29 miles (H)	Automotive	
670	SB003321XC	Miles traveled one way to buy/lease last used vehicle 30 miles or more (H)	Automotive	
671	SB005368XC	Segment of any domestic vehicle - summary Compact (H)	Automotive	
672	SB005369XC	Segment of any domestic vehicle - summary CUV (H)	Automotive	
673	SB005370XC	Segment of any domestic vehicle - summary Full Size (H)	Automotive	
674	SB005371XC	Segment of any domestic vehicle - summary Mid Size (H)	Automotive	
675	SB005372XC	Segment of any domestic vehicle - summary Pickup (H)	Automotive	
676	SB005373XC	Segment of any domestic vehicle - summary Sport (H)	Automotive	
677	SB005374XC	Segment of any domestic vehicle - summary Sub Compact (H)	Automotive	
678	SB005375XC	Segment of any domestic vehicle - summary SUV (H)	Automotive	
679	SB005376XC	Segment of any domestic vehicle - summary Van (H)	Automotive	
680	SB005359XC	Segment of any foreign vehicle - summary Compact (H)	Automotive	

ORDER	VARIABLE	DESCRIPTION	CATEGORY	CONSUMPTION
681	SB005360XC	Segment of any foreign vehicle - summary CUV (H)	Automotive	
682	SB005361XC	Segment of any foreign vehicle - summary Full Size (H)	Automotive	
683	SB005362XC	Segment of any foreign vehicle - summary Mid Size (H)	Automotive	
684	SB005363XC	Segment of any foreign vehicle - summary Pickup (H)	Automotive	
685	SB005364XC	Segment of any foreign vehicle - summary Sport (H)	Automotive	
686	SB005365XC	Segment of any foreign vehicle - summary Sub Compact (H)	Automotive	
687	SB005366XC	Segment of any foreign vehicle - summary SUV (H)	Automotive	
688	SB005367XC	Segment of any foreign vehicle - summary Van (H)	Automotive	
689	SB005323XC	Segment of new domestic vehicle - summary Compact (H)	Automotive	
690	SB005324XC	Segment of new domestic vehicle - summary CUV (H)	Automotive	
691	SB005325XC	Segment of new domestic vehicle - summary FULL SIZE (H)	Automotive	
692	SB005326XC	Segment of new domestic vehicle - summary MID SIZE (H)	Automotive	
693	SB005327XC	Segment of new domestic vehicle - summary Pickup (H)	Automotive	
694	SB005328XC	Segment of new domestic vehicle - summary Sport (H)	Automotive	
695	SB005329XC	Segment of new domestic vehicle - summary Sub Compact (H)	Automotive	
696	SB005330XC	Segment of new domestic vehicle - summary SUV (H)	Automotive	
697	SB005331XC	Segment of new domestic vehicle - summary Van (H)	Automotive	
698	SB005332XC	Segment of new foreign vehicle - summary Compact (H)	Automotive	
699	SB005333XC	Segment of new foreign vehicle - summary CUV (H)	Automotive	
700	SB005334XC	Segment of new foreign vehicle - summary Full Size (H)	Automotive	
701	SB005335XC	Segment of new foreign vehicle - summary Mid Size (H)	Automotive	
702	SB005336XC	Segment of new foreign vehicle - summary Pickup (H)	Automotive	
703	SB005337XC	Segment of new foreign vehicle - summary Sport (H)	Automotive	
704	SB005338XC	Segment of new foreign vehicle - summary Sub Compact (H)	Automotive	
705	SB005339XC	Segment of new foreign vehicle - summary SUV (H)	Automotive	
706	SB005340XC	Segment of new foreign vehicle - summary Van (H)	Automotive	
707	SB005341XC	Segment of any used domestic vehicle - summary Compact (H)	Automotive	
708	SB005342XC	Segment of any used domestic vehicle - summary CUV (H)	Automotive	
709	SB005343XC	Segment of any used domestic vehicle - summary Full Size (H)	Automotive	
710	SB005344XC	Segment of any used domestic vehicle - summary Mid Size (H)	Automotive	
711	SB005345XC	Segment of any used domestic vehicle - summary Pickup (H)	Automotive	
712	SB005346XC	Segment of any used domestic vehicle - summary Sport (H)	Automotive	
713	SB005347XC	Segment of any used domestic vehicle - summary Sub Compact (H)	Automotive	
714	SB005348XC	Segment of any used domestic vehicle - summary SUV (H)	Automotive	
715	SB005349XC	Segment of any used domestic vehicle - summary Van (H)	Automotive	
716	SB005350XC	Segment of any used foreign vehicle - summary Compact (H)	Automotive	
717	SB005351XC	Segment of any used foreign vehicle - summary CUV (H)	Automotive	
718	SB005352XC	Segment of any used foreign vehicle - summary Full Size (H)	Automotive	
719	SB005353XC	Segment of any used foreign vehicle - summary Mid Size (H)	Automotive	
720	SB005354XC	Segment of any used foreign vehicle - summary Pickup (H)	Automotive	
721	SB005355XC	Segment of any used foreign vehicle - summary Sport (H)	Automotive	
722	SB005356XC	Segment of any used foreign vehicle - summary Sub Compact (H)	Automotive	
723	SB005357XC	Segment of any used foreign vehicle - summary SUV (H)	Automotive	
724	SB005358XC	Segment of any used foreign vehicle - summary Van (H)	Automotive	
725	SB000433XC	No. auto repairs/services on vehicle past 12 months 1 repair/service (H)	Automotive	
726	SB000431XC	No. auto repairs/services on vehicle past 12 months 3 repairs/services (H)	Automotive	
727	SB000430XC	No. auto repairs/services on vehicle past 12 months 4 repairs/services (H)	Automotive	
728	SB000428XC	No. auto repairs/services on vehicle past 12 months 6 or more repairs (H)	Automotive	
729	SB000427XC	No. auto repairs/services on vehicle past 12 months None (H)	Automotive	
730	SB000438XC	No. auto repairs/srvcs on vhcle past 12 mo (pd labor) 2 repairs/services (H)	Automotive	
731	SB000437XC	No. auto repairs/srvcs on vhcle past 12 mo (pd labor) 3 repairs/services (H)	Automotive	
732	SB000443XC	No. auto repairs/srvcs on vhcle past 12 mo (unpd labor)1 repair/service (H)	Automotive	
733	SB000441XC	No. auto repairs/srvcs on vhcle past 12 mo (unpd labor)3 repairs/services (H)	Automotive	
734	SB000440XC	No. auto repairs/srvcs on vhcle past 12 mo (unpd labor)4 repairs/services (H)	Automotive	
735	SB005193XC	No. auto repairs/srvcs on vhcle past 12 mo (unpd labor)5 repairs/services (H)	Automotive	
736	SB005194XC	No. auto repairs/srvcs on vhcle past 12 mo (unpd labor)6 or more repairs (H)	Automotive	
737	SB005237XC	Number of cars 1 Car (H)	Automotive	
738	SB005238XC	Number of cars 2 Cars (H)	Automotive	
739	SB005239XC	Number of cars 3 Cars (H)	Automotive	
740	SB005240XC	Number of cars 4 or more Cars (H)	Automotive	
741	SB005241XC	Number of cars None (H)	Automotive	
742	SB005242XC	Number of new cars 1 New car (H)	Automotive	
743	SB005243XC	Number of new cars 2 New cars (H)	Automotive	
744	SB005244XC	Number of new cars 3 New cars (H)	Automotive	
745	SB005246XC	Number of new cars None (H)	Automotive	
746	SB005247XC	Number of used cars 1 Used car (H)	Automotive	
747	SB005248XC	Number of used cars 2 Used cars (H)	Automotive	
748	SB005249XC	Number of used cars 3 Used cars (H)	Automotive	

ORDER	VARIABLE	DESCRIPTION	CATEGORY	CONSUMPTION
749	SB005250XC	Number of used cars 4 or more Used cars (H)	Automotive	
750	SB005251XC	Number of used cars None (H)	Automotive	
751	SB005252XC	Number of vehicles 1 Vehicle (H)	Automotive	
752	SB005253XC	Number of vehicles 2 Vehicles (H)	Automotive	
753	SB005254XC	Number of vehicles 3 Vehicles (H)	Automotive	
754	SB005255XC	Number of vehicles 4 or more Vehicles (H)	Automotive	
755	SB005256XC	Number of vehicles None (H)	Automotive	
756	SB005257XC	Number of new vehicles 1 New vehicle (H)	Automotive	
757	SB005258XC	Number of new vehicles 2 New vehicles (H)	Automotive	
758	SB005259XC	Number of new vehicles 3 New vehicles (H)	Automotive	
759	SB005260XC	Number of new vehicles 4 or more New vehicles (H)	Automotive	
760	SB005261XC	Number of new vehicles None (H)	Automotive	
761	SB005262XC	Number of used vehicles 1 Used vehicle (H)	Automotive	
762	SB005263XC	Number of used vehicles 2 Used vehicles (H)	Automotive	
763	SB005264XC	Number of used vehicles 3 Used vehicles (H)	Automotive	
764	SB005265XC	Number of used vehicles 4 or more Used vehicles (H)	Automotive	
765	SB005266XC	Number of used vehicles None (H)	Automotive	
766	SB000458XC	Primary reasons use dealer to buy/lease last used vhc Did not buy (H)	Automotive	
767	SB000457XC	Primary reasons use dealer to buy/lease last used vhc Financing w dealer (H)	Automotive	
768	SB000456XC	Primary reasons use dealer to buy/lease last used vhc Location (H)	Automotive	
769	SB000455XC	Primary reasons use dealer to buy/lease last used vhc Other reason (H)	Automotive	
770	SB000454XC	Primary reasons use dealer to buy/lease last used vhc Price - value (H)	Automotive	
771	SB000451XC	Primary reasons use dealer to buy/lease last used vhc Selection of models (H)	Automotive	
772	SB003634XC	Primary reasons use dealer to buy/lease last new vhc Location (H)	Automotive	
773	SB003635XC	Primary reasons use dealer to buy/lease last new vhc Prev bus. w dealer (H)	Automotive	
774	SB003636XC	Primary reasons use dealer to buy/lease last new vhc Price - value (H)	Automotive	
775	SB003637XC	Primary reasons use dealer to buy/lease last new vhc Rep. of dealer (H)	Automotive	
776	SB003638XC	Primary reasons use dealer to buy/lease last new vhc Selection of models (H)	Automotive	
777	SB003639XC	Primary reasons use dealer to buy/lease last new vhc Service (H)	Automotive	
778	SB003640XC	Primary reasons use dealer to buy/lease last new vhc Warranty (H)	Automotive	
779	SB000475XC	Stores HHLD shopped for auto products/srvcs pst 12 mo Advance Auto Parts (H)	Automotive	
780	SB000474XC	Stores HHLD shopped for auto products/srvcs pst 12 mo Any auto store (H)	Automotive	
781	SB000473XC	Stores HHLD shopped for auto products/srvcs pst 12 mo Auto dealership (H)	Automotive	
782	SB000472XC	Stores HHLD shopped for auto products/srvcs pst 12 mo AutoZone (H)	Automotive	
783	SB004200XC	Stores HHLD shopped for auto products/srvcs pst 12 mo BJ's Wholesale Club (H)	Automotive	
784	SB000471XC	Stores HHLD shopped for auto products/srvcs pst 12 mo Costco (H)	Automotive	
785	SB000469XC	Stores HHLD shopped for auto products/srvcs pst 12 mo Discount Tire Co. (H)	Automotive	
786	SB000466XC	Stores HHLD shopped for auto products/srvcs pst 12 mo Jiffy Lube (H)	Automotive	
787	SB000465XC	Stores HHLD shopped for auto products/srvcs pst 12 mo NAPA Auto Parts (H)	Automotive	
788	SB000464XC	Stores HHLD shopped for auto products/srvcs pst 12 mo O'Reilly Auto Parts (H)	Automotive	
789	SB000463XC	Stores HHLD shopped for auto products/srvcs pst 12 mo Pep Boys (H)	Automotive	
790	SB000459XC	Stores HHLD shopped for auto products/srvcs pst 12 mo Walmart (H)	Automotive	
791	SB000470XC	Stores HHLD shopped for auto products/srvcs pst 12 mo Did not shop (H)	Automotive	
792	SB000483XC	Stores where HHLD usually buys tires Auto dealership (H)	Automotive	
793	SB000482XC	Stores where HHLD usually buys tires Costco (H)	Automotive	
794	SB000481XC	Stores where HHLD usually buys tires Discount Tire Co. (H)	Automotive	
795	SB000476XC	Stores where HHLD usually buys tires Walmart (H)	Automotive	
796	SB000490XC	Vehicle HHLD plans to buy new next 12 months Any New Vehicle (H)	Automotive	
797	SB004201XC	Vehicle HHLD plans to buy new next 12 months Hybrid or electric vehicle (H)	Automotive	
798	SB000487XC	Vehicle HHLD plans to buy new next 12 months Sport utility vehicle (H)	Automotive	
799	SB004202XC	Vehicle HHLD plans to buy new/lease next 12 months Hybrid or electric (H)	Automotive	
800	SB000494XC	Vehicle HHLD plans to buy new/lease next 12 months Luxury vhc (any size) (H)	Automotive	
801	SB000491XC	Vehicle HHLD plans to buy new/lease next 12 months Sport utility vehicle (H)	Automotive	
802	SB000502XC	Vehicle HHLD plans to buy new/used/lease next 12 mon Full-size car (H)	Automotive	
803	SB004350XC	Vehicle HHLD plans to buy new/used/lease next 12 mon Hybrid or electric (H)	Automotive	
804	SB000501XC	Vehicle HHLD plans to buy new/used/lease next 12 mon Luxury vehicle (H)	Automotive	
805	SB000499XC	Vehicle HHLD plans to buy new/used/lease next 12 mon Pickup truck (H)	Automotive	
806	SB000498XC	Vehicle HHLD plans to buy new/used/lease next 12 mon Sport utility vhc (H)	Automotive	
807	SB000497XC	Vehicle HHLD plans to buy new/used/lease next 12 mon Van or mini-van (H)	Automotive	
808	SB000510XC	Vehicle HHLD plans to buy used next 12 months Any Used Vehicle (H)	Automotive	
809	SB000509XC	Vehicle HHLD plans to buy used next 12 months Compact car (H)	Automotive	
810	SB000508XC	Vehicle HHLD plans to buy used next 12 months Full-size car (H)	Automotive	
811	SB000507XC	Vehicle HHLD plans to buy used next 12 months Midsize car (H)	Automotive	
812	SB000506XC	Vehicle HHLD plans to buy used next 12 months Pickup truck (H)	Automotive	
813	SB000504XC	Vehicle HHLD plans to buy used next 12 months Van or mini-van (H)	Automotive	
814	SB003882XC	Vehicle HHLD plans to lease next 12 months Any Leased Vehicle (H)	Automotive	
815	SB003880XC	Vehicle HHLD plans to lease next 12 months Sport utility vehicle (H)	Automotive	
816	SB000513XC	Websites/apps used to gather info to shop new/used vhc Any auto dealership (H)	Automotive	

ORDER	VARIABLE	DESCRIPTION	CATEGORY	CONSUMPTION
817	SB000512XC	Websites/apps used to gather info to shop new/used vhl Any auto manufactr (H)	Automotive	
818	SB000521XC	Websites/apps used to gather info to shop new/used vhl AutoNation (H)	Automotive	
819	SB000520XC	Websites/apps used to gather info to shop new/used vhl AutoTrader (H)	Automotive	
820	SB003992XC	Websites/apps used to gather info to shop new/used vhl CARFAX (H)	Automotive	
821	SB000519XC	Websites/apps used to gather info to shop new/used vhl CarMax.com (H)	Automotive	
822	SB000518XC	Websites/apps used to gather info to shop new/used vhl Cars.com (H)	Automotive	
823	SB000516XC	Websites/apps used to gather info to shop new/used vhl Edmunds (H)	Automotive	
824	SB000515XC	Websites/apps used to gather info to shop new/used vhl Kelley Blue Book (H)	Automotive	
825	SB000514XC	Websites/apps used to gather info to shop new/used vhl None (H)	Automotive	
826	SB005201XC	Model year of any vehicle (HHL): 2008 or earlier (H)	Automotive	
827	SB005202XC	Model year of any vehicle (HHL): 2009 (H)	Automotive	
828	SB005203XC	Model year of any vehicle (HHL): 2010 (H)	Automotive	
829	SB005204XC	Model year of any vehicle (HHL): 2011 (H)	Automotive	
830	SB005205XC	Model year of any vehicle (HHL): 2012 (H)	Automotive	
831	SB005206XC	Model year of any vehicle (HHL): 2013 (H)	Automotive	
832	SB005207XC	Model year of any vehicle (HHL): 2014 (H)	Automotive	
833	SB005208XC	Model year of any vehicle (HHL): 2015 (H)	Automotive	
834	SB005209XC	Model year of any vehicle (HHL): 2016 (H)	Automotive	
835	SB005210XC	Model year of any vehicle (HHL): 2017 (H)	Automotive	
836	SB005211XC	Model year of any vehicle (HHL): 2018 (H)	Automotive	
837	SB005212XC	Model year of any vehicle (HHL): 2019 (H)	Automotive	
838	SB005213XC	Model year of new vehicle (HHL): 2008 or earlier (H)	Automotive	
839	SB005214XC	Model year of new vehicle (HHL): 2009 (H)	Automotive	
840	SB005215XC	Model year of new vehicle (HHL): 2010 (H)	Automotive	
841	SB005216XC	Model year of new vehicle (HHL): 2011 (H)	Automotive	
842	SB005217XC	Model year of new vehicle (HHL): 2012 (H)	Automotive	
843	SB005218XC	Model year of new vehicle (HHL): 2013 (H)	Automotive	
844	SB005219XC	Model year of new vehicle (HHL): 2014 (H)	Automotive	
845	SB005220XC	Model year of new vehicle (HHL): 2015 (H)	Automotive	
846	SB005221XC	Model year of new vehicle (HHL): 2016 (H)	Automotive	
847	SB005222XC	Model year of new vehicle (HHL): 2017 (H)	Automotive	
848	SB005223XC	Model year of new vehicle (HHL): 2018 (H)	Automotive	
849	SB005224XC	Model year of new vehicle (HHL): 2019 (H)	Automotive	
850	SB005225XC	Model year of used vehicle (HHL): 2008 or earlier (H)	Automotive	
851	SB005226XC	Model year of used vehicle (HHL): 2009 (H)	Automotive	
852	SB005227XC	Model year of used vehicle (HHL): 2010 (H)	Automotive	
853	SB005228XC	Model year of used vehicle (HHL): 2011 (H)	Automotive	
854	SB005229XC	Model year of used vehicle (HHL): 2012 (H)	Automotive	
855	SB005230XC	Model year of used vehicle (HHL): 2013 (H)	Automotive	
856	SB005231XC	Model year of used vehicle (HHL): 2014 (H)	Automotive	
857	SB005232XC	Model year of used vehicle (HHL): 2015 (H)	Automotive	
858	SB005233XC	Model year of used vehicle (HHL): 2016 (H)	Automotive	
859	SB005234XC	Model year of used vehicle (HHL): 2017 (H)	Automotive	
860	SB005235XC	Model year of used vehicle (HHL): 2018 (H)	Automotive	
861	SB003428XC	Distance walked in town, city or downtown area past 7 days Less than 1 mile (A)	Commuting and Transportation	
862	SB003429XC	Distance walked in town, city or downtown area past 7 days 1 to 3 miles (A)	Commuting and Transportation	
863	SB003430XC	Distance walked in town, city or downtown area past 7 days 3 miles or more (A)	Commuting and Transportation	
864	SB003431XC	Distance walked in town, city or downtown area past 7 days Did not walk (A)	Commuting and Transportation	
865	SB003432XC	Minutes spent traveling to work one way Less than 10 minutes (A)	Commuting and Transportation	
866	SB003433XC	Minutes spent traveling to work one way 10 - 19 minutes (A)	Commuting and Transportation	
867	SB003434XC	Minutes spent traveling to work one way 20 - 29 minutes (A)	Commuting and Transportation	
868	SB003435XC	Minutes spent traveling to work one way 30 - 59 minutes (A)	Commuting and Transportation	
869	SB003436XC	Minutes spent traveling to work one way One hour or more (A)	Commuting and Transportation	
870	SB003437XC	Minutes spent traveling to work one way Do not usually commute (A)	Commuting and Transportation	
871	SB003438XC	Minutes spent traveling to work one way Not employed (A)	Commuting and Transportation	
872	SB002232XC	Mode of transportation past 7 days (any purpose) Bicycle (A)	Commuting and Transportation	
873	SB002233XC	Mode of transportation past 7 days (any purpose) Bus (A)	Commuting and Transportation	
874	SB002234XC	Mode of transportation past 7 days (any purpose) Carpool (A)	Commuting and Transportation	
875	SB004465XC	Mode of transportation past 7 days (any purpose) On-demand car service (A)	Commuting and Transportation	
876	SB002235XC	Mode of transportation past 7 days (any purpose) Drive (not carpool) (A)	Commuting and Transportation	
877	SB002237XC	Mode of transportation past 7 days (any purpose) Taxi (A)	Commuting and Transportation	
878	SB002236XC	Mode of transportation past 7 days (any purpose) None (A)	Commuting and Transportation	
879	SB003439XC	Total miles traveled in car, van, truck, or bus past 7 days Less than 50 mi (A)	Commuting and Transportation	
880	SB003441XC	Total miles traveled in car, van, truck, or bus past 7 days 100 - 199 miles (A)	Commuting and Transportation	
881	SB003442XC	Total miles traveled in car, van, truck, or bus past 7 days 200 - 249 miles (A)	Commuting and Transportation	
882	SB003443XC	Total miles traveled in car, van, truck, or bus past 7 days 250 - 499 miles (A)	Commuting and Transportation	
883	SB003444XC	Total miles traveled in car, van, truck, or bus past 7 days 500 mi or more (A)	Commuting and Transportation	
884	SB003445XC	Total miles traveled in car, van, truck, or bus past 7 days None (A)	Commuting and Transportation	

ORDER	VARIABLE	DESCRIPTION	CATEGORY	CONSUMPTION
885	SB004078XC	Digital video display Quintile 1st Quintile (heaviest) (A)	Digital Video Displays	
886	SB004079XC	Digital video display Quintile 2nd Quintile (heavy) (A)	Digital Video Displays	
887	SB004080XC	Digital video display Quintile 3rd Quintile (medium) (A)	Digital Video Displays	
888	SB004082XC	Digital video display Quintile 4th Quintile (light) (A)	Digital Video Displays	
889	SB004084XC	Digital video display Quintile 5th Quintile (lightest) (A)	Digital Video Displays	
890	SB000962XC	No. of places viewed digital video displays past 30 days 1 place (A)	Digital Video Displays	
891	SB000963XC	No. of places viewed digital video displays past 30 days 1 or more places (A)	Digital Video Displays	
892	SB000961XC	No. of places viewed digital video displays past 30 days 2 places (A)	Digital Video Displays	
893	SB000960XC	No. of places viewed digital video displays past 30 days 3 places (A)	Digital Video Displays	
894	SB000958XC	No. of places viewed digital video displays past 30 days 4 places (A)	Digital Video Displays	
895	SB000959XC	No. of places viewed digital video displays past 30 days 4 or more places (A)	Digital Video Displays	
896	SB000957XC	No. of places viewed digital video displays past 30 days 5 or more places (A)	Digital Video Displays	
897	SB000956XC	No. of places viewed digital video displays past 30 days None (A)	Digital Video Displays	
898	SB000970XC	No. of places viewed digital video displays past 6 months 1 place (A)	Digital Video Displays	
899	SB000971XC	No. of places viewed digital video displays past 6 months 1 or more places (A)	Digital Video Displays	
900	SB000969XC	No. of places viewed digital video displays past 6 months 2 places (A)	Digital Video Displays	
901	SB000968XC	No. of places viewed digital video displays past 6 months 3 places (A)	Digital Video Displays	
902	SB000966XC	No. of places viewed digital video displays past 6 months 4 places (A)	Digital Video Displays	
903	SB000967XC	No. of places viewed digital video displays past 6 months 4 or more places (A)	Digital Video Displays	
904	SB000965XC	No. of places viewed digital video displays past 6 months 5 or more places (A)	Digital Video Displays	
905	SB000964XC	No. of places viewed digital video displays past 6 months None (A)	Digital Video Displays	
906	SB003897XC	Places viewed digital video displays past 30 days Airplanes (A)	Digital Video Displays	
907	SB000972XC	Places viewed digital video displays past 30 days Airports (A)	Digital Video Displays	
908	SB000981XC	Places viewed digital video displays past 30 days Doctors offices/hospitals (A)	Digital Video Displays	
909	SB000978XC	Places viewed digital video displays past 30 days Gas stations (A)	Digital Video Displays	
910	SB000977XC	Places viewed digital video displays past 30 days Grocery stores (A)	Digital Video Displays	
911	SB000976XC	Places viewed digital video displays past 30 days Health clubs/fitness cntrs (A)	Digital Video Displays	
912	SB003896XC	Places viewed digital video displays past 30 days Office lobbies/elevators (A)	Digital Video Displays	
913	SB000974XC	Places viewed digital video displays past 30 days Restaurants/bars (A)	Digital Video Displays	
914	SB000973XC	Places viewed digital video displays past 30 days Retail stores (A)	Digital Video Displays	
915	SB000972XC	Places viewed digital video displays past 30 days Shopping malls (A)	Digital Video Displays	
916	SB000975XC	Places viewed digital video displays past 30 days None (A)	Digital Video Displays	
917	SB003898XC	Places viewed digital video displays past 6 months Airplanes (A)	Digital Video Displays	
918	SB000993XC	Places viewed digital video displays past 6 months Airports (A)	Digital Video Displays	
919	SB000992XC	Places viewed digital video displays past 6 months Doctors offices/hospitals (A)	Digital Video Displays	
920	SB000989XC	Places viewed digital video displays past 6 months Gas stations (A)	Digital Video Displays	
921	SB000988XC	Places viewed digital video displays past 6 months Grocery stores (A)	Digital Video Displays	
922	SB000987XC	Places viewed digital video displays past 6 mo Health clubs/fitness centers (A)	Digital Video Displays	
923	SB003899XC	Places viewed digital video displays past 6 months Office lobbies/elevators (A)	Digital Video Displays	
924	SB000985XC	Places viewed digital video displays past 6 months Restaurants/bars (A)	Digital Video Displays	
925	SB000984XC	Places viewed digital video displays past 6 months Retail stores (A)	Digital Video Displays	
926	SB000983XC	Places viewed digital video displays past 6 months Shopping malls (A)	Digital Video Displays	
927	SB000986XC	Places viewed digital video displays past 6 months None (A)	Digital Video Displays	
928	SB001008XC	Ecofriendly activities done on a reg basis Buy eco-friendly cleaning products (A)	Environment	
929	SB001005XC	Ecofriendly activities done on a reg basis Donate to environmental causes (A)	Environment	
930	SB001000XC	Ecofriendly activities done on a reg basis Pay more for eco-friendly products (A)	Environment	
931	SB001004XC	Ecofriendly activities done on a reg basis Use alternative transportation (A)	Environment	
932	SB000997XC	Ecofriendly activities done on a reg basis Use cloth/reusable shopping bags (A)	Environment	
933	SB001007XC	Ecofriendly activities done on a regular basis Buy locally grown food (A)	Environment	
934	SB001006XC	Ecofriendly activities done on a regular basis Buy organic food (A)	Environment	
935	SB003716XC	Ecofriendly activities done on a regular basis Participate in energy-saving (A)	Environment	
936	SB000998XC	Ecofriendly activities done on a regular basis Recycle electronics (A)	Environment	
937	SB003717XC	Ecofriendly activities done on a regular basis Support politicians (A)	Environment	
938	SB000994XC	Ecofriendly activities done on a regular basis Use rechargeable batteries (A)	Environment	
939	SB001001XC	Ecofriendly activities done on a regular basis Other (A)	Environment	
940	SB001002XC	Ecofriendly activities done on a regular basis None (A)	Environment	
941	SB004086XC	Eco-friendly activities Quintile 1st Quintile (heaviest) (A)	Environment	
942	SB004088XC	Eco-friendly activities Quintile 2nd Quintile (heavy) (A)	Environment	
943	SB004089XC	Eco-friendly activities Quintile 3rd Quintile (medium) (A)	Environment	
944	SB004090XC	Eco-friendly activities Quintile 4th Quintile (light) (A)	Environment	
945	SB004091XC	Eco-friendly activities Quintile 5th Quintile (lightest) (A)	Environment	
946	SB001021XC	Number of ecofriendly activities done on a reg basis 1 or more activities (A)	Environment	
947	SB001018XC	Number of ecofriendly activities done on a reg basis 3 or more activities (A)	Environment	
948	SB001015XC	Number of ecofriendly activities done on a reg basis 5 or more activities (A)	Environment	
949	SB001012XC	Number of ecofriendly activities done on a reg basis 7 or more activities (A)	Environment	
950	SB001023XC	Num of ecofriendly activities done on a regular basis 10 or more activities (A)	Environment	
951	SB001022XC	Number of ecofriendly activities done on a regular basis 1 activity (A)	Environment	
952	SB001017XC	Number of ecofriendly activities done on a regular basis 4 activities (A)	Environment	

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953	SB001016XC	Number of ecofriendly activities done on a regular basis 5 activities (A)	Environment	
954	SB001014XC	Number of ecofriendly activities done on a regular basis 6 activities (A)	Environment	
955	SB001013XC	Number of ecofriendly activities done on a regular basis 7 activities (A)	Environment	
956	SB001011XC	Number of ecofriendly activities done on a regular basis 8 activities (A)	Environment	
957	SB001010XC	Number of ecofriendly activities done on a regular basis 9 activities (A)	Environment	
958	SB001009XC	Number of ecofriendly activities done on a regular basis None (A)	Environment	
959	SB000530XC	Banks HHLD uses Bank of America (H)	Financial	
960	SB000529XC	Banks HHLD uses Chase (H)	Financial	
961	SB000528XC	Banks HHLD uses Citibank (H)	Financial	
962	SB000527XC	Banks HHLD uses Fifth Third Bank (H)	Financial	
963	SB000524XC	Banks HHLD uses PNC Bank (H)	Financial	
964	SB000522XC	Banks HHLD uses Wells Fargo (H)	Financial	
965	SB000526XC	Banks HHLD uses Internet bank (such as EtradeBank, etc.) (H)	Financial	
966	SB000531XC	Banks HHLD uses Any credit union (H)	Financial	
967	SB000525XC	Banks HHLD uses None (H)	Financial	
968	SB000538XC	Banks HHLD uses (primary bank) Bank of America (H)	Financial	
969	SB000537XC	Banks HHLD uses (primary bank) Chase (H)	Financial	
970	SB003848XC	Banks HHLD uses (primary bank) Citibank (H)	Financial	
971	SB004961XC	Banks HHLD uses (primary bank) Internet bank (such as EtradeBank, etc.) (H)	Financial	
972	SB000539XC	Banks HHLD uses (primary bank) Any credit union (H)	Financial	
973	SB000535XC	Banks HHLD uses (primary bank) None (H)	Financial	
974	SB000005XC	Company purchasing decisions participated in past 12 months Business travel (A)	Financial	
975	SB000004XC	Company purchasing decisions participated in past 12 mo Computer hardware (A)	Financial	
976	SB000002XC	Company purchasing decisions participated in past 12 mo Information tech. (A)	Financial	
977	SB000003XC	Company purchasing decisions participated in past 12 months Office equipment (A)	Financial	
978	SB000001XC	Company purchasing decisions participated in past 12 mo Overnight delivery (A)	Financial	
979	SB000950XC	Credit cards used past 3 months American Express (A)	Financial	
980	SB000948XC	Credit cards used past 3 months Discover (A)	Financial	
981	SB000947XC	Credit cards used past 3 months Gasoline credit card (A)	Financial	
982	SB000945XC	Credit cards used past 3 months MasterCard (A)	Financial	
983	SB000942XC	Credit cards used past 3 months VISA (A)	Financial	
984	SB004958XC	Credit cards/payment methods used past 3 months Store credit card (A)	Financial	
985	SB004959XC	Credit cards/payment methods used past 3 months Other credit card (A)	Financial	
986	SB004960XC	Credit cards/payment methods used past 3 months Any credit card/method (A)	Financial	
987	SB000552XC	Financial services HHLD has/use Auto loan (H)	Financial	
988	SB000551XC	Financial services HHLD has/use Certificates of Deposit (CDs) (H)	Financial	
989	SB000550XC	Financial services HHLD has/use Checking account (H)	Financial	
990	SB003718XC	Financial services HHLD has/use Credit card (H)	Financial	
991	SB000549XC	Financial services HHLD has/use Debit/ATM card (H)	Financial	
992	SB000548XC	Financial services HHLD has/use Home improvement loan or home equity loan (H)	Financial	
993	SB000547XC	Financial services HHLD has/use Home mortgage (H)	Financial	
994	SB003719XC	Financial services HHLD has/use Mobile banking (H)	Financial	
995	SB000545XC	Financial services HHLD has/use Money market account (H)	Financial	
996	SB000543XC	Financial services HHLD has/use Online banking (H)	Financial	
997	SB000544XC	Financial services HHLD has/use Online bill paying (H)	Financial	
998	SB000542XC	Financial services HHLD has/use Personal loan (H)	Financial	
999	SB000541XC	Financial services HHLD has/use Refinance home mortgage (H)	Financial	
1000	SB000540XC	Financial services HHLD has/use Savings account (H)	Financial	
1001	SB003720XC	Financial services HHLD has/use Student loan (H)	Financial	
1002	SB000567XC	Financial services HHLD has/uses at primary bank Auto loan (H)	Financial	
1003	SB000566XC	Financial services HHLD has/uses at primary bank Certificates of Deposit (H)	Financial	
1004	SB000565XC	Financial services HHLD has/uses at primary bank Checking account (H)	Financial	
1005	SB003721XC	Financial services HHLD has/uses at primary bank Credit card (H)	Financial	
1006	SB000564XC	Financial services HHLD has/uses at primary bank Debit/ATM card (H)	Financial	
1007	SB000563XC	Financial services HHLD has/uses at primary bank Home improvement loan (H)	Financial	
1008	SB000562XC	Financial services HHLD has/uses at primary bank Home mortgage (H)	Financial	
1009	SB003722XC	Financial services HHLD has/uses at primary bank Mobile banking (H)	Financial	
1010	SB000560XC	Financial services HHLD has/uses at primary bank Money market account (H)	Financial	
1011	SB000558XC	Financial services HHLD has/uses at primary bank Online banking (H)	Financial	
1012	SB000559XC	Financial services HHLD has/uses at primary bank Online bill paying (H)	Financial	
1013	SB000557XC	Financial services HHLD has/uses at primary bank Personal loan (H)	Financial	
1014	SB000556XC	Financial services HHLD has/uses at primary bank Refinance home mortgage (H)	Financial	
1015	SB000555XC	Financial services HHLD has/uses at primary bank Savings account (H)	Financial	
1016	SB003723XC	Financial services HHLD has/uses at primary bank Student loan (H)	Financial	
1017	SB003969XC	Home/rent insurance-plan to switch provider next 12 mo Yes (H)	Financial	
1018	SB000584XC	Homeowners/renters insurance provider for household AAA Insurance (H)	Financial	
1019	SB000583XC	Homeowners/renters insurance provider for household Allstate (H)	Financial	
1020	SB000581XC	Homeowners/renters insurance provider for household Erie Insurance (H)	Financial	

ORDER	VARIABLE	DESCRIPTION	CATEGORY	CONSUMPTION
1021	SB000579XC	Homeowners/renters insurance provider for household Farmers Insurance (H)	Financial	
1022	SB004204XC	Homeowners/renters insurance provider for household GEICO (H)	Financial	
1023	SB000578XC	Homeowners/renters insurance provider for household Liberty Mutual (H)	Financial	
1024	SB000573XC	Homeowners/renters insurance provider for household State Farm (H)	Financial	
1025	SB000572XC	Homeowners/renters insurance provider for household The Hartford (H)	Financial	
1026	SB000571XC	Homeowners/renters insurance provider for household Travelers (H)	Financial	
1027	SB000570XC	Homeowners/renters insurance provider for household USAA (H)	Financial	
1028	SB000576XC	Homeowners/renters insurance provider for household None (H)	Financial	
1029	SB004108XC	Household income Quintile 1st Quintile (heaviest) (H)	Financial	
1030	SB004109XC	Household income Quintile 2nd Quintile (heavy) (H)	Financial	
1031	SB004110XC	Household income Quintile 3rd Quintile (medium) (H)	Financial	
1032	SB004111XC	Household income Quintile 4th Quintile (light) (H)	Financial	
1033	SB004112XC	Household income Quintile 5th Quintile (lightest) (H)	Financial	
1034	SB005195XC	Insurance shopped for on the Internet in the past 6 months Auto (A)	Financial	
1035	SB005196XC	Insurance shopped for on the Internet in the past 6 months Health (A)	Financial	
1036	SB005197XC	Insurance shopped for on the Internet in the past 6 months Home (A)	Financial	
1037	SB005198XC	Insurance shopped for on the Internet in the past 6 months Life (A)	Financial	
1038	SB003760XC	Investments household has 401k plan (H)	Financial	
1039	SB003761XC	Investments household has 529 plan/college savings plan (H)	Financial	
1040	SB000592XC	Investments household has Any investment (H)	Financial	
1041	SB000591XC	Investments household has Bonds (H)	Financial	
1042	SB003762XC	Investments household has IRA (Individual Retirement Account) (H)	Financial	
1043	SB000590XC	Investments household has Money market funds (H)	Financial	
1044	SB000589XC	Investments household has Mutual funds (H)	Financial	
1045	SB000587XC	Investments household has Other security or investment (H)	Financial	
1046	SB000586XC	Investments household has Second home or real estate property (H)	Financial	
1047	SB000585XC	Investments household has Stocks or stock options (H)	Financial	
1048	SB000588XC	Investments household has None (H)	Financial	
1049	SB000955XC	No. of credit cards used past 3 months 1 credit card (A)	Financial	
1050	SB000954XC	No. of credit cards used past 3 months 2 credit cards (A)	Financial	
1051	SB000953XC	No. of credit cards used past 3 months 3 credit cards (A)	Financial	
1052	SB000952XC	No. of credit cards used past 3 months 4 or more credit cards (A)	Financial	
1053	SB000951XC	No. of credit cards used past 3 months None (A)	Financial	
1054	SB000601XC	Organizations (types) contributed money to past 12 mo Arts/cultural (H)	Financial	
1055	SB003895XC	Organizations (types) contributed money to past 12 mo Educational (H)	Financial	
1056	SB000599XC	Organizations (types) contributed money to past 12 mo Healthcare/medical (H)	Financial	
1057	SB000598XC	Organizations (types) contributed money to past 12 mo Military/veterans (H)	Financial	
1058	SB000593XC	Organizations (types) contributed money to past 12 mo Other organization (H)	Financial	
1059	SB000596XC	Organizations (types) contributed money to past 12 mo Political (H)	Financial	
1060	SB000595XC	Organizations (types) contributed money to past 12 mo Religious (H)	Financial	
1061	SB000594XC	Organizations (types) contributed money to past 12 mo Social care/welfare (H)	Financial	
1062	SB000597XC	Organizations (types) contributed money to past 12 mo None (H)	Financial	
1063	SB000617XC	Professional services used by HHLD past 12 months Accountant (H)	Financial	
1064	SB000613XC	Professional services used by HHLD past 12 months Cash advance (H)	Financial	
1065	SB000615XC	Professional services used by HHLD past 12 months Check cashing (H)	Financial	
1066	SB000614XC	Professional services used by HHLD past 12 months Coin cashing service (H)	Financial	
1067	SB000612XC	Professional services used by HHLD past 12 months Financial planner (H)	Financial	
1068	SB000611XC	Professional services used by HHLD past 12 months Funeral pre-planning (H)	Financial	
1069	SB000610XC	Professional services used by HHLD past 12 months Ins agent at office (H)	Financial	
1070	SB000609XC	Professional services used by HHLD past 12 months Online investing (H)	Financial	
1071	SB000608XC	Professional services used by HHLD past 12 months Other attorney (H)	Financial	
1072	SB003901XC	Professional services used by HHLD past 12 months Real estate agent (H)	Financial	
1073	SB000604XC	Professional services used by HHLD past 12 months Stockbroker (H)	Financial	
1074	SB003902XC	Professional services used by HHLD past 12 months Tax preparation service (H)	Financial	
1075	SB000603XC	Professional services used by HHLD past 12 months Travel agent (H)	Financial	
1076	SB003903XC	Professional services used by HHLD past 12 months Tutoring service (H)	Financial	
1077	SB000602XC	Professional services used by HHLD past 12 months Wire transfer (H)	Financial	
1078	SB004071XC	Amount household spent on groceries Quintile 1st Quintile (heaviest) (H)	Food and Beverages	
1079	SB004073XC	Amount household spent on groceries Quintile 2nd Quintile (heavy) (H)	Food and Beverages	
1080	SB004074XC	Amount household spent on groceries Quintile 3rd Quintile (medium) (H)	Food and Beverages	
1081	SB004076XC	Amount household spent on groceries Quintile 4th Quintile (light) (H)	Food and Beverages	
1082	SB004077XC	Amount household spent on groceries Quintile 5th Quintile (lightest) (H)	Food and Beverages	
1083	SB003360XC	Amount household spent on groceries past 7 days Less than \$50 (H)	Food and Beverages	
1084	SB003361XC	Amount household spent on groceries past 7 days \$50 - \$74 (H)	Food and Beverages	
1085	SB003362XC	Amount household spent on groceries past 7 days \$75 - \$99 (H)	Food and Beverages	
1086	SB003364XC	Amount household spent on groceries past 7 days \$125 - \$149 (H)	Food and Beverages	
1087	SB003365XC	Amount household spent on groceries past 7 days \$150 - \$199 (H)	Food and Beverages	
1088	SB003366XC	Amount household spent on groceries past 7 days \$200 or more (H)	Food and Beverages	

ORDER	VARIABLE	DESCRIPTION	CATEGORY	CONSUMPTION
1089	SB000623XC	Beverages (bottled water) drank past 7 days Any flavored water (A)	Food and Beverages	
1090	SB000632XC	Beverages (bottled water) drank past 7 days Aquafina (A)	Food and Beverages	
1091	SB000631XC	Beverages (bottled water) drank past 7 days Arrowhead (A)	Food and Beverages	
1092	SB000629XC	Beverages (bottled water) drank past 7 days Dasani (A)	Food and Beverages	
1093	SB000626XC	Beverages (bottled water) drank past 7 days Glaceau Smartwater (A)	Food and Beverages	
1094	SB000625XC	Beverages (bottled water) drank past 7 days Glaceau Vitaminwater (A)	Food and Beverages	
1095	SB000622XC	Beverages (bottled water) drank past 7 days Ozarka (A)	Food and Beverages	
1096	SB000621XC	Beverages (bottled water) drank past 7 days Poland Spring (A)	Food and Beverages	
1097	SB004962XC	Beverages (bottled water) drank past 7 days Other enhanced water (A)	Food and Beverages	
1098	SB000642XC	Beverages (bottled water) drink most often Aquafina (A)	Food and Beverages	
1099	SB000641XC	Beverages (bottled water) drink most often Arrowhead (A)	Food and Beverages	
1100	SB004469XC	Beverages (bottled water) drink most often Glaceau Smartwater (A)	Food and Beverages	
1101	SB000634XC	Beverages (bottled water) drink most often Poland Spring (A)	Food and Beverages	
1102	SB004963XC	Beverages (bottled water) drink most often Other enhanced water (A)	Food and Beverages	
1103	SB004712XC	Beverages (diet soft drinks) drank past 7 days Coca-Cola Zero Sugar (A)	Food and Beverages	
1104	SB000653XC	Beverages (diet soft drinks) drank past 7 days Diet Coke (A)	Food and Beverages	
1105	SB000650XC	Beverages (diet soft drinks) drank past 7 days Diet Pepsi (A)	Food and Beverages	
1106	SB004964XC	Beverages (diet soft drinks) drank past 7 days Pepsi Zero Sugar (A)	Food and Beverages	
1107	SB004965XC	Beverages (diet soft drinks) drank past 7 days Sierra Mist Zero Sugar (A)	Food and Beverages	
1108	SB004713XC	Beverages (diet soft drinks) drink most often Coca-Cola Zero Sugar (A)	Food and Beverages	
1109	SB000666XC	Beverages (diet soft drinks) drink most often Diet Coke (A)	Food and Beverages	
1110	SB000663XC	Beverages (diet soft drinks) drink most often Diet Pepsi (A)	Food and Beverages	
1111	SB004966XC	Beverages (diet soft drinks) drink most often Pepsi Zero Sugar (A)	Food and Beverages	
1112	SB004967XC	Beverages (diet soft drinks) drink most often Sierra Mist Zero Sugar (A)	Food and Beverages	
1113	SB000675XC	Beverages (energy drinks) drank past 7 days Monster (A)	Food and Beverages	
1114	SB004490XC	Beverages (energy drinks) drank past 7 days NOS (A)	Food and Beverages	
1115	SB000674XC	Beverages (energy drinks) drank past 7 days Red Bull (A)	Food and Beverages	
1116	SB000673XC	Beverages (energy drinks) drank past 7 days RockStar (A)	Food and Beverages	
1117	SB000672XC	Beverages (energy drinks) drank past 7 days Other energy drink (A)	Food and Beverages	
1118	SB000679XC	Beverages (energy drinks) drink most often Monster (A)	Food and Beverages	
1119	SB004488XC	Beverages (energy drinks) drink most often RockStar (A)	Food and Beverages	
1120	SB000678XC	Beverages (energy drinks) drink most often Red Bull (A)	Food and Beverages	
1121	SB000685XC	Beverages (orange juice) drank past 7 days Minute Maid (A)	Food and Beverages	
1122	SB000683XC	Beverages (orange juice) drank past 7 days Simply (A)	Food and Beverages	
1123	SB000681XC	Beverages (orange juice) drank past 7 days Tropicana (A)	Food and Beverages	
1124	SB000687XC	Beverages (orange juice) drink most often Tropicana (A)	Food and Beverages	
1125	SB000703XC	Beverages (other juices/juice drinks) drank past 7 days Campbells/V8 (A)	Food and Beverages	
1126	SB000702XC	Beverages (other juices/juice drinks) drank past 7 days Capri Sun (A)	Food and Beverages	
1127	SB004489XC	Beverages (other juices/juice drinks) drank past 7 days Fuze (A)	Food and Beverages	
1128	SB000700XC	Beverages (other juices/juice drinks) drank past 7 days Hawaiian Punch (A)	Food and Beverages	
1129	SB000699XC	Beverages (other juices/juice drinks) drank past 7 days Hi-C (A)	Food and Beverages	
1130	SB000698XC	Beverages (other juices/juice drinks) drank past 7 days Minute Maid (A)	Food and Beverages	
1131	SB000693XC	Beverages (other juices/juice drinks) drank past 7 days Sunny Delight (A)	Food and Beverages	
1132	SB000714XC	Beverages (other juices/juice drinks) drink most often Campbells/V8 (A)	Food and Beverages	
1133	SB000713XC	Beverages (other juices/juice drinks) drink most often Capri Sun (A)	Food and Beverages	
1134	SB000711XC	Beverages (other juices/juice drinks) drink most often Hawaiian Punch (A)	Food and Beverages	
1135	SB000710XC	Beverages (other juices/juice drinks) drink most often Hi-C (A)	Food and Beverages	
1136	SB000709XC	Beverages (other juices/juice drinks) drink most often Minute Maid (A)	Food and Beverages	
1137	SB000704XC	Beverages (other juices/juice drinks) drink most often Sunny Delight (A)	Food and Beverages	
1138	SB003823XC	Beverages (regular soft drinks) drank past 7 days 7Up (A)	Food and Beverages	
1139	SB003820XC	Beverages (regular soft drinks) drank past 7 days Barqs Root Beer (A)	Food and Beverages	
1140	SB003817XC	Beverages (regular soft drinks) drank past 7 days Cherry Coke (A)	Food and Beverages	
1141	SB000726XC	Beverages (regular soft drinks) drank past 7 days Coca-Cola (A)	Food and Beverages	
1142	SB000725XC	Beverages (regular soft drinks) drank past 7 days Crush (A)	Food and Beverages	
1143	SB000724XC	Beverages (regular soft drinks) drank past 7 days Dr Pepper (A)	Food and Beverages	
1144	SB000723XC	Beverages (regular soft drinks) drank past 7 days Fanta (A)	Food and Beverages	
1145	SB000722XC	Beverages (regular soft drinks) drank past 7 days Mello Yello (A)	Food and Beverages	
1146	SB000721XC	Beverages (regular soft drinks) drank past 7 days Mountain Dew (A)	Food and Beverages	
1147	SB000719XC	Beverages (regular soft drinks) drank past 7 days Pepsi (A)	Food and Beverages	
1148	SB005024XC	Beverages (regular soft drinks) drank past 7 days Sierra Mist (A)	Food and Beverages	
1149	SB000717XC	Beverages (regular soft drinks) drank past 7 days Sprite (A)	Food and Beverages	
1150	SB000715XC	Beverages (regular soft drinks) drank past 7 days Sunkist (A)	Food and Beverages	
1151	SB000720XC	Beverages (reg soft drinks) drank past 7 days Any Mexican imprted soft drink (A)	Food and Beverages	
1152	SB000716XC	Beverages (reg soft drinks) drank past 7 days Store brand reg soft drink (A)	Food and Beverages	
1153	SB000737XC	Beverages (regular soft drinks) drink most often Cherry Coke (A)	Food and Beverages	
1154	SB000736XC	Beverages (regular soft drinks) drink most often Coca-Cola (A)	Food and Beverages	
1155	SB000735XC	Beverages (regular soft drinks) drink most often Crush (A)	Food and Beverages	
1156	SB000734XC	Beverages (regular soft drinks) drink most often Dr Pepper (A)	Food and Beverages	

ORDER	VARIABLE	DESCRIPTION	CATEGORY	CONSUMPTION
1157	SB000733XC	Beverages (regular soft drinks) drink most often Fanta (A)	Food and Beverages	
1158	SB004206XC	Beverages (regular soft drinks) drink most often Mello Yello (A)	Food and Beverages	
1159	SB000732XC	Beverages (regular soft drinks) drink most often Mountain Dew (A)	Food and Beverages	
1160	SB000731XC	Beverages (regular soft drinks) drink most often Pepsi (A)	Food and Beverages	
1161	SB005023XC	Beverages (regular soft drinks) drink most often Sierra Mist (A)	Food and Beverages	
1162	SB000729XC	Beverages (regular soft drinks) drink most often Sprite (A)	Food and Beverages	
1163	SB000727XC	Beverages (regular soft drinks) drink most often Sunkist (A)	Food and Beverages	
1164	SB004487XC	Beverages (regular soft drinks) drink most often Store brand reg soft drink (A)	Food and Beverages	
1165	SB004968XC	Beverages (reg soft drinks) drink most often Any Mexican imported soft drink (A)	Food and Beverages	
1166	SB000745XC	Beverages (specialty coffee) drink most often Iced specialty coffee (A)	Food and Beverages	
1167	SB000742XC	Beverages (specialty coffee) drank past 7 days Hot specialty coffee (A)	Food and Beverages	
1168	SB000743XC	Beverages (specialty coffee) drank past 7 days Iced specialty coffee (A)	Food and Beverages	
1169	SB000744XC	Beverages (specialty coffee) drink most often Hot specialty coffee (A)	Food and Beverages	
1170	SB000748XC	Beverages (sports drinks) drank past 7 days Gatorade (A)	Food and Beverages	
1171	SB000746XC	Beverages (sports drinks) drank past 7 days PowerAde (A)	Food and Beverages	
1172	SB000750XC	Beverages (sports drinks) drink most often Gatorade (A)	Food and Beverages	
1173	SB000749XC	Beverages (sports drinks) drink most often PowerAde (A)	Food and Beverages	
1174	SB005025XC	Beverages (sports drinks) drink most often Other sports drink (A)	Food and Beverages	
1175	SB000757XC	Beverages (tea in bottles/cans) drank past 7 days Arizona (A)	Food and Beverages	
1176	SB000755XC	Beverages (tea in bottles/cans) drank past 7 days Honest Tea (A)	Food and Beverages	
1177	SB000754XC	Beverages (tea in bottles/cans) drank past 7 days Lipton (A)	Food and Beverages	
1178	SB000752XC	Beverages (tea in bottles/cans) drank past 7 days Snapple (A)	Food and Beverages	
1179	SB000762XC	Beverages (tea in bottles/cans) drink most often Arizona (A)	Food and Beverages	
1180	SB000761XC	Beverages (tea in bottles/cans) drink most often Gold Peak (A)	Food and Beverages	
1181	SB004207XC	Beverages (tea in bottles/cans) drink most often Honest Tea (A)	Food and Beverages	
1182	SB000760XC	Beverages (tea in bottles/cans) drink most often Lipton (A)	Food and Beverages	
1183	SB000758XC	Beverages (tea in bottles/cans) drink most often Snapple (A)	Food and Beverages	
1184	SB003680XC	Convenience stores bought alcohol past 7 days 7-Eleven (H)	Food and Beverages	
1185	SB004214XC	Convenience stores bought alcohol past 7 days Circle K (H)	Food and Beverages	
1186	SB004215XC	Convenience stores bought alcohol past 7 days Speedway (H)	Food and Beverages	
1187	SB003681XC	Convenience stores bought alcohol past 7 days None (H)	Food and Beverages	
1188	SB003682XC	Convenience stores bought any item past 7 days 7-Eleven (H)	Food and Beverages	
1189	SB003683XC	Convenience stores bought any item past 7 days Circle K (H)	Food and Beverages	
1190	SB004216XC	Convenience stores bought any item past 7 days Speedway (H)	Food and Beverages	
1191	SB003684XC	Convenience stores bought any item past 7 days Any convenience store (H)	Food and Beverages	
1192	SB003685XC	Convenience stores bought cigarette/tobacco past 7 dys 7-Eleven (H)	Food and Beverages	
1193	SB003686XC	Convenience stores bought cigarette/tobacco past 7 dys Circle K (H)	Food and Beverages	
1194	SB004217XC	Convenience stores bought cigarette/tobacco past 7 dys Speedway (H)	Food and Beverages	
1195	SB003687XC	Convenience stores bought cigarette/tobacco past 7 dys None (H)	Food and Beverages	
1196	SB003688XC	Convenience stores bought gas past 7 days 7-Eleven (H)	Food and Beverages	
1197	SB003689XC	Convenience stores bought gas past 7 days Circle K (H)	Food and Beverages	
1198	SB004218XC	Convenience stores bought gas past 7 days Speedway (H)	Food and Beverages	
1199	SB003690XC	Convenience stores bought gas past 7 days None (H)	Food and Beverages	
1200	SB003691XC	Convenience stores bought lottery ticket past 7 days 7-Eleven (H)	Food and Beverages	
1201	SB003693XC	Convenience stores bought lottery ticket past 7 days None (H)	Food and Beverages	
1202	SB003694XC	Convenience stores bought other drink past 7 days 7-Eleven (H)	Food and Beverages	
1203	SB003695XC	Convenience stores bought other drink past 7 days Circle K (H)	Food and Beverages	
1204	SB004220XC	Convenience stores bought other drink past 7 days Speedway (H)	Food and Beverages	
1205	SB003696XC	Convenience stores bought other drink past 7 days None (H)	Food and Beverages	
1206	SB003697XC	Convenience stores bought other food past 7 days 7-Eleven (H)	Food and Beverages	
1207	SB004222XC	Convenience stores bought other food past 7 days Speedway (H)	Food and Beverages	
1208	SB003698XC	Convenience stores bought other food past 7 days None (H)	Food and Beverages	
1209	SB003699XC	Convenience stores bought other item past 7 days 7-Eleven (H)	Food and Beverages	
1210	SB003700XC	Convenience stores bought other item past 7 days None (H)	Food and Beverages	
1211	SB003701XC	Convenience stores bought snack/candy past 7 days 7-Eleven (H)	Food and Beverages	
1212	SB003702XC	Convenience stores bought snack/candy past 7 days Circle K (H)	Food and Beverages	
1213	SB004225XC	Convenience stores bought snack/candy past 7 days Speedway (H)	Food and Beverages	
1214	SB003703XC	Convenience stores bought snack/candy past 7 days None (H)	Food and Beverages	
1215	SB003348XC	Coupons frequency of use for groceries More than once a week (H)	Food and Beverages	
1216	SB003349XC	Coupons frequency of use for groceries Once a week (H)	Food and Beverages	
1217	SB003353XC	Coupons frequency of use for groceries Never (H)	Food and Beverages	
1218	SB003358XC	Coupons frequency of use for other products/service Less than once a mnth (H)	Food and Beverages	
1219	SB003359XC	Coupons frequency of use for other products/service Never (H)	Food and Beverages	
1220	SB001039XC	Food products household used past 7 days Baby food (H)	Food and Beverages	
1221	SB001038XC	Food products household used past 7 days Candy (H)	Food and Beverages	
1222	SB001037XC	Food products household used past 7 days Coffee (H)	Food and Beverages	
1223	SB001033XC	Food products household used past 7 days Energy bars/nutrition bars (H)	Food and Beverages	
1224	SB001036XC	Food products household used past 7 days Fresh meat (H)	Food and Beverages	

ORDER	VARIABLE	DESCRIPTION	CATEGORY	CONSUMPTION
1225	SB001035XC	Food products household used past 7 days Frozen pizza (H)	Food and Beverages	
1226	SB001032XC	Food products household used past 7 days Nuts (H)	Food and Beverages	
1227	SB001030XC	Food products household used past 7 days Packaged meat (H)	Food and Beverages	
1228	SB003724XC	Food products household used past 7 days Prepared foods (H)	Food and Beverages	
1229	SB001029XC	Food products household used past 7 days Pretzels, chips, popcorn (H)	Food and Beverages	
1230	SB001028XC	Food products household used past 7 days Ready-to-eat cereal (H)	Food and Beverages	
1231	SB001027XC	Food products household used past 7 days Salsa (H)	Food and Beverages	
1232	SB001026XC	Food products household used past 7 days Soup (canned or dry mix) (H)	Food and Beverages	
1233	SB001025XC	Food products household used past 7 days Tortillas (H)	Food and Beverages	
1234	SB001024XC	Food products household used past 7 days Yogurt (not frozen) (H)	Food and Beverages	
1235	SB001058XC	Grocery stores shopped past 7 days ALDI (H)	Food and Beverages	
1236	SB001056XC	Grocery stores shopped past 7 days BJ's Wholesale Club (H)	Food and Beverages	
1237	SB001055XC	Grocery stores shopped past 7 days Costco (H)	Food and Beverages	
1238	SB001049XC	Grocery stores shopped past 7 days Publix (H)	Food and Beverages	
1239	SB001048XC	Grocery stores shopped past 7 days Safeway (H)	Food and Beverages	
1240	SB001047XC	Grocery stores shopped past 7 days Sams Club (H)	Food and Beverages	
1241	SB001046XC	Grocery stores shopped past 7 days Save-a-Lot (H)	Food and Beverages	
1242	SB001044XC	Grocery stores shopped past 7 days Target/SuperTarget (H)	Food and Beverages	
1243	SB001045XC	Grocery stores shopped past 7 days Trader Joes (H)	Food and Beverages	
1244	SB001042XC	Grocery stores shopped past 7 days Walmart Neighborhood Market (H)	Food and Beverages	
1245	SB001043XC	Grocery stores shopped past 7 days Walmart Supercenter (H)	Food and Beverages	
1246	SB001041XC	Grocery stores shopped past 7 days Whole Foods Market (H)	Food and Beverages	
1247	SB001051XC	Grocery stores shopped past 7 days Any Hispanic grocery store (H)	Food and Beverages	
1248	SB001073XC	Grocery stores where most groceries bought ALDI (H)	Food and Beverages	
1249	SB001072XC	Grocery stores where most groceries bought BJ's Wholesale Club (H)	Food and Beverages	
1250	SB001071XC	Grocery stores where most groceries bought Costco (H)	Food and Beverages	
1251	SB001067XC	Grocery stores where most groceries bought Publix (H)	Food and Beverages	
1252	SB001066XC	Grocery stores where most groceries bought Safeway (H)	Food and Beverages	
1253	SB003731XC	Grocery stores where most groceries bought Save-a-Lot (H)	Food and Beverages	
1254	SB003732XC	Grocery stores where most groceries bought Target/SuperTarget (H)	Food and Beverages	
1255	SB001064XC	Grocery stores where most groceries bought Trader Joes (H)	Food and Beverages	
1256	SB001062XC	Grocery stores where most groceries bought Walmart Neighborhood Market (H)	Food and Beverages	
1257	SB001063XC	Grocery stores where most groceries bought Walmart Supercenter (H)	Food and Beverages	
1258	SB001061XC	Grocery stores where most groceries bought Whole Foods Market (H)	Food and Beverages	
1259	SB001069XC	Grocery stores where most groceries bought Any Hispanic grocery store (H)	Food and Beverages	
1260	SB004685XC	How household usually obtains coupons E-mail (H)	Food and Beverages	
1261	SB004684XC	How household usually obtains coupons In-store circulars (H)	Food and Beverages	
1262	SB004683XC	How household usually obtains coupons In-store coupons (H)	Food and Beverages	
1263	SB004682XC	How household usually obtains coupons Websites/apps (H)	Food and Beverages	
1264	SB004681XC	How household usually obtains coupons Magazines (H)	Food and Beverages	
1265	SB004680XC	How household usually obtains coupons Mail (H)	Food and Beverages	
1266	SB004679XC	How household usually obtains coupons Never use coupons (H)	Food and Beverages	
1267	SB004677XC	How household usually obtains coupons Preferred customer/loyalty card (H)	Food and Beverages	
1268	SB004676XC	How household usually obtains coupons Product packages (H)	Food and Beverages	
1269	SB004675XC	How household usually obtains coupons QR code (mobile device barcode) (H)	Food and Beverages	
1270	SB004674XC	How household usually obtains coupons Sunday newspaper (H)	Food and Beverages	
1271	SB004673XC	How household usually obtains coupons Text messages (H)	Food and Beverages	
1272	SB004672XC	How household usually obtains coupons Weekday newspaper (H)	Food and Beverages	
1273	MM02072XC	Buy Gas- <\$50- 1mo (A)	Gas, Credit Cards and Chains	
1274	MM02070XC	Buy Gas- \$50-\$74- 1mo (A)	Gas, Credit Cards and Chains	
1275	MM02071XC	Buy Gas- \$75-\$99- 1mo (A)	Gas, Credit Cards and Chains	
1276	MM02115XC	Spend on Gas- \$100+- 1mo (A)	Gas, Credit Cards and Chains	
1277	MM02073XC	Buy Gas- 1wk (A)	Gas, Credit Cards and Chains	
1278	MM02073XD	Buy Gas- 1wk - (Gallons/1wk) (A)	Gas, Credit Cards and Chains	Gallons
1279	MM02077XC	Buy Gas- 6mo (A)	Gas, Credit Cards and Chains	
1280	MM02076XC	Buy Gas- 21+ Gallons- 1wk (A)	Gas, Credit Cards and Chains	
1281	MM70202XC	Buy Full-Service Gas- 1wk (A)	Gas, Credit Cards and Chains	
1282	MM70202XD	Buy Full-Service Gas- 1wk - (Gallons/1wk) (A)	Gas, Credit Cards and Chains	Gallons
1283	MM02065XC	Buy Full-Service Gas- 6mo (A)	Gas, Credit Cards and Chains	
1284	MM02090XC	Buy Self-Service Gas- 1wk (A)	Gas, Credit Cards and Chains	
1285	MM02090XD	Buy Self-Service Gas- 1wk - (Gallons/1wk) (A)	Gas, Credit Cards and Chains	Gallons
1286	MM42079XC	Buy Self-Service Gas- 6mo (A)	Gas, Credit Cards and Chains	
1287	MM02086XC	Buy Regular Gas- 1wk (A)	Gas, Credit Cards and Chains	
1288	MM02086XD	Buy Regular Gas- 1wk - (Gallons/1wk) (A)	Gas, Credit Cards and Chains	Gallons
1289	MM42078XC	Buy Regular Grade Gas- 6mo (A)	Gas, Credit Cards and Chains	
1290	MM02078XC	Buy Mid-Grade Gas- 1wk (A)	Gas, Credit Cards and Chains	
1291	MM02078XD	Buy Mid-Grade Gas- 1wk - (Gallons/1wk) (A)	Gas, Credit Cards and Chains	Gallons
1292	MM42076XC	Buy Mid-Grade Gas- 6mo (A)	Gas, Credit Cards and Chains	

ORDER	VARIABLE	DESCRIPTION	CATEGORY	CONSUMPTION
1293	MM02082XC	Buy Premium/Super Gas- 1wk (A)	Gas, Credit Cards and Chains	
1294	MM02082XD	Buy Premium/Super Gas- 1wk - (Gallons/1wk) (A)	Gas, Credit Cards and Chains	Gallons
1295	MM42077XC	Buy Premium/Super Gas- 6mo (A)	Gas, Credit Cards and Chains	
1296	MM02060XC	Buy Diesel Gas- 6mo (A)	Gas, Credit Cards and Chains	
1297	MM61327XC	Buy Unleaded Gas- 1wk (A)	Gas, Credit Cards and Chains	
1298	MM61327XD	Buy Unleaded Gas- 1wk - (Gallons/1wk) (A)	Gas, Credit Cards and Chains	Gallons
1299	MM61329XC	Buy Unleaded Type Gas- 6mo (A)	Gas, Credit Cards and Chains	
1300	MM42060XC	Buy 7-Eleven Gas- 6mo (A)	Gas, Credit Cards and Chains	
1301	MM42061XC	Buy Arco Gas- 6mo (A)	Gas, Credit Cards and Chains	
1302	MM02049XC	Buy Chevron Gas- 6mo (A)	Gas, Credit Cards and Chains	
1303	MM02053XC	Buy CITGO Gas- 6mo (A)	Gas, Credit Cards and Chains	
1304	MM42062XC	Buy Exxon Gas- 6mo (A)	Gas, Credit Cards and Chains	
1305	MM61350XC	Buy Marathon Gas- 6mo (A)	Gas, Credit Cards and Chains	
1306	MM61352XC	Buy Mobil Gas- 1wk (A)	Gas, Credit Cards and Chains	
1307	MM61352XD	Buy Mobil Gas- 1wk - (Gallons/1wk) (A)	Gas, Credit Cards and Chains	Gallons
1308	MM61351XC	Buy Mobil Gas- 6mo (A)	Gas, Credit Cards and Chains	
1309	MM61354XC	Buy Other Brand Gas- 1wk (A)	Gas, Credit Cards and Chains	
1310	MM61354XD	Buy Other Brand Gas- 1wk - (Gallons/1wk) (A)	Gas, Credit Cards and Chains	Gallons
1311	MM61356XC	Buy Other Brand Gas- 6mo (A)	Gas, Credit Cards and Chains	
1312	MM61357XC	Buy Phillips 66 Gas- 6mo (A)	Gas, Credit Cards and Chains	
1313	MM70204XC	Buy Quik Trip Gas- 1wk (A)	Gas, Credit Cards and Chains	
1314	MM70204XD	Buy Quik Trip Gas- 1wk - (Gallons/1wk) (A)	Gas, Credit Cards and Chains	Gallons
1315	MM61360XC	Buy Quik Trip Gas- 6mo (A)	Gas, Credit Cards and Chains	
1316	MM02094XC	Buy Shell Gas- 1wk (A)	Gas, Credit Cards and Chains	
1317	MM02094XD	Buy Shell Gas- 1wk - (Gallons/1wk) (A)	Gas, Credit Cards and Chains	Gallons
1318	MM42063XC	Buy Shell Gas- 6mo (A)	Gas, Credit Cards and Chains	
1319	MM61369XC	Buy Speedway Gas- 6mo (A)	Gas, Credit Cards and Chains	
1320	MM42064XC	Buy Sunoco Gas- 6mo (A)	Gas, Credit Cards and Chains	
1321	MM61370XC	Buy 76 Gas- 6mo (A)	Gas, Credit Cards and Chains	
1322	MM61375XC	Buy Walmart Gas- 1wk (A)	Gas, Credit Cards and Chains	
1323	MM61375XD	Buy Walmart Gas- 1wk - (Gallons/1wk) (A)	Gas, Credit Cards and Chains	Gallons
1324	MM61377XC	Buy Walmart Gas- 6mo (A)	Gas, Credit Cards and Chains	
1325	MM70207XC	Buy Gas 1 time per week (A)	Gas, Credit Cards and Chains	
1326	MM70208XC	Buy Gas 2 times per week (A)	Gas, Credit Cards and Chains	
1327	MM70209XC	Buy Gas 3 times per week (A)	Gas, Credit Cards and Chains	
1328	MM70210XC	Buy Gas Less than 1 time per week (A)	Gas, Credit Cards and Chains	
1329	MM70211XC	Buy Gas More than 3 times per week (A)	Gas, Credit Cards and Chains	
1330	SB003667XC	Actions taken as result of health ads pst 12 mths Made appointment with Dr (A)	Health	
1331	SB003704XC	Current health description Excellent (A)	Health	
1332	SB003705XC	Current health description Very good (A)	Health	
1333	SB003706XC	Current health description Good (A)	Health	
1334	SB003707XC	Current health description Fair (A)	Health	
1335	SB003708XC	Current health description Poor (A)	Health	
1336	SB001080XC	Group insurance companies Aetna (A)	Health	
1337	SB001079XC	Group insurance companies Blue Cross & Blue Shield (A)	Health	
1338	SB001078XC	Group insurance companies CIGNA (A)	Health	
1339	SB001075XC	Group insurance companies United Healthcare (A)	Health	
1340	SB001076XC	Group insurance companies No group insurance (A)	Health	
1341	SB001089XC	Group or individual insurance companies Aetna (A)	Health	
1342	SB001086XC	Group or individual insurance companies Blue Cross & Blue Shield (A)	Health	
1343	SB001085XC	Group or individual insurance companies CIGNA (A)	Health	
1344	SB001083XC	Group or individual insurance companies Humana (A)	Health	
1345	SB001081XC	Group or individual insurance companies United Healthcare (A)	Health	
1346	SB001087XC	Group or individual insurance companies Any health insurance (A)	Health	
1347	SB003973XC	How often usually smoke cigarettes Every day (A)	Health	
1348	SB003974XC	How often usually smoke cigarettes Some days (A)	Health	
1349	SB003975XC	How often usually smoke cigarettes Not at all (A)	Health	
1350	SB001092XC	Individual insurance companies Humana (A)	Health	
1351	SB001090XC	Individual insurance companies United Healthcare (A)	Health	
1352	SB001091XC	Individual insurance companies No individual insurance (A)	Health	
1353	SB001170XC	Medical services HHLD received past 3 years Any overnight stay procedure (H)	Health	
1354	SB001183XC	Medical services HHLD received past 3 years Cancer/oncology (H)	Health	
1355	SB001181XC	Medical services HHLD received past 3 years Cardiac care (H)	Health	
1356	SB001180XC	Medical services HHLD received past 3 years Corrective eye surgery (H)	Health	
1357	SB001179XC	Medical services HHLD received past 3 years Hospital emergency room (H)	Health	
1358	SB001178XC	Medical services HHLD received past 3 years Maternity care (H)	Health	
1359	SB001177XC	Medical services HHLD received past 3 years Mental healthcare (H)	Health	
1360	SB001174XC	Medical services HHLD received past 3 years Orthopedics (H)	Health	

ORDER	VARIABLE	DESCRIPTION	CATEGORY	CONSUMPTION
1361	SB001173XC	Medical services HHLD received past 3 years Pediatrics (H)	Health	
1362	SB001175XC	Medical services HHLD received past 3 years Teeth whitening, veneers (H)	Health	
1363	SB001172XC	Medical services HHLD received past 3 years Treatment for substance abuse (H)	Health	
1364	SB001171XC	Medical services HHLD received past 3 years Urgent care facility (H)	Health	
1365	SB001196XC	Medical services HHLD used at hospital past 3 years Any hospital service (H)	Health	
1366	SB001184XC	Medical services HHLD used at hospital past 3 years Any overnight stay (H)	Health	
1367	SB001195XC	Medical services HHLD used at hospital past 3 years Cancer/oncology (H)	Health	
1368	SB001194XC	Medical services HHLD used at hospital past 3 years Cardiac care (H)	Health	
1369	SB001193XC	Medical services HHLD used at hospital past 3 years Corrective eye surgery (H)	Health	
1370	SB005192XC	Medical services HHLD used at hospital past 3 years Cosmetic surgery (H)	Health	
1371	SB001192XC	Medical services HHLD used at hospital past 3 years Hospital emergency room (H)	Health	
1372	SB001191XC	Medical services HHLD used at hospital past 3 years Maternity care (H)	Health	
1373	SB001190XC	Medical services HHLD used at hospital past 3 years Mental healthcare (H)	Health	
1374	SB001187XC	Medical services HHLD used at hospital past 3 years Orthopedics (H)	Health	
1375	SB001186XC	Medical services HHLD used at hospital past 3 years Pediatrics (H)	Health	
1376	SB004984XC	Medical services HHLD at hospital past 3 years Treatment for Substance Abuse (H)	Health	
1377	SB001188XC	Medical services HHLD used at hospital past 3 years None (H)	Health	
1378	SB001208XC	Medical services HHLD used at oth med facility pst 3 yrs Cancer/oncology (H)	Health	
1379	SB001207XC	Medical services HHLD used at oth med facility pst 3 yrs Cardiac care (H)	Health	
1380	SB001206XC	Medical services HHLD used at oth med facility pst 3 yrs Corrective eye surgery (H)	Health	
1381	SB004990XC	Medical services HHLD used at oth med facility pst 3 yrs Cosmetic surgery (H)	Health	
1382	SB001205XC	Medical services HHLD used at oth med facility pst 3 yrs Maternity care (H)	Health	
1383	SB001204XC	Medical services HHLD used at oth med facility pst 3 yrs Mental healthcare (H)	Health	
1384	SB001200XC	Medical services HHLD used at oth med facility pst 3 yrs Orthopedics (H)	Health	
1385	SB001209XC	Medical services HHLD used at oth med facility pst 3 yrs Other med facility (H)	Health	
1386	SB001199XC	Medical services HHLD used at oth med facility pst 3 yrs Pediatrics (H)	Health	
1387	SB001202XC	Medical services HHLD used at oth med facility pst 3 yrs Teeth whitening (H)	Health	
1388	SB004985XC	Medical services HHLD used at oth med facility pst 3 yrs Treatment for Subst (H)	Health	
1389	SB001198XC	Medical services HHLD used at oth med facility pst 3 yrs Urgent care facility (H)	Health	
1390	SB001201XC	Medical services HHLD used at oth med facility pst 3 yrs None (H)	Health	
1391	SB001110XC	Medications reasons bought past 12 months Allergies (A)	Health	
1392	SB004178XC	Medications reasons bought past 12 months Anxiety/depression (A)	Health	
1393	SB001109XC	Medications reasons bought past 12 months Arthritis (A)	Health	
1394	SB001107XC	Medications reasons bought past 12 months Childrens medicine (A)	Health	
1395	SB001106XC	Medications reasons bought past 12 months Cholesterol (A)	Health	
1396	SB001105XC	Medications reasons bought past 12 months Cold or flu (A)	Health	
1397	SB001102XC	Medications reasons bought past 12 months Diabetes (A)	Health	
1398	SB001103XC	Medications reasons bought past 12 months Digestive disorder (A)	Health	
1399	SB001101XC	Medications reasons bought past 12 months High blood pressure (A)	Health	
1400	SB001122XC	NonRX/health/beauty items:Stores bought past 30 days Any drug store bought (A)	Health	
1401	SB001120XC	NonRX/health/beauty items:Stores bought past 30 days By mail order (A)	Health	
1402	SB001119XC	NonRX/health/beauty items:Stores bought past 30 days Costco (A)	Health	
1403	SB001118XC	NonRX/health/beauty items:Stores bought past 30 days CVS (A)	Health	
1404	SB001115XC	NonRX/health/beauty items:Stores bought past 30 days Rite Aid (A)	Health	
1405	SB001114XC	NonRX/health/beauty items:Stores bought past 30 days Sams Club (A)	Health	
1406	SB001111XC	NonRX/health/beauty items:Stores bought past 30 days Walgreens (A)	Health	
1407	SB001112XC	NonRX/health/beauty items:Stores bought past 30 days Walmart (A)	Health	
1408	SB001117XC	NonRX/health/beauty items:Stores bought past 30 days Did not buy (A)	Health	
1409	SB005133XC	NonRX/health/beauty items:Stores bought past 30 days Any marijuana dispensary (A)	Health	
1410	SB001133XC	Prescription drugs (RX):Stores bought past 30 days Any drug store bought (A)	Health	
1411	SB001132XC	Prescription drugs (RX):Stores bought past 30 days By mail order (A)	Health	
1412	SB001131XC	Prescription drugs (RX):Stores bought past 30 days Costco (A)	Health	
1413	SB001130XC	Prescription drugs (RX):Stores bought past 30 days CVS (A)	Health	
1414	SB001127XC	Prescription drugs (RX):Stores bought past 30 days Rite Aid (A)	Health	
1415	SB001123XC	Prescription drugs (RX):Stores bought past 30 days Walgreens (A)	Health	
1416	SB001124XC	Prescription drugs (RX):Stores bought past 30 days Walmart (A)	Health	
1417	SB001129XC	Prescription drugs (RX):Stores bought past 30 days Did not buy (A)	Health	
1418	SB005134XC	Prescription drugs (RX):Stores bought past 30 days Any marijuana dispensary (A)	Health	
1419	SB001142XC	RX/nonRX/health/beauty items:Stores bought past 30 days Any drug store (A)	Health	
1420	SB001141XC	RX/nonRX/health/beauty items:Stores bought past 30 days By mail order (A)	Health	
1421	SB001140XC	RX/nonRX/health/beauty items:Stores bought past 30 days Costco (A)	Health	
1422	SB001139XC	RX/nonRX/health/beauty items:Stores bought past 30 days CVS (A)	Health	
1423	SB001137XC	RX/nonRX/health/beauty items:Stores bought past 30 days Rite Aid (A)	Health	
1424	SB003995XC	RX/nonRX/health/beauty items:Stores bought past 30 days Sams Club (A)	Health	
1425	SB001134XC	RX/nonRX/health/beauty items:Stores bought past 30 days Walgreens (A)	Health	
1426	SB001135XC	RX/nonRX/health/beauty items:Stores bought past 30 days Walmart (A)	Health	
1427	SB005135XC	RX/nonRX/health/beauty items:Stores bought past 30 days Any marijuana dispensary (A)	Health	
1428	SB001152XC	Specialists used past 12 months Cardiologist (A)	Health	

ORDER	VARIABLE	DESCRIPTION	CATEGORY	CONSUMPTION
1429	SB001151XC	Specialists used past 12 months Chiropractor (A)	Health	
1430	SB001150XC	Specialists used past 12 months Dentist (A)	Health	
1431	SB001149XC	Specialists used past 12 months Eye doctor (ophthalmologist) (A)	Health	
1432	SB001148XC	Specialists used past 12 months Eye examiner (optometrist) (A)	Health	
1433	SB001145XC	Specialists used past 12 months OB/GYN (A)	Health	
1434	SB003947XC	Specialists used past 12 months Orthopedist (A)	Health	
1435	SB001144XC	Specialists used past 12 months Other specialist (A)	Health	
1436	SB003948XC	Specialists used past 12 months Physical therapist (A)	Health	
1437	SB001143XC	Specialists used past 12 months Skin doctor (dermatologist) (A)	Health	
1438	SB001146XC	Specialists used past 12 months None (A)	Health	
1439	SB001161XC	Stores bought glasses/contacts for self past 12 months Americas Best (A)	Health	
1440	SB001160XC	Stores bought glasses/contacts for self past 12 months A doctors office (A)	Health	
1441	SB001158XC	Stores bought glasses/contacts for self past 12 months Costco Optical (A)	Health	
1442	SB001156XC	Stores bought glasses/contacts for self past 12 months LensCrafters (A)	Health	
1443	SB004499XC	Stores bought glasses/contacts for self past 12 months Target Optical (A)	Health	
1444	SB001154XC	Stores bought glasses/contacts for self past 12 months Visionworks (A)	Health	
1445	SB001153XC	Stores bought glasses/contacts for self past 12 months Walmart Vision Center (A)	Health	
1446	SB001159XC	Stores bought glasses/contacts for self past 12 mo Mail order/phone/online (A)	Health	
1447	SB001157XC	Stores bought glasses/contacts for self past 12 months Did not buy (A)	Health	
1448	SB003806XC	Tobacco/other nicotine products used past 30 days Cigarette (A)	Health	
1449	SB003807XC	Tobacco/other nicotine products used past 30 days Electronic cigarette (A)	Health	
1450	SB005136XC	Tobacco/other related products used past 30 days Marijuana/cannabis (A)	Health	
1451	SB003812XC	Tobacco/other nicotine products used past 30 days None (A)	Health	
1452	SB005054XC	Tried to quit smoking past 12 months Yes (A)	Health	
1453	SB005055XC	Tried to quit smoking past 12 months No (A)	Health	
1454	SB001169XC	Type of health insurance HMO (Health Maintenance Organization) (A)	Health	
1455	SB001168XC	Type of health insurance Medicaid/public assistance/welfare (A)	Health	
1456	SB001167XC	Type of health insurance Medicare (Social Security health insurance program) (A)	Health	
1457	SB001166XC	Type of health insurance Military health insurance (CHAMPUS/TRICARE) (A)	Health	
1458	SB001162XC	Type of health insurance POS (Point of Service) (A)	Health	
1459	SB001163XC	Type of health insurance PPO (Preferred Provider Organization) (A)	Health	
1460	SB001164XC	Type of health insurance Other type of health insurance (A)	Health	
1461	SB001165XC	Type of health insurance None (A)	Health	
1462	NFTHH002XC	Household Income: < \$10K	Household Detailed Demographics	
1463	NFTHH003XC	Household Income: \$10K-\$19K	Household Detailed Demographics	
1464	NFTHH004XC	Household Income: \$20K-\$29K	Household Detailed Demographics	
1465	NFTHH005XC	Household Income: \$30K-\$39K	Household Detailed Demographics	
1466	NFTHH006XC	Household Income: \$40K-\$49K	Household Detailed Demographics	
1467	NFTHH007XC	Household Income: \$50K-\$74K	Household Detailed Demographics	
1468	NFTHH008XC	Household Income: \$75K-\$99K	Household Detailed Demographics	
1469	NFTHH009XC	Household Income: \$100K-\$149K	Household Detailed Demographics	
1470	NFTHH010XC	Household Income: \$150K-\$199K	Household Detailed Demographics	
1471	NFTHH011XC	Household Income: \$200K-\$249K	Household Detailed Demographics	
1472	NFTHH012XC	Household Income: \$250K-\$499K	Household Detailed Demographics	
1473	NFTHH013XC	Household Income: \$500K+	Household Detailed Demographics	
1474	NFTHH018XC	Age: 18-24	Household Detailed Demographics	
1475	NFTHH019XC	Age: 25-34	Household Detailed Demographics	
1476	NFTHH020XC	Age: 35-44	Household Detailed Demographics	
1477	NFTHH021XC	Age: 45-54	Household Detailed Demographics	
1478	NFTHH022XC	Age: 55-64	Household Detailed Demographics	
1479	NFTHH023XC	Age: 65-74	Household Detailed Demographics	
1480	NFTHH024XC	Age: 75+	Household Detailed Demographics	
1481	NFTHH104XC	Household Origin/Descent: Hispanic	Household Detailed Demographics	
1482	NFTHH105XC	Race: Caucasian	Household Detailed Demographics	
1483	NFTHH106XC	Race: Black/African-American	Household Detailed Demographics	
1484	NFTHH107XC	Race: Asian	Household Detailed Demographics	
1485	NFTHH108XC	Race: American Indian or Alaska Native	Household Detailed Demographics	
1486	NFTHH109XC	Race: Other	Household Detailed Demographics	
1487	NFTHH028XC	Marital Status: Married	Household Detailed Demographics	
1488	NFTHH029XC	Marital Status: Single/Never Married	Household Detailed Demographics	
1489	NFTHH110XC	Marital Status: Divorced or Separated	Household Detailed Demographics	
1490	NFTHH031XC	Marital Status: Widowed	Household Detailed Demographics	
1491	NFTHH032XC	Marital Status: Other	Household Detailed Demographics	
1492	NFTHH033XC	Household Size: 1 Person	Household Detailed Demographics	
1493	NFTHH034XC	Household Size: 2 People	Household Detailed Demographics	
1494	NFTHH035XC	Household Size: 3 or 4 People	Household Detailed Demographics	
1495	NFTHH036XC	Household Size: 5+ People	Household Detailed Demographics	
1496	NFTHH037XC	Number of children in Household: 1 Child	Household Detailed Demographics	

ORDER	VARIABLE	DESCRIPTION	CATEGORY	CONSUMPTION
1497	NFTHH038XC	Number of children in Household: 2 Children	Household Detailed Demographics	
1498	NFTHH039XC	Number of children in Household: 3 Children	Household Detailed Demographics	
1499	NFTHH040XC	Number of children in Household: 4 or More Children	Household Detailed Demographics	
1500	NFTHH042XC	Households with Children	Household Detailed Demographics	
1501	NFTHH043XC	Households with No Children	Household Detailed Demographics	
1502	NFTHH044XC	Households with Children <6 Years	Household Detailed Demographics	
1503	NFTHH045XC	Households with Children 6-12 Years	Household Detailed Demographics	
1504	NFTHH046XC	Households with Children 13-17 Years	Household Detailed Demographics	
1505	NFTHH048XC	Tenure: Owns Home	Household Detailed Demographics	
1506	NFTHH049XC	Tenure: Rents Home	Household Detailed Demographics	
1507	NFTHH050XC	Home Value: <\$50K	Household Detailed Demographics	
1508	NFTHH051XC	Home Value: \$50K-\$99K	Household Detailed Demographics	
1509	NFTHH052XC	Home Value: \$100K-\$149K	Household Detailed Demographics	
1510	NFTHH053XC	Home Value: \$150K-\$199K	Household Detailed Demographics	
1511	NFTHH054XC	Home Value: \$200K-\$499K	Household Detailed Demographics	
1512	NFTHH055XC	Home Value: \$500K-\$999K	Household Detailed Demographics	
1513	NFTHH056XC	Home Value: \$1 Million+	Household Detailed Demographics	
1514	NFTHH058XC	Length of Residence: < 1 Year	Household Detailed Demographics	
1515	NFTHH059XC	Length of Residence: 1-4 Years	Household Detailed Demographics	
1516	NFTHH060XC	Length of Residence: 5-9 Years	Household Detailed Demographics	
1517	NFTHH061XC	Length of Residence: 10+ Years	Household Detailed Demographics	
1518	NFTHH062XC	Education: Some High School	Household Detailed Demographics	
1519	NFTHH063XC	Education: High School Graduate	Household Detailed Demographics	
1520	NFTHH064XC	Education: Some College	Household Detailed Demographics	
1521	NFTHH065XC	Education: Undergraduate Degree	Household Detailed Demographics	
1522	NFTHH111XC	Education: Some Postgraduate Work	Household Detailed Demographics	
1523	NFTHH066XC	Education: Graduate Degree	Household Detailed Demographics	
1524	NFTHH118XC	Employment Status: Employed Full Time	Household Detailed Demographics	
1525	NFTHH113XC	Employment Status: Employed Part Time	Household Detailed Demographics	
1526	NFTHH114XC	Employment Status: Self-Employed	Household Detailed Demographics	
1527	NFTHH115XC	Employment Status: Unemployed	Household Detailed Demographics	
1528	NFTHH116XC	Employment Status: Retired	Household Detailed Demographics	
1529	NFTHH117XC	Employment Status: Student	Household Detailed Demographics	
1530	NFTHH112XC	Employment Status: Homemaker	Household Detailed Demographics	
1531	NFTHH073XC	Occupation Category: Management/Business/Financial	Household Detailed Demographics	
1532	NFTHH074XC	Occupation Category: Professional	Household Detailed Demographics	
1533	NFTHH075XC	Occupation Category: Sales/Office Worker	Household Detailed Demographics	
1534	NFTHH076XC	Occupation Category: Natural Resources/Construction/Maintenance	Household Detailed Demographics	
1535	NFTHH077XC	Occupation Category: Other	Household Detailed Demographics	
1536	NFTHH078XC	Occupation: Management (Chief Executive, Upper Managers, Superintendent)	Household Detailed Demographics	
1537	NFTHH079XC	Occupation: Business/Financial Operations (Agent, Accountant, Financial Analyst)	Household Detailed Demographics	
1538	NFTHH080XC	Occupation: Computer and Mathematical (Programmer, DBA, Actuary, Statistician)	Household Detailed Demographics	
1539	NFTHH081XC	Occupation: Architecture and Engineering (Architect, Engineer)	Household Detailed Demographics	
1540	NFTHH083XC	Occupation: Community/Social Services (Counselor, Social/Religious Worker)	Household Detailed Demographics	
1541	NFTHH084XC	Occupation: Legal (Lawyer, Paralegal, Judge)	Household Detailed Demographics	
1542	NFTHH085XC	Occupation: Education (Teacher, Professor, Librarian)	Household Detailed Demographics	
1543	NFTHH086XC	Occupation: Art, Design, Entertainment, Media (Artist, Entertainer, Writer, PR)	Household Detailed Demographics	
1544	NFTHH087XC	Occupation: Healthcare Practitioners (Doctor, Nurse, Chiropractor, Dentist)	Household Detailed Demographics	
1545	NFTHH088XC	Occupation: Healthcare Support (Nursing Aide, Dental Asst, Massage Therapist)	Household Detailed Demographics	
1546	NFTHH089XC	Occupation: Protective Service (Police, Fire Fighter, Detective)	Household Detailed Demographics	
1547	NFTHH090XC	Occupation: Food Preparation and Service (Chef, Cook, Waiter, Food Service)	Household Detailed Demographics	
1548	NFTHH091XC	Occupation: Building and Grounds Service (Landscaping, Housekeeping, Janitor)	Household Detailed Demographics	
1549	NFTHH092XC	Occupation: Personal Care and Service (Barber, Child Care, Animal Trainer)	Household Detailed Demographics	
1550	NFTHH093XC	Occupation: Sales (Cashier, Sales Representative, Telemarketer)	Household Detailed Demographics	
1551	NFTHH094XC	Occupation: Office/Administrative Support (Secretary, Clerk, Bank Teller)	Household Detailed Demographics	
1552	NFTHH096XC	Occupation: Construction (Mason, Carpenter, Electrician)	Household Detailed Demographics	
1553	NFTHH097XC	Occupation: Installation, Maintenance, and Repair (Electrical, HVAC, Mechanic)	Household Detailed Demographics	
1554	NFTHH098XC	Occupation: Production (Baker, Metal/Woodworker, Assembler, Plant Operator)	Household Detailed Demographics	
1555	NFTHH099XC	Occupation: Transportation (Pilot, Driver, Railway worker)	Household Detailed Demographics	
1556	NFTHH014XC	Household Income: < \$30K	Household Summary Demographics	
1557	NFTHH015XC	Household Income: \$30K-\$74K	Household Summary Demographics	
1558	NFTHS008XC	Household Income: \$75K-\$99K	Household Summary Demographics	
1559	NFTHH016XC	Household Income: \$100K+	Household Summary Demographics	
1560	NFTHH025XC	Age: 18-34	Household Summary Demographics	
1561	NFTHH026XC	Age: 35-54	Household Summary Demographics	
1562	NFTHH027XC	Age: 55+	Household Summary Demographics	
1563	NFTHS042XC	Households with Children	Household Summary Demographics	
1564	NFTHS043XC	Households with No Children	Household Summary Demographics	

ORDER	VARIABLE	DESCRIPTION	CATEGORY	CONSUMPTION
1565	NFTHS044XC	Households with Children <6 Years	Household Summary Demographics	
1566	NFTHH047XC	Households with Children 6 to 17 Years	Household Summary Demographics	
1567	NFTHS048XC	Tenure: Owns Home	Household Summary Demographics	
1568	NFTHS049XC	Tenure: Rents Home	Household Summary Demographics	
1569	MM02235XC	Buy Any Household Appliances- 1yr (H)	Hardware and Appliances	
1570	MM61394XC	Buy Any Large Kitchen/Cooking Appliance- 1yr (H)	Hardware and Appliances	
1571	MM02236XC	Buy Any Lawn Mower- 1yr (H)	Hardware and Appliances	
1572	MM61395XC	Buy Any Small Kitchen Appliances- 1yr (H)	Hardware and Appliances	
1573	MM02238XC	Buy Automatic Dishwasher- 1yr (H)	Hardware and Appliances	
1574	MM70212XC	Buy Coffee maker-auto drip- 1yr (H)	Hardware and Appliances	
1575	MM02240XC	Buy Automotive Tools- 1yr (H)	Hardware and Appliances	
1576	MM02256XC	Buy Electric Blender- 1yr (H)	Hardware and Appliances	
1577	MM02258XC	Buy Electric Clothes Dryer- 1yr (H)	Hardware and Appliances	
1578	MM50177XC	Buy High Efficiency Washing Machine- 1yr (H)	Hardware and Appliances	
1579	MM02285XC	Buy Refrigerator- 1yr (H)	Hardware and Appliances	
1580	MM70301XC	Own Air Cleaner - Electronic (H)	Hardware and Appliances	
1581	MM61398XC	Own Air Compressor (Not 12 Volt Inflator)- (H)	Hardware and Appliances	
1582	MM61399XC	Own Air Conditioner (H)	Hardware and Appliances	
1583	MM02296XC	Own Air Purifier Machine (H)	Hardware and Appliances	
1584	MM61400XC	Own Any Appliance for Climate Control (H)	Hardware and Appliances	
1585	MM02297XC	Own Any Household Appliances (H)	Hardware and Appliances	
1586	MM61401XC	Own Any Large Kitchen/Cooking Appliance (H)	Hardware and Appliances	
1587	MM02298XC	Own Any Lawn Mower (H)	Hardware and Appliances	
1588	MM61402XC	Own Any Small Kitchen Appliances (H)	Hardware and Appliances	
1589	MM61403XC	Own Any Tools (H)	Hardware and Appliances	
1590	MM61404XC	Own Attic/Whole House Fan (H)	Hardware and Appliances	
1591	MM02301XC	Own Automatic Setback Thermostat (H)	Hardware and Appliances	
1592	MM02303XC	Own Automotive Tools (H)	Hardware and Appliances	
1593	MM02304XC	Own Bread Machine (H)	Hardware and Appliances	
1594	MM02305XC	Own Built-in Electric Range Oven (H)	Hardware and Appliances	
1595	MM02306XC	Own Built-in Gas Range Oven (H)	Hardware and Appliances	
1596	MM02308XC	Own Canister Vacuum Cleaner (H)	Hardware and Appliances	
1597	MM02309XC	Own Car Vacuum (H)	Hardware and Appliances	
1598	MM02310XC	Own Carpet Steam Cleaner (H)	Hardware and Appliances	
1599	MM02311XC	Own Ceiling Fan (H)	Hardware and Appliances	
1600	MM02312XC	Own Central Air Conditioner (H)	Hardware and Appliances	
1601	MM02313XC	Own Central Heating- Electric (H)	Hardware and Appliances	
1602	MM70302XC	Own Central Heating - Natural Gas (H)	Hardware and Appliances	
1603	MM61405XC	Own Central Heating- Oil (H)	Hardware and Appliances	
1604	MM70303XC	Own Central Heating - Propane (H)	Hardware and Appliances	
1605	MM02315XC	Own Charcoal Grill (H)	Hardware and Appliances	
1606	MM61406XC	Own Chipper/Shredder (H)	Hardware and Appliances	
1607	MM61407XC	Own Coal/Wood Stove(H)	Hardware and Appliances	
1608	MM61408XC	Own Coffee Maker - Automatic Drip (H)	Hardware and Appliances	
1609	MM70213XC	Own Coffee Maker -French Press (H)	Hardware and Appliances	
1610	MM61411XC	Own Coffee Maker -Electric Perk (H)	Hardware and Appliances	
1611	MM61410XC	Own Coffee Maker - Single Cup/Pod Brewing System (H)	Hardware and Appliances	
1612	MM02317XC	Own Combination Range/Microwave Oven (H)	Hardware and Appliances	
1613	MM61412XC	Own Continuous Cleaning Oven (H)	Hardware and Appliances	
1614	MM61413XC	Own Convection Oven (H)	Hardware and Appliances	
1615	MM02318XC	Own Cook Top Stove (H)	Hardware and Appliances	
1616	MM61414XC	Own Decorative Paint Tolls/Kits (H)	Hardware and Appliances	
1617	MM02322XC	Own Deep Fryer (H)	Hardware and Appliances	
1618	MM02323XC	Own Dehumidifier (H)	Hardware and Appliances	
1619	MM02300XC	Own Dishwasher (H)	Hardware and Appliances	
1620	MM61415XC	Own Driver Bits (H)	Hardware and Appliances	
1621	MM02325XC	Own Electric Blender (H)	Hardware and Appliances	
1622	MM02326XC	Own Electric Can Opener (H)	Hardware and Appliances	
1623	MM61416XC	Own Electric Car Polisher (H)	Hardware and Appliances	
1624	MM02327XC	Own Electric Chain Saw (H)	Hardware and Appliances	
1625	MM02328XC	Own Electric Clothes Dryer (H)	Hardware and Appliances	
1626	MM02329XC	Own Electric Coffee Grinder (H)	Hardware and Appliances	
1627	MM02319XC	Own Electric Corded Drill (H)	Hardware and Appliances	
1628	MM02320XC	Own Electric Cordless Drill (H)	Hardware and Appliances	
1629	MM02321XC	Own Electric Cordless Screwdriver (H)	Hardware and Appliances	
1630	MM02330XC	Own Electric Food Processor (H)	Hardware and Appliances	
1631	MM02331XC	Own Electric Fry Pan (H)	Hardware and Appliances	
1632	MM61417XC	Own Electric Grill-Outdoor (H)	Hardware and Appliances	

ORDER	VARIABLE	DESCRIPTION	CATEGORY	CONSUMPTION
1633	MM02332XC	Own Electric Indoor Grill (H)	Hardware and Appliances	
1634	MM02334XC	Own Electric Juicer (H)	Hardware and Appliances	
1635	MM61418XC	Own Electric Knife (H)	Hardware and Appliances	
1636	MM02335XC	Own Electric Lawn Mower (H)	Hardware and Appliances	
1637	MM02336XC	Own Electric Popcorn Maker (H)	Hardware and Appliances	
1638	MM61419XC	Own Electric Router (H)	Hardware and Appliances	
1639	MM61420XC	Own Electric Sander (H)	Hardware and Appliances	
1640	MM02337XC	Own Electric Slow Cooker (H)	Hardware and Appliances	
1641	MM02338XC	Own Electric Space Heater (H)	Hardware and Appliances	
1642	MM02339XC	Own Electric Steam Cooker (H)	Hardware and Appliances	
1643	MM02340XC	Own Electric Stove/Range (H)	Hardware and Appliances	
1644	MM02341XC	Own Electric Toaster (H)	Hardware and Appliances	
1645	MM02342XC	Own Electric Toaster Oven (H)	Hardware and Appliances	
1646	MM02343XC	Own Electric Trimmer/Edger (H)	Hardware and Appliances	
1647	MM02345XC	Own Electric/Gas Chain Saw (H)	Hardware and Appliances	
1648	MM02346XC	Own Espresso/Cappuccino Maker (H)	Hardware and Appliances	
1649	MM61421XC	Own Fan (H)	Hardware and Appliances	
1650	MM02347XC	Own Fireplace (H)	Hardware and Appliances	
1651	MM02348XC	Own Garage Door Opener (H)	Hardware and Appliances	
1652	MM02349XC	Own Garbage Disposer (H)	Hardware and Appliances	
1653	MM02350XC	Own Gas Chain Saw (H)	Hardware and Appliances	
1654	MM02351XC	Own Gas Clothes Dryer (H)	Hardware and Appliances	
1655	MM02352XC	Own Gas Grill (H)	Hardware and Appliances	
1656	MM02353XC	Own Gas Lawn Mower (H)	Hardware and Appliances	
1657	MM02354XC	Own Gas Stove/Range (H)	Hardware and Appliances	
1658	MM02355XC	Own Gas Trimmer/Edger (H)	Hardware and Appliances	
1659	MM61422XC	Own Glue Gun (H)	Hardware and Appliances	
1660	MM02356XC	Own Hand Held Electric Mixer (H)	Hardware and Appliances	
1661	MM61423XC	Own Hand Tools (H)	Hardware and Appliances	
1662	MM02357XC	Own Hand-Held Vacuum Cleaner (H)	Hardware and Appliances	
1663	MM02358XC	Own Heat Pump (H)	Hardware and Appliances	
1664	MM50179XC	Own High Efficiency Washing Machine (H)	Hardware and Appliances	
1665	MM61424XC	Own Home Fire Extinguisher (H)	Hardware and Appliances	
1666	MM02359XC	Own Hot Tub/Whirlpool Spa (H)	Hardware and Appliances	
1667	MM02360XC	Own Hot Water Heater (H)	Hardware and Appliances	
1668	MM02361XC	Own Humidifier (H)	Hardware and Appliances	
1669	MM02362XC	Own Ice Cream Maker (H)	Hardware and Appliances	
1670	MM02333XC	Own Iron (H)	Hardware and Appliances	
1671	MM61425XC	Own Jig/Sabre saw (portable) (H)	Hardware and Appliances	
1672	MM61426XC	Own Lawn or garden tractor (H)	Hardware and Appliances	
1673	MM61427XC	Own Lawn sprinkler (H)	Hardware and Appliances	
1674	MM61428XC	Own Leaf shredder (H)	Hardware and Appliances	
1675	MM02364XC	Own Microwave Cookware (H)	Hardware and Appliances	
1676	MM02365XC	Own Microwave Oven (H)	Hardware and Appliances	
1677	MM61430XC	Own Outdoor blower (electric) (H)	Hardware and Appliances	
1678	MM61431XC	Own Outdoor blower (gas) (H)	Hardware and Appliances	
1679	MM02366XC	Own Paint Sprayer (H)	Hardware and Appliances	
1680	MM02367XC	Own Pasta Machine (H)	Hardware and Appliances	
1681	MM61432XC	Own Pliers (H)	Hardware and Appliances	
1682	MM61433XC	Own Pneumatic tools (H)	Hardware and Appliances	
1683	MM02368XC	Own Portable Circular Saw (H)	Hardware and Appliances	
1684	MM50441XC	Own Portable Generator (H)	Hardware and Appliances	
1685	MM61434XC	Own Power ratchet, cordless (H)	Hardware and Appliances	
1686	MM02369XC	Own Pressure Cooker (H)	Hardware and Appliances	
1687	MM02370XC	Own Range Hood (H)	Hardware and Appliances	
1688	MM02371XC	Own Rechargeable Flashlight (H)	Hardware and Appliances	
1689	MM02372XC	Own Refrigerator (H)	Hardware and Appliances	
1690	MM02373XC	Own Riding Lawn Mower (H)	Hardware and Appliances	
1691	MM61435XC	Own Saw blades (H)	Hardware and Appliances	
1692	MM02374XC	Own Separate Freezer (H)	Hardware and Appliances	
1693	MM02375XC	Own Sewing Machine (H)	Hardware and Appliances	
1694	MM61436XC	Own Shears (non-electric) (H)	Hardware and Appliances	
1695	MM61437XC	Own Shovel (H)	Hardware and Appliances	
1696	MM70304XC	Owns	Hardware and Appliances	
1697	MM02376XC	Own Smoke/Fire Detector (H)	Hardware and Appliances	
1698	MM02377XC	Own Snow Blower (H)	Hardware and Appliances	
1699	MM70214XC	Own Smoker (H)	Hardware and Appliances	
1700	MM50180XC	Own Standard Washing Machine (H)	Hardware and Appliances	

ORDER	VARIABLE	DESCRIPTION	CATEGORY	CONSUMPTION
1701	MM61438XC	Own Staple gun (H)	Hardware and Appliances	
1702	MM61439XC	Own Stationary band saw (H)	Hardware and Appliances	
1703	MM61440XC	Own Stationary drill press (H)	Hardware and Appliances	
1704	MM02379XC	Own Stationary Electric Mixer (H)	Hardware and Appliances	
1705	MM61441XC	Own Stationary radial arm saw (H)	Hardware and Appliances	
1706	MM02380XC	Own Stationary Table Saw (H)	Hardware and Appliances	
1707	MM61442XC	Own Tiller (garden) (H)	Hardware and Appliances	
1708	MM02382XC	Own Upright Vacuum Cleaner (H)	Hardware and Appliances	
1709	MM61443XC	Own Vacuum Sealer (H)	Hardware and Appliances	
1710	MM02384XC	Own Water Filter (H)	Hardware and Appliances	
1711	MM02385XC	Own Water Softener (H)	Hardware and Appliances	
1712	MM61444XC	Own Welder (H)	Hardware and Appliances	
1713	MM02386XC	Own Wet-Dry Shop Vacuum (H)	Hardware and Appliances	
1714	MM70305XC	Own WiFi Security System (H)	Hardware and Appliances	
1715	MM70306XC	Own Wired Security System (H)	Hardware and Appliances	
1716	MM02387XC	Own Workbench (portable) (H)	Hardware and Appliances	
1717	MM61445XC	Use Microwave Oven- 1wk (H)	Hardware and Appliances	
1718	MM61445XD	Use Microwave Oven- 1wk - (Times/1wk) (H)	Hardware and Appliances	Times
1719	MM02713XC	Any Home Remodeling- \$500+ - 1yr (H)	Home Improvements	
1720	MM02717XC	Buy Any Interior Paint- 1yr (A)	Home Improvements	
1721	MM02717XD	Buy Any Interior Paint- 1yr - (Gallons/1yr) (A)	Home Improvements	Gallons
1722	MM02720XC	Buy Any Paint/Stain- 1yr (A)	Home Improvements	
1723	MM02720XD	Buy Any Paint/Stain- 1yr - (Gallons/1yr) (A)	Home Improvements	Gallons
1724	MM61695XC	Buy Clean-Air Filter- 1yr (H)	Home Improvements	
1725	MM70215XC	Buy Down spouts/gutters- 1yr (H)	Home Improvements	
1726	MM61697XC	Buy Exterior Painting- 1yr (H)	Home Improvements	
1727	MM61698XC	Buy Insulation for Ceiling, floor, and/or Walls- 1yr (H)	Home Improvements	
1728	MM61699XC	Buy Interior Painting- 1yr (H)	Home Improvements	
1729	MM61701XC	Buy Yard Fence- 1yr (H)	Home Improvements	
1730	MM04452XC	Definitely/Probably Add Rooms- Exterior Additions- 1yr (A)	Home Improvements	
1731	MM04451XC	Definitely/Probably Convert Room To Home Office- 1yr (A)	Home Improvements	
1732	MM04450XC	Definitely/Probably Remodel Bathroom- 1yr (A)	Home Improvements	
1733	MM04448XC	Definitely/Probably Remodel Home- 1yr (A)	Home Improvements	
1734	MM04449XC	Definitely/Probably Remodel Kitchen- 1yr (A)	Home Improvements	
1735	MM42203XC	Definitely/Probably Remodel Other Part of Home- 1yr (A)	Home Improvements	
1736	MM61702XC	Has Garden (H)	Home Improvements	
1737	MM61703XC	Has Garden (Size <250 Square Feet) (H)	Home Improvements	
1738	MM61705XC	Has Garden (Size 250-499 Square Feet) (H)	Home Improvements	
1739	MM61706XC	Has Garden (Size 500-1,999 Square Feet) (H)	Home Improvements	
1740	MM61707XC	Home Improvements by Contractor- Any- 1yr (H)	Home Improvements	
1741	MM61708XC	Home Improvements by You or Other Family Member- Any (H)	Home Improvements	
1742	MM02726XC	Home Remodeling- Any- 1yr (H)	Home Improvements	
1743	MM02729XC	Home Remodeling- Bathroom- 1yr (H)	Home Improvements	
1744	MM02730XC	Home Remodeling- Bedroom- 1yr (H)	Home Improvements	
1745	MM02732XC	Home Remodeling- Carpeting- 1yr (H)	Home Improvements	
1746	MM02739XC	Home Remodeling- Kitchen- 1yr (H)	Home Improvements	
1747	MM70218XC	Home Remodeling- Other Rooms- 1yr (H)	Home Improvements	
1748	MM02743XC	Home Remodeling- Roofing- \$1,000+ - 1yr (H)	Home Improvements	
1749	MM02744XC	Home Remodeling- Roofing- 1yr (H)	Home Improvements	
1750	MM02748XC	Home Remodeling- Work by Professional- 1yr (H)	Home Improvements	
1751	MM02749XC	Home Remodeling- Work by Self- 1yr (H)	Home Improvements	
1752	MM02752XC	Make Any Home Improvement- 1yr (H)	Home Improvements	
1753	MM02753XC	Make Home Improvements- \$500+ - 1yr (H)	Home Improvements	
1754	MM02754XC	Make Home Improvements- <\$500- 1yr (H)	Home Improvements	
1755	MM61709XC	Number of Home Improvements: 1- 1yr (H)	Home Improvements	
1756	MM61710XC	Number of Home Improvements: 2- 1yr (H)	Home Improvements	
1757	MM61713XC	Number of Home Remodeling Jobs: 1- 1yr (H)	Home Improvements	
1758	MM02765XC	Property/Garden Maintenance- \$100-\$500- 1yr (H)	Home Improvements	
1759	MM08453XC	Property/Garden Maintenance- \$500+ - 1yr (H)	Home Improvements	
1760	MM02755XC	Remodel Any Climate Control Appliance- 1yr (H)	Home Improvements	
1761	MM02756XC	Remodel Any Paint/Stain/Stain- 4+ Gallons- 1yr (A)	Home Improvements	
1762	MM02757XC	Remodel Indoor Light Fixtures- 1yr (H)	Home Improvements	
1763	MM02758XC	Remodel Kitchen/Bathroom Faucets- 1yr (H)	Home Improvements	
1764	MM02759XC	Remodel Other Bathroom/Kitchen Plumbing- 1yr (H)	Home Improvements	
1765	MM02760XC	Remodel Outdoor Light Fixtures- 1yr (H)	Home Improvements	
1766	MM70307XC	Shop Menard's - 30d (A)	Home Improvements	
1767	MM61715XC	Use Any Environmentally Friendly/Green Products for Home Improvements- 1yr (H)	Home Improvements	
1768	MM02768XC	Use Any Housekeeping Service- 1yr (H)	Home Improvements	

ORDER	VARIABLE	DESCRIPTION	CATEGORY	CONSUMPTION
1769	MM61720XC	Use Carpet/Run Cleaners- 6 mo (H)	Home Improvements	
1770	MM02770XC	Use Maid/Housekeeper- 1yr (H)	Home Improvements	
1771	MM02772XC	Use Oven Cleaners- 6mo (H)	Home Improvements	
1772	MM61722XC	Use Professional Exterminator- Other (H)	Home Improvements	
1773	MM02773XC	Use Professional Carpet Cleaning Service- 1yr (H)	Home Improvements	
1774	MM02774XC	Use Professional Exterminator- 1yr (H)	Home Improvements	
1775	MM02774XD	Use Professional Exterminator- 1yr - (Times/1yr) (H)	Home Improvements	Times
1776	MM02778XC	Use Professional Housecleaning Service- 1yr (H)	Home Improvements	
1777	MM02779XC	Use Property/Garden Maintenance Svc- 1yr (H)	Home Improvements	
1778	MM02780XC	Use Rubber Gloves- 6mo (H)	Home Improvements	
1779	MM02781XC	Use Spray Starch- 6mo (H)	Home Improvements	
1780	SB001547XC	Carpet/floor covering:Stores bought past 12 months Any carpet store (H)	Items in the Home	
1781	SB001544XC	Carpet/floor covering:Stores bought past 12 months The Home Depot (H)	Items in the Home	
1782	SB001545XC	Carpet/floor covering:Stores bought past 12 months Lowes (H)	Items in the Home	
1783	SB001546XC	Carpet/floor covering:Stores bought past 12 months Did not buy (H)	Items in the Home	
1784	SB001551XC	Carpet/floor covering:Stores shopped past 12 months Any carpet store (H)	Items in the Home	
1785	SB001548XC	Carpet/floor covering:Stores shopped past 12 months The Home Depot (H)	Items in the Home	
1786	SB001549XC	Carpet/floor covering:Stores shopped past 12 months Lowes (H)	Items in the Home	
1787	SB001550XC	Carpet/floor covering:Stores shopped past 12 months Did not shop (H)	Items in the Home	
1788	SB001569XC	Consumer electronics:Stores bought past 12 months Amazon (H)	Items in the Home	
1789	SB001568XC	Consumer electronics:Stores bought past 12 months Any electronic store (H)	Items in the Home	
1790	SB001567XC	Consumer electronics:Stores bought past 12 months Apple Store (H)	Items in the Home	
1791	SB001566XC	Consumer electronics:Stores bought past 12 months Best Buy (H)	Items in the Home	
1792	SB001565XC	Consumer electronics:Stores bought past 12 months Costco (H)	Items in the Home	
1793	SB001556XC	Consumer electronics:Stores bought past 12 months Sams Club (H)	Items in the Home	
1794	SB001553XC	Consumer electronics:Stores bought past 12 months Target (H)	Items in the Home	
1795	SB001552XC	Consumer electronics:Stores bought past 12 months Walmart (H)	Items in the Home	
1796	SB001563XC	Consumer electronics:Stores bought past 12 months Did not buy (H)	Items in the Home	
1797	SB001588XC	Consumer electronics:Stores shopped past 12 months Amazon (H)	Items in the Home	
1798	SB001587XC	Consumer electronics:Stores shopped past 12 months Any consumer store (H)	Items in the Home	
1799	SB001586XC	Consumer electronics:Stores shopped past 12 months Apple Store (H)	Items in the Home	
1800	SB001585XC	Consumer electronics:Stores shopped past 12 months Best Buy (H)	Items in the Home	
1801	SB001583XC	Consumer electronics:Stores shopped past 12 months Costco (H)	Items in the Home	
1802	SB001582XC	Consumer electronics:Stores shopped past 12 months Dell (H)	Items in the Home	
1803	SB001574XC	Consumer electronics:Stores shopped past 12 months Sams Club (H)	Items in the Home	
1804	SB001572XC	Consumer electronics:Stores shopped past 12 months Staples (H)	Items in the Home	
1805	SB001571XC	Consumer electronics:Stores shopped past 12 months Target (H)	Items in the Home	
1806	SB001570XC	Consumer electronics:Stores shopped past 12 months Walmart (H)	Items in the Home	
1807	SB001581XC	Consumer electronics:Stores shopped past 12 months Did not shop (H)	Items in the Home	
1808	SB001595XC	Furniture/mattress:Stores bought past 12 months Any furn/mattress store (H)	Items in the Home	
1809	SB001596XC	Furniture/mattress:Stores bought past 12 months Ashley HomeStore (H)	Items in the Home	
1810	SB004500XC	Furniture/mattress:Stores bought past 12 months Crate & Barrel (H)	Items in the Home	
1811	SB001593XC	Furniture/mattress:Stores bought past 12 months IKEA (H)	Items in the Home	
1812	SB001591XC	Furniture/mattress:Stores bought past 12 months Macys (H)	Items in the Home	
1813	SB001590XC	Furniture/mattress:Stores bought past 12 months Pier 1 imports (H)	Items in the Home	
1814	SB001594XC	Furniture/mattress:Stores bought past 12 months Did not buy (H)	Items in the Home	
1815	SB001609XC	Furniture/mattress:Stores shopped past 12 months Any furn/mattress store (H)	Items in the Home	
1816	SB001608XC	Furniture/mattress:Stores shopped past 12 months Ashley HomeStore (H)	Items in the Home	
1817	SB001607XC	Furniture/mattress:Stores shopped past 12 months Crate & Barrel (H)	Items in the Home	
1818	SB004504XC	Furniture/mattress:Stores shopped past 12 months Ethan Allen (H)	Items in the Home	
1819	SB001605XC	Furniture/mattress:Stores shopped past 12 months IKEA (H)	Items in the Home	
1820	SB001602XC	Furniture/mattress:Stores shopped past 12 months Macys (H)	Items in the Home	
1821	SB001600XC	Furniture/mattress:Stores shopped past 12 months Pier 1 imports (H)	Items in the Home	
1822	SB001606XC	Furniture/mattress:Stores shopped past 12 months Did not shop for furn (H)	Items in the Home	
1823	SB001622XC	Hardware/paint/lawn/garden:Stores bought past 12 mo Ace Hardware (H)	Items in the Home	
1824	SB001621XC	Hardware/paint/lawn/garden:Stores bought past 12 mo Any hardware store (H)	Items in the Home	
1825	SB001613XC	Hardware/paint/lawn/garden:Stores bought past 12 mo The Home Depot (H)	Items in the Home	
1826	SB001618XC	Hardware/paint/lawn/garden:Stores bought past 12 mo Lowes (H)	Items in the Home	
1827	SB001615XC	Hardware/paint/lawn/garden:Stores bought past 12 mo Sherwin-Williams (H)	Items in the Home	
1828	SB001614XC	Hardware/paint/lawn/garden:Stores bought past 12 mo Target (H)	Items in the Home	
1829	SB001612XC	Hardware/paint/lawn/garden:Stores bought past 12 mo Tractor Supply Co (H)	Items in the Home	
1830	SB001611XC	Hardware/paint/lawn/garden:Stores bought past 12 mo True Value (H)	Items in the Home	
1831	SB001610XC	Hardware/paint/lawn/garden:Stores bought past 12 mo Walmart (H)	Items in the Home	
1832	SB001620XC	Hardware/paint/lawn/garden:Stores bought past 12 mo Did not buy (H)	Items in the Home	
1833	SB001635XC	Hardware/paint/lawn/garden:Stores shopped past 12 mo Ace Hardware (H)	Items in the Home	
1834	SB001634XC	Hardware/paint/lawn/garden:Stores shopped past 12 mo Any hardware store (H)	Items in the Home	
1835	SB001626XC	Hardware/paint/lawn/garden:Stores shopped past 12 mo The Home Depot (H)	Items in the Home	
1836	SB001631XC	Hardware/paint/lawn/garden:Stores shopped past 12 mo Lowes (H)	Items in the Home	

ORDER	VARIABLE	DESCRIPTION	CATEGORY	CONSUMPTION
1837	SB001628XC	Hardware/paint/lawn/garden:Stores shopped past 12 mo Sherwin-Williams (H)	Items in the Home	
1838	SB001627XC	Hardware/paint/lawn/garden:Stores shopped past 12 mo Target (H)	Items in the Home	
1839	SB001625XC	Hardware/paint/lawn/garden:Stores shopped past 12 mo Tractor Supply Co (H)	Items in the Home	
1840	SB001624XC	Hardware/paint/lawn/garden:Stores shopped past 12 mo True Value (H)	Items in the Home	
1841	SB001623XC	Hardware/paint/lawn/garden:Stores shopped past 12 mo Walmart (H)	Items in the Home	
1842	SB001633XC	Hardware/paint/lawn/garden:Stores shopped past 12 mo Did not shop (H)	Items in the Home	
1843	SB001637XC	HHLd items bought past 12 mths (amt spent) Camera:\$250 - \$499 (H)	Items in the Home	
1844	SB001638XC	HHLd items bought past 12 mths (amt spent) Camera:\$500 - \$999 (H)	Items in the Home	
1845	SB004694XC	HHLd items bought past 12 mths (amt spent) Camera:\$1,000 or more (H)	Items in the Home	
1846	SB003752XC	HHLd items bought past 12 mths (amt spent) cons. electronics:\$250 - \$499 (H)	Items in the Home	
1847	SB003753XC	HHLd items bought past 12 mths (amt spent) cons. electronics:\$500 - \$999 (H)	Items in the Home	
1848	SB003754XC	HHLd items bought past 12 mths (amt spent) cons. electronics:\$1000-\$2999 (H)	Items in the Home	
1849	SB005100XC	HHLd items bought past 12 mths (amt spent) cons. electronics:\$3000 or mor (H)	Items in the Home	
1850	SB003389XC	HHLd items bought past 12 mths (amt spent) Draperies:Under \$100 (H)	Items in the Home	
1851	SB003390XC	HHLd items bought past 12 mths (amt spent) Draperies:\$100-\$249 (H)	Items in the Home	
1852	SB003391XC	HHLd items bought past 12 mths (amt spent) Draperies:\$250-\$499 (H)	Items in the Home	
1853	SB004692XC	HHLd items bought past 12 mths (amt spent) Draperies:\$500-\$999 (H)	Items in the Home	
1854	SB004693XC	HHLd items bought past 12 mths (amt spent) Draperies:\$1000 or more (H)	Items in the Home	
1855	SB003386XC	HHLd items bought past 12 mths (amt spent) Floor covering:\$500-\$999 (H)	Items in the Home	
1856	SB003387XC	HHLd items bought past 12 mths (amt spent) Floor covering:\$1000-\$2999 (H)	Items in the Home	
1857	SB003388XC	HHLd items bought past 12 mths (amt spent) Floor covering:\$3000 or more (H)	Items in the Home	
1858	SB003392XC	HHLd items bought past 12 mths (amt spent) Furniture:Under \$100 (H)	Items in the Home	
1859	SB003393XC	HHLd items bought past 12 mths (amt spent) Furniture:\$100-\$249 (H)	Items in the Home	
1860	SB003396XC	HHLd items bought past 12 mths (amt spent) Furniture:\$1000-\$2999 (H)	Items in the Home	
1861	SB003397XC	HHLd items bought past 12 mths (amt spent) Furniture:\$3000 or more (H)	Items in the Home	
1862	SB003739XC	HHLd items bought past 12 mths (amt spent) Hardware, etc.:\$100 - \$249 (H)	Items in the Home	
1863	SB003740XC	HHLd items bought past 12 mths (amt spent) Hardware, etc.:\$250 - \$499 (H)	Items in the Home	
1864	SB003741XC	HHLd items bought past 12 mths (amt spent) Hardware, etc.:\$500 - \$999 (H)	Items in the Home	
1865	SB003742XC	HHLd items bought past 12 mths (amt spent) Hardware, etc.:\$1000 - \$2999 (H)	Items in the Home	
1866	SB003743XC	HHLd items bought past 12 mths (amt spent) Hardware, etc.:\$3000 or more (H)	Items in the Home	
1867	SB003744XC	HHLd items bought past 12 mths (amt spent) Lawn or garden:Under \$100 (H)	Items in the Home	
1868	SB003745XC	HHLd items bought past 12 mths (amt spent) Lawn or garden:\$100 - \$249 (H)	Items in the Home	
1869	SB003746XC	HHLd items bought past 12 mths (amt spent) Lawn or garden:\$250 - \$499 (H)	Items in the Home	
1870	SB003747XC	HHLd items bought past 12 mths (amt spent) Lawn or garden:\$500 - \$999 (H)	Items in the Home	
1871	SB003748XC	HHLd items bought past 12 mths (amt spent) Lawn or garden:\$1000 - \$2999 (H)	Items in the Home	
1872	SB004737XC	HHLd items bought past 12 mths (amt spent) Mattress:Under \$100 (H)	Items in the Home	
1873	SB003398XC	HHLd items bought past 12 mths (amt spent) Mattress:\$100-\$249 (H)	Items in the Home	
1874	SB003401XC	HHLd items bought past 12 mths (amt spent) Mattress:\$1000-\$2999 (H)	Items in the Home	
1875	SB004738XC	HHLd items bought past 12 mths (amt spent) Mattress:\$3,000 or more (H)	Items in the Home	
1876	SB004739XC	HHLd items bought past 12 mths (amt spent) Television:Under \$100 (H)	Items in the Home	
1877	SB003403XC	HHLd items bought past 12 mths (amt spent) Television:\$100-\$249 (H)	Items in the Home	
1878	SB003406XC	HHLd items bought past 12 mths (amt spent) Television:\$1000-\$2999 (H)	Items in the Home	
1879	SB001647XC	Household items bought past 12 months Camera or accessories (H)	Items in the Home	
1880	SB001646XC	Household items bought past 12 months Carpeting or floor covering (H)	Items in the Home	
1881	SB001645XC	Household items bought past 12 months Curtains, blinds, etc. (H)	Items in the Home	
1882	SB001644XC	Household items bought past 12 months Furniture (H)	Items in the Home	
1883	SB003736XC	Household items bought past 12 months Hardware, building, or paint (H)	Items in the Home	
1884	SB003737XC	Household items bought past 12 months Lawn or garden items (H)	Items in the Home	
1885	SB001642XC	Household items bought past 12 months Mattress (H)	Items in the Home	
1886	SB001640XC	Household items bought past 12 months Other consumer electronics (H)	Items in the Home	
1887	SB001641XC	Household items bought past 12 months Television (H)	Items in the Home	
1888	SB001666XC	Items/services HHLd plans to buy in next 12 months Computer (H)	Items in the Home	
1889	SB003766XC	Items/services HHLd plans to buy in next 12 months Day care service (H)	Items in the Home	
1890	SB001656XC	Items/services HHLd plans to buy in next 12 months Energy saving applianc (H)	Items in the Home	
1891	SB001664XC	Items/services HHLd plans to buy in next 12 months Furniture (H)	Items in the Home	
1892	SB004505XC	Items/services HHLd plans to buy in next 12 months Game console (H)	Items in the Home	
1893	SB001663XC	Items/services HHLd plans to buy in next 12 months High-definition TV (H)	Items in the Home	
1894	SB001662XC	Items/services HHLd plans to buy in next 12 months Home security system (H)	Items in the Home	
1895	SB001660XC	Items/services HHLd plans to buy in next 12 months Major appliance (H)	Items in the Home	
1896	SB001659XC	Items/services HHLd plans to buy in next 12 months Mattress (H)	Items in the Home	
1897	SB004755XC	Items/services HHLd plans to buy in next 12 months Mobile/mftrd home (H)	Items in the Home	
1898	SB003768XC	Items/services HHLd plans to buy in next 12 months Office in the home (H)	Items in the Home	
1899	SB001654XC	Items/services HHLd plans to buy in next 12 months Pool, hot tub, or spa (H)	Items in the Home	
1900	SB001653XC	Items/services HHLd plans to buy in next 12 months Primary house or condo (H)	Items in the Home	
1901	SB003769XC	Items/services HHLd plans to buy in next 12 months Primary Resid New (H)	Items in the Home	
1902	SB003773XC	Items/services HHLd plans to buy in next 12 months Second home (H)	Items in the Home	
1903	SB003774XC	Items/services HHLd plans to buy in next 12 months Smart TV (H)	Items in the Home	
1904	SB004756XC	Items/services HHLd plans to buy in next 12 months Smart speaker (H)	Items in the Home	

ORDER	VARIABLE	DESCRIPTION	CATEGORY	CONSUMPTION
1905	SB001652XC	Items/services HHLD plans to buy in next 12 months Smartphone (H)	Items in the Home	
1906	SB004343XC	Items/services HHLD plans to buy in next 12 months Smartwatch (H)	Items in the Home	
1907	SB001650XC	Items/services HHLD plans to buy in next 12 months Solar panels (H)	Items in the Home	
1908	SB004344XC	Items/services HHLD plans to buy in next 12 months Streaming media player (H)	Items in the Home	
1909	SB001661XC	Items/services HHLD plans to buy in next 12 months Tablet (H)	Items in the Home	
1910	SB004757XC	Items/services HHLD plans to buy in next 12 mos Virtual reality headset (H)	Items in the Home	
1911	SB001668XC	Items/services household currently has ATV (all-terrain vehicle) (H)	Items in the Home	
1912	SB001670XC	Items/services household currently has Boat (H)	Items in the Home	
1913	SB001671XC	Items/services household currently has Computer (desktop or laptop) (H)	Items in the Home	
1914	SB004018XC	Items/services household currently has Day care service (H)	Items in the Home	
1915	SB001674XC	Items/services household currently has Energy saving appliance (H)	Items in the Home	
1916	SB001675XC	Items/services household currently has eReader (Kindle, Nook, etc.) (H)	Items in the Home	
1917	SB004514XC	Items/services household currently has Game console (H)	Items in the Home	
1918	SB001676XC	Items/services household currently has HD Radio (H)	Items in the Home	
1919	SB001677XC	Items/services household currently has High-definition TV (H)	Items in the Home	
1920	SB001678XC	Items/services household currently has Home security system (H)	Items in the Home	
1921	SB001679XC	Items/services household currently has Mobile/manufactured home (H)	Items in the Home	
1922	SB001680XC	Items/services household currently has Motorcycle (H)	Items in the Home	
1923	SB001682XC	Items/services household currently has Office in the home (H)	Items in the Home	
1924	SB001684XC	Items/services household currently has Pest control service (H)	Items in the Home	
1925	SB001685XC	Items/services household currently has Pool, hot tub, or spa (H)	Items in the Home	
1926	SB001686XC	Items/services household currently has Primary house or condo existing (H)	Items in the Home	
1927	SB001687XC	Items/services household currently has Primary house or condo new (H)	Items in the Home	
1928	SB004019XC	Items/services household currently has RV (motor home) (H)	Items in the Home	
1929	SB001688XC	Items/services household currently has Satellite radio (Sirius XM) (H)	Items in the Home	
1930	SB001689XC	Items/services household currently has Satellite TV subscription (H)	Items in the Home	
1931	SB001690XC	Items/services household currently has Second home (H)	Items in the Home	
1932	SB004020XC	Items/services household currently has Smart TV (H)	Items in the Home	
1933	SB004760XC	Items/services household currently has Smart speaker (Amazon Echo, etc.) (H)	Items in the Home	
1934	SB001691XC	Items/services household currently has Smartphone (H)	Items in the Home	
1935	SB004345XC	Items/services household currently has Smartwatch (H)	Items in the Home	
1936	SB001692XC	Items/services household currently has Solar panels (H)	Items in the Home	
1937	SB004346XC	Items/services household currently has Streaming media player (H)	Items in the Home	
1938	SB001693XC	Items/services household currently has Tablet (H)	Items in the Home	
1939	SB004759XC	Items/services household currently has Virtual reality (VR) headset (H)	Items in the Home	
1940	SB001697XC	Large appliance:Stores bought past 12 months Any large appliance store (H)	Items in the Home	
1941	SB001698XC	Large appliance:Stores bought past 12 months Best Buy (H)	Items in the Home	
1942	SB001703XC	Large appliance:Stores bought past 12 months The Home Depot (H)	Items in the Home	
1943	SB001701XC	Large appliance:Stores bought past 12 months Lowes (H)	Items in the Home	
1944	SB001702XC	Large appliance:Stores bought past 12 months Sears (H)	Items in the Home	
1945	SB001699XC	Large appliance:Stores bought past 12 months Did not buy (H)	Items in the Home	
1946	SB001704XC	Large appliance:Stores shopped past 12 months Any large appliance store (H)	Items in the Home	
1947	SB001705XC	Large appliance:Stores shopped past 12 months Best Buy (H)	Items in the Home	
1948	SB001710XC	Large appliance:Stores shopped past 12 months The Home Depot (H)	Items in the Home	
1949	SB001708XC	Large appliance:Stores shopped past 12 months Lowes (H)	Items in the Home	
1950	SB001709XC	Large appliance:Stores shopped past 12 months Sears (H)	Items in the Home	
1951	SB001706XC	Large appliance:Stores shopped past 12 months Did not shop (H)	Items in the Home	
1952	SB004353XC	Type of home improvement done past 12 mo (amt) Any addition:Over \$5,000 (H)	Items in the Home	
1953	SB004358XC	Type of home improvement done past 12 mo (amt) Carpeting:Under \$500 (H)	Items in the Home	
1954	SB004357XC	Type of home improvement done past 12 mo (amt) Carpeting:\$500 - \$4,999 (H)	Items in the Home	
1955	SB004356XC	Type of home improvement done past 12 mo (amt) Carpeting:Over \$5,000 (H)	Items in the Home	
1956	SB004361XC	Type of home improvement done past 12 mo (amt) Ext. paint:Under \$500 (H)	Items in the Home	
1957	SB004360XC	Type of home improvement done past 12 mo (amt) Ext. paint:\$500 - \$4,999 (H)	Items in the Home	
1958	SB004363XC	Type of home improvement done past 12 mo (amt) Heat or AC:\$500 - \$4,999 (H)	Items in the Home	
1959	SB004362XC	Type of home improvement done past 12 mo (amt) Heat or AC:Over \$5,000 (H)	Items in the Home	
1960	SB004370XC	Type of home improvement done past 12 mo (amt) Int. paint:Under \$500 (H)	Items in the Home	
1961	SB004369XC	Type of home improvement done past 12 mo (amt) Int. paint:\$500 - \$4,999 (H)	Items in the Home	
1962	SB004373XC	Type of home improvement done past 12 mo (amt) Landscaping:Under \$500 (H)	Items in the Home	
1963	SB004372XC	Type of home improvement done past 12 mo (amt) Landscaping:\$500 - \$4,999 (H)	Items in the Home	
1964	SB004371XC	Type of home improvement done past 12 mo (amt) Landscaping:Over \$5,000 (H)	Items in the Home	
1965	SB004376XC	Type of home improvement done past 12 mo (amt) Plumbing:Under \$500 (H)	Items in the Home	
1966	SB004375XC	Type of home improvement done past 12 mo (amt) Plumbing:\$500 - \$4,999 (H)	Items in the Home	
1967	SB004379XC	Type of home improvement done past 12 mo (amt) Remodel bath:Under \$500 (H)	Items in the Home	
1968	SB004378XC	Type of home improvement done past 12 mo (amt) Remodel bath:\$500 - \$4,999 (H)	Items in the Home	
1969	SB004377XC	Type of home improvement done past 12 mo (amt) Remodel bath:Over \$5,000 (H)	Items in the Home	
1970	SB005103XC	Type of home improvement done past 12 mo (amt) Remodel kitchn:Under \$500 (H)	Items in the Home	
1971	SB005102XC	Type of home improvement done past 12 mo (amt) Remodel kitchn:\$500-4999 (H)	Items in the Home	
1972	SB005101XC	Type of home improvement done past 12 mo (amt) Remodel kitchn:Over \$5,000 (H)	Items in the Home	

ORDER	VARIABLE	DESCRIPTION	CATEGORY	CONSUMPTION
1973	SB004386XC	Type of home improvement done past 12 mo (amt) Repair roof:Over \$5,000 (H)	Items in the Home	
1974	SB004389XC	Type of home improvement done past 12 mo (amt) Replace wind:Over \$5,000 (H)	Items in the Home	
1975	SB004385XC	Type of home improvement done past 12 mo (amt) Total spend:Under \$500 (H)	Items in the Home	
1976	SB004384XC	Type of home improvement done past 12 mo (amt) Total spend:\$500 - \$4,999 (H)	Items in the Home	
1977	SB004383XC	Type of home improvement done past 12 mo (amt) Total spend:Over \$5,000 (H)	Items in the Home	
1978	SB001712XC	Type of home improvement done past 12 months Any home improvement (H)	Items in the Home	
1979	SB001713XC	Type of home improvement done past 12 months Carpeting or floor covering (H)	Items in the Home	
1980	SB001714XC	Type of home improvement done past 12 months Exterior paint (H)	Items in the Home	
1981	SB001715XC	Type of home improvement done past 12 months Heating or air conditioning (H)	Items in the Home	
1982	SB004817XC	Type of home improvement done past 12 months Installed pool/hot tub/spa (H)	Items in the Home	
1983	SB001716XC	Type of home improvement done past 12 months Interior paint or wallpaper (H)	Items in the Home	
1984	SB001717XC	Type of home improvement done past 12 months Landscaping (H)	Items in the Home	
1985	SB001724XC	Type of home improvement done past 12 months Major repair to roof (H)	Items in the Home	
1986	SB001719XC	Type of home improvement done past 12 months Other home improvement (H)	Items in the Home	
1987	SB001720XC	Type of home improvement done past 12 months Other remodeling (H)	Items in the Home	
1988	SB001721XC	Type of home improvement done past 12 months Plumbing (H)	Items in the Home	
1989	SB001722XC	Type of home improvement done past 12 months Remodeled bathroom (H)	Items in the Home	
1990	SB001723XC	Type of home improvement done past 12 months Remodeled kitchen (H)	Items in the Home	
1991	SB001725XC	Type of home improvement done past 12 months Replaced windows (H)	Items in the Home	
1992	SB001718XC	Type of home improvement done past 12 months None (H)	Items in the Home	
1993	SB005105XC	Type of home improvement plan to do next 12 months Carpet/floor covering (H)	Items in the Home	
1994	SB005106XC	Type of home improvement plan to do next 12 months Exterior paint (H)	Items in the Home	
1995	SB005107XC	Type of home improvement plan to do next 12 months Heating or AC (H)	Items in the Home	
1996	SB005109XC	Type of home improvement plan to do next 12 months Int. paint, wallpaper (H)	Items in the Home	
1997	SB005110XC	Type of home improvement plan to do next 12 months Landscaping (H)	Items in the Home	
1998	SB005111XC	Type of home improvement plan to do next 12 months Plumbing (H)	Items in the Home	
1999	SB005108XC	Type of home improvement plan to do next 12 months Pool, hot tub or spa (H)	Items in the Home	
2000	SB005112XC	Type of home improvement plan to do next 12 months Remodeled bathroom (H)	Items in the Home	
2001	SB005113XC	Type of home improvement plan to do next 12 months Remodeled kitchen (H)	Items in the Home	
2002	SB005114XC	Type of home improvement plan to do next 12 months Replaced, repair roof (H)	Items in the Home	
2003	SB005115XC	Type of home improvement plan to do next 12 months Replaced windows (H)	Items in the Home	
2004	SB005116XC	Type of home improvement plan to do next 12 months Siding (H)	Items in the Home	
2005	SB005104XC	Type of home improvement plan to do next 12 months Any addition (H)	Items in the Home	
2006	SB005117XC	Type of home improvement plan to do next 12 months Other home improvement (H)	Items in the Home	
2007	SB005118XC	Type of home improvement plan to do next 12 months Other remodeling (H)	Items in the Home	
2008	SB005119XC	Type of home improvement plan to do next 12 months None (H)	Items in the Home	
2009	MM61724XC	Actions Taken from Reading Newspaper: Cut Out an Ad for Later Reference- 1mo (A)	Magazines and Newspapers	
2010	MM61725XC	Actions Taken from Reading Newspaper: Purchased an Ad Product- 1mo (A)	Magazines and Newspapers	
2011	MM61727XC	Actions Taken from Reading Newspaper: Shopped at an Advertised Store- 1mo (A)	Magazines and Newspapers	
2012	MM04453XC	Read AARP- The Magazine (A)	Magazines and Newspapers	
2013	MM06100XC	Read AARP- The Magazine- Last Issue (A)	Magazines and Newspapers	
2014	MM02783XC	Read Allure (A)	Magazines and Newspapers	
2015	MM06890XC	Read American Hunter (A)	Magazines and Newspapers	
2016	MM06895XC	Read American Hunter- Last Issue (A)	Magazines and Newspapers	
2017	MM06900XC	Read American Legion Magazine (A)	Magazines and Newspapers	
2018	MM06905XC	Read American Legion Magazine- Last Issue (A)	Magazines and Newspapers	
2019	MM50454XC	Read Any Magazine- 6mo (A)	Magazines and Newspapers	
2020	MM42005XC	Read Any Spanish Language Magazine- 6mo (A)	Magazines and Newspapers	
2021	MM02786XC	Read Architectural Digest (A)	Magazines and Newspapers	
2022	MM02788XC	Read Automobile Magazine (A)	Magazines and Newspapers	
2023	MM06930XC	Read Backpacker (A)	Magazines and Newspapers	
2024	MM02791XC	Read Bassmaster (A)	Magazines and Newspapers	
2025	MM02792XC	Read Better Homes & Gardens (A)	Magazines and Newspapers	
2026	MM06155XC	Read Better Homes & Gardens- Last Issue (A)	Magazines and Newspapers	
2027	MM50458XC	Read Birds & Blooms- Last Issue (A)	Magazines and Newspapers	
2028	MM50457XC	Read Birds & Blooms Magazine (A)	Magazines and Newspapers	
2029	MM02794XC	Read Black Enterprise (A)	Magazines and Newspapers	
2030	MM02795XC	Read Boating (A)	Magazines and Newspapers	
2031	MM02796XC	Read Bon Appetit (A)	Magazines and Newspapers	
2032	MM06175XC	Read Bon Appetit- Last Issue (A)	Magazines and Newspapers	
2033	MM02797XC	Read Brides (A)	Magazines and Newspapers	
2034	MM06180XC	Read Brides- Last Issue (A)	Magazines and Newspapers	
2035	MM02800XC	Read Car & Driver (A)	Magazines and Newspapers	
2036	MM06190XC	Read Car & Driver- Last Issue (A)	Magazines and Newspapers	
2037	MM02801XC	Read Car Craft (A)	Magazines and Newspapers	
2038	MM04455XC	Read Cigar Aficionado (A)	Magazines and Newspapers	
2039	MM50724XC	Read Conde Nast Traveler (A)	Magazines and Newspapers	
2040	MM50725XC	Read Conde Nast Traveler- Last Issue (A)	Magazines and Newspapers	

ORDER	VARIABLE	DESCRIPTION	CATEGORY	CONSUMPTION
2041	MM02807XC	Read Consumer Reports (A)	Magazines and Newspapers	
2042	MM06230XC	Read Consumer Reports- Last Issue (A)	Magazines and Newspapers	
2043	MM02809XC	Read Cosmopolitan (A)	Magazines and Newspapers	
2044	MM06245XC	Read Cosmopolitan- Last Issue (A)	Magazines and Newspapers	
2045	MM02811XC	Read Country Living (A)	Magazines and Newspapers	
2046	MM06255XC	Read Country Living- Last Issue (A)	Magazines and Newspapers	
2047	MM50462XC	Read Delta Sky- Last Issue (A)	Magazines and Newspapers	
2048	MM50461XC	Read Delta Sky Magazine (A)	Magazines and Newspapers	
2049	MM50463XC	Read Diabetes Self-Management (A)	Magazines and Newspapers	
2050	MM50464XC	Read Diabetes Self-Management- Last Issue (A)	Magazines and Newspapers	
2051	MM02815XC	Read Discover (A)	Magazines and Newspapers	
2052	MM42629XC	Read Dwell (A)	Magazines and Newspapers	
2053	MM70220XC	Read EatingWell (A)	Magazines and Newspapers	
2054	MM02817XC	Read Elle (A)	Magazines and Newspapers	
2055	MM02818XC	Read Elle Decor (A)	Magazines and Newspapers	
2056	MM02819XC	Read Entertainment Weekly (A)	Magazines and Newspapers	
2057	MM06290XC	Read Entertainment Weekly- Last Issue (A)	Magazines and Newspapers	
2058	MM02820XC	Read Entrepreneur (A)	Magazines and Newspapers	
2059	MM02821XC	Read ESPN The Magazine (A)	Magazines and Newspapers	
2060	MM06300XC	Read ESPN The Magazine- Last Issue (A)	Magazines and Newspapers	
2061	MM02822XC	Read Esquire (A)	Magazines and Newspapers	
2062	MM02823XC	Read Essence (A)	Magazines and Newspapers	
2063	MM06310XC	Read Essence- Last Issue (A)	Magazines and Newspapers	
2064	MM02824XC	Read Family Circle (A)	Magazines and Newspapers	
2065	MM06315XC	Read Family Circle- Last Issue (A)	Magazines and Newspapers	
2066	MM02826XC	Read Family Handyman (A)	Magazines and Newspapers	
2067	MM06325XC	Read Family Handyman- Last Issue (A)	Magazines and Newspapers	
2068	MM02828XC	Read Field & Stream (A)	Magazines and Newspapers	
2069	MM06330XC	Read Field & Stream- Last Issue (A)	Magazines and Newspapers	
2070	MM02831XC	Read Food & Wine (A)	Magazines and Newspapers	
2071	MM06345XC	Read Food & Wine- Last Issue (A)	Magazines and Newspapers	
2072	MM50726XC	Read Food Network Magazine (A)	Magazines and Newspapers	
2073	MM50727XC	Read Food Network Magazine- Last Issue (A)	Magazines and Newspapers	
2074	MM02832XC	Read Forbes (A)	Magazines and Newspapers	
2075	MM06350XC	Read Forbes- Last Issue (A)	Magazines and Newspapers	
2076	MM02833XC	Read Fortune (A)	Magazines and Newspapers	
2077	MM06970XC	Read Four Wheeler Magazine (A)	Magazines and Newspapers	
2078	MM02835XC	Read Golf Digest (A)	Magazines and Newspapers	
2079	MM06370XC	Read Golf Digest- Last Issue (A)	Magazines and Newspapers	
2080	MM02836XC	Read Golf Magazine (A)	Magazines and Newspapers	
2081	MM06375XC	Read Golf Magazine- Last Issue (A)	Magazines and Newspapers	
2082	MM02837XC	Read Good Housekeeping (A)	Magazines and Newspapers	
2083	MM06380XC	Read Good Housekeeping- Last Issue (A)	Magazines and Newspapers	
2084	MM02839XC	Read GQ (A)	Magazines and Newspapers	
2085	MM06390XC	Read GQ- Last Issue (A)	Magazines and Newspapers	
2086	MM02840XC	Read Guns & Ammo (A)	Magazines and Newspapers	
2087	MM06395XC	Read Guns & Ammo- Last Issue (A)	Magazines and Newspapers	
2088	MM02842XC	Read Harper's Bazaar (A)	Magazines and Newspapers	
2089	MM02843XC	Read Health (A)	Magazines and Newspapers	
2090	MM02845XC	Read Hot Rod (A)	Magazines and Newspapers	
2091	MM70222XC	Read Hot Rod- Last Issue (A)	Magazines and Newspapers	
2092	MM02847XC	Read House Beautiful (A)	Magazines and Newspapers	
2093	MM06430XC	Read House Beautiful- Last Issue (A)	Magazines and Newspapers	
2094	MM02848XC	Read Hunting (A)	Magazines and Newspapers	
2095	MM02849XC	Read In Style (A)	Magazines and Newspapers	
2096	MM06440XC	Read In Style- Last Issue (A)	Magazines and Newspapers	
2097	MM02850XC	Read Inc. (A)	Magazines and Newspapers	
2098	MM02853XC	Read Kiplinger's Personal Finance (A)	Magazines and Newspapers	
2099	MM41962XC	Read Life & Style Weekly (A)	Magazines and Newspapers	
2100	MM41963XC	Read Life & Style Weekly- Last Issue (A)	Magazines and Newspapers	
2101	MM02857XC	Read Marie Claire (A)	Magazines and Newspapers	
2102	MM02858XC	Read Martha Stewart Living (A)	Magazines and Newspapers	
2103	MM06485XC	Read Martha Stewart Living- Last Issue (A)	Magazines and Newspapers	
2104	MM02859XC	Read Maxim (A)	Magazines and Newspapers	
2105	MM06490XC	Read Maxim- Last Issue (A)	Magazines and Newspapers	
2106	MM02861XC	Read Men's Health (A)	Magazines and Newspapers	
2107	MM06500XC	Read Men's Health- Last Issue (A)	Magazines and Newspapers	
2108	MM02865XC	Read Money (A)	Magazines and Newspapers	

ORDER	VARIABLE	DESCRIPTION	CATEGORY	CONSUMPTION
2109	MM70223XC	Read Money- Last Issue (A)	Magazines and Newspapers	
2110	MM02866XC	Read Motor Trend (A)	Magazines and Newspapers	
2111	MM06525XC	Read Motor Trend- Last Issue (A)	Magazines and Newspapers	
2112	MM02868XC	Read Muscle & Fitness (A)	Magazines and Newspapers	
2113	MM06535XC	Read Muscle & Fitness- Last Issue (A)	Magazines and Newspapers	
2114	MM02870XC	Read National Geographic (A)	Magazines and Newspapers	
2115	MM42630XC	Read National Geographic Kids (A)	Magazines and Newspapers	
2116	MM42648XC	Read National Geographic Kids- Last Issue (A)	Magazines and Newspapers	
2117	MM06545XC	Read National Geographic- Last Issue (A)	Magazines and Newspapers	
2118	MM02871XC	Read National Geographic Traveler (A)	Magazines and Newspapers	
2119	MM06550XC	Read National Geographic Traveler- Last Issue (A)	Magazines and Newspapers	
2120	MM02872XC	Read New York Magazine (A)	Magazines and Newspapers	
2121	MM50184XC	Read New York Times- Daily (A)	Magazines and Newspapers	
2122	MM50185XC	Read New York Times- Sunday (A)	Magazines and Newspapers	
2123	MM50728XC	Read New York Times- Sunday- Last Issue (A)	Magazines and Newspapers	
2124	MM02877XC	Read O- The Oprah Magazine (A)	Magazines and Newspapers	
2125	MM06580XC	Read O- The Oprah Magazine- Last Issue (A)	Magazines and Newspapers	
2126	MM41983XC	Read OK! Weekly (A)	Magazines and Newspapers	
2127	MM41984XC	Read OK! Weekly- Last Issue (A)	Magazines and Newspapers	
2128	MM02878XC	Read Outdoor Life (A)	Magazines and Newspapers	
2129	MM06585XC	Read Outdoor Life- Last Issue (A)	Magazines and Newspapers	
2130	MM02879XC	Read Outside (A)	Magazines and Newspapers	
2131	MM50186XC	Read Parade Carrier Newspaper (A)	Magazines and Newspapers	
2132	MM06595XC	Read Parade- Last Issue (A)	Magazines and Newspapers	
2133	MM02882XC	Read Parents Magazine (A)	Magazines and Newspapers	
2134	MM06075XC	Read Parents Magazine- Last Issue (A)	Magazines and Newspapers	
2135	MM02886XC	Read People (A)	Magazines and Newspapers	
2136	MM07010XC	Read People en Espanol (A)	Magazines and Newspapers	
2137	MM07015XC	Read People en Espanol- Last Issue (A)	Magazines and Newspapers	
2138	MM06620XC	Read People- Last Issue (A)	Magazines and Newspapers	
2139	MM02890XC	Read Popular Mechanics (A)	Magazines and Newspapers	
2140	MM06635XC	Read Popular Mechanics- Last Issue (A)	Magazines and Newspapers	
2141	MM02892XC	Read Popular Science (A)	Magazines and Newspapers	
2142	MM06080XC	Read Popular Science- Last Issue (A)	Magazines and Newspapers	
2143	MM02894XC	Read Prevention (A)	Magazines and Newspapers	
2144	MM06645XC	Read Prevention- Last Issue (A)	Magazines and Newspapers	
2145	MM07020XC	Read Psychology Magazine (A)	Magazines and Newspapers	
2146	MM07025XC	Read Psychology Magazine- Last Issue (A)	Magazines and Newspapers	
2147	MM02895XC	Read Reader's Digest (A)	Magazines and Newspapers	
2148	MM06650XC	Read Reader's Digest- Last Issue (A)	Magazines and Newspapers	
2149	MM02897XC	Read Road & Track (A)	Magazines and Newspapers	
2150	MM02898XC	Read Rolling Stone (A)	Magazines and Newspapers	
2151	MM02899XC	Read Runner's World (A)	Magazines and Newspapers	
2152	MM02901XC	Read Scientific American (A)	Magazines and Newspapers	
2153	MM02905XC	Read Ski (A)	Magazines and Newspapers	
2154	MM02908XC	Read Smithsonian (A)	Magazines and Newspapers	
2155	MM06715XC	Read Smithsonian- Last Issue (A)	Magazines and Newspapers	
2156	MM02909XC	Read Soap Opera Digest (A)	Magazines and Newspapers	
2157	MM02911XC	Read Southern Living (A)	Magazines and Newspapers	
2158	MM06730XC	Read Southern Living- Last Issue (A)	Magazines and Newspapers	
2159	MM02915XC	Read Sports Illustrated (A)	Magazines and Newspapers	
2160	MM06750XC	Read Sports Illustrated- Last Issue (A)	Magazines and Newspapers	
2161	MM02916XC	Read Star (A)	Magazines and Newspapers	
2162	MM06755XC	Read Star- Last Issue (A)	Magazines and Newspapers	
2163	MM02919XC	Read Sunset (A)	Magazines and Newspapers	
2164	MM06765XC	Read Sunset- Last Issue (A)	Magazines and Newspapers	
2165	MM70226XC	Read Tennis (A)	Magazines and Newspapers	
2166	MM42006XC	Read The Atlantic (A)	Magazines and Newspapers	
2167	MM02949XC	Read The Economist (A)	Magazines and Newspapers	
2168	MM02923XC	Read The New Yorker (A)	Magazines and Newspapers	
2169	MM06775XC	Read The New Yorker- Last Issue (A)	Magazines and Newspapers	
2170	MM02925XC	Read This Old House (A)	Magazines and Newspapers	
2171	MM06780XC	Read This Old House- Last Issue (A)	Magazines and Newspapers	
2172	MM02926XC	Read Time (A)	Magazines and Newspapers	
2173	MM06785XC	Read Time- Last Issue (A)	Magazines and Newspapers	
2174	MM02928XC	Read Traditional Home (A)	Magazines and Newspapers	
2175	MM70228XC	Read Traditional Home- Last Issue (A)	Magazines and Newspapers	
2176	MM02929XC	Read Travel & Leisure (A)	Magazines and Newspapers	

ORDER	VARIABLE	DESCRIPTION	CATEGORY	CONSUMPTION
2177	MM06800XC	Read Travel & Leisure- Last Issue (A)	Magazines and Newspapers	
2178	MM50731XC	Read United Hemispheres (A)	Magazines and Newspapers	
2179	MM02935XC	Read Vanity Fair (A)	Magazines and Newspapers	
2180	MM06820XC	Read Vanity Fair- Last Issue (A)	Magazines and Newspapers	
2181	MM04458XC	Read Veranda (A)	Magazines and Newspapers	
2182	MM07070XC	Read VFW Magazine (A)	Magazines and Newspapers	
2183	MM07075XC	Read VFW Magazine- Last Issue (A)	Magazines and Newspapers	
2184	MM02937XC	Read Vogue (A)	Magazines and Newspapers	
2185	MM06835XC	Read Vogue- Last Issue (A)	Magazines and Newspapers	
2186	MM07080XC	Read W Magazine (A)	Magazines and Newspapers	
2187	MM50190XC	Read Wall Street Journal (A)	Magazines and Newspapers	
2188	MM50192XC	Read WebMD Magazine (A)	Magazines and Newspapers	
2189	MM04459XC	Read Wine Spectator (A)	Magazines and Newspapers	
2190	MM04460XC	Read Wired (A)	Magazines and Newspapers	
2191	MM02940XC	Read Woman's Day (A)	Magazines and Newspapers	
2192	MM06860XC	Read Woman's Day- Last Issue (A)	Magazines and Newspapers	
2193	MM02941XC	Read Woman's World (A)	Magazines and Newspapers	
2194	MM42631XC	Read Women's Health (A)	Magazines and Newspapers	
2195	MM42649XC	Read Women's Health- Last Issue (A)	Magazines and Newspapers	
2196	MM42632XC	Read Yoga Journal (A)	Magazines and Newspapers	
2197	MM42651XC	Read Weekday Newspaper- Advertisements Section (A)	Magazines and Newspapers	
2198	MM42633XC	Read Weekday Newspaper- Business/Finance Section (A)	Magazines and Newspapers	
2199	MM42634XC	Read Weekday Newspaper- Circulars/Inserts/Fliers Section (A)	Magazines and Newspapers	
2200	MM42635XC	Read Weekday Newspaper- Classified Advertising Section (A)	Magazines and Newspapers	
2201	MM42636XC	Read Weekday Newspaper- Comics Section (A)	Magazines and Newspapers	
2202	MM42637XC	Read Weekday Newspaper- Editorial Section (A)	Magazines and Newspapers	
2203	MM42652XC	Read Weekday Newspaper- Entertainment/Lifestyle Section (A)	Magazines and Newspapers	
2204	MM42638XC	Read Weekday Newspaper- Fashion Section (A)	Magazines and Newspapers	
2205	MM05545XC	Read Weekday Newspaper- Food/Cooking Section (A)	Magazines and Newspapers	
2206	MM61728XC	Read Weekday Newspaper- Health Section (A)	Magazines and Newspapers	
2207	MM42639XC	Read Weekday Newspaper- Home/Home Design/Furnishings/Garden Section (A)	Magazines and Newspapers	
2208	MM42653XC	Read Weekday Newspaper- International/National News Section (A)	Magazines and Newspapers	
2209	MM42654XC	Read Weekday Newspaper- Local News Section (A)	Magazines and Newspapers	
2210	MM42655XC	Read Weekday Newspaper- Main News/Front Page Section (A)	Magazines and Newspapers	
2211	MM42640XC	Read Weekday Newspaper- Movie Listings/Reviews Section (A)	Magazines and Newspapers	
2212	MM42641XC	Read Weekday Newspaper- Science/Technology Section (A)	Magazines and Newspapers	
2213	MM42642XC	Read Weekday Newspaper- Sports Section (A)	Magazines and Newspapers	
2214	MM42643XC	Read Weekday Newspaper- Travel Section (A)	Magazines and Newspapers	
2215	MM42656XC	Read Weekday Newspaper- TV Listings Section (A)	Magazines and Newspapers	
2216	MM50473XC	Read Weekday Newspaper- Weather Section (A)	Magazines and Newspapers	
2217	MM05670XC	Read Weekend Newspaper- Advertisements Section (A)	Magazines and Newspapers	
2218	MM05610XC	Read Weekend Newspaper- Business/Finance Section (A)	Magazines and Newspapers	
2219	MM05675XC	Read Weekend Newspaper- Circulars/Inserts/Flyer Section (A)	Magazines and Newspapers	
2220	MM05615XC	Read Weekend Newspaper- Classified Section (A)	Magazines and Newspapers	
2221	MM05590XC	Read Weekend Newspaper- Comics Section (A)	Magazines and Newspapers	
2222	MM05620XC	Read Weekend Newspaper- Editorial Section (A)	Magazines and Newspapers	
2223	MM05625XC	Read Weekend Newspaper- Entertainment/Lifestyle Section (A)	Magazines and Newspapers	
2224	MM05630XC	Read Weekend Newspaper- Fashion Section (A)	Magazines and Newspapers	
2225	MM05635XC	Read Weekend Newspaper- Food/Cooking Section (A)	Magazines and Newspapers	
2226	MM61729XC	Read Weekend Newspaper- Health Section (A)	Magazines and Newspapers	
2227	MM05640XC	Read Weekend Newspaper- Home Design/Gardening Section (A)	Magazines and Newspapers	
2228	MM05600XC	Read Weekend Newspaper- International/National News Section (A)	Magazines and Newspapers	
2229	MM05605XC	Read Weekend Newspaper- Local News Section (A)	Magazines and Newspapers	
2230	MM05595XC	Read Weekend Newspaper- Main News/Front Page Section (A)	Magazines and Newspapers	
2231	MM05645XC	Read Weekend Newspaper- Movie Listings/Reviews Section (A)	Magazines and Newspapers	
2232	MM05650XC	Read Weekend Newspaper- Science/Technology Section (A)	Magazines and Newspapers	
2233	MM05655XC	Read Weekend Newspaper- Sports Section (A)	Magazines and Newspapers	
2234	MM05660XC	Read Weekend Newspaper- Travel Section (A)	Magazines and Newspapers	
2235	MM05665XC	Read Weekend Newspaper- TV Listings Section (A)	Magazines and Newspapers	
2236	MM51000XC	Read Weekend Newspaper- Weather Section (A)	Magazines and Newspapers	
2237	MM61734XC	Weekday Newspaper Advertising: Not at All Useful (A)	Magazines and Newspapers	
2238	MM61735XC	Weekday Newspaper Advertising: Somewhat Useful (A)	Magazines and Newspapers	
2239	MM61736XC	Weekday Newspaper Advertising: Very Useful (A)	Magazines and Newspapers	
2240	MM61737XC	Weekend Newspaper Advertising: Not at All Useful (A)	Magazines and Newspapers	
2241	MM61738XC	Weekend Newspaper Advertising: Somewhat Useful (A)	Magazines and Newspapers	
2242	MM61739XC	Weekend Newspaper Advertising: Very Useful (A)	Magazines and Newspapers	
2243	MM50297XC	Outdoor Quintile: I (Heavy) (A)	Print Media Usage	
2244	MM50298XC	Outdoor Quintile: II (A)	Print Media Usage	

ORDER	VARIABLE	DESCRIPTION	CATEGORY	CONSUMPTION
2245	MM50299XC	Outdoor Quintile: III (A)	Print Media Usage	
2246	MM50300XC	Outdoor Quintile: IV (A)	Print Media Usage	
2247	MM50301XC	Outdoor Quintile: V (Light) (A)	Print Media Usage	
2248	MM02963XC	Magazine Quintile: I (Heavy) (A)	Print Media Usage	
2249	MM02964XC	Magazine Quintile: II (A)	Print Media Usage	
2250	MM02965XC	Magazine Quintile: III (A)	Print Media Usage	
2251	MM02966XC	Magazine Quintile: IV (A)	Print Media Usage	
2252	MM02967XC	Magazine Quintile: V (Light) (A)	Print Media Usage	
2253	MM02962XC	Read Magazines- Lower Half (A)	Print Media Usage	
2254	MM02968XC	Read Magazines- Upper Half (A)	Print Media Usage	
2255	MM02984XC	Newspaper Quintile: I (Heavy) (A)	Print Media Usage	
2256	MM02985XC	Newspaper Quintile: II (A)	Print Media Usage	
2257	MM02986XC	Newspaper Quintile: III (A)	Print Media Usage	
2258	MM02987XC	Newspaper Quintile: IV (A)	Print Media Usage	
2259	MM02988XC	Newspaper Quintile: V (Light) (A)	Print Media Usage	
2260	MM02982XC	Read Newspaper- Lower Half (A)	Print Media Usage	
2261	MM02993XC	Read Newspaper- Upper Half (A)	Print Media Usage	
2262	MM50749XC	Read Any Newspaper (electronic edition)-1mo (A)	Print Media Usage	
2263	MM02947XC	Read Airline Magazines- Net Audience (A)	Print Media Usage	
2264	MM61740XC	Read American Rifleman (A)	Print Media Usage	
2265	MM61741XC	Read American Rifleman Last Issue (A)	Print Media Usage	
2266	MM61742XC	Read American Way (A)	Print Media Usage	
2267	MM61743XC	Read Arthritis Today (A)	Print Media Usage	
2268	MM61744XC	Read Arthritis Today Last Issue (A)	Print Media Usage	
2269	MM02948XC	Read Automotive Magazines- Net Audience (A)	Print Media Usage	
2270	MM61745XC	Read Bridal Guide (A)	Print Media Usage	
2271	MM02951XC	Read Bridal Magazines- Net Audience (A)	Print Media Usage	
2272	MM02952XC	Read Business/Finance Magazines- Net Audience (A)	Print Media Usage	
2273	MM61747XC	Read Country Sampler (A)	Print Media Usage	
2274	MM02954XC	Read Daily Newspaper (A)	Print Media Usage	
2275	MM61748XC	Read Diabetes Forecast (A)	Print Media Usage	
2276	MM61750XC	Read Ducks Unlimited (A)	Print Media Usage	
2277	MM02955XC	Read Epicurean Magazines- Net Audience (A)	Print Media Usage	
2278	MM02956XC	Read Fishing/Hunting Magazines- Net Audience (A)	Print Media Usage	
2279	MM02957XC	Read Fraternal Magazines- Net Audience (A)	Print Media Usage	
2280	MM61755XC	Read Game Informer (A)	Print Media Usage	
2281	MM61756XC	Read Game Informer Last Issue (A)	Print Media Usage	
2282	MM02959XC	Read General Editorial Magazines- Net Audience (A)	Print Media Usage	
2283	MM61758XC	Read Guideposts (A)	Print Media Usage	
2284	MM61759XC	Read Guideposts Last Issue (A)	Print Media Usage	
2285	MM02960XC	Read Health Magazines- Net Audience (A)	Print Media Usage	
2286	MM02961XC	Read Home Services Magazines- Net Audience (A)	Print Media Usage	
2287	MM61760XC	Read In Touch (A)	Print Media Usage	
2288	MM61761XC	Read In-Fisherman (A)	Print Media Usage	
2289	MM61762XC	Read In-Fisherman Last Issue (A)	Print Media Usage	
2290	MM02970XC	Read Men's Magazines- Net Audience (A)	Print Media Usage	
2291	MM70233XC	Read Motorcycle Magazines- Net Audience (A)	Print Media Usage	
2292	MM61769XC	Read National Wildlife (A)	Print Media Usage	
2293	MM70234XC	Read National Wildlife Last Issue (A)	Print Media Usage	
2294	MM02973XC	Read News Weekly Magazines- Net Audience (A)	Print Media Usage	
2295	MM02994XC	Read Newspaper-Distributed Magazines- Net Audience (A)	Print Media Usage	
2296	MM02996XC	Read Parenthood Magazines- Net Audience (A)	Print Media Usage	
2297	MM61771XC	Read Real Simple (A)	Print Media Usage	
2298	MM61772XC	Read Real Simple Last Issue (A)	Print Media Usage	
2299	MM02998XC	Read Science/Tech Magazines- Net Audience (A)	Print Media Usage	
2300	MM02999XC	Read Sports Magazines- Net Audience (A)	Print Media Usage	
2301	MM61779XC	Read Street Rodder (A)	Print Media Usage	
2302	MM03000XC	Read Sunday Newspaper (A)	Print Media Usage	
2303	MM61781XC	Read Super Chevy (A)	Print Media Usage	
2304	MM61784XC	Read Texas Monthly (A)	Print Media Usage	
2305	MM03001XC	Read Travel Magazines- Net Audience (A)	Print Media Usage	
2306	MM61790XC	Read Us Weekly (A)	Print Media Usage	
2307	MM61791XC	Read Us Weekly Last Issue (A)	Print Media Usage	
2308	MM03003XC	Read Women's Fashion Magazines- Net Audience (A)	Print Media Usage	
2309	MM03004XC	Read Women's Magazines- Net Audience (A)	Print Media Usage	
2310	MM61795XC	Read Daily Newspaper: 1 (A)	Print Media Usage	
2311	MM61796XC	Read Daily Newspaper: 2 or More (A)	Print Media Usage	
2312	MM61797XC	Read Sunday Newspaper: 1 (A)	Print Media Usage	

ORDER	VARIABLE	DESCRIPTION	CATEGORY	CONSUMPTION
2313	MM61798XC	Read Sunday Newspaper: 2 or More (A)	Print Media Usage	
2314	MM70236XC	Saw Alternative Ads at an airport- 1mo (A)	Print Media Usage	
2315	MM70237XC	Saw Alternative Ads at an airport- 6mo (A)	Print Media Usage	
2316	MM50474XC	Saw Alternative Ads at bus stops or train stations- 1mo (A)	Print Media Usage	
2317	MM50475XC	Saw Alternative Ads at bus stops or train stations- 6mo (A)	Print Media Usage	
2318	MM50476XC	Saw Alternative Ads at sports or entertainment events- 1mo (A)	Print Media Usage	
2319	MM50477XC	Saw Alternative Ads at sports or entertainment events- 6mo (A)	Print Media Usage	
2320	MM50480XC	Saw Alternative Ads in stores (not video ads)- 1mo (A)	Print Media Usage	
2321	MM50481XC	Saw Alternative Ads in stores (not video ads)- 6mo (A)	Print Media Usage	
2322	MM50482XC	Saw Alternative Ads inside taxis- 1mo (A)	Print Media Usage	
2323	MM50483XC	Saw Alternative Ads inside taxis- 6mo (A)	Print Media Usage	
2324	MM50484XC	Saw Alternative Ads on Billboards - 1mo (A)	Print Media Usage	
2325	MM50485XC	Saw Alternative Ads on Billboards- 6mo (A)	Print Media Usage	
2326	MM50486XC	Saw Alternative Ads on buses/trains- 1mo (A)	Print Media Usage	
2327	MM50487XC	Saw Alternative Ads on buses/trains- 6mo (A)	Print Media Usage	
2328	MM50489XC	Saw Alternative Ads on phone booths- 6mo (A)	Print Media Usage	
2329	MM70238XC	Saw Alternative Ads on phone booths- 1mo (A)	Print Media Usage	
2330	MM50490XC	Saw Alternative Ads on postcards- 1mo (A)	Print Media Usage	
2331	MM50491XC	Saw Alternative Ads on postcards- 6mo (A)	Print Media Usage	
2332	MM70239XC	Saw Alternative Ads on shopping carts- 1mo (A)	Print Media Usage	
2333	MM70240XC	Saw Alternative Ads on shopping carts- 6mo (A)	Print Media Usage	
2334	MM61799XC	Saw Alternative Ads on posters at movie theaters- 1mo (A)	Print Media Usage	
2335	MM61800XC	Saw Alternative Ads on posters at movie theaters- 6mo (A)	Print Media Usage	
2336	MM50492XC	Saw Alternative Ads on top of taxis- 1mo (A)	Print Media Usage	
2337	MM50493XC	Saw Alternative Ads on top of taxis- 6mo (A)	Print Media Usage	
2338	MM50494XC	Saw Alternative Ads sent to a cell phone or mobile device- 1mo (A)	Print Media Usage	
2339	MM50495XC	Saw Alternative Ads sent to a cell phone or mobile device- 6mo (A)	Print Media Usage	
2340	MM61801XC	Saw Alternative Ads shown on-screen before the start of a movie- 1mo (A)	Print Media Usage	
2341	MM61802XC	Saw Alternative Ads shown on-screen before the start of a movie- 6mo (A)	Print Media Usage	
2342	MM61803XC	Saw Alternative Product placement in movies- 1mo (A)	Print Media Usage	
2343	MM61804XC	Saw Alternative Product placement in movies- 6mo (A)	Print Media Usage	
2344	MM61805XC	Saw Alternative Product placement in TV shows- 1mo (A)	Print Media Usage	
2345	MM61806XC	Saw Alternative Product placement in TV shows- 6mo (A)	Print Media Usage	
2346	MM61807XC	Saw Alternative Product placement in video games- 1mo (A)	Print Media Usage	
2347	MM61808XC	Saw Alternative Product placement in video games- 6mo (A)	Print Media Usage	
2348	MM61809XC	Saw Digital/Video Ads at coffee shops, cafes or delis- 1mo (A)	Print Media Usage	
2349	MM50500XC	Saw Digital/Video Ads at gas stations- 1mo (A)	Print Media Usage	
2350	MM50501XC	Saw Digital/Video Ads at gas stations- 6mo (A)	Print Media Usage	
2351	MM50502XC	Saw Digital/Video Ads in airports- 1mo (A)	Print Media Usage	
2352	MM50503XC	Saw Digital/Video Ads in airports- 6mo (A)	Print Media Usage	
2353	MM50504XC	Saw Digital/Video Ads in bars/pubs - 6mo (A)	Print Media Usage	
2354	MM50505XC	Saw Digital/Video Ads in bars/pubs- 1mo (A)	Print Media Usage	
2355	MM61810XC	Saw Digital/Video Ads in coffee shops, cafes or delis- 6mo (A)	Print Media Usage	
2356	MM61811XC	Saw Digital/Video Ads in convenience stores- 1mo (A)	Print Media Usage	
2357	MM61812XC	Saw Digital/Video Ads in convenience stores- 6mo (A)	Print Media Usage	
2358	MM61813XC	Saw Digital/Video Ads in drug stores- 1mo (A)	Print Media Usage	
2359	MM61814XC	Saw Digital/Video Ads in drug stores- 6mo (A)	Print Media Usage	
2360	MM61815XC	Saw Digital/Video Ads in fast food or family restaurants- 1mo (A)	Print Media Usage	
2361	MM61816XC	Saw Digital/Video Ads in fast food or family restaurants- 6mo (A)	Print Media Usage	
2362	MM61817XC	Saw Digital/Video Ads in grocery stores- 1mo (A)	Print Media Usage	
2363	MM61818XC	Saw Digital/Video Ads in grocery stores- 6mo (A)	Print Media Usage	
2364	MM50506XC	Saw Digital/Video Ads in gym/health clubs- 1mo (A)	Print Media Usage	
2365	MM50507XC	Saw Digital/Video Ads in gym/health clubs- 6mo (A)	Print Media Usage	
2366	MM61819XC	Saw Digital/Video Ads in large discount/department stores- 1mo (A)	Print Media Usage	
2367	MM61820XC	Saw Digital/Video Ads in large discount/department stores- 6mo (A)	Print Media Usage	
2368	MM50508XC	Saw Digital/Video Ads in medical offices- 1mo (A)	Print Media Usage	
2369	MM50509XC	Saw Digital/Video Ads in medical offices- 6mo (A)	Print Media Usage	
2370	MM61821XC	Saw Digital/Video Ads in movie theater lobbies- 1mo (A)	Print Media Usage	
2371	MM61822XC	Saw Digital/Video Ads in movie theater lobbies- 6mo (A)	Print Media Usage	
2372	MM50510XC	Saw Digital/Video Ads in office building elevators- 1mo (A)	Print Media Usage	
2373	MM50511XC	Saw Digital/Video Ads in office building elevators- 6mo (A)	Print Media Usage	
2374	MM61823XC	Saw Digital/Video Ads in office building lobbies- 1mo (A)	Print Media Usage	
2375	MM61824XC	Saw Digital/Video Ads in office building lobbies- 6mo (A)	Print Media Usage	
2376	MM61825XC	Saw Digital/Video Ads in other stores- 1mo (A)	Print Media Usage	
2377	MM61826XC	Saw Digital/Video Ads in other stores- 6mo (A)	Print Media Usage	
2378	MM50514XC	Saw Digital/Video Ads in shopping malls- 1mo (A)	Print Media Usage	
2379	MM50515XC	Saw Digital/Video Ads in shopping malls- 6mo (A)	Print Media Usage	
2380	MM70241XC	Saw Digital/Video Ads in shopping mall food courts- 1mo (A)	Print Media Usage	

ORDER	VARIABLE	DESCRIPTION	CATEGORY	CONSUMPTION
2381	MM70242XC	Saw Digital/Video Ads in shopping mall food courts- 6mo (A)	Print Media Usage	
2382	MM70243XC	Saw Digital/Video Ads in taxis- 1mo (A)	Print Media Usage	
2383	MM70244XC	Saw Digital/Video Ads in taxis- 6mo (A)	Print Media Usage	
2384	MM61827XC	Saw Digital/Video Ads in warehouse/club stores- 1mo (A)	Print Media Usage	
2385	MM61828XC	Saw Digital/Video Ads in warehouse/club stores- 6mo (A)	Print Media Usage	
2386	MM50496XC	Saw Infomercials- 1mo (A)	Print Media Usage	
2387	MM50497XC	Saw Infomercials- 6mo (A)	Print Media Usage	
2388	MM50498XC	Saw Offers or Ads sent to your home by mail - 1mo (A)	Print Media Usage	
2389	MM50499XC	Saw Offers or Ads sent to your home by mail- 6mo (A)	Print Media Usage	
2390	MM61831XC	Use Any Print Yellow Pages- 1wk (A)	Print Media Usage	
2391	MM41435XC	Use Paper Yellow Pages-Any Reference (Net)- 1yr (A)	Print Media Usage	
2392	MM50759XC	Visited Better Homes & Gardens website (A)	Print Media Usage	
2393	MM50761XC	Visited Consumer Reports website (A)	Print Media Usage	
2394	MM50766XC	Visited Discover website (A)	Print Media Usage	
2395	MM50769XC	Visited Entertainment Weekly website (A)	Print Media Usage	
2396	MM50782XC	Visited Mens Health website (A)	Print Media Usage	
2397	MM50783XC	Visited Money website (A)	Print Media Usage	
2398	MM50786XC	Visited National Geographic Traveler website (A)	Print Media Usage	
2399	MM50785XC	Visited National Geographic website (A)	Print Media Usage	
2400	MM50791XC	Visited People website (A)	Print Media Usage	
2401	MM50796XC	Visited Sports Illustrated website (A)	Print Media Usage	
2402	MM50797XC	Visited Time website (A)	Print Media Usage	
2403	MM50799XC	Visited USA Today website (A)	Print Media Usage	
2404	MM50801XC	Visited Wall Street Journal website (A)	Print Media Usage	
2405	MM50802XC	Visited WebMD Magazine website (A)	Print Media Usage	
2406	MM50804XC	Visited Wired website (A)	Print Media Usage	
2407	MM04551XC	Ads Are More Manipulative Than Informative- Agree (A)	Psychographics	
2408	MM70245XC	Ads Keep Me Up-To-Date About Products and Services- Agree (A)	Psychographics	
2409	MM04554XC	Brands in Ads Better Quality Than Brands Not - Agree (A)	Psychographics	
2410	MM04553XC	Like to Look at Ads- Agree (A)	Psychographics	
2411	MM04550XC	Many Prods Don't Perform as Well as Ads claim- Agree (A)	Psychographics	
2412	MM04552XC	Most Ads Are Annoying- Agree (A)	Psychographics	
2413	MM66200XC	For me, ads in magazines is amusing- Agree (A)	Psychographics	
2414	MM41444XC	Find Vehicle I Like- Recommend to People I Know- Agree (A)	Psychographics	
2415	MM41445XC	Fun to Drive a Top Consideration in my Purchasing Decision- Agree (A)	Psychographics	
2416	MM41446XC	I Buy Vehicles that Reflect my Commitment to the Environment- Agree (A)	Psychographics	
2417	MM41447XC	I Purchase Most Expensive Model with all Luxury Options- Agree (A)	Psychographics	
2418	MM41448XC	Rebates/incentives strongly influence new vehicle purchasing decision- Agree (A)	Psychographics	
2419	MM41449XC	Want the Cheapest and Easiest to Maintain Vehicle I can Find- Agree (A)	Psychographics	
2420	MM66201XC	Having a versatile vehicle for my busy lifestyle is important to me- Agree (A)	Psychographics	
2421	MM66002XC	I always follow the advice of my mechanic- Agree (A)	Psychographics	
2422	MM66003XC	I always maintain my vehicle as recommended by the mfg's manual- Agree (A)	Psychographics	
2423	MM66004XC	I consider myself to be an automotive enthusiast- Agree (A)	Psychographics	
2424	MM66005XC	I consider safety first when shopping for a new vehicle- Agree (A)	Psychographics	
2425	MM66006XC	I enjoy learning about automobiles from others- Agree (A)	Psychographics	
2426	MM66007XC	I enjoy personalizing my vehicle to reflect my individual tastes- Agree (A)	Psychographics	
2427	MM66008XC	I look for vehicles that offer higher performance and acceleration- Agree (A)	Psychographics	
2428	MM66009XC	I look forward to technology advances in new vehicles- Agree (A)	Psychographics	
2429	MM66010XC	I often ask the advice of others when it comes to automobiles- Agree (A)	Psychographics	
2430	MM66011XC	I often take the opp. to discuss my knowledge of vehicles with others- Agree (A)	Psychographics	
2431	MM66012XC	I plan to buy vehicle that best meets my needs, no care who/where made- Agree (A)	Psychographics	
2432	MM66013XC	I prefer buying models of vehicles I or folks I know owned and like- Agree (A)	Psychographics	
2433	MM66014XC	I research/compare as many vehicles I can before final buy decision- Agree (A)	Psychographics	
2434	MM66015XC	I seek out vehicles w/bold, new designs diff. from others on the road- Agree (A)	Psychographics	
2435	MM66016XC	I think of vehicles as basic transportation- Agree (A)	Psychographics	
2436	MM66017XC	I typically look at several brands when shopping for a new vehicle- Agree (A)	Psychographics	
2437	MM66018XC	I want a vehicle with comforts of a car and capabilities of a truck- Agree (A)	Psychographics	
2438	MM66019XC	I'm loyal to my vehicle brands and stick with them- Agree (A)	Psychographics	
2439	MM66020XC	My first consideration in choosing a vehicle is exterior styling- Agree (A)	Psychographics	
2440	MM66021XC	People often ask my advice when it comes to automobiles- Agree (A)	Psychographics	
2441	MM66022XC	The quality of workmanship/construction of a vehicle, most important- Agree (A)	Psychographics	
2442	MM66023XC	The vehicle a person owns says a lot about him or her- Agree (A)	Psychographics	
2443	MM04476XC	Annoyed by all of the Signs in Stores- Agree (A)	Psychographics	
2444	MM04502XC	Brand Name is the Best Indication of Quality- Agree (A)	Psychographics	
2445	MM04468XC	Buy Based on Quality- Not Price- Agree (A)	Psychographics	
2446	MM04480XC	Buy Brands that Reflect My Style- Agree (A)	Psychographics	
2447	MM04483XC	Buy the Brands I Grew Up With- Agree (A)	Psychographics	
2448	MM04503XC	Buy Things My Friends/Neighbors Approve of- Agree (A)	Psychographics	

ORDER	VARIABLE	DESCRIPTION	CATEGORY	CONSUMPTION
2449	MM04461XC	Buying American Products Is Important to Me- Agree (A)	Psychographics	
2450	MM04474XC	Celebrity Endorsement May Influence Buying Product- Agree (A)	Psychographics	
2451	MM04492XC	Change Brands Often for Variety/Novelty- Agree (A)	Psychographics	
2452	MM04485XC	Check Ingredients/Nutrition of Food Before Buy- Agree (A)	Psychographics	
2453	MM04494XC	Choose Store Because Store Personnel Service- Agree (A)	Psychographics	
2454	MM50197XC	Concerned about Environment When Buying Natural Products- Agree (A)	Psychographics	
2455	MM50196XC	Concerned about Family Health When Buying Natural Products- Agree (A)	Psychographics	
2456	MM04465XC	Don't Buy Based on Advertising- Agree (A)	Psychographics	
2457	MM04486XC	Don't Have Time to Save Coupons- Agree (A)	Psychographics	
2458	MM50198XC	Enjoy Wandering Store for New and Interesting Products- Agree (A)	Psychographics	
2459	MM04478XC	Environmental Safety More Important than Convenience- Agree (A)	Psychographics	
2460	MM50199XC	Expect Brands I Buy to support Social Causes-Agree (A)	Psychographics	
2461	MM04473XC	Favorite Grocery Store Offers Low Prices every day- Agree (A)	Psychographics	
2462	MM04496XC	First of My Friends to Try New Products/Services- Agree (A)	Psychographics	
2463	MM50200XC	Generic/store brand products are as effective as brand-name products-Agree (A)	Psychographics	
2464	MM50202XC	I am more likely to buy brands that support a cause that I care about-Agree (A)	Psychographics	
2465	MM50201XC	I Smell Personal Care and Household Products in Store Before I Buy- Agree (A)	Psychographics	
2466	MM04482XC	I Tend to Make Impulse Purchases- Agree (A)	Psychographics	
2467	MM04471XC	Important that Salespeople Know their Products- Agree (A)	Psychographics	
2468	MM04472XC	Influenced by What's Hot and What's Not- Agree (A)	Psychographics	
2469	MM50203XC	Important How Personal Care and Household Products Smell- Agree (A)	Psychographics	
2470	MM04462XC	Know Price of the Foods/Packaged Goods I Buy- Agree (A)	Psychographics	
2471	MM70246XC	I Like to Connect with Brands through Social-Networking Sites- Agree (A)	Psychographics	
2472	MM50518XC	Like to Compare Sites Prices Before Purchasing Online - Agree (A)	Psychographics	
2473	MM50519XC	Like to Share My Opinions on Prods./Services Posting Reviews Online- Agree (A)	Psychographics	
2474	MM04466XC	Like to Shop Around Before Making a Purchase- Agree (A)	Psychographics	
2475	MM04487XC	My Kids Have an Impact on the Brands I Choose- Agree (A)	Psychographics	
2476	MM50195XC	Number One Goal When Shopping is to Save as Much Money as Possible- Agree (A)	Psychographics	
2477	MM50520XC	Offer of Free Shipping Attracts Me to Shopping Site - Agree (A)	Psychographics	
2478	MM50521XC	Often Save Money by Buying Previously Used Items Online - Agree (A)	Psychographics	
2479	MM04477XC	Often Seek Advice of Others Before Buying- Agree (A)	Psychographics	
2480	MM50522XC	Only Purchase Products Online When I Have Coupon or Promo Code- Agree (A)	Psychographics	
2481	MM04475XC	Only Use Coupons for Brands I Usually Buy- Agree (A)	Psychographics	
2482	MM04488XC	Pay Extra For a Product that Suits My Image- Agree (A)	Psychographics	
2483	MM04481XC	People Ask Me for Purchasing Advice- Agree (A)	Psychographics	
2484	MM04484XC	Prefer Products With the Latest Technology- Agree (A)	Psychographics	
2485	MM50523XC	Prefer Purchasing Items Online for Set Price vs. Bidding in Auction- Agree (A)	Psychographics	
2486	MM70247XC	I Prefer to Shop at Stores that offer Loyalty Points- Agree (A)	Psychographics	
2487	MM04497XC	Prefer Stores with Many Familiar Brands- Agree (A)	Psychographics	
2488	MM04501XC	Prefer To Shop At Specialized Stores- Agree (A)	Psychographics	
2489	MM04469XC	Price Is More Important than Brand Names- Agree (A)	Psychographics	
2490	MM04499XC	Rather Receive Sample than Price-Off Coupon- Agree (A)	Psychographics	
2491	MM04479XC	Shopping Used to Be More Enjoyable- Agree (A)	Psychographics	
2492	MM04470XC	Spender Rather than a Saver- Agree (A)	Psychographics	
2493	MM04489XC	Spouse Has Impact on the Brands I Choose- Agree (A)	Psychographics	
2494	MM04493XC	Think Coupon Offer Means Overpriced Before- Agree (A)	Psychographics	
2495	MM04463XC	Think Shopping Is a Great Way to Relax- Agree (A)	Psychographics	
2496	MM50524XC	Typically Read Online Reviews Before Purchasing Online - Agree (A)	Psychographics	
2497	MM50525XC	Use the Internet to Buy Hard-to-Find Products - Agree (A)	Psychographics	
2498	MM04498XC	Wait for Others to Try Things Before I Buy- Agree (A)	Psychographics	
2499	MM04490XC	When I Find a Brand I Like- I Stick to It- Agree (A)	Psychographics	
2500	MM04467XC	Will Buy on Credit Rather than Wait- Agree (A)	Psychographics	
2501	MM04491XC	Will Pay More for a Brand I Trust- Agree (A)	Psychographics	
2502	MM04500XC	Will Pay More for Environmentally Safe Product- Agree (A)	Psychographics	
2503	MM04495XC	Will Switch Brands to Use a Cents-Off Coupon- Agree (A)	Psychographics	
2504	MM42672XC	Advertisements on Cell Phones are Annoying- Agree (A)	Psychographics	
2505	MM42673XC	Cell Phones are too Complicated these Days- Agree (A)	Psychographics	
2506	MM42670XC	Choosing Cell Phone Provider- Available Phone Models- Important (A)	Psychographics	
2507	MM42668XC	Choosing Cell Phone Provider-Service Plans- Important (A)	Psychographics	
2508	MM42669XC	Choosing Cell Phone Provider-Customer Service- Important (A)	Psychographics	
2509	MM42671XC	Choosing Cell Phone Provider- Service Coverage Area- Important (A)	Psychographics	
2510	MM70248XC	Apps have Made My Life so Much More Convenient- Agree (A)	Psychographics	
2511	MM70249XC	Checking My Phone is the First Thing I do in the Morning- Agree (A)	Psychographics	
2512	MM42675XC	I am interested in watching live TV on my cell phone- Agree (A)	Psychographics	
2513	MM42676XC	I am Interested in Watching Video Clips on My Cell Phone- Agree (A)	Psychographics	
2514	MM70250XC	I'm Always Checking Out the App Store to See What's New- Agree (A)	Psychographics	
2515	MM70251XC	I Like to Receive Coupons on My Cell Phone Based on My Location- Agree (A)	Psychographics	
2516	MM70252XC	I Text More Than I Talk on My Phone- Agree (A)	Psychographics	

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2517	MM42677XC	I Carry My Cell Phone Everywhere I Go- Agree (A)	Psychographics	
2518	MM42678XC	I Enjoy Customizing the Look and Sound of My Cell Phone- Agree (A)	Psychographics	
2519	MM42674XC	I Expect quality of video on cell phone to be equal to TV- Agree (A)	Psychographics	
2520	MM42679XC	Often Use My Cell Phone to Make Phone Calls from My Home- Agree (A)	Psychographics	
2521	MM70253XC	Often Use My Mobile Device Inside a Store for Info on Prods They Sell- Agree (A)	Psychographics	
2522	MM70254XC	Often Use My Mobile Device Inside a Store to Make Purchase Decisions- Agree (A)	Psychographics	
2523	MM70255XC	Often Use My Mobile Device Inside a Store to Find Coupons/Other Offers- Agree (A)	Psychographics	
2524	MM70256XC	Often Use My Mobile Device to Compare Prices Before Making a Purchase- Agree (A)	Psychographics	
2525	MM42680XC	I Only Answer My Cell Phone When I Know Who is Calling- Agree (A)	Psychographics	
2526	MM42681XC	I Think of My Mobile Phone as a Source of Entertainment- Agree (A)	Psychographics	
2527	MM42690XC	I Understand How to Use Most of the Features on My Cell Phone- Agree (A)	Psychographics	
2528	MM42698XC	I Would Pay Monthly Subscription Fee to Receive Live TV on Cell Phone- Agree (A)	Psychographics	
2529	MM42699XC	I Would Receive Ads on My Cell Phone for Lower Monthly Costs- Agree (A)	Psychographics	
2530	MM42700XC	I Would Receive Ads on My Cell Phone in Exchange for Services- Agree (A)	Psychographics	
2531	MM42696XC	I Would Text Message More Often if it Were Easier to Type- Agree (A)	Psychographics	
2532	MM42697XC	I Would Text Message More Often if it Were Less Expensive- Agree (A)	Psychographics	
2533	MM42693XC	I Would Use Internet on My Cell More Often if it were Easier to Read- Agree (A)	Psychographics	
2534	MM42694XC	I Would Use Internet on My Cell More Often if it were Less Expensive- Agree (A)	Psychographics	
2535	MM42695XC	I Would Use Internet on My Cell More Often if the Web Loaded Easier- Agree (A)	Psychographics	
2536	MM42687XC	I Would Use Some Features on Cell Phone but do not Know How to- Agree (A)	Psychographics	
2537	MM42682XC	I Would Use Text Messaging if I Knew How to do it- Agree (A)	Psychographics	
2538	MM70257XC	Mobile Apps are Updated Too Frequently- Agree (A)	Psychographics	
2539	MM70258XC	My Mobile Device Greatly Improves My Daily Commute- Agree (A)	Psychographics	
2540	MM70259XC	When going somewhere new, I rely on my phon/mobl device to get there- Agree (A)	Psychographics	
2541	MM42683XC	My Cell Phone is an Extension of My Personality- Agree (A)	Psychographics	
2542	MM42684XC	Often Annoyed By Others Talking Loudly on Cell Phones in Public- Agree (A)	Psychographics	
2543	MM70260XC	On My Cell Phone, I Prefer to Use Apps Instead of Websites- Agree (A)	Psychographics	
2544	MM70261XC	On My Tablet, I Prefer to Use Apps Instead of Websites- Agree (A)	Psychographics	
2545	MM42685XC	One Mobile Device that Can do Everything is Very Convenient- Agree (A)	Psychographics	
2546	MM42686XC	Primary Reason I have My Cell Phone is for Safety- Agree (A)	Psychographics	
2547	MM42688XC	Sometimes My Cell Phone Makes Me Feel that I am Too Available- Agree (A)	Psychographics	
2548	MM42689XC	Text Messaging is an Important Part of My Daily Life- Agree (A)	Psychographics	
2549	MM42691XC	Want Cell Phone for Calls but do not Use Other Features- Agree (A)	Psychographics	
2550	MM42692XC	Will Keep Landline Telephone Even if Cell Service Improves- Agree (A)	Psychographics	
2551	MM66024XC	Ads on mobile phones provides meaningful info on others product use - Agree (A)	Psychographics	
2552	MM66025XC	Ads on mobile phones provides useful info about bargains- Agree (A)	Psychographics	
2553	MM66026XC	Ads on mobile phones provides useful info on new products/services- Agree (A)	Psychographics	
2554	MM66027XC	For me, ads on mobile phones appears at inconvenient moments - Agree (A)	Psychographics	
2555	MM66028XC	For me, advertising on mobile phones has no credibility - Agree (A)	Psychographics	
2556	MM66029XC	For me, advertising on mobile phones is amusing - Agree (A)	Psychographics	
2557	MM66030XC	For me, advertising on mobile phones is repeated too often - Agree (A)	Psychographics	
2558	MM66031XC	For me, all ads on mobile phones are alike- Agree (A)	Psychographics	
2559	MM41450XC	Better to Put Money in Low-risk- Even if Return not as Great- Agree (A)	Psychographics	
2560	MM41451XC	Find Financial Products/Services I like- Recommend to Others- Agree (A)	Psychographics	
2561	MM41452XC	I Find the Ups and Downs of the Financial Markets Exciting- Agree (A)	Psychographics	
2562	MM41453XC	Investing in the Stock Market is too Risky for Me- Agree (A)	Psychographics	
2563	MM41454XC	Like to Take Risks when Investing for Chance of High Return- Agree (A)	Psychographics	
2564	MM66032XC	Borrowing money makes me feel uncomfortable- Agree (A)	Psychographics	
2565	MM66033XC	I always know broadly how much is in my bank acct. at any one time- Agree (A)	Psychographics	
2566	MM66034XC	I enjoy learning about financial products or services from others- Agree (A)	Psychographics	
2567	MM66035XC	I feel overwhelmed by financial burdens- Agree (A)	Psychographics	
2568	MM66036XC	I hate having to go to the branch of my bank or savings institution- Agree (A)	Psychographics	
2569	MM66037XC	I hate to borrow money; I would much rather save up for a purchase- Agree (A)	Psychographics	
2570	MM66038XC	I often ask the advice of others about to financial prods/services- Agree (A)	Psychographics	
2571	MM66039XC	I often take opp. to discuss my knowledge of financial prods/services- Agree (A)	Psychographics	
2572	MM66040XC	I only save for a specific purpose- Agree (A)	Psychographics	
2573	MM66041XC	I regularly read financial news or financial publications- Agree (A)	Psychographics	
2574	MM66042XC	I'd be happy to use the Internet for day to day banking transactions- Agree (A)	Psychographics	
2575	MM66043XC	I'm happy to use the phone for day to day banking transactions- Agree (A)	Psychographics	
2576	MM66044XC	Investing for the future is very important to me- Agree (A)	Psychographics	
2577	MM66045XC	My parents tend/tended to be savers- Agree (A)	Psychographics	
2578	MM66046XC	People often ask my advice when it comes to financial matters- Agree (A)	Psychographics	
2579	MM66047XC	The economy has a direct effect on my spending habits- Agree (A)	Psychographics	
2580	MM66048XC	How I deal with my finances reflects how my parents dealt with theirs- Agree (A)	Psychographics	
2581	MM66049XC	There are one or two financial institutions I always turn to first- Agree (A)	Psychographics	
2582	MM66050XC	It's better having what you want now, you don't know about tomorrow- Agree (A)	Psychographics	
2583	MM41455XC	Find Food Product Like- I Recommend to Others- Agree (A)	Psychographics	
2584	MM65015XC	Dinners in My Home Are Usually Planned Ahead of Time- Agree (A)	Psychographics	

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2585	MM65016XC	During a Given Week, I Cook Meals Frequently- Agree (A)	Psychographics	
2586	MM65017XC	Eating at a Fast Food Restaurant Is Fun- Agree (A)	Psychographics	
2587	MM65018XC	Fast Food Is Junk Food- Agree (A)	Psychographics	
2588	MM65019XC	Food Is a Comfort to Me- Agree (A)	Psychographics	
2589	MM65020XC	Frozen Dinners Are a Convenient Alternative For a Meal- Agree (A)	Psychographics	
2590	MM70262XC	I am Loyal to My Food Brand and Stick with Them- Agree (A)	Psychographics	
2591	MM41456XC	I Don't Allow Junk Food in my Home- Agree (A)	Psychographics	
2592	MM65021XC	I Don't Have Very Much Interest In Cooking- Agree (A)	Psychographics	
2593	MM65022XC	I Don't Pay Much Attention to My Intake of Fat- Agree (A)	Psychographics	
2594	MM65023XC	I Enjoy Being Creative In the Kitchen- Agree (A)	Psychographics	
2595	MM70263XC	I Enjoy Celebrating Special Occasions at Home w/Family & Friends- Agree (A)	Psychographics	
2596	MM65024XC	I Enjoy Trying Different Types of Food- Agree (A)	Psychographics	
2597	MM65025XC	I Evaluate the Nutrition of Menu Items When Ordering at a Restaurant- Agree (A)	Psychographics	
2598	MM65026XC	I Indulge My Cravings For Sweets- Agree (A)	Psychographics	
2599	MM65027XC	I Let My Children Make Their Own Decisions Ordering at a Restaurant- Agree (A)	Psychographics	
2600	MM66051XC	I Like to See Healthier Options at Fast Food Restaurants- Agree (A)	Psychographics	
2601	MM70264XC	I Like to Try New Recipes When I Entertain- Agree (A)	Psychographics	
2602	MM65028XC	I Often Use Recipes When Preparing a meal- Agree (A)	Psychographics	
2603	MM65029XC	I Only Eat Fast Food When I'm in a Rush- Agree (A)	Psychographics	
2604	MM65030XC	I Prefer Cooking With Fresh Food Rather Than Canned or Frozen- Agree (A)	Psychographics	
2605	MM41457XC	I Prefer Picking up Quick Meals to Cooking Meals- Agree (A)	Psychographics	
2606	MM65031XC	I Rarely Eat Frozen Dinners- Agree (A)	Psychographics	
2607	MM41458XC	I Regularly Eat Organic Foods- Agree (A)	Psychographics	
2608	MM70000XC	I rely on mobile coupons for deals while food shopping- Agree (A)	Psychographics	
2609	MM65032XC	I Rely on Product Labels to Help Me Make Decisions When Food Shopping- Agree (A)	Psychographics	
2610	MM70265XC	I Snack Often- Agree (A)	Psychographics	
2611	MM65033XC	I Try to Buy Foods Grown or Produced Locally (region where I live)- Agree (A)	Psychographics	
2612	MM65034XC	I Try to Eat a Healthy Breakfast Every Day- Agree (A)	Psychographics	
2613	MM65035XC	I Typically Celebrate Special Occasions at Restaurants- Agree (A)	Psychographics	
2614	MM65036XC	I Typically Drink Wine With Dinner- Agree (A)	Psychographics	
2615	MM70003XC	I use food to bring family together- Agree (A)	Psychographics	
2616	MM65037XC	If a Food Item Is on Sale, I Buy Multiple Units to Stock Up- Agree (A)	Psychographics	
2617	MM65038XC	I'm a Creature of Habit, and Stick to the Food I Know I Like- Agree (A)	Psychographics	
2618	MM65039XC	I'm Always on the Lookout for Quick and Easy Meal Options- Agree (A)	Psychographics	
2619	MM65040XC	I'm Fine with Eating at a Restaurant By Myself- Agree (A)	Psychographics	
2620	MM65041XC	I'm Willing to Spend More for a Quality Bottle of Wine- Agree (A)	Psychographics	
2621	MM65042XC	Often, I Eat My Meals on the Run- Agree (A)	Psychographics	
2622	MM41459XC	Only Buy Food Items that are Name-Brand, Not Generic Brands- Agree (A)	Psychographics	
2623	MM65043XC	People Often Ask My Advice When it Comes to Food- Agree (A)	Psychographics	
2624	MM41460XC	Try to Eat Healthy and Pay Attention to my Nutrition- Agree (A)	Psychographics	
2625	MM65044XC	When I Find a Restaurant I Like, I Stick with It- Agree (A)	Psychographics	
2626	MM41461XC	Will Purchase Generic Brands Over My Normal Name-Brand- Agree (A)	Psychographics	
2627	MM42701XC	Children have a Right to be Spoiled- Agree (A)	Psychographics	
2628	MM42702XC	Company's Environment Record Important in Purchase Decisions- Agree (A)	Psychographics	
2629	MM42703XC	Even if Things Look Messy- I Know Where Everything is- Agree (A)	Psychographics	
2630	MM50526XC	Frequently Wish I Had More Time to Spend With My Family- Agree (A)	Psychographics	
2631	MM42704XC	Given the Choice- I Would be My Own Boss- Agree (A)	Psychographics	
2632	MM42705XC	Global Warming is a Serious Threat- Agree (A)	Psychographics	
2633	MM42706XC	Government Should Pay More Attention to Environmental Issues- Agree (A)	Psychographics	
2634	MM42731XC	I am Interested in Finding Out How I Can Help the Environment- Agree (A)	Psychographics	
2635	MM66052XC	I am more connected to my ethnic heritage than my parents are- Agree (A)	Psychographics	
2636	MM42707XC	I am so Busy I Often can't Finish Everything I Need to do in a Day- Agree (A)	Psychographics	
2637	MM42708XC	I am Typically Willing to Pay More for High-Quality Items- Agree (A)	Psychographics	
2638	MM42709XC	I am Very Interested in the Fine Arts- Agree (A)	Psychographics	
2639	MM70001XC	I am willing to take charge to get things done- Agree (A)	Psychographics	
2640	MM42710XC	I Attend Religious Services Regularly- Agree (A)	Psychographics	
2641	MM66053XC	I avoid confrontation whenever possible- Agree (A)	Psychographics	
2642	MM70002XC	I can tell my home is clean by the way it smells- Agree (A)	Psychographics	
2643	MM66054XC	I choose a small group of friends vs a large group of acquaintances- Agree (A)	Psychographics	
2644	MM66055XC	I consider my work to be a career, not just a job- Agree (A)	Psychographics	
2645	MM42711XC	I Consider Myself a Spiritual Person- Agree (A)	Psychographics	
2646	MM50527XC	I Consider Myself Outspoken- Agree (A)	Psychographics	
2647	MM42712XC	I Consider Myself Sophisticated- Agree (A)	Psychographics	
2648	MM50205XC	I Consider Myself to be Very Sociable- Agree (A)	Psychographics	
2649	MM42713XC	I Don't Mind Giving Up My Personal Time for Work- Agree (A)	Psychographics	
2650	MM42714XC	I Enjoy Being the Center of Attention- Agree (A)	Psychographics	
2651	MM50528XC	I Enjoy Maintaining Traditions- Agree (A)	Psychographics	
2652	MM42715XC	I Enjoy Showing Off My Home to Guests- Agree (A)	Psychographics	

ORDER	VARIABLE	DESCRIPTION	CATEGORY	CONSUMPTION
2653	MM42716XC	I Feel I am More Environmentally Conscious than Most- Agree (A)	Psychographics	
2654	MM65060XC	I Feel Really Good Seeing Celebrities that Share My Ethnic Background- Agree (A)	Psychographics	
2655	MM42717XC	I Like to Give the Impression that My Life is Under Control- Agree (A)	Psychographics	
2656	MM42718XC	I Like to Learn About Foreign Cultures- Agree (A)	Psychographics	
2657	MM42719XC	I Like to Live a Lifestyle that Impresses Others- Agree (A)	Psychographics	
2658	MM42720XC	I Like to Shower my Loved Ones with Gifts- Agree (A)	Psychographics	
2659	MM66056XC	I love keeping up with celebrity news and gossip- Agree (A)	Psychographics	
2660	MM50529XC	I Make Sure I Take Time for Myself Each Day- Agree (A)	Psychographics	
2661	MM42721XC	I Must Admit that I Work Most Weekends- Agree (A)	Psychographics	
2662	MM42722XC	I Often Feel Like My Life is Slipping Out of Control- Agree (A)	Psychographics	
2663	MM42723XC	I Often Find Myself in a Leadership Position- Agree (A)	Psychographics	
2664	MM42724XC	I Prefer a Set Routine in My Daily Life- Agree (A)	Psychographics	
2665	MM42725XC	I Purchase Products to Help Organize My Life- Agree (A)	Psychographics	
2666	MM50530XC	I See Myself as Somewhat of a Loner- Agree (A)	Psychographics	
2667	MM42726XC	I Seek Out Variety in My Everyday Life- Agree (A)	Psychographics	
2668	MM42727XC	I Strive to Achieve a High Social Status- Agree (A)	Psychographics	
2669	MM42728XC	I Try to Eat Dinner with My Family Almost Every Night- Agree (A)	Psychographics	
2670	MM42729XC	I Work Primarily for the Salary- Agree (A)	Psychographics	
2671	MM50531XC	I Would Continue Working Even If I Won the Lottery- Agree (A)	Psychographics	
2672	MM42730XC	I Would Rather Prepare a Meal than Eat in a Restaurant- Agree (A)	Psychographics	
2673	MM66057XC	It's imp. to me that my kids continue my familys cultural traditions- Agree (A)	Psychographics	
2674	MM50532XC	Juggling Family and Work Demands Is Very Stressful for Me- Agree (A)	Psychographics	
2675	MM42732XC	Keeping a Neat and Organized Home is a Top Priority for Me- Agree (A)	Psychographics	
2676	MM42733XC	Marriage Should Only be Legal Between a Man and a Woman- Agree (A)	Psychographics	
2677	MM50533XC	My Cultural/Ethnic Heritage is an Important Part of Who I Am- Agree (A)	Psychographics	
2678	MM42734XC	My Friends are the Most Important Thing in My Life- Agree (A)	Psychographics	
2679	MM42735XC	My Goal is to Make it to the Top of My Profession- Agree (A)	Psychographics	
2680	MM50534XC	My Home is an Expression of My Personal Style- Agree (A)	Psychographics	
2681	MM42736XC	My Philosophy is Life Should be as Much Fun as Possible- Agree (A)	Psychographics	
2682	MM50204XC	Other Interests are Equally Important as Family- Agree (A)	Psychographics	
2683	MM50535XC	People Who Are Worried About the Environment Are Overreacting- Agree (A)	Psychographics	
2684	MM66058XC	Pets deserve to be pampered- Agree (A)	Psychographics	
2685	MM42737XC	Prayer is a Part of My Daily Life- Agree (A)	Psychographics	
2686	MM42738XC	Religion Should be the Pillar of Our Society- Agree (A)	Psychographics	
2687	MM42739XC	Risk-taking is Exciting to Me- Agree (A)	Psychographics	
2688	MM42740XC	Spending Time with My Family is My Top Priority- Agree (A)	Psychographics	
2689	MM66059XC	To me, it's important to keep up-to-date with news, current affairs- Agree (A)	Psychographics	
2690	MM42741XC	Always Looking for New Ways to Live Healthier Life- Agree (A)	Psychographics	
2691	MM70266XC	The benefits of vaccines outweigh any possible risks- Agree (A)	Psychographics	
2692	MM41471XC	Generic Medications as Effective as Brand-Name RX drugs- Agree (A)	Psychographics	
2693	MM50206XC	I am Happy with my Weight- Agree (A)	Psychographics	
2694	MM41477XC	I am Often First to try the Most Advanced Medicines- Agree (A)	Psychographics	
2695	MM50536XC	I consult my pharmacist for health advice- Agree (A)	Psychographics	
2696	MM42742XC	I Follow a Regular Exercise Routine- Agree (A)	Psychographics	
2697	MM41472XC	I Go to the Doctor Regularly for Check-Ups- Agree (A)	Psychographics	
2698	MM41473XC	I Prefer Alternative Medicine to Traditional Practices- Agree (A)	Psychographics	
2699	MM41474XC	I Prefer Popular Brand-Name Drugs- Even if They Cost More- Agree (A)	Psychographics	
2700	MM41475XC	I Rely on my Physician to Recommend Drug Brands- Agree (A)	Psychographics	
2701	MM41476XC	I Would Buy RX Drugs from Other Countries- to Save Money- Agree (A)	Psychographics	
2702	MM50537XC	Vitamin supplements improve one's health- Agree (A)	Psychographics	
2703	MM42167XC	In General- I feel I Eat Right- Agree (A)	Psychographics	
2704	MM41478XC	In General- I Think Herbal Supplements are Effective- Agree (A)	Psychographics	
2705	MM42168XC	In General- Newer Drug Brands Work Better than Older Brands- Agree (A)	Psychographics	
2706	MM42743XC	Over the Counter Medications are Safer than RX Drugs- Agree (A)	Psychographics	
2707	MM66061XC	Before taking any drug, I look for as much info. about it as possible- Agree (A)	Psychographics	
2708	MM66062XC	I'm willing to take RX drugs even if my insurance doesn't cover them- Agree (A)	Psychographics	
2709	MM66063XC	I only go to the doctor when I'm very ill- Agree (A)	Psychographics	
2710	MM66064XC	I take medicine as soon as I don't feel well- Agree (A)	Psychographics	
2711	MM66065XC	I take my prescription medicines exactly as prescribed- Agree (A)	Psychographics	
2712	MM66066XC	If a drug brand works, I stick with it- Agree (A)	Psychographics	
2713	MM66067XC	Medication has improved the quality of my life- Agree (A)	Psychographics	
2714	MM66068XC	My medical conditions limit my lifestyle somewhat- Agree (A)	Psychographics	
2715	MM66069XC	Sometimes I skip a dose of RX drugs because side effects worry me - Agree (A)	Psychographics	
2716	MM04545XC	Internet Ads Appear at Inconvenient Moments- Agree (A)	Psychographics	
2717	MM04548XC	Internet Ads Are Alike- Agree (A)	Psychographics	
2718	MM04544XC	Internet Ads Are Amusing- Agree (A)	Psychographics	
2719	MM04547XC	Internet Ads Are Repeated too Often- Agree (A)	Psychographics	
2720	MM04543XC	Internet Ads Give Good Info on New Products/Services- Agree (A)	Psychographics	

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2721	MM04542XC	Internet Ads Give Good Information on Consumer Product Use- Agree (A)	Psychographics	
2722	MM04540XC	Internet Ads Give Useful Info on Bargains- Agree (A)	Psychographics	
2723	MM04546XC	Internet Ads Have No Credibility- Agree (A)	Psychographics	
2724	MM04539XC	Magazine Ads Are Alike- Agree (A)	Psychographics	
2725	MM04534XC	Magazine Ads Give Good Info on Consumer Product Use- Agree (A)	Psychographics	
2726	MM04535XC	Magazine Ads Give Good Info on New Products/Services- Agree (A)	Psychographics	
2727	MM04532XC	Magazine Ads Give Useful Information on Bargains- Agree (A)	Psychographics	
2728	MM04537XC	Magazine Ads Have No Credibility- Agree (A)	Psychographics	
2729	MM04531XC	Newspaper Ads Are Alike- Agree (A)	Psychographics	
2730	MM04528XC	Newspaper Ads Are Amusing- Agree (A)	Psychographics	
2731	MM04530XC	Newspaper Ads Are Repeated too Often- Agree (A)	Psychographics	
2732	MM04526XC	Newspaper Ads Give Good Info on Consumer Products Use- Agree (A)	Psychographics	
2733	MM04527XC	Newspaper Ads Give Good Info on New Products/Services- Agree (A)	Psychographics	
2734	MM04524XC	Newspaper Ads Give Useful Info on Bargains- Agree (A)	Psychographics	
2735	MM04529XC	Newspaper Ads Have No Credibility- Agree (A)	Psychographics	
2736	MM04519XC	Radio Ads Appear at Inconvenient Moments- Agree (A)	Psychographics	
2737	MM04523XC	Radio Ads Are Alike- Agree (A)	Psychographics	
2738	MM04522XC	Radio Ads Are Repeated too Often- Agree (A)	Psychographics	
2739	MM04516XC	Radio Ads Give Good Info on Consumer Prod Use- Agree (A)	Psychographics	
2740	MM04517XC	Radio Ads Give Good Info on New Products/Services- Agree (A)	Psychographics	
2741	MM04514XC	Radio Ads Give Useful Info on Bargains- Agree (A)	Psychographics	
2742	MM04521XC	Radio Ads Have No Credibility- Agree (A)	Psychographics	
2743	MM04509XC	TV Ads Appear at Inconvenient Moments- Agree (A)	Psychographics	
2744	MM04513XC	TV Ads Are Alike- Agree (A)	Psychographics	
2745	MM04508XC	TV Ads Are Amusing- Agree (A)	Psychographics	
2746	MM04512XC	TV Ads Are Repeated too Often- Agree (A)	Psychographics	
2747	MM04506XC	TV Ads Give Good Info on Consumer Prod Use- Agree (A)	Psychographics	
2748	MM04507XC	TV Ads Give Good Info on New Products/Services- Agree (A)	Psychographics	
2749	MM04504XC	TV Ads Give Useful Info on Bargains- Agree (A)	Psychographics	
2750	MM04511XC	TV Ads Have No Credibility- Agree (A)	Psychographics	
2751	MM04700XC	Media Trusted the Most- Internet (A)	Psychographics	
2752	MM04701XC	Media Trusted the Most- Magazines (A)	Psychographics	
2753	MM04702XC	Media Trusted the Most- Newspapers (A)	Psychographics	
2754	MM04703XC	Media Trusted the Most- Radio (A)	Psychographics	
2755	MM04704XC	Media Trusted the Most- Television (A)	Psychographics	
2756	MM66079XC	Magazines are a good escape- Agree (A)	Psychographics	
2757	MM66202XC	Magazines are a good source of learning- Agree (A)	Psychographics	
2758	MM66081XC	Magazines give me good ideas- Agree (A)	Psychographics	
2759	MM66082XC	Magazines keep me informed/up to date- Agree (A)	Psychographics	
2760	MM66083XC	Magazines keep me up-to-date with the latest styles and trends- Agree (A)	Psychographics	
2761	MM66084XC	Magazines make me think- Agree (A)	Psychographics	
2762	MM66085XC	Magazines are pure entertainment- Agree (A)	Psychographics	
2763	MM66086XC	Magazines put me in a good mood- Agree (A)	Psychographics	
2764	MM66087XC	Magazines relax me- Agree (A)	Psychographics	
2765	MM66088XC	Newspapers are a good escape- Agree (A)	Psychographics	
2766	MM66203XC	Newspapers are a good source of learning- Agree (A)	Psychographics	
2767	MM66090XC	Newspapers give me good ideas- Agree (A)	Psychographics	
2768	MM66091XC	Newspapers keep me informed/up to date- Agree (A)	Psychographics	
2769	MM66092XC	Newspapers keep me up-to-date with the latest styles and trends- Agree (A)	Psychographics	
2770	MM66093XC	Newspapers make me think- Agree (A)	Psychographics	
2771	MM66095XC	Newspapers put me in a good mood- Agree (A)	Psychographics	
2772	MM66096XC	Newspapers relax me- Agree (A)	Psychographics	
2773	MM66097XC	Radio is a good escape- Agree (A)	Psychographics	
2774	MM66098XC	Radio is a good source of learning- Agree (A)	Psychographics	
2775	MM66099XC	Radio gives me good ideas- Agree (A)	Psychographics	
2776	MM66100XC	Radio keeps me informed/up to date- Agree (A)	Psychographics	
2777	MM66101XC	Radio keeps me up-to-date with the latest styles and trends- Agree (A)	Psychographics	
2778	MM66102XC	Radio makes me think- Agree (A)	Psychographics	
2779	MM66103XC	Radio is pure entertainment- Agree (A)	Psychographics	
2780	MM66104XC	Radio puts me in a good mood- Agree (A)	Psychographics	
2781	MM66105XC	Radio relaxes me- Agree (A)	Psychographics	
2782	MM66106XC	TV is a good escape- Agree (A)	Psychographics	
2783	MM66107XC	TV is a good source of learning- Agree (A)	Psychographics	
2784	MM66108XC	TV gives me good ideas- Agree (A)	Psychographics	
2785	MM66109XC	TV keeps me informed/up to date- Agree (A)	Psychographics	
2786	MM66110XC	TV keeps me up-to-date with the latest styles and trends- Agree (A)	Psychographics	
2787	MM66111XC	TV makes me think- Agree (A)	Psychographics	
2788	MM66112XC	TV is pure entertainment- Agree (A)	Psychographics	

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2789	MM66113XC	TV puts me in a good mood- Agree (A)	Psychographics	
2790	MM66114XC	TV relaxes me- Agree (A)	Psychographics	
2791	MM70267XC	Internet is a good escape- Agree (A)	Psychographics	
2792	MM70268XC	Internet is a good source of learning- Agree (A)	Psychographics	
2793	MM70269XC	Internet is pure entertainment- Agree (A)	Psychographics	
2794	MM70270XC	Internet gives me good ideas- Agree (A)	Psychographics	
2795	MM70271XC	Internet keeps me informed/up to date- Agree (A)	Psychographics	
2796	MM70272XC	Internet keeps me up-to-date with the latest styles and trends- Agree (A)	Psychographics	
2797	MM70273XC	Internet makes me think- Agree (A)	Psychographics	
2798	MM70274XC	Internet puts me in a good mood- Agree (A)	Psychographics	
2799	MM70275XC	Internet relaxes me- Agree (A)	Psychographics	
2800	MM70276XC	Internet on a Computer is a good escape- Agree (A)	Psychographics	
2801	MM70277XC	Internet on a Computer is a good source of learning- Agree (A)	Psychographics	
2802	MM70278XC	Internet on a Computer is pure entertainment- Agree (A)	Psychographics	
2803	MM70279XC	Internet on a Computer gives me good ideas- Agree (A)	Psychographics	
2804	MM70280XC	Internet on a Computer keeps me informed/up to date- Agree (A)	Psychographics	
2805	MM70281XC	Internet on a Computer keeps me up-to-date with latest styles, trends- Agree (A)	Psychographics	
2806	MM70282XC	Internet on a Computer makes me think- Agree (A)	Psychographics	
2807	MM70283XC	Internet on a Computer puts me in a good mood- Agree (A)	Psychographics	
2808	MM70284XC	Internet on a Computer relaxes me- Agree (A)	Psychographics	
2809	MM70285XC	Mobile Internet is a good escape- Agree (A)	Psychographics	
2810	MM70286XC	Mobile Internet is a good source of learning- Agree (A)	Psychographics	
2811	MM70287XC	Mobile Internet is pure entertainment- Agree (A)	Psychographics	
2812	MM70288XC	Mobile Internet gives me good ideas- Agree (A)	Psychographics	
2813	MM70289XC	Mobile Internet keeps me informed/up to date- Agree (A)	Psychographics	
2814	MM70290XC	Mobile Internet keeps me up-to-date with the latest styles and trends- Agree (A)	Psychographics	
2815	MM70291XC	Mobile Internet makes me think- Agree (A)	Psychographics	
2816	MM70292XC	Mobile Internet puts me in a good mood- Agree (A)	Psychographics	
2817	MM70293XC	Mobile Internet relaxes me- Agree (A)	Psychographics	
2818	MM04708XC	Buying Electronics- Do As Much Research as Possible- Agree (A)	Psychographics	
2819	MM41462XC	Find Tech/Electronics Product I like- I Recommend to Others- Agree (A)	Psychographics	
2820	MM41463XC	I am Among First of my Friends to try new Technology Products- Agree (A)	Psychographics	
2821	MM41464XC	I am Willing to Pay More for Top Quality Electronics- Agree (A)	Psychographics	
2822	MM66115XC	I was nervous about using computers, I'm much more comfortable now- Agree (A)	Psychographics	
2823	MM66116XC	Building electronics is a hobby of mine- Agree (A)	Psychographics	
2824	MM66117XC	Computers are too confusing to be of much use to me- Agree (A)	Psychographics	
2825	MM66118XC	Computers can be a good source of entertainment- Agree (A)	Psychographics	
2826	MM66119XC	I enjoy learning about tech. or electronic products from others- Agree (A)	Psychographics	
2827	MM66120XC	I enjoy reading about new technology products- Agree (A)	Psychographics	
2828	MM66121XC	I give others advice when they're looking to buy tech. or elec prods- Agree (A)	Psychographics	
2829	MM66122XC	I like to be connected, either by phone or Internet, at all times- Agree (A)	Psychographics	
2830	MM66123XC	I like to have a lot of gadgets- Agree (A)	Psychographics	
2831	MM66124XC	I like to read reviews before buying technology or electronics- Agree (A)	Psychographics	
2832	MM66125XC	I often others advice when it comes to tech. or electronic prods- Agree (A)	Psychographics	
2833	MM66126XC	I often take opp. to discuss my knowledge of tech/elec prods w/others- Agree (A)	Psychographics	
2834	MM66127XC	I want others to say wow when they see my electronics- Agree (A)	Psychographics	
2835	MM66128XC	To be able to use a new tech. product, someone has to show me how- Agree (A)	Psychographics	
2836	MM66129XC	I'm fascinated by new technology- Agree (A)	Psychographics	
2837	MM66130XC	Technology has little impact on my daily life- Agree (A)	Psychographics	
2838	MM66131XC	Technology helps make my life more organized- Agree (A)	Psychographics	
2839	MM66132XC	To me, it's important to always be reachable wherever I am- Agree (A)	Psychographics	
2840	MM65082XC	Concerns about Security Issues Have Made Me Less Likely to Travel- Agree (A)	Psychographics	
2841	MM41465XC	Find a Great Vacation- I Recommend to Others- Agree (A)	Psychographics	
2842	MM65083XC	Group Tours are Fun and a Good Way to Meet People- Agree (A)	Psychographics	
2843	MM65084XC	I Enjoy Learning About Vacation Options from Others- Agree (A)	Psychographics	
2844	MM65085XC	I Frequently Choose Active Vacations with Lots to Do- Agree (A)	Psychographics	
2845	MM65086XC	I Love Doing Research on a Location Before I Go on Vacation- Agree (A)	Psychographics	
2846	MM65087XC	I Often Ask The Advice of Others When It Comes to Vacation Travel- Agree (A)	Psychographics	
2847	MM65088XC	I Often Take the Opportunity to Discuss Vacation Options w/Others- Agree (A)	Psychographics	
2848	MM41466XC	I Prefer Guided Tours to Traveling Independently- Agree (A)	Psychographics	
2849	MM41467XC	I Would Rather Travel in the U.S. than to a Foreign Location- Agree (A)	Psychographics	
2850	MM65089XC	I'd Rather Take a Few Weekend Vacations Than One Long Vacation- Agree (A)	Psychographics	
2851	MM65090XC	I'd Rather Travel By Myself or with Just a Small Group of People- Agree (A)	Psychographics	
2852	MM65091XC	I'm Happy to do Very Little, if any, Sightseeing on My Vacations- Agree (A)	Psychographics	
2853	MM50538XC	In general, price is more important vs. convenience in travel planning- Agree (A)	Psychographics	
2854	MM50207XC	Its Worth it to Pay more for Higher Quality Hotel Accommodations- Agree (A)	Psychographics	
2855	MM50539XC	Last-minute travel specials are a great way to get a bargain- Agree (A)	Psychographics	
2856	MM65092XC	On My Vacations, I Prefer Traveling to Places I've Never Been- Agree (A)	Psychographics	

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2857	MM65093XC	Packaged Deals are Great, Because I Don't Have to Plan Too Much- Agree (A)	Psychographics	
2858	MM65094XC	People Often Ask My Advice When It Comes to Vacation Travel- Agree (A)	Psychographics	
2859	MM50540XC	Planning a vacation is just as much fun as the trip itself- Agree (A)	Psychographics	
2860	MM41468XC	Rather Book a Trip over the Internet than Meet Travel Agent- Agree (A)	Psychographics	
2861	MM65095XC	The Best Vacation is Restful Without Too Much Physical Exercise- Agree (A)	Psychographics	
2862	MM65096XC	The Internet is Not a Secure Way to Make Travel Plans- Agree (A)	Psychographics	
2863	MM41469XC	Travel/Hotel Discounts Strong Influence Where I Travel/Stay- Agree (A)	Psychographics	
2864	MM65097XC	Traveling to Foreign Places is Great for Learning Other Cultures- Agree (A)	Psychographics	
2865	MM65098XC	When I Find a Vacation Spot I Like, I Go Back Whenever I Can- Agree (A)	Psychographics	
2866	MM41470XC	Willing to Pay More for a Flight on my Favorite Airline- Agree (A)	Psychographics	
2867	MM50541XC	Going online is one of my favorite things to do with my free time- Agree (A)	Psychographics	
2868	MM50542XC	I like to keep my personal Internet pgs updated w/ info about my life- Agree (A)	Psychographics	
2869	MM50543XC	I would feel disconnected without the Internet- Agree (A)	Psychographics	
2870	MM50544XC	Instant Messenger Keeps Me in Touch With My Friends- Agree (A)	Psychographics	
2871	MM50545XC	I think people put too much private info about their lives on Internet- Agree (A)	Psychographics	
2872	MM70294XC	In General, I'd Rather Shop Online than go to a Store- Agree (A)	Psychographics	
2873	MM50546XC	The Internet is a main source of entertainment for me- Agree (A)	Psychographics	
2874	MM50547XC	The Internet is a good thing, but I worry too much tech. can be bad- Agree (A)	Psychographics	
2875	MM50548XC	The Internet is a good way to meet new people- Agree (A)	Psychographics	
2876	MM50549XC	The Internet is great to get info on products/services I might buy- Agree (A)	Psychographics	
2877	MM50550XC	The Internet is a great way to actually buy products- Agree (A)	Psychographics	
2878	MM50551XC	The Internet is a great way to communicate with family/friends- Agree (A)	Psychographics	
2879	MM50552XC	The Internet allowed me to learn things I probably wouldn't have- Agree (A)	Psychographics	
2880	MM50553XC	The Internet has little impact on my daily life- Agree (A)	Psychographics	
2881	MM50807XC	Use Social Network to find info about a movie, TV station or show- Important (A)	Psychographics	
2882	MM50808XC	Use Social Network to find info about news/other current events- Important (A)	Psychographics	
2883	MM50809XC	Use Social Network to find local information - Important (A)	Psychographics	
2884	MM50810XC	Use Social Network to find out about products and services - Important (A)	Psychographics	
2885	MM50811XC	Use Social Network to find people with interests similar to mine- Important (A)	Psychographics	
2886	MM50812XC	Use Social Network to Follow the activities of my friends/family- Important (A)	Psychographics	
2887	MM50813XC	Use Social Network to Keep in touch with family/friends - Important (A)	Psychographics	
2888	MM50814XC	Use Social Network to Meet new friends - Important (A)	Psychographics	
2889	MM50815XC	Use Social Network to Meet or network with professional contacts- Important (A)	Psychographics	
2890	MM50816XC	Use Social Network to Play games- Important (A)	Psychographics	
2891	MM50817XC	Use Social Network to Rate or review a product or service- Important (A)	Psychographics	
2892	MM50818XC	Use Social Network to Reconnect with people from my past- Important (A)	Psychographics	
2893	MM50819XC	Use Social Network to gain access to VIP or Members-Only events- Important (A)	Psychographics	
2894	MM50820XC	Use Social Network to receive exclusive offers/coupons/discounts- Important (A)	Psychographics	
2895	MM50821XC	Use Social Network to show support for favorite companies/brands- Important (A)	Psychographics	
2896	MM65099XC	Being Able to Customize an Item Makes Me More Willing to Purchase It- Agree (A)	Psychographics	
2897	MM65100XC	Comfort is One of the Most Important Factors in Selecting Fashion- Agree (A)	Psychographics	
2898	MM65101XC	I Am Loyal to Only a Few Fashion Brands and Stick with Them- Agree (A)	Psychographics	
2899	MM65102XC	I Am More Likely to Buy a Brand That I Know Supports a Charity- Agree (A)	Psychographics	
2900	MM65103XC	I Buy New Clothes at the Beginning of Each Season- Agree (A)	Psychographics	
2901	MM65104XC	I Often Spend More Money Than I Expected to On My Fashion Purchases- Agree (A)	Psychographics	
2902	MM65105XC	I Often Use Natural or Organic Beauty Products- Agree (A)	Psychographics	
2903	MM65106XC	I Only Buy Shoes and Clothing When I Have to Replace Something- Agree (A)	Psychographics	
2904	MM65107XC	I Only Spend What I Budget on Fashion Items- Agree (A)	Psychographics	
2905	MM65108XC	I Prefer Fashion that is Classic and Timeless as Opposed to Trendy- Agree (A)	Psychographics	
2906	SB004516XC	BIA radio ownership groups (M-S 6am-Mid cume) Beasley Media Group (A)	Radio	
2907	SB003210XC	BIA radio ownership groups (M-S 6am-Mid cume) Bonneville International Corp (A)	Radio	
2908	SB003213XC	BIA radio ownership groups (M-S 6am-Mid cume) Connoisseur Media LLC (A)	Radio	
2909	SB003214XC	BIA radio ownership groups (M-S 6am-Mid cume) Cox Media Group (A)	Radio	
2910	SB003215XC	BIA radio ownership groups (M-S 6am-Mid cume) Cumulus Media Holdings Inc (A)	Radio	
2911	SB004517XC	BIA radio ownership groups (M-S 6am-Mid cume) Curtis Media Group (A)	Radio	
2912	SB003219XC	BIA radio ownership groups (M-S 6am-Mid cume) Entercom (A)	Radio	
2913	SB003220XC	BIA radio ownership groups (M-S 6am-Mid cume) Entravision Comm Corp (A)	Radio	
2914	SB004519XC	BIA radio ownership groups (M-S 6am-Mid cume) ESPN Radio (A)	Radio	
2915	SB004812XC	BIA radio ownership groups (M-S 6am-Mid cume) Educational Media Foundation (A)	Radio	
2916	SB003223XC	BIA radio ownership groups (M-S 6am-Mid cume) Hubbard Radio LLC (A)	Radio	
2917	SB004392XC	BIA radio ownership groups (M-S 6am-Mid cume) iHeartMedia (A)	Radio	
2918	SB004521XC	BIA radio ownership groups (M-S 6am-Mid cume) Lotus Communications Corp (A)	Radio	
2919	SB003228XC	BIA radio ownership groups (M-S 6am-Mid cume) Saga Communications Inc (A)	Radio	
2920	SB003229XC	BIA radio ownership groups (M-S 6am-Mid cume) Salem Media Group Inc (A)	Radio	
2921	SB005042XC	BIA radio ownership groups (M-S 6am-Mid cume) Sinclair Telecast Inc (A)	Radio	
2922	SB005043XC	BIA radio ownership groups (M-S 6am-Mid cume) Stephens Family Limited (A)	Radio	
2923	SB004523XC	BIA radio ownership groups (M-S 6am-Mid cume) SummitMedia LLC (A)	Radio	
2924	SB003231XC	BIA radio ownership groups (M-S 6am-Mid cume) Townsquare Media Inc (A)	Radio	

ORDER	VARIABLE	DESCRIPTION	CATEGORY	CONSUMPTION
2925	SB003232XC	BIA radio ownership groups (M-S 6am-Mid cume) Univision (A)	Radio	
2926	SB004524XC	BIA radio ownership groups (M-S 6am-Mid cume) Urban One Inc (A)	Radio	
2927	SB003280XC	Listened past week Satellite radio (A)	Radio	
2928	SB003233XC	Public radio (M-S 6am-Mid cume) Public radio (CPB) (A)	Radio	
2929	SB003241XC	Radio format profiles (M-S 6am-Mid cume) Active Rock (A)	Radio	
2930	SB003242XC	Radio format profiles (M-S 6am-Mid cume) Adult Contemporary (A)	Radio	
2931	SB003243XC	Radio format profiles (M-S 6am-Mid cume) Adult Hits (A)	Radio	
2932	SB003245XC	Radio format profiles (M-S 6am-Mid cume) Album Adult Alternative (A)	Radio	
2933	SB003246XC	Radio format profiles (M-S 6am-Mid cume) Album Oriented Rock (A)	Radio	
2934	SB003247XC	Radio format profiles (M-S 6am-Mid cume) All News (A)	Radio	
2935	SB003248XC	Radio format profiles (M-S 6am-Mid cume) All Sports (A)	Radio	
2936	SB003249XC	Radio format profiles (M-S 6am-Mid cume) Alternative (A)	Radio	
2937	SB003251XC	Radio format profiles (M-S 6am-Mid cume) Classic Country (A)	Radio	
2938	SB003252XC	Radio format profiles (M-S 6am-Mid cume) Classic Hits (A)	Radio	
2939	SB003253XC	Radio format profiles (M-S 6am-Mid cume) Classic Rock (A)	Radio	
2940	SB003254XC	Radio format profiles (M-S 6am-Mid cume) Classical (A)	Radio	
2941	SB003255XC	Radio format profiles (M-S 6am-Mid cume) Contemporary Christian (A)	Radio	
2942	SB003257XC	Radio format profiles (M-S 6am-Mid cume) Country (A)	Radio	
2943	SB003258XC	Radio format profiles (M-S 6am-Mid cume) Format Not Provided/Unknown (A)	Radio	
2944	SB003259XC	Radio format profiles (M-S 6am-Mid cume) Gospel (A)	Radio	
2945	SB003260XC	Radio format profiles (M-S 6am-Mid cume) Hot AC (A)	Radio	
2946	SB003261XC	Radio format profiles (M-S 6am-Mid cume) Jazz (A)	Radio	
2947	SB003262XC	Radio format profiles (M-S 6am-Mid cume) Mainstream Rock (A)	Radio	
2948	SB003263XC	Radio format profiles (M-S 6am-Mid cume) Mexican Regional (A)	Radio	
2949	SB003265XC	Radio format profiles (M-S 6am-Mid cume) New Country (A)	Radio	
2950	SB003266XC	Radio format profiles (M-S 6am-Mid cume) News/Talk/Information (A)	Radio	
2951	SB003268XC	Radio format profiles (M-S 6am-Mid cume) Pop Contemporary Hit Radio (A)	Radio	
2952	SB003270XC	Radio format profiles (M-S 6am-Mid cume) Rhythmic AC (A)	Radio	
2953	SB003271XC	Radio format profiles (M-S 6am-Mid cume) Rhythmic Contemporary Hit Radio (A)	Radio	
2954	SB004533XC	Radio format profiles (M-S 6am-Mid cume) Rhythmic Oldies (A)	Radio	
2955	SB003272XC	Radio format profiles (M-S 6am-Mid cume) Soft Adult Contemporary (A)	Radio	
2956	SB003273XC	Radio format profiles (M-S 6am-Mid cume) Spanish Adult Hits (A)	Radio	
2957	SB004532XC	Radio format profiles (M-S 6am-Mid cume) Spanish Contemporary (A)	Radio	
2958	SB003275XC	Radio format profiles (M-S 6am-Mid cume) Spanish Tropical (A)	Radio	
2959	SB003276XC	Radio format profiles (M-S 6am-Mid cume) Talk/Personality (A)	Radio	
2960	SB003277XC	Radio format profiles (M-S 6am-Mid cume) Urban AC (A)	Radio	
2961	SB003278XC	Radio format profiles (M-S 6am-Mid cume) Urban Contemporary (A)	Radio	
2962	SB004531XC	Radio format profiles (M-S 6am-Mid cume) Urban Oldies (A)	Radio	
2963	SB004787XC	Radio networks ABC L&E (A)	Radio	
2964	SB004788XC	Radio networks ABC News (A)	Radio	
2965	SB005044XC	Radio networks Alpha (A)	Radio	
2966	SB004526XC	Radio networks CBS News (A)	Radio	
2967	SB004528XC	Radio networks Cumulus RSG (A)	Radio	
2968	SB004529XC	Radio networks Cumulus RSG Country (A)	Radio	
2969	SB004527XC	Radio networks Dennis Prager (A)	Radio	
2970	SB004799XC	Radio networks Female Focus (A)	Radio	
2971	SB005045XC	Radio networks Futbol De Primera (A)	Radio	
2972	SB004316XC	Radio networks Hugh Hewitt (A)	Radio	
2973	SB005046XC	Radio networks iHeartMedia All (A)	Radio	
2974	SB004339XC	Radio networks iHeartMedia AC (A)	Radio	
2975	SB004340XC	Radio networks iHeartMedia CHR (A)	Radio	
2976	SB004341XC	Radio networks iHeartMedia Spoken Word Format (A)	Radio	
2977	SB004800XC	Radio networks K-LOVE (A)	Radio	
2978	SB004320XC	Radio networks Mike Gallagher (A)	Radio	
2979	SB005047XC	Radio networks Reach Media Weekdays (A)	Radio	
2980	SB005048XC	Radio networks Reach Media Weekends (A)	Radio	
2981	SB004322XC	Radio networks Salem Music Network (A)	Radio	
2982	SB003931XC	Radio networks USRN AccuWeather Network (A)	Radio	
2983	SB003932XC	Radio networks USRN Bloomberg Radio Network (A)	Radio	
2984	SB004807XC	Radio networks USRN Female Network (A)	Radio	
2985	SB003933XC	Radio networks USRN Impact Network (A)	Radio	
2986	SB004809XC	Radio networks USRN Top Market Network (A)	Radio	
2987	SB004323XC	Radio networks WWO 24-7 Music (A)	Radio	
2988	SB004324XC	Radio networks WWO Contemporary Connection (A)	Radio	
2989	SB004810XC	Radio networks WWO Entertainment Sponsorship (A)	Radio	
2990	SB005049XC	Radio networks WWO Female Prime (A)	Radio	
2991	SB004328XC	Radio networks WWO Female Target (A)	Radio	
2992	SB004330XC	Radio networks WWO Market Select (A)	Radio	

ORDER	VARIABLE	DESCRIPTION	CATEGORY	CONSUMPTION
2993	SB004331XC	Radio networks WWO NCAA Basketball (A)	Radio	
2994	SB004333XC	Radio networks WWO News Brand (A)	Radio	
2995	SB004334XC	Radio networks WWO News Net (A)	Radio	
2996	SB004332XC	Radio networks WWO NFL (A)	Radio	
2997	SB005050XC	Radio networks WWO Sports Talk (A)	Radio	
2998	SB005051XC	Radio networks WWO Top Market Prime (A)	Radio	
2999	SB004338XC	Radio networks WWO Womens Week (A)	Radio	
3000	SB004149XC	Radio Quintile 1st Quintile (heaviest) (A)	Radio	
3001	SB004151XC	Radio Quintile 2nd Quintile (heavy) (A)	Radio	
3002	SB004152XC	Radio Quintile 3rd Quintile (medium) (A)	Radio	
3003	SB004153XC	Radio Quintile 4th Quintile (light) (A)	Radio	
3004	SB004154XC	Radio Quintile 5th Quintile (lightest) (A)	Radio	
3005	SB003021XC	Sports listened to on radio past 12 months (net) ACC football (A)	Radio	
3006	SB004814XC	Sports listened to on radio past 12 months (net) Big 12 football (A)	Radio	
3007	SB003022XC	Sports listened to on radio past 12 months (net) Big Ten basketball (A)	Radio	
3008	SB003023XC	Sports listened to on radio past 12 months (net) Big Ten football (A)	Radio	
3009	SB003025XC	Sports listened to on radio past 12 months (net) College basketball (A)	Radio	
3010	SB003026XC	Sports listened to on radio past 12 months (net) College basketball - mens (A)	Radio	
3011	SB003027XC	Sports listened to on radio past 12 months (net) College basketball reg seas (A)	Radio	
3012	SB003028XC	Sports listened to on radio past 12 months (net) College football (A)	Radio	
3013	SB003029XC	Sports listened to on radio past 12 months (net) College football reg seas (A)	Radio	
3014	SB003030XC	Sports listened to on radio past 12 months (net) College sports event (A)	Radio	
3015	SB003031XC	Sports listened to on radio past 12 months (net) IMG College basketball (A)	Radio	
3016	SB003032XC	Sports listened to on radio past 12 months (net) IMG College football (A)	Radio	
3017	SB003033XC	Sports listened to on radio past 12 months (net) IMG College sports event (A)	Radio	
3018	SB003034XC	Sports listened to on radio past 12 months (net) Learfield Coll. basketball (A)	Radio	
3019	SB003035XC	Sports listened to on radio past 12 months (net) Learfield Coll. football (A)	Radio	
3020	SB003036XC	Sports listened to on radio past 12 months (net) Learfield Coll. sports evnt (A)	Radio	
3021	SB003037XC	Sports listened to on radio past 12 months (net) MLB (A)	Radio	
3022	SB003038XC	Sports listened to on radio past 12 months (net) MLB regular season (A)	Radio	
3023	SB005052XC	Sports listened to on radio past 12 months (net) MLS (A)	Radio	
3024	SB003039XC	Sports listened to on radio past 12 months (net) NBA (A)	Radio	
3025	SB003040XC	Sports listened to on radio past 12 months (net) NBA regular season (A)	Radio	
3026	SB003041XC	Sports listened to on radio past 12 months (net) NFL (A)	Radio	
3027	SB003042XC	Sports listened to on radio past 12 months (net) NFL regular season (A)	Radio	
3028	SB003043XC	Sports listened to on radio past 12 months (net) NHL (A)	Radio	
3029	SB003044XC	Sports listened to on radio past 12 months (net) NHL regular season (A)	Radio	
3030	SB004816XC	Sports listened to on radio past 12 months (net) PAC-12 football (A)	Radio	
3031	SB003045XC	Sports listened to on radio past 12 months (net) SEC basketball (A)	Radio	
3032	SB003046XC	Sports listened to on radio past 12 months (net) SEC football (A)	Radio	
3033	SB003047XC	Sports listened to on radio past 12 months (net) SEC sports event (A)	Radio	
3034	SB005053XC	Sports listened to on radio past 12 months (net) Any high school sports (A)	Radio	
3035	SB002060XC	Sports listened to on radio past 12 months Major League Baseball playoffs (A)	Radio	
3036	SB002061XC	Sports listened to on radio past 12 months Monday Night Football (A)	Radio	
3037	SB002062XC	Sports listened to on radio past 12 months NBA Finals (A)	Radio	
3038	SB002063XC	Sports listened to on radio past 12 months NBA playoffs (A)	Radio	
3039	SB002064XC	Sports listened to on radio past 12 months NCAA Mens Tournament (A)	Radio	
3040	SB002065XC	Sports listened to on radio past 12 months NFL playoffs (A)	Radio	
3041	SB002066XC	Sports listened to on radio past 12 months Regular season NFL (A)	Radio	
3042	SB002068XC	Sports listened to on radio past 12 months Sunday Night Football (A)	Radio	
3043	SB003952XC	Sports listened to on radio past 12 months Thursday Night Football (A)	Radio	
3044	SB002070XC	Sports listened to on radio past 12 months World Series (A)	Radio	
3045	SB002071XC	Sports listened to on radio past 12 months None (A)	Radio	
3046	SB004922XC	Streaming services visited/apps used past 30 days Amazon Music (A)	Radio	
3047	SB004923XC	Streaming services visited/apps used past 30 days Apple Music (A)	Radio	
3048	SB004924XC	Streaming services visited/apps used past 30 days Google Play Music (A)	Radio	
3049	SB004925XC	Streaming services visited/apps used past 30 days iHeartRadio (A)	Radio	
3050	SB004927XC	Streaming services visited/apps used past 30 days Pandora (A)	Radio	
3051	SB004929XC	Streaming services visited/apps used past 30 days SiriusXM.com or app (A)	Radio	
3052	SB004930XC	Streaming services visited/apps used past 30 days Spotify (A)	Radio	
3053	SB004931XC	Streaming services visited/apps used past 30 days TuneIn (A)	Radio	
3054	SB004932XC	Streaming services visited/apps used past 7 days Amazon Music (A)	Radio	
3055	SB004933XC	Streaming services visited/apps used past 7 days Apple Music (A)	Radio	
3056	SB004934XC	Streaming services visited/apps used past 7 days Google Play Music (A)	Radio	
3057	SB004935XC	Streaming services visited/apps used past 7 days iHeartRadio (A)	Radio	
3058	SB004936XC	Streaming services visited/apps used past 7 days Pandora (A)	Radio	
3059	SB004937XC	Streaming services visited/apps used past 7 days SiriusXM.com or app (A)	Radio	
3060	SB004938XC	Streaming services visited/apps used past 7 days Spotify (A)	Radio	

ORDER	VARIABLE	DESCRIPTION	CATEGORY	CONSUMPTION
3061	SB004939XC	Streaming services visited/apps used past 7 days Tuneln (A)	Radio	
3062	SB002240XC	Any restaurant used past 30 days Any quick service restaurant past 30 days (A)	Restaurants	
3063	SB002239XC	Any restaurant used past 30 days Any restaurant used past 30 days (A)	Restaurants	
3064	SB002238XC	Any restaurant used past 30 days Any sit-down restaurant past 30 days (A)	Restaurants	
3065	SB002241XC	No. of times used quick service restaurant past 30 days 1 time (A)	Restaurants	
3066	SB002246XC	No. of times used quick service restaurant past 30 days 6 - 9 times (A)	Restaurants	
3067	SB002256XC	No. of times used quick service restaurant past 30 days 10 times or more (A)	Restaurants	
3068	SB002247XC	No. of times used quick service restaurant past 30 days None (A)	Restaurants	
3069	SB002249XC	No. of times used sitdown restaurant past 30 days 2 times (A)	Restaurants	
3070	SB002250XC	No. of times used sitdown restaurant past 30 days 3 times (A)	Restaurants	
3071	SB002251XC	No. of times used sitdown restaurant past 30 days 4 times (A)	Restaurants	
3072	SB002252XC	No. of times used sitdown restaurant past 30 days 5 times (A)	Restaurants	
3073	SB002253XC	No. of times used sitdown restaurant past 30 days 6 - 9 times (A)	Restaurants	
3074	SB002254XC	No. of times used sitdown restaurant past 30 days 10 times or more (A)	Restaurants	
3075	SB002255XC	No. of times used sitdown restaurant past 30 days None (A)	Restaurants	
3076	SB004142XC	Quick service restaurants Quintile 1st Quintile (heaviest) (A)	Restaurants	
3077	SB004143XC	Quick service restaurants Quintile 2nd Quintile (heavy) (A)	Restaurants	
3078	SB004145XC	Quick service restaurants Quintile 3rd Quintile (medium) (A)	Restaurants	
3079	SB004146XC	Quick service restaurants Quintile 4th Quintile (light) (A)	Restaurants	
3080	SB004147XC	Quick service restaurants Quintile 5th Quintile (lightest) (A)	Restaurants	
3081	SB002257XC	Quick service restaurants used for breakfast past 30 days Any quick service (A)	Restaurants	
3082	SB002258XC	Quick service restaurants used for breakfast past 30 days Burger King (A)	Restaurants	
3083	SB002259XC	Quick service restaurants used for breakfast past 30 days Chick-fil-A (A)	Restaurants	
3084	SB002260XC	Quick service restaurants used for breakfast past 30 days Dunkin Donuts (A)	Restaurants	
3085	SB002261XC	Quick service restaurants used for breakfast past 30 days Hardees (A)	Restaurants	
3086	SB002263XC	Quick service restaurants used for breakfast past 30 days McDonalds (A)	Restaurants	
3087	SB002265XC	Quick service restaurants used for breakfast past 30 days Panera Bread (A)	Restaurants	
3088	SB002266XC	Quick service restaurants used for breakfast past 30 days Starbucks (A)	Restaurants	
3089	SB003906XC	Quick service restaurants used for breakfast past 30 days Taco Bell (A)	Restaurants	
3090	SB002264XC	Quick service restaurants used for breakfast past 30 days No quick service (A)	Restaurants	
3091	SB002268XC	Quick service restaurants used for dinner past 30 days Any quick service (A)	Restaurants	
3092	SB002269XC	Quick service restaurants used for dinner past 30 days Arbys (A)	Restaurants	
3093	SB002271XC	Quick service restaurants used for dinner past 30 days Burger King (A)	Restaurants	
3094	SB002272XC	Quick service restaurants used for dinner past 30 days Chick-fil-A (A)	Restaurants	
3095	SB002273XC	Quick service restaurants used for dinner past 30 days Chipotle (A)	Restaurants	
3096	SB002274XC	Quick service restaurants used for dinner past 30 days Churchs Chicken (A)	Restaurants	
3097	SB002275XC	Quick service restaurants used for dinner past 30 days Dairy Queen (A)	Restaurants	
3098	SB002276XC	Quick service restaurants used for dinner past 30 days Dominos Pizza (A)	Restaurants	
3099	SB002277XC	Quick service restaurants used for dinner past 30 days Five Guys (A)	Restaurants	
3100	SB003908XC	Quick service restaurants used for dinner past 30 days Hardees (A)	Restaurants	
3101	SB002278XC	Quick service restaurants used for dinner past 30 days Jack in the box (A)	Restaurants	
3102	SB004265XC	Quick service restaurants used for dinner past 30 days Jimmy Johns (A)	Restaurants	
3103	SB002279XC	Quick service restaurants used for dinner past 30 days KFC (A)	Restaurants	
3104	SB002280XC	Quick service restaurants used for dinner past 30 days Little Caesars (A)	Restaurants	
3105	SB002282XC	Quick service restaurants used for dinner past 30 days McDonalds (A)	Restaurants	
3106	SB002284XC	Quick service restaurants used for dinner past 30 days Panera Bread (A)	Restaurants	
3107	SB002285XC	Quick service restaurants used for dinner past 30 days Papa Johns Pizza (A)	Restaurants	
3108	SB002286XC	Quick service restaurants used for dinner past 30 days Pizza Hut (A)	Restaurants	
3109	SB002287XC	Quick service restaurants used for dinner past 30 days Popeyes (A)	Restaurants	
3110	SB003909XC	Quick service restaurants used for dinner past 30 days Qdoba (A)	Restaurants	
3111	SB002288XC	Quick service restaurants used for dinner past 30 days Sonic (A)	Restaurants	
3112	SB004268XC	Quick service restaurants used for dinner past 30 days Starbucks (A)	Restaurants	
3113	SB002289XC	Quick service restaurants used for dinner past 30 days Subway (A)	Restaurants	
3114	SB002290XC	Quick service restaurants used for dinner past 30 days Taco Bell (A)	Restaurants	
3115	SB002291XC	Quick service restaurants used for dinner past 30 days Wendys (A)	Restaurants	
3116	SB003911XC	Quick service restaurants used for dinner past 30 days Wingstop (A)	Restaurants	
3117	SB004775XC	Quick service restaurants used for dinner past 30 days Zaxbys (A)	Restaurants	
3118	SB002283XC	Quick service restaurants used for dinner past 30 days No quick service rest (A)	Restaurants	
3119	SB002292XC	Quick service restaurants used for lunch past 30 days Any quick service rest (A)	Restaurants	
3120	SB002293XC	Quick service restaurants used for lunch past 30 days Arbys (A)	Restaurants	
3121	SB002294XC	Quick service restaurants used for lunch past 30 days Burger King (A)	Restaurants	
3122	SB002295XC	Quick service restaurants used for lunch past 30 days Chick-fil-A (A)	Restaurants	
3123	SB002296XC	Quick service restaurants used for lunch past 30 days Chipotle (A)	Restaurants	
3124	SB002297XC	Quick service restaurants used for lunch past 30 days Churchs Chicken (A)	Restaurants	
3125	SB002298XC	Quick service restaurants used for lunch past 30 days Dairy Queen (A)	Restaurants	
3126	SB002299XC	Quick service restaurants used for lunch past 30 days Dominos Pizza (A)	Restaurants	
3127	SB002301XC	Quick service restaurants used for lunch past 30 days Five Guys (A)	Restaurants	
3128	SB002302XC	Quick service restaurants used for lunch past 30 days Hardees (A)	Restaurants	

ORDER	VARIABLE	DESCRIPTION	CATEGORY	CONSUMPTION
3129	SB002303XC	Quick service restaurants used for lunch past 30 days Jack in the box (A)	Restaurants	
3130	SB004273XC	Quick service restaurants used for lunch past 30 days Jimmy Johns (A)	Restaurants	
3131	SB002304XC	Quick service restaurants used for lunch past 30 days KFC (A)	Restaurants	
3132	SB002305XC	Quick service restaurants used for lunch past 30 days Little Caesars (A)	Restaurants	
3133	SB002306XC	Quick service restaurants used for lunch past 30 days Long John Silvers (A)	Restaurants	
3134	SB002307XC	Quick service restaurants used for lunch past 30 days McDonalds (A)	Restaurants	
3135	SB002309XC	Quick service restaurants used for lunch past 30 days Panera Bread (A)	Restaurants	
3136	SB002311XC	Quick service restaurants used for lunch past 30 days Pizza Hut (A)	Restaurants	
3137	SB002312XC	Quick service restaurants used for lunch past 30 days Popeyes (A)	Restaurants	
3138	SB003913XC	Quick service restaurants used for lunch past 30 days Qdoba (A)	Restaurants	
3139	SB002314XC	Quick service restaurants used for lunch past 30 days Sonic (A)	Restaurants	
3140	SB002315XC	Quick service restaurants used for lunch past 30 days Starbucks (A)	Restaurants	
3141	SB002316XC	Quick service restaurants used for lunch past 30 days Subway (A)	Restaurants	
3142	SB002317XC	Quick service restaurants used for lunch past 30 days Taco Bell (A)	Restaurants	
3143	SB002318XC	Quick service restaurants used for lunch past 30 days Wendys (A)	Restaurants	
3144	SB003916XC	Quick service restaurants used for lunch past 30 days Wingstop (A)	Restaurants	
3145	SB005026XC	Quick service restaurants used for lunch past 30 days Zaxbys (A)	Restaurants	
3146	SB002308XC	Quick service restaurants used for lunch past 30 days No quick service rest (A)	Restaurants	
3147	SB002319XC	Quick service restaurants used for other reason past 30 days Any quick svc (A)	Restaurants	
3148	SB003918XC	Quick service restaurants used for other reason past 30 days Auntie Annes (A)	Restaurants	
3149	SB002322XC	Quick service restaurants used for other reason past 30 days Dairy Queen (A)	Restaurants	
3150	SB002323XC	Quick service restaurants used for other reason past 30 days Dunkin Donuts (A)	Restaurants	
3151	SB003921XC	Quick service restaurants used for other reason past 30 days Jack in the box (A)	Restaurants	
3152	SB002326XC	Quick service restaurants used for other reason past 30 days Sonic (A)	Restaurants	
3153	SB002327XC	Quick service restaurants used for other reason past 30 days Starbucks (A)	Restaurants	
3154	SB002325XC	Quick service restaurants used for other reason past 30 days No quick svc (A)	Restaurants	
3155	SB002331XC	Quick service restaurants used past 30 days Any quick service restaurant (A)	Restaurants	
3156	SB002332XC	Quick service restaurants used past 30 days Arbys (A)	Restaurants	
3157	SB002333XC	Quick service restaurants used past 30 days Auntie Annes (A)	Restaurants	
3158	SB002334XC	Quick service restaurants used past 30 days Boston Market (A)	Restaurants	
3159	SB002335XC	Quick service restaurants used past 30 days Burger King (A)	Restaurants	
3160	SB002336XC	Quick service restaurants used past 30 days Chick-fil-A (A)	Restaurants	
3161	SB002337XC	Quick service restaurants used past 30 days Chipotle (A)	Restaurants	
3162	SB002338XC	Quick service restaurants used past 30 days Churchs Chicken (A)	Restaurants	
3163	SB002340XC	Quick service restaurants used past 30 days Cold Stone Creamery (A)	Restaurants	
3164	SB002341XC	Quick service restaurants used past 30 days Dairy Queen (A)	Restaurants	
3165	SB002342XC	Quick service restaurants used past 30 days Dominos Pizza (A)	Restaurants	
3166	SB002343XC	Quick service restaurants used past 30 days Dunkin Donuts (A)	Restaurants	
3167	SB002344XC	Quick service restaurants used past 30 days Five Guys (A)	Restaurants	
3168	SB002345XC	Quick service restaurants used past 30 days Hardees (A)	Restaurants	
3169	SB002346XC	Quick service restaurants used past 30 days Jack in the box (A)	Restaurants	
3170	SB004287XC	Quick service restaurants used past 30 days Jimmy Johns (A)	Restaurants	
3171	SB002348XC	Quick service restaurants used past 30 days KFC (A)	Restaurants	
3172	SB002349XC	Quick service restaurants used past 30 days Little Caesars (A)	Restaurants	
3173	SB002350XC	Quick service restaurants used past 30 days Long John Silvers (A)	Restaurants	
3174	SB002351XC	Quick service restaurants used past 30 days McDonalds (A)	Restaurants	
3175	SB002352XC	Quick service restaurants used past 30 days Panera Bread (A)	Restaurants	
3176	SB002353XC	Quick service restaurants used past 30 days Papa Johns Pizza (A)	Restaurants	
3177	SB002354XC	Quick service restaurants used past 30 days Pizza Hut (A)	Restaurants	
3178	SB002355XC	Quick service restaurants used past 30 days Popeyes (A)	Restaurants	
3179	SB002356XC	Quick service restaurants used past 30 days Qdoba (A)	Restaurants	
3180	SB005027XC	Quick service restaurants used past 30 days Smoothie King (A)	Restaurants	
3181	SB002358XC	Quick service restaurants used past 30 days Sonic (A)	Restaurants	
3182	SB002359XC	Quick service restaurants used past 30 days Starbucks (A)	Restaurants	
3183	SB002360XC	Quick service restaurants used past 30 days Subway (A)	Restaurants	
3184	SB002361XC	Quick service restaurants used past 30 days Taco Bell (A)	Restaurants	
3185	SB002362XC	Quick service restaurants used past 30 days Wendys (A)	Restaurants	
3186	SB002364XC	Quick service restaurants used past 30 days Wingstop (A)	Restaurants	
3187	SB004776XC	Quick service restaurants used past 30 days Zaxbys (A)	Restaurants	
3188	SB004156XC	Sit-down restaurants Quintile 1st Quintile (heaviest) (A)	Restaurants	
3189	SB004157XC	Sit-down restaurants Quintile 2nd Quintile (heavy) (A)	Restaurants	
3190	SB004158XC	Sit-down restaurants Quintile 3rd Quintile (medium) (A)	Restaurants	
3191	SB004160XC	Sit-down restaurants Quintile 4th Quintile (light) (A)	Restaurants	
3192	SB004162XC	Sit-down restaurants Quintile 5th Quintile (lightest) (A)	Restaurants	
3193	SB002370XC	Sitdown restaurants used for breakfast past 30 days Any sit-down restaurant (A)	Restaurants	
3194	SB002366XC	Sitdown restaurants used for breakfast past 30 days Cracker Barrel (A)	Restaurants	
3195	SB002368XC	Sitdown restaurants used for breakfast past 30 days IHOP (A)	Restaurants	
3196	SB002369XC	Sitdown restaurants used for breakfast past 30 days No sit-down restaurant (A)	Restaurants	

ORDER	VARIABLE	DESCRIPTION	CATEGORY	CONSUMPTION
3197	SB002371XC	Sitdown restaurants used for dinner past 30 days Any sit-down restaurant (A)	Restaurants	
3198	SB002372XC	Sitdown restaurants used for dinner past 30 days Applebees (A)	Restaurants	
3199	SB002374XC	Sitdown restaurants used for dinner past 30 days Bonefish Grill (A)	Restaurants	
3200	SB003934XC	Sitdown restaurants used for dinner past 30 days Buffalo Wild Wings (A)	Restaurants	
3201	SB003935XC	Sitdown restaurants used for dinner past 30 days California Pizza Kitchen (A)	Restaurants	
3202	SB002375XC	Sitdown restaurants used for dinner past 30 days Carrabbas Italian Grill (A)	Restaurants	
3203	SB002376XC	Sitdown restaurants used for dinner past 30 days The Cheesecake Factory (A)	Restaurants	
3204	SB002377XC	Sitdown restaurants used for dinner past 30 days Chilis (A)	Restaurants	
3205	SB003936XC	Sitdown restaurants used for dinner past 30 days Chuck E Cheeses (A)	Restaurants	
3206	SB002380XC	Sitdown restaurants used for dinner past 30 days Golden Corral (A)	Restaurants	
3207	SB002383XC	Sitdown restaurants used for dinner past 30 days LongHorn Steakhouse (A)	Restaurants	
3208	SB004291XC	Sitdown restaurants used for dinner past 30 days Mellow Mushroom (A)	Restaurants	
3209	SB002385XC	Sitdown restaurants used for dinner past 30 days Olive Garden (A)	Restaurants	
3210	SB002386XC	Sitdown restaurants used for dinner past 30 days Outback Steakhouse (A)	Restaurants	
3211	SB005028XC	Sitdown restaurants used for dinner past 30 days P.F. Changs (A)	Restaurants	
3212	SB002389XC	Sitdown restaurants used for dinner past 30 days T.G.I. Fridays (A)	Restaurants	
3213	SB004292XC	Sitdown restaurants used for dinner past 30 days Texas Roadhouse (A)	Restaurants	
3214	SB002384XC	Sitdown restaurants used for dinner past 30 days No sit-down restaurant (A)	Restaurants	
3215	SB002390XC	Sitdown restaurants used for lunch past 30 days Any sit-down restaurant (A)	Restaurants	
3216	SB003939XC	Sitdown restaurants used for lunch past 30 days Buffalo Wild Wings (A)	Restaurants	
3217	SB003940XC	Sitdown restaurants used for lunch past 30 days California Pizza Kitchen (A)	Restaurants	
3218	SB002402XC	Sitdown restaurants used for lunch past 30 days The Cheesecake Factory (A)	Restaurants	
3219	SB003941XC	Sitdown restaurants used for lunch past 30 days Chuck E Cheeses (A)	Restaurants	
3220	SB002393XC	Sitdown restaurants used for lunch past 30 days Cracker Barrel (A)	Restaurants	
3221	SB002395XC	Sitdown restaurants used for lunch past 30 days Golden Corral (A)	Restaurants	
3222	SB002397XC	Sitdown restaurants used for lunch past 30 days No sit-down restaurant (A)	Restaurants	
3223	SB002403XC	Sitdown restaurants used past 30 days Any sit-down restaurant (A)	Restaurants	
3224	SB002404XC	Sitdown restaurants used past 30 days Applebees (A)	Restaurants	
3225	SB002406XC	Sitdown restaurants used past 30 days Bonefish Grill (A)	Restaurants	
3226	SB004302XC	Sitdown restaurants used past 30 days Buffalo Wild Wings (A)	Restaurants	
3227	SB002407XC	Sitdown restaurants used past 30 days California Pizza Kitchen (A)	Restaurants	
3228	SB002408XC	Sitdown restaurants used past 30 days Carrabbas Italian Grill (A)	Restaurants	
3229	SB002423XC	Sitdown restaurants used past 30 days The Cheesecake Factory (A)	Restaurants	
3230	SB002409XC	Sitdown restaurants used past 30 days Chilis (A)	Restaurants	
3231	SB002410XC	Sitdown restaurants used past 30 days Chuck E Cheeses (A)	Restaurants	
3232	SB002411XC	Sitdown restaurants used past 30 days Cracker Barrel (A)	Restaurants	
3233	SB002412XC	Sitdown restaurants used past 30 days Dennys (A)	Restaurants	
3234	SB002413XC	Sitdown restaurants used past 30 days Golden Corral (A)	Restaurants	
3235	SB002414XC	Sitdown restaurants used past 30 days Hooters (A)	Restaurants	
3236	SB002415XC	Sitdown restaurants used past 30 days IHOP (A)	Restaurants	
3237	SB002418XC	Sitdown restaurants used past 30 days Olive Garden (A)	Restaurants	
3238	SB002419XC	Sitdown restaurants used past 30 days Outback Steakhouse (A)	Restaurants	
3239	SB004778XC	Sitdown restaurants used past 30 days P.F. Changs (A)	Restaurants	
3240	SB002420XC	Sitdown restaurants used past 30 days Red Lobster (A)	Restaurants	
3241	SB004305XC	Sitdown restaurants used past 30 days Texas Roadhouse (A)	Restaurants	
3242	SB004779XC	Types of restaurants used for breakfast past 30 days Any bakery (A)	Restaurants	
3243	SB002425XC	Types of restaurants used for breakfast past 30 days Any coffee house/bar (A)	Restaurants	
3244	SB005029XC	Types of restaurants used for breakfast past 30 days Any organic/health food (A)	Restaurants	
3245	SB004780XC	Types of restaurants used for dinner past 30 days Any bakery (A)	Restaurants	
3246	SB002427XC	Types of restaurants used for dinner past 30 days Any Chinese restaurant (A)	Restaurants	
3247	SB002428XC	Types of restaurants used for dinner past 30 days Any coffee house/bar (A)	Restaurants	
3248	SB002429XC	Types of restaurants used for dinner past 30 days Any Italian restaurant (A)	Restaurants	
3249	SB002430XC	Types of restaurants used for dinner past 30 days Any Mexican restaurant (A)	Restaurants	
3250	SB004781XC	Types of restaurants used for dinner past 30 days Any organic/health food (A)	Restaurants	
3251	SB002431XC	Types of restaurants used for dinner past 30 days Any pizza restaurant (A)	Restaurants	
3252	SB002432XC	Types of restaurants used for dinner past 30 days Any seafood restaurant (A)	Restaurants	
3253	SB003979XC	Types of restaurants used for dinner past 30 days Any sports bar (A)	Restaurants	
3254	SB002433XC	Types of restaurants used for dinner past 30 days Any steakhouse (A)	Restaurants	
3255	SB002434XC	Types of restaurants used for dinner past 30 days Any upscale restaurant (A)	Restaurants	
3256	SB004782XC	Types of restaurants used for lunch past 30 days Any bakery (A)	Restaurants	
3257	SB002435XC	Types of restaurants used for lunch past 30 days Any Chinese restaurant (A)	Restaurants	
3258	SB002436XC	Types of restaurants used for lunch past 30 days Any coffee house/coffee bar (A)	Restaurants	
3259	SB002437XC	Types of restaurants used for lunch past 30 days Any Italian restaurant (A)	Restaurants	
3260	SB002438XC	Types of restaurants used for lunch past 30 days Any Mexican restaurant (A)	Restaurants	
3261	SB004783XC	Types of restaurants used for lunch past 30 days Any organic/health food (A)	Restaurants	
3262	SB002439XC	Types of restaurants used for lunch past 30 days Any pizza restaurant (A)	Restaurants	
3263	SB003980XC	Types of restaurants used for lunch past 30 days Any sports bar (A)	Restaurants	
3264	SB002442XC	Types of restaurants used for lunch past 30 days Any upscale restaurant (A)	Restaurants	

ORDER	VARIABLE	DESCRIPTION	CATEGORY	CONSUMPTION
3265	SB004784XC	Types of restaurants used past 30 days Any bakery (A)	Restaurants	
3266	SB002443XC	Types of restaurants used past 30 days Any Chinese restaurant (A)	Restaurants	
3267	SB002444XC	Types of restaurants used past 30 days Any coffee house/coffee bar (A)	Restaurants	
3268	SB002445XC	Types of restaurants used past 30 days Any Italian restaurant (A)	Restaurants	
3269	SB002446XC	Types of restaurants used past 30 days Any Mexican restaurant (A)	Restaurants	
3270	SB004785XC	Types of restaurants used past 30 days Any organic/health food restaurant (A)	Restaurants	
3271	SB002447XC	Types of restaurants used past 30 days Any pizza restaurant (A)	Restaurants	
3272	SB002448XC	Types of restaurants used past 30 days Any seafood restaurant (A)	Restaurants	
3273	SB003978XC	Types of restaurants used past 30 days Any sports bar (A)	Restaurants	
3274	SB002449XC	Types of restaurants used past 30 days Any steakhouse (A)	Restaurants	
3275	SB002450XC	Types of restaurants used past 30 days Any upscale restaurant (A)	Restaurants	
3276	SB002576XC	Items bought past 12 months (amount spent) Athletic clothing:Under \$100 (A)	Retail Shopping	
3277	SB002577XC	Items bought past 12 months (amount spent) Athletic clothing:\$100 - \$499 (A)	Retail Shopping	
3278	SB004743XC	Items bought past 12 months (amount spent) Athletic clothing:\$500 or more (A)	Retail Shopping	
3279	SB002578XC	Items bought past 12 months (amount spent) Athletic shoes:Under \$100 (A)	Retail Shopping	
3280	SB002579XC	Items bought past 12 months (amount spent) Athletic shoes:\$100 - \$499 (A)	Retail Shopping	
3281	SB004744XC	Items bought past 12 months (amount spent) Athletic shoes:\$500 or more (A)	Retail Shopping	
3282	SB002580XC	Items bought past 12 months (amount spent) Childrens clothing:Under \$100 (A)	Retail Shopping	
3283	SB002581XC	Items bought past 12 months (amount spent) Childrens clothing:\$100 - \$499 (A)	Retail Shopping	
3284	SB002582XC	Items bought past 12 months (amount spent) Childrens clothing:\$500 or more (A)	Retail Shopping	
3285	SB002583XC	Items bought past 12 months (amount spent) Cosmetics/perfumes:Under \$100 (A)	Retail Shopping	
3286	SB002584XC	Items bought past 12 months (amount spent) Cosmetics/perfumes:\$100 - \$499 (A)	Retail Shopping	
3287	SB002585XC	Items bought past 12 months (amount spent) Cosmetics/perfumes:\$500 or more (A)	Retail Shopping	
3288	SB002586XC	Items bought past 12 months (amount spent) Costume jewelry:Under \$100 (A)	Retail Shopping	
3289	SB002587XC	Items bought past 12 months (amount spent) Costume jewelry:\$100 - \$499 (A)	Retail Shopping	
3290	SB002588XC	Items bought past 12 months (amount spent) Fine jewelry:Under \$100 (A)	Retail Shopping	
3291	SB002590XC	Items bought past 12 months (amount spent) Fine jewelry:\$500 or more (A)	Retail Shopping	
3292	SB004746XC	Items bought past 12 months (amount spent) Handbags/purses:\$100 - \$499 (A)	Retail Shopping	
3293	SB004747XC	Items bought past 12 months (amount spent) Handbags/purses:\$500 or more (A)	Retail Shopping	
3294	SB002593XC	Items bought past 12 months (amount spent) Mens business clothing:Under \$100 (A)	Retail Shopping	
3295	SB002592XC	Items bought past 12 mo (amount spent) Mens business clothing:\$100 - \$499 (A)	Retail Shopping	
3296	SB002594XC	Items bought past 12 mo (amount spent) Mens business clothing:\$500 or more (A)	Retail Shopping	
3297	SB002595XC	Items bought past 12 months (amount spent) Mens casual clothing:Under \$100 (A)	Retail Shopping	
3298	SB002596XC	Items bought past 12 months (amount spent) Mens casual clothing:\$100 - \$499 (A)	Retail Shopping	
3299	SB002597XC	Items bought past 12 months (amount spent) Mens casual clothing:\$500 or more (A)	Retail Shopping	
3300	SB002598XC	Items bought past 12 months (amount spent) Mens shoes:Under \$100 (A)	Retail Shopping	
3301	SB004748XC	Items bought past 12 months (amount spent) Mens shoes:\$100 - \$499 (A)	Retail Shopping	
3302	SB004749XC	Items bought past 12 months (amount spent) Mens shoes:\$500 or more (A)	Retail Shopping	
3303	SB004750XC	Items bought past 12 months (amount spent) Skin care items:Under \$100 (A)	Retail Shopping	
3304	SB004751XC	Items bought past 12 months (amount spent) Skin care items:\$100 - \$499 (A)	Retail Shopping	
3305	SB004752XC	Items bought past 12 months (amount spent) Skin care items:\$500 or more (A)	Retail Shopping	
3306	SB004753XC	Items bought past 12 months (amount spent) Sports equipment:Under \$100 (A)	Retail Shopping	
3307	SB002599XC	Items bought past 12 months (amount spent) Sports equipment:\$100 - \$499 (A)	Retail Shopping	
3308	SB002600XC	Items bought past 12 months (amount spent) Sports equipment:\$500 or more (A)	Retail Shopping	
3309	SB002601XC	Items bought past 12 mo (amount spent) Womens business clothing:Under \$100 (A)	Retail Shopping	
3310	SB002602XC	Items bought past 12 mo (amount spent) Womens business clothing:\$100 - \$499 (A)	Retail Shopping	
3311	SB002603XC	Items bought past 12 mo (amount spent) Womens business clothing:\$500 or more (A)	Retail Shopping	
3312	SB002604XC	Items bought past 12 months (amount spent) Womens casual clothing:Under \$100 (A)	Retail Shopping	
3313	SB002605XC	Items bought past 12 mo (amount spent) Womens casual clothing:\$100 - \$499 (A)	Retail Shopping	
3314	SB002606XC	Items bought past 12 mo (amount spent) Womens casual clothing:\$500 or more (A)	Retail Shopping	
3315	SB002607XC	Items bought past 12 months (amount spent) Womens shoes:Under \$100 (A)	Retail Shopping	
3316	SB002608XC	Items bought past 12 months (amount spent) Womens shoes:\$100 - \$499 (A)	Retail Shopping	
3317	SB002609XC	Items bought past 12 months (amount spent) Womens shoes:\$500 or more (A)	Retail Shopping	
3318	SB002610XC	Items bought past 12 months Athletic clothing (A)	Retail Shopping	
3319	SB002611XC	Items bought past 12 months Athletic shoes (A)	Retail Shopping	
3320	SB002612XC	Items bought past 12 months Childrens clothing (A)	Retail Shopping	
3321	SB002613XC	Items bought past 12 months Cosmetics/perfumes (A)	Retail Shopping	
3322	SB002614XC	Items bought past 12 months Costume jewelry (A)	Retail Shopping	
3323	SB002615XC	Items bought past 12 months Fine jewelry (A)	Retail Shopping	
3324	SB004754XC	Items bought past 12 months Handbags/purses (A)	Retail Shopping	
3325	SB002617XC	Items bought past 12 months Mens business clothing (A)	Retail Shopping	
3326	SB002618XC	Items bought past 12 months Mens casual clothing (A)	Retail Shopping	
3327	SB002619XC	Items bought past 12 months Mens shoes (A)	Retail Shopping	
3328	SB004696XC	Items bought past 12 months Skin care items (A)	Retail Shopping	
3329	SB002620XC	Items bought past 12 months Sports equipment (A)	Retail Shopping	
3330	SB002621XC	Items bought past 12 months Womens business clothing (A)	Retail Shopping	
3331	SB002622XC	Items bought past 12 months Womens casual clothing (A)	Retail Shopping	
3332	SB002623XC	Items bought past 12 months Womens shoes (A)	Retail Shopping	

ORDER	VARIABLE	DESCRIPTION	CATEGORY	CONSUMPTION
3333	SB004833XC	Major/department stores:Stores bought past 3 months Amazon (A)	Retail Shopping	
3334	SB004835XC	Major/department stores:Stores bought past 3 months Best Buy (A)	Retail Shopping	
3335	SB004836XC	Major/department stores:Stores bought past 3 months Big Lots (A)	Retail Shopping	
3336	SB004837XC	Major/department stores:Stores bought past 3 months BJ's Wholesale Club (A)	Retail Shopping	
3337	SB004838XC	Major/department stores:Stores bought past 3 months Bloomingdales (A)	Retail Shopping	
3338	SB004839XC	Major/department stores:Stores bought past 3 months Burlington (A)	Retail Shopping	
3339	SB004840XC	Major/department stores:Stores bought past 3 months Costco (A)	Retail Shopping	
3340	SB004841XC	Major/department stores:Stores bought past 3 months Dillards (A)	Retail Shopping	
3341	SB004842XC	Major/department stores:Stores bought past 3 months Dollar General (A)	Retail Shopping	
3342	SB004843XC	Major/department stores:Stores bought past 3 months Dollar Tree (A)	Retail Shopping	
3343	SB004844XC	Major/department stores:Stores bought past 3 months Family Dollar (A)	Retail Shopping	
3344	SB004845XC	Major/department stores:Stores bought past 3 months HomeGoods (A)	Retail Shopping	
3345	SB004846XC	Major/department stores:Stores bought past 3 months JCPenney (A)	Retail Shopping	
3346	SB004848XC	Major/department stores:Stores bought past 3 months Kohls (A)	Retail Shopping	
3347	SB004849XC	Major/department stores:Stores bought past 3 months Macys (A)	Retail Shopping	
3348	SB004850XC	Major/department stores:Stores bought past 3 months Marshalls (A)	Retail Shopping	
3349	SB004851XC	Major/department stores:Stores bought past 3 months Neiman Marcus (A)	Retail Shopping	
3350	SB004852XC	Major/department stores:Stores bought past 3 months Nordstrom (A)	Retail Shopping	
3351	SB004853XC	Major/department stores:Stores bought past 3 months Nordstrom Rack (A)	Retail Shopping	
3352	SB004854XC	Major/department stores:Stores bought past 3 months Ross Dress For Less (A)	Retail Shopping	
3353	SB004855XC	Major/department stores:Stores bought past 3 months Saks Fifth Avenue (A)	Retail Shopping	
3354	SB004856XC	Major/department stores:Stores bought past 3 months Sams Club (A)	Retail Shopping	
3355	SB004857XC	Major/department stores:Stores bought past 3 months Sears (A)	Retail Shopping	
3356	SB004858XC	Major/department stores:Stores bought past 3 months Stein Mart (A)	Retail Shopping	
3357	SB004859XC	Major/department stores:Stores bought past 3 months Target (A)	Retail Shopping	
3358	SB004860XC	Major/department stores:Stores bought past 3 months TJ Maxx (A)	Retail Shopping	
3359	SB004861XC	Major/department stores:Stores bought past 3 months Walmart (A)	Retail Shopping	
3360	SB004862XC	Major/department stores:Stores bought past 3 months Any store (A)	Retail Shopping	
3361	SB004863XC	Major/department stores:Stores bought past 3 months Did not buy (A)	Retail Shopping	
3362	SB004706XC	Major/department stores:Stores shopped past 3 months Amazon (A)	Retail Shopping	
3363	SB002659XC	Major/department stores:Stores shopped past 3 months Best Buy (A)	Retail Shopping	
3364	SB002660XC	Major/department stores:Stores shopped past 3 months Big Lots (A)	Retail Shopping	
3365	SB002661XC	Major/department stores:Stores shopped past 3 months BJ's Wholesale Club (A)	Retail Shopping	
3366	SB002662XC	Major/department stores:Stores shopped past 3 months Bloomingdales (A)	Retail Shopping	
3367	SB002663XC	Major/department stores:Stores shopped past 3 months Burlington (A)	Retail Shopping	
3368	SB002664XC	Major/department stores:Stores shopped past 3 months Costco (A)	Retail Shopping	
3369	SB002666XC	Major/department stores:Stores shopped past 3 months Dillards (A)	Retail Shopping	
3370	SB002667XC	Major/department stores:Stores shopped past 3 months Dollar General (A)	Retail Shopping	
3371	SB002668XC	Major/department stores:Stores shopped past 3 months Dollar Tree (A)	Retail Shopping	
3372	SB002669XC	Major/department stores:Stores shopped past 3 months Family Dollar (A)	Retail Shopping	
3373	SB002670XC	Major/department stores:Stores shopped past 3 months HomeGoods (A)	Retail Shopping	
3374	SB002671XC	Major/department stores:Stores shopped past 3 months JCPenney (A)	Retail Shopping	
3375	SB002673XC	Major/department stores:Stores shopped past 3 months Kohls (A)	Retail Shopping	
3376	SB002675XC	Major/department stores:Stores shopped past 3 months Macys (A)	Retail Shopping	
3377	SB002676XC	Major/department stores:Stores shopped past 3 months Marshalls (A)	Retail Shopping	
3378	SB002677XC	Major/department stores:Stores shopped past 3 months Neiman Marcus (A)	Retail Shopping	
3379	SB002678XC	Major/department stores:Stores shopped past 3 months Nordstrom (A)	Retail Shopping	
3380	SB002679XC	Major/department stores:Stores shopped past 3 months Nordstrom Rack (A)	Retail Shopping	
3381	SB002680XC	Major/department stores:Stores shopped past 3 months Ross Dress For Less (A)	Retail Shopping	
3382	SB004774XC	Major/department stores:Stores shopped past 3 months Saks Fifth Avenue (A)	Retail Shopping	
3383	SB002681XC	Major/department stores:Stores shopped past 3 months Sams Club (A)	Retail Shopping	
3384	SB002682XC	Major/department stores:Stores shopped past 3 months Sears (A)	Retail Shopping	
3385	SB002683XC	Major/department stores:Stores shopped past 3 months Stein Mart (A)	Retail Shopping	
3386	SB002684XC	Major/department stores:Stores shopped past 3 months Target (A)	Retail Shopping	
3387	SB002685XC	Major/department stores:Stores shopped past 3 months TJ Maxx (A)	Retail Shopping	
3388	SB002686XC	Major/department stores:Stores shopped past 3 months Walmart (A)	Retail Shopping	
3389	SB002657XC	Major/department stores:Stores shopped past 3 mo Any major/department store (A)	Retail Shopping	
3390	SB004893XC	Major/department stores:Stores shopped in-store past 3 mths Best Buy (A)	Retail Shopping	
3391	SB004894XC	Major/department stores:Stores shopped in-store past 3 mths Big Lots (A)	Retail Shopping	
3392	SB004895XC	Major/department stores:Stores shopped in-store past 3 mths BJ's Club (A)	Retail Shopping	
3393	SB004896XC	Major/department stores:Stores shopped in-store past 3 mths Bloomingdales (A)	Retail Shopping	
3394	SB004897XC	Major/department stores:Stores shopped in-store past 3 mths Burlington (A)	Retail Shopping	
3395	SB004898XC	Major/department stores:Stores shopped in-store past 3 mths Costco (A)	Retail Shopping	
3396	SB004899XC	Major/department stores:Stores shopped in-store past 3 mths Dillards (A)	Retail Shopping	
3397	SB004900XC	Major/department stores:Stores shopped in-store past 3 mths Dollar General (A)	Retail Shopping	
3398	SB004901XC	Major/department stores:Stores shopped in-store past 3 mths Dollar Tree (A)	Retail Shopping	
3399	SB004902XC	Major/department stores:Stores shopped in-store past 3 mths Family Dollar (A)	Retail Shopping	
3400	SB004903XC	Major/department stores:Stores shopped in-store past 3 mths HomeGoods (A)	Retail Shopping	

ORDER	VARIABLE	DESCRIPTION	CATEGORY	CONSUMPTION
3401	SB004904XC	Major/department stores:Stores shopped in-store past 3 mths JCPenney (A)	Retail Shopping	
3402	SB004906XC	Major/department stores:Stores shopped in-store past 3 mths Kohls (A)	Retail Shopping	
3403	SB004907XC	Major/department stores:Stores shopped in-store past 3 mths Macys (A)	Retail Shopping	
3404	SB004908XC	Major/department stores:Stores shopped in-store past 3 mths Marshalls (A)	Retail Shopping	
3405	SB004909XC	Major/department stores:Stores shopped in-store past 3 mths Neiman Marcus (A)	Retail Shopping	
3406	SB004910XC	Major/department stores:Stores shopped in-store past 3 mths Nordstrom (A)	Retail Shopping	
3407	SB004911XC	Major/department stores:Stores shopped in-store past 3 mths Nordstrom Rack (A)	Retail Shopping	
3408	SB004912XC	Major/department stores:Stores shopped in-store past 3 mths Ross DressForLess(A)	Retail Shopping	
3409	SB004913XC	Major/department stores:Stores shopped in-store past 3 mths Saks 5th Avenue (A)	Retail Shopping	
3410	SB004914XC	Major/department stores:Stores shopped in-store past 3 mths Sams Club (A)	Retail Shopping	
3411	SB004915XC	Major/department stores:Stores shopped in-store past 3 mths Sears (A)	Retail Shopping	
3412	SB004916XC	Major/department stores:Stores shopped in-store past 3 mths Stein Mart (A)	Retail Shopping	
3413	SB004917XC	Major/department stores:Stores shopped in-store past 3 mths Target (A)	Retail Shopping	
3414	SB004918XC	Major/department stores:Stores shopped in-store past 3 mths TJ Maxx (A)	Retail Shopping	
3415	SB004919XC	Major/department stores:Stores shopped in-store past 3 mths Walmart (A)	Retail Shopping	
3416	SB004920XC	Major/department stores:Stores shopped in-store past 3 mths Any store (A)	Retail Shopping	
3417	SB004864XC	Major/department stores:Stores shopped online past 3 months Amazon (A)	Retail Shopping	
3418	SB004866XC	Major/department stores:Stores shopped online past 3 months Best Buy (A)	Retail Shopping	
3419	SB004868XC	Major/department stores:Stores shopped online past 3 months BJs Club (A)	Retail Shopping	
3420	SB004869XC	Major/department stores:Stores shopped online past 3 months Bloomingdales (A)	Retail Shopping	
3421	SB004870XC	Major/department stores:Stores shopped online past 3 months Burlington (A)	Retail Shopping	
3422	SB004871XC	Major/department stores:Stores shopped online past 3 months Costco (A)	Retail Shopping	
3423	SB004876XC	Major/department stores:Stores shopped online past 3 months HomeGoods (A)	Retail Shopping	
3424	SB004877XC	Major/department stores:Stores shopped online past 3 months JCPenney (A)	Retail Shopping	
3425	SB004879XC	Major/department stores:Stores shopped online past 3 months Kohls (A)	Retail Shopping	
3426	SB004880XC	Major/department stores:Stores shopped online past 3 months Macys (A)	Retail Shopping	
3427	SB004883XC	Major/department stores:Stores shopped online past 3 months Nordstrom (A)	Retail Shopping	
3428	SB004884XC	Major/department stores:Stores shopped online past 3 months Nordstrom Rack (A)	Retail Shopping	
3429	SB004885XC	Major/department stores:Stores shopped online past 3 months Sams Club (A)	Retail Shopping	
3430	SB004886XC	Major/department stores:Stores shopped online past 3 months Sears (A)	Retail Shopping	
3431	SB004887XC	Major/department stores:Stores shopped online past 3 months Target (A)	Retail Shopping	
3432	SB004889XC	Major/department stores:Stores shopped online past 3 months Walmart (A)	Retail Shopping	
3433	SB004890XC	Major/department stores:Stores shopped online past 3 months Any store (A)	Retail Shopping	
3434	SB004891XC	Major/department stores:Stores shopped online past 3 months Did not shop (A)	Retail Shopping	
3435	SB002742XC	Malls shopped/visited past 3 months Any mall/shopping center past 3 months (A)	Retail Shopping	
3436	SB002741XC	Malls shopped/visited past 3 months Did not shop (A)	Retail Shopping	
3437	SB002744XC	Malls shopped/visited past 30 days Any mall/shopping center past 30 days (A)	Retail Shopping	
3438	SB002743XC	Malls shopped/visited past 30 days Did not shop (A)	Retail Shopping	
3439	SB002774XC	No. of times bought from a mail order catalog past 12 months 2 times (A)	Retail Shopping	
3440	SB002775XC	No. of times bought from a mail order catalog past 12 months 3 - 5 times (A)	Retail Shopping	
3441	SB002776XC	No. of times bought from a mail order catalog past 12 months 6 times or more (A)	Retail Shopping	
3442	SB002777XC	No. of times bought from a mail order catalog past 12 months None (A)	Retail Shopping	
3443	SB002782XC	No. of times bought from other mail advertising past 12 mos None (A)	Retail Shopping	
3444	SB002846XC	Sports apparel/clothing with team logos bought past 12 mo College sports (A)	Retail Shopping	
3445	SB002847XC	Sports apparel/clothing with team logos bought past 12 mo High school sports (A)	Retail Shopping	
3446	SB002848XC	Sports apparel/clothing with team logos bought past 12 mo MLB (A)	Retail Shopping	
3447	SB002850XC	Sports apparel/clothing with team logos bought past 12 mo NBA (A)	Retail Shopping	
3448	SB002851XC	Sports apparel/clothing with team logos bought past 12 mo NFL (A)	Retail Shopping	
3449	SB002852XC	Sports apparel/clothing with team logos bought past 12 mo NHL (A)	Retail Shopping	
3450	SB004569XC	Sports apparel/clothing w/team logos bought past 12 mo WWE (pro wrestling) (A)	Retail Shopping	
3451	SB002854XC	Sports apparel/clothing with team logos bought past 12 mo Other sport (A)	Retail Shopping	
3452	SB002853XC	Sports apparel/clothing with team logos bought past 12 mo None (A)	Retail Shopping	
3453	SB000045XC	Activities past 12 months Adult continuing education (A)	Sports and Leisure	
3454	SB000043XC	Activities past 12 months Basketball (A)	Sports and Leisure	
3455	SB000042XC	Activities past 12 months Bicycling (A)	Sports and Leisure	
3456	SB000041XC	Activities past 12 months Boating (A)	Sports and Leisure	
3457	SB000040XC	Activities past 12 months Bowling (A)	Sports and Leisure	
3458	SB000039XC	Activities past 12 months Camping (A)	Sports and Leisure	
3459	SB000038XC	Activities past 12 months Fishing (A)	Sports and Leisure	
3460	SB000037XC	Activities past 12 months Football (A)	Sports and Leisure	
3461	SB000036XC	Activities past 12 months Gardening (flowers or vegetables) (A)	Sports and Leisure	
3462	SB000035XC	Activities past 12 months Golf (A)	Sports and Leisure	
3463	SB003669XC	Activities past 12 months Grilling - outdoor cooking (A)	Sports and Leisure	
3464	SB004710XC	Activities past 12 months Group fitness class (A)	Sports and Leisure	
3465	SB000034XC	Activities past 12 months Hiking - backpacking (A)	Sports and Leisure	
3466	SB000033XC	Activities past 12 months Hunting (A)	Sports and Leisure	
3467	SB000032XC	Activities past 12 months Jogging - running (A)	Sports and Leisure	
3468	SB000031XC	Activities past 12 months Lawn care (A)	Sports and Leisure	

ORDER	VARIABLE	DESCRIPTION	CATEGORY	CONSUMPTION
3469	SB000028XC	Activities past 12 months Sewing - crafts (A)	Sports and Leisure	
3470	SB000027XC	Activities past 12 months Snow skiing - snowboarding (A)	Sports and Leisure	
3471	SB000026XC	Activities past 12 months Soccer (A)	Sports and Leisure	
3472	SB000044XC	Activities past 12 months Softball - baseball (A)	Sports and Leisure	
3473	SB000025XC	Activities past 12 months Swimming (A)	Sports and Leisure	
3474	SB000024XC	Activities past 12 months Tennis (A)	Sports and Leisure	
3475	SB000023XC	Activities past 12 months Volunteer work (A)	Sports and Leisure	
3476	SB000022XC	Activities past 12 months Yoga - pilates (A)	Sports and Leisure	
3477	SB002871XC	Amount HHLD contributed to public radio past 12 mos \$35 - \$99 (H)	Sports and Leisure	
3478	SB002872XC	Amount HHLD contributed to public radio past 12 mos \$100 or more (H)	Sports and Leisure	
3479	SB002873XC	Amount HHLD contributed to public radio past 12 mos Nothing (H)	Sports and Leisure	
3480	SB002877XC	Amount HHLD contributed to public TV past 12 months Nothing (H)	Sports and Leisure	
3481	SB003457XC	Current level of interest in Arena Football League (AFL) Not at all (A)	Sports and Leisure	
3482	SB003459XC	Current level of interest in College baseball Somewhat (A)	Sports and Leisure	
3483	SB003460XC	Current level of interest in College baseball A little bit (A)	Sports and Leisure	
3484	SB003461XC	Current level of interest in College baseball Not at all (A)	Sports and Leisure	
3485	SB003462XC	Current level of interest in College basketball Very (A)	Sports and Leisure	
3486	SB003463XC	Current level of interest in College basketball Somewhat (A)	Sports and Leisure	
3487	SB003464XC	Current level of interest in College basketball A little bit (A)	Sports and Leisure	
3488	SB003465XC	Current level of interest in College basketball Not at all (A)	Sports and Leisure	
3489	SB003466XC	Current level of interest in College football Very (A)	Sports and Leisure	
3490	SB003467XC	Current level of interest in College football Somewhat (A)	Sports and Leisure	
3491	SB003468XC	Current level of interest in College football A little bit (A)	Sports and Leisure	
3492	SB003469XC	Current level of interest in College football Not at all (A)	Sports and Leisure	
3493	SB003471XC	Current level of interest in College hockey Somewhat (A)	Sports and Leisure	
3494	SB003472XC	Current level of interest in College hockey A little bit (A)	Sports and Leisure	
3495	SB003473XC	Current level of interest in College hockey Not at all (A)	Sports and Leisure	
3496	SB005007XC	Current level of interest in eSports (pro video gaming) Very (A)	Sports and Leisure	
3497	SB005008XC	Current level of interest in eSports (pro video gaming) Somewhat (A)	Sports and Leisure	
3498	SB005009XC	Current level of interest in eSports (pro video gaming) A little bit (A)	Sports and Leisure	
3499	SB005010XC	Current level of interest in eSports (pro video gaming) Not at all (A)	Sports and Leisure	
3500	SB003476XC	Current level of interest in European soccer Very (A)	Sports and Leisure	
3501	SB003477XC	Current level of interest in European soccer Somewhat (A)	Sports and Leisure	
3502	SB003478XC	Current level of interest in European soccer A little bit (A)	Sports and Leisure	
3503	SB003479XC	Current level of interest in European soccer Not at all (A)	Sports and Leisure	
3504	SB003480XC	Current level of interest in Extreme/action sports Very (A)	Sports and Leisure	
3505	SB003481XC	Current level of interest in Extreme/action sports Somewhat (A)	Sports and Leisure	
3506	SB003482XC	Current level of interest in Extreme/action sports A little bit (A)	Sports and Leisure	
3507	SB003483XC	Current level of interest in Extreme/action sports Not at all (A)	Sports and Leisure	
3508	SB003485XC	Current level of interest in Figure skating Somewhat (A)	Sports and Leisure	
3509	SB003486XC	Current level of interest in Figure skating A little bit (A)	Sports and Leisure	
3510	SB003487XC	Current level of interest in Figure skating Not at all (A)	Sports and Leisure	
3511	SB003489XC	Current level of interest in Formula One (F1) racing A little bit (A)	Sports and Leisure	
3512	SB003490XC	Current level of interest in Formula One (F1) racing Not at all (A)	Sports and Leisure	
3513	SB003496XC	Current level of interest in Gymnastics Somewhat (A)	Sports and Leisure	
3514	SB003497XC	Current level of interest in Gymnastics A little bit (A)	Sports and Leisure	
3515	SB003498XC	Current level of interest in Gymnastics Not at all (A)	Sports and Leisure	
3516	SB003501XC	Current level of interest in High school sports A little bit (A)	Sports and Leisure	
3517	SB003502XC	Current level of interest in High school sports Not at all (A)	Sports and Leisure	
3518	SB003500XC	Current level of interest in High school sports Somewhat (A)	Sports and Leisure	
3519	SB003504XC	Current level of interest in Horse racing Somewhat (A)	Sports and Leisure	
3520	SB003505XC	Current level of interest in Horse racing A little bit (A)	Sports and Leisure	
3521	SB003506XC	Current level of interest in Horse racing Not at all (A)	Sports and Leisure	
3522	SB005011XC	Current level of interest in IMSA SportsCar Championship Very (A)	Sports and Leisure	
3523	SB005012XC	Current level of interest in IMSA SportsCar Championship Somewhat (A)	Sports and Leisure	
3524	SB005013XC	Current level of interest in IMSA SportsCar Championship A little bit (A)	Sports and Leisure	
3525	SB005014XC	Current level of interest in IMSA SportsCar Championship Not at all (A)	Sports and Leisure	
3526	SB003509XC	Current level of interest in IndyCar Series A little bit (A)	Sports and Leisure	
3527	SB003510XC	Current level of interest in IndyCar Series Not at all (A)	Sports and Leisure	
3528	SB003512XC	Current level of interest in PGA Tour (women's golf) Somewhat (A)	Sports and Leisure	
3529	SB003513XC	Current level of interest in PGA Tour (women's golf) A little bit (A)	Sports and Leisure	
3530	SB003514XC	Current level of interest in PGA Tour (women's golf) Not at all (A)	Sports and Leisure	
3531	SB003515XC	Current level of interest in Major League Baseball (MLB) Very (A)	Sports and Leisure	
3532	SB003516XC	Current level of interest in Major League Baseball (MLB) Somewhat (A)	Sports and Leisure	
3533	SB003517XC	Current level of interest in Major League Baseball (MLB) A little bit (A)	Sports and Leisure	
3534	SB003518XC	Current level of interest in Major League Baseball (MLB) Not at all (A)	Sports and Leisure	
3535	SB003519XC	Current level of interest in Major League Soccer (MLS) Very (A)	Sports and Leisure	
3536	SB003520XC	Current level of interest in Major League Soccer (MLS) Somewhat (A)	Sports and Leisure	

ORDER	VARIABLE	DESCRIPTION	CATEGORY	CONSUMPTION
3537	SB003521XC	Current level of interest in Major League Soccer (MLS) A little bit (A)	Sports and Leisure	
3538	SB003522XC	Current level of interest in Major League Soccer (MLS) Not at all (A)	Sports and Leisure	
3539	SB003523XC	Current level of interest in Men's tennis (ATP) Very (A)	Sports and Leisure	
3540	SB003524XC	Current level of interest in Men's tennis (ATP) Somewhat (A)	Sports and Leisure	
3541	SB003525XC	Current level of interest in Men's tennis (ATP) A little bit (A)	Sports and Leisure	
3542	SB003526XC	Current level of interest in Men's tennis (ATP) Not at all (A)	Sports and Leisure	
3543	SB003527XC	Current level of interest in Mexican League soccer Very (A)	Sports and Leisure	
3544	SB003528XC	Current level of interest in Mexican League soccer Somewhat (A)	Sports and Leisure	
3545	SB003529XC	Current level of interest in Mexican League soccer A little bit (A)	Sports and Leisure	
3546	SB003530XC	Current level of interest in Mexican League soccer Not at all (A)	Sports and Leisure	
3547	SB003532XC	Current level of interest in Minor League Baseball Somewhat (A)	Sports and Leisure	
3548	SB003533XC	Current level of interest in Minor League Baseball A little bit (A)	Sports and Leisure	
3549	SB003534XC	Current level of interest in Minor League Baseball Not at all (A)	Sports and Leisure	
3550	SB003536XC	Current level of interest in Minor League Hockey A little bit (A)	Sports and Leisure	
3551	SB003537XC	Current level of interest in Minor League Hockey Not at all (A)	Sports and Leisure	
3552	SB003538XC	Current level of interest in Monster Jam (monster trucks) Very (A)	Sports and Leisure	
3553	SB003539XC	Current level of interest in Monster Jam (monster trucks) Somewhat (A)	Sports and Leisure	
3554	SB003540XC	Current level of interest in Monster Jam (monster trucks) A little bit (A)	Sports and Leisure	
3555	SB003541XC	Current level of interest in Monster Jam (monster trucks) Not at all (A)	Sports and Leisure	
3556	SB003545XC	Current level of interest in MotoGP (Grand Prix motorcycle) Not at all (A)	Sports and Leisure	
3557	SB003546XC	Current level of interest in NASCAR Very (A)	Sports and Leisure	
3558	SB003547XC	Current level of interest in NASCAR Somewhat (A)	Sports and Leisure	
3559	SB003548XC	Current level of interest in NASCAR A little bit (A)	Sports and Leisure	
3560	SB003549XC	Current level of interest in NASCAR Not at all (A)	Sports and Leisure	
3561	SB003554XC	Current level of interest in National Football League (NFL) Very (A)	Sports and Leisure	
3562	SB003555XC	Current level of interest in National Football League (NFL) Somewhat (A)	Sports and Leisure	
3563	SB003556XC	Current level of interest in National Football League (NFL) A little bit (A)	Sports and Leisure	
3564	SB003557XC	Current level of interest in National Football League (NFL) Not at all (A)	Sports and Leisure	
3565	SB003558XC	Current level of interest in National Hockey League (NHL) Very (A)	Sports and Leisure	
3566	SB003559XC	Current level of interest in National Hockey League (NHL) Somewhat (A)	Sports and Leisure	
3567	SB003560XC	Current level of interest in National Hockey League (NHL) A little bit (A)	Sports and Leisure	
3568	SB003561XC	Current level of interest in National Hockey League (NHL) Not at all (A)	Sports and Leisure	
3569	SB003550XC	Current level of interest in Nat'l Basketball Assoc (NBA) Very (A)	Sports and Leisure	
3570	SB003551XC	Current level of interest in Nat'l Basketball Assoc (NBA) Somewhat (A)	Sports and Leisure	
3571	SB003552XC	Current level of interest in Nat'l Basketball Assoc (NBA) A little bit (A)	Sports and Leisure	
3572	SB003553XC	Current level of interest in Nat'l Basketball Assoc (NBA) Not at all (A)	Sports and Leisure	
3573	SB003562XC	Current level of interest in NBA Gatorade League Somewhat (A)	Sports and Leisure	
3574	SB003563XC	Current level of interest in NBA Gatorade League A little bit (A)	Sports and Leisure	
3575	SB003564XC	Current level of interest in NBA Gatorade League Not at all (A)	Sports and Leisure	
3576	SB003567XC	Current level of interest in NHRA Drag Racing A little bit (A)	Sports and Leisure	
3577	SB003568XC	Current level of interest in NHRA Drag Racing Not at all (A)	Sports and Leisure	
3578	SB003569XC	Current level of interest in Olympics Very (A)	Sports and Leisure	
3579	SB003570XC	Current level of interest in Olympics Somewhat (A)	Sports and Leisure	
3580	SB003571XC	Current level of interest in Olympics A little bit (A)	Sports and Leisure	
3581	SB003572XC	Current level of interest in Olympics Not at all (A)	Sports and Leisure	
3582	SB003573XC	Current level of interest in PGA TOUR (men's golf) Very (A)	Sports and Leisure	
3583	SB003574XC	Current level of interest in PGA TOUR (men's golf) Somewhat (A)	Sports and Leisure	
3584	SB003575XC	Current level of interest in PGA TOUR (men's golf) A little bit (A)	Sports and Leisure	
3585	SB003576XC	Current level of interest in PGA TOUR (men's golf) Not at all (A)	Sports and Leisure	
3586	SB003577XC	Current level of interest in Pro boxing Very (A)	Sports and Leisure	
3587	SB003578XC	Current level of interest in Pro boxing Somewhat (A)	Sports and Leisure	
3588	SB003579XC	Current level of interest in Pro boxing A little bit (A)	Sports and Leisure	
3589	SB003580XC	Current level of interest in Pro boxing Not at all (A)	Sports and Leisure	
3590	SB003583XC	Current level of interest in Pro Bull Riding (PBR) A little bit (A)	Sports and Leisure	
3591	SB003584XC	Current level of interest in Pro Bull Riding (PBR) Not at all (A)	Sports and Leisure	
3592	SB003587XC	Current level of interest in Pro rodeo A little bit (A)	Sports and Leisure	
3593	SB003588XC	Current level of interest in Pro rodeo Not at all (A)	Sports and Leisure	
3594	SB003590XC	Current level of interest in Supercross/Motocross Somewhat (A)	Sports and Leisure	
3595	SB003591XC	Current level of interest in Supercross/Motocross A little bit (A)	Sports and Leisure	
3596	SB003592XC	Current level of interest in Supercross/Motocross Not at all (A)	Sports and Leisure	
3597	SB003593XC	Current level of interest in UFC (Ultimate Fighting) Very (A)	Sports and Leisure	
3598	SB003594XC	Current level of interest in UFC (Ultimate Fighting) Somewhat (A)	Sports and Leisure	
3599	SB003595XC	Current level of interest in UFC (Ultimate Fighting) A little bit (A)	Sports and Leisure	
3600	SB003596XC	Current level of interest in UFC (Ultimate Fighting) Not at all (A)	Sports and Leisure	
3601	SB003600XC	Current level of interest in WNBA (Women's Nat'l Basketball) Not at all (A)	Sports and Leisure	
3602	SB003602XC	Current level of interest in Women's tennis (WTA) Somewhat (A)	Sports and Leisure	
3603	SB003603XC	Current level of interest in Women's tennis (WTA) A little bit (A)	Sports and Leisure	
3604	SB003604XC	Current level of interest in Women's tennis (WTA) Not at all (A)	Sports and Leisure	

ORDER	VARIABLE	DESCRIPTION	CATEGORY	CONSUMPTION
3605	SB003605XC	Current level of interest in WWE (pro wrestling) Very (A)	Sports and Leisure	
3606	SB003606XC	Current level of interest in WWE (pro wrestling) Somewhat (A)	Sports and Leisure	
3607	SB003607XC	Current level of interest in WWE (pro wrestling) A little bit (A)	Sports and Leisure	
3608	SB003608XC	Current level of interest in WWE (pro wrestling) Not at all (A)	Sports and Leisure	
3609	SB005030XC	Currently enrolled/attending classes at a college/university Yes (A)	Sports and Leisure	
3610	SB003013XC	Events attended past 12 months (net) Any auto racing track event (A)	Sports and Leisure	
3611	SB003014XC	Events attended past 12 months (net) Any high school sports event (A)	Sports and Leisure	
3612	SB003015XC	Events attended past 12 months (net) Any horse racing (A)	Sports and Leisure	
3613	SB003016XC	Events attended past 12 months (net) Any marathon/road race (A)	Sports and Leisure	
3614	SB003017XC	Events attended past 12 months (net) Any minor league baseball (A)	Sports and Leisure	
3615	SB003018XC	Events attended past 12 months (net) Any minor league hockey (A)	Sports and Leisure	
3616	SB004574XC	Events attended past 12 months (net) ACC basketball (A)	Sports and Leisure	
3617	SB004575XC	Events attended past 12 months (net) ACC football (A)	Sports and Leisure	
3618	SB002982XC	Events attended past 12 months (net) ACC sports event (A)	Sports and Leisure	
3619	SB004618XC	Events attended past 12 months (net) AHL (American Hockey League) (A)	Sports and Leisure	
3620	SB004728XC	Events attended past 12 months (net) Big 12 football (A)	Sports and Leisure	
3621	SB004577XC	Events attended past 12 months (net) Big 12 sports event (A)	Sports and Leisure	
3622	SB004729XC	Events attended past 12 months (net) Big Ten football (A)	Sports and Leisure	
3623	SB002983XC	Events attended past 12 months (net) Big Ten sports event (A)	Sports and Leisure	
3624	SB002984XC	Events attended past 12 months (net) College basketball (A)	Sports and Leisure	
3625	SB004732XC	Events attended past 12 months (net) College basketball - mens (A)	Sports and Leisure	
3626	SB002985XC	Events attended past 12 months (net) College basketball regular season (A)	Sports and Leisure	
3627	SB002986XC	Events attended past 12 months (net) College football (A)	Sports and Leisure	
3628	SB004578XC	Events attended past 12 months (net) Bowl games (A)	Sports and Leisure	
3629	SB002987XC	Events attended past 12 months (net) College football regular season (A)	Sports and Leisure	
3630	SB002988XC	Events attended past 12 months (net) College sports event (A)	Sports and Leisure	
3631	SB002989XC	Events attended past 12 months (net) Double-A (AA) Minor League Baseball (A)	Sports and Leisure	
3632	SB004733XC	Events attended past 12 mos (net) Eastern League minor league baseball (AA) (A)	Sports and Leisure	
3633	SB004734XC	Events attended past 12 months (net) ECHL (East Coast Hockey League) (A)	Sports and Leisure	
3634	SB002990XC	Events attended past 12 months (net) IMG College basketball (A)	Sports and Leisure	
3635	SB002991XC	Events attended past 12 months (net) IMG College football (A)	Sports and Leisure	
3636	SB002992XC	Events attended past 12 months (net) IMG College sports event (A)	Sports and Leisure	
3637	SB003001XC	Events attended past 12 months (net) Intl. League minor league baseball (A)	Sports and Leisure	
3638	SB003002XC	Events attended past 12 months (net) Learfield Collegiate basketball (A)	Sports and Leisure	
3639	SB003003XC	Events attended past 12 months (net) Learfield Collegiate football (A)	Sports and Leisure	
3640	SB003004XC	Events attended past 12 months (net) Learfield Collegiate sports event (A)	Sports and Leisure	
3641	SB003005XC	Events attended past 12 months (net) Major League Baseball (MLB) (A)	Sports and Leisure	
3642	SB004227XC	Events attended past 12 months (net) Major League Soccer (MLS) (A)	Sports and Leisure	
3643	SB004580XC	Events attended past 12 months (net) Mountain West Conference sports event (A)	Sports and Leisure	
3644	SB003006XC	Events attended past 12 months (net) National Basketball Association (NBA) (A)	Sports and Leisure	
3645	SB003007XC	Events attended past 12 months (net) National Football League (NFL) (A)	Sports and Leisure	
3646	SB003008XC	Events attended past 12 months (net) National Hockey League (NHL) (A)	Sports and Leisure	
3647	SB004724XC	Events attended past 12 months (net) PAC-12 football (A)	Sports and Leisure	
3648	SB004620XC	Events attended past 12 months (net) PAC-12 sports event (A)	Sports and Leisure	
3649	SB003009XC	Events attended past 12 mo (net) Pacific Coast League minor league baseball (A)	Sports and Leisure	
3650	SB004228XC	Events attended past 12 months (net) PGA TOUR (A)	Sports and Leisure	
3651	SB004581XC	Events attended past 12 months (net) SEC basketball (A)	Sports and Leisure	
3652	SB003010XC	Events attended past 12 months (net) SEC football (A)	Sports and Leisure	
3653	SB003011XC	Events attended past 12 months (net) SEC sports event (A)	Sports and Leisure	
3654	SB004582XC	Events attended past 12 months (net) South Atlantic League min lg baseball (A)	Sports and Leisure	
3655	SB004725XC	Events attended past 12 mos (net) Southern League minor league baseball (AA) (A)	Sports and Leisure	
3656	SB004727XC	Events attended past 12 months (net) United Soccer League (A)	Sports and Leisure	
3657	SB000093XC	Events attended/places visited past 12 months Any paid ticket music concert (A)	Sports and Leisure	
3658	SB000105XC	Events attended/places visited past 12 months Any professional sports event (A)	Sports and Leisure	
3659	SB000104XC	Events attended/places visited past 12 months Any theme park (A)	Sports and Leisure	
3660	SB000103XC	Events attended/places visited past 12 months Art museum (A)	Sports and Leisure	
3661	SB000102XC	Events attended/places visited past 12 months Circus (A)	Sports and Leisure	
3662	SB000101XC	Events attended/places visited past 12 months Comedy club (A)	Sports and Leisure	
3663	SB000100XC	Events attended/places visited past 12 months Country music concert (A)	Sports and Leisure	
3664	SB000099XC	Events attended/places visited past 12 months Dance or ballet performance (A)	Sports and Leisure	
3665	SB000098XC	Events attended/places visited past 12 months High school sports event (A)	Sports and Leisure	
3666	SB003714XC	Events attended/places visited past 12 months Ice show (A)	Sports and Leisure	
3667	SB000096XC	Events attended/places visited past 12 months Job fair/recruitment fair (A)	Sports and Leisure	
3668	SB000095XC	Events attended/places visited past 12 months Live theater (A)	Sports and Leisure	
3669	SB000094XC	Events attended/places visited past 12 months Monster Jam (monster trucks) (A)	Sports and Leisure	
3670	SB000092XC	Events attended/places visited past 12 months R&B/rap/hip-hop concert (A)	Sports and Leisure	
3671	SB000091XC	Events attended/places visited past 12 months Rock concert (A)	Sports and Leisure	
3672	SB000090XC	Events attended/places visited past 12 months Symphony concert, opera, etc. (A)	Sports and Leisure	

ORDER	VARIABLE	DESCRIPTION	CATEGORY	CONSUMPTION
3673	SB000089XC	Events attended/places visited past 12 mo Times Square (in New York City) (A)	Sports and Leisure	
3674	SB000088XC	Events attended/places visited past 12 months WWE (pro wrestling) (A)	Sports and Leisure	
3675	SB000087XC	Events attended/places visited past 12 months Zoo (A)	Sports and Leisure	
3676	SB003956XC	Ever attended special/technical/vocational school Yes (A)	Sports and Leisure	
3677	SB002209XC	Lifestyle changes HHLD plans to do next 12 mths Shop for nursing care (H)	Sports and Leisure	
3678	SB002213XC	Lifestyle change/event personally plan to do next 12 mo Attnd adult ed class (A)	Sports and Leisure	
3679	SB002214XC	Lifestyle changes/events personally plan to do next 12 mths Birth of a child (A)	Sports and Leisure	
3680	SB002215XC	Lifestyle change/event personally plan to do next 12 mo Birth of grandchild (A)	Sports and Leisure	
3681	SB002216XC	Lifestyle changes/events personally plan to do next 12 mths Buy house, condo (A)	Sports and Leisure	
3682	SB003427XC	Lifestyle change/event personally plan to do next 12 mo Child finish college (A)	Sports and Leisure	
3683	SB002217XC	Lifestyle changes/events personally plan to do next 12 mths Get married (A)	Sports and Leisure	
3684	SB002218XC	Lifestyle changes/events personally plan to do next 12 mo Go back to school (A)	Sports and Leisure	
3685	SB002220XC	Lifestyle changes/events personally plan to do next 12 mo Last mortgage pmt (A)	Sports and Leisure	
3686	SB002219XC	Lifestyle changes/events personally plan to do next 12 mths Look for new job (A)	Sports and Leisure	
3687	SB002221XC	Lifestyle change/event personally plan to do next 12 mo Move/change address (A)	Sports and Leisure	
3688	SB002222XC	Lifestyle changes/events personally plan to do next 12 mo Refinance mortgage (A)	Sports and Leisure	
3689	SB002212XC	Lifestyle changes/events personally plan to do next 12 mths Retire (A)	Sports and Leisure	
3690	SB002211XC	Lifestyle changes/events personally plan to do next 12 mo Sell house, condo (A)	Sports and Leisure	
3691	SB002223XC	Lifestyle characteristics Belong to health/fitness club or gym (A)	Sports and Leisure	
3692	SB004252XC	Lifestyle characteristics Caregiver of aging parent or relative (A)	Sports and Leisure	
3693	SB004253XC	Lifestyle characteristics Current or former military service (A)	Sports and Leisure	
3694	SB004254XC	Lifestyle characteristics Follow a weight loss program (A)	Sports and Leisure	
3695	SB002224XC	Lifestyle characteristics Have child in college (A)	Sports and Leisure	
3696	SB002225XC	Lifestyle characteristics Have life insurance (A)	Sports and Leisure	
3697	SB002226XC	Lifestyle characteristics Own a cat (A)	Sports and Leisure	
3698	SB002227XC	Lifestyle characteristics Own a dog (A)	Sports and Leisure	
3699	SB002228XC	Lifestyle characteristics Own other pet (A)	Sports and Leisure	
3700	SB002229XC	Lifestyle characteristics Self-employed (A)	Sports and Leisure	
3701	SB002230XC	Lifestyle characteristics Small business owner (A)	Sports and Leisure	
3702	SB002231XC	Lifestyle characteristics Work at home (most of the time or always) (A)	Sports and Leisure	
3703	SB003407XC	Movies when usually seen at a theater past 12 months Opening weekend (A)	Sports and Leisure	
3704	SB005035XC	Movies when usually seen at a theater past 12 months 1st two weeks (A)	Sports and Leisure	
3705	SB003408XC	Movies when usually seen at a theater past 12 months After the second week (A)	Sports and Leisure	
3706	SB003409XC	Movies when usually seen at a theater past 12 mo Did not attend new movie (A)	Sports and Leisure	
3707	SB005031XC	No. of Arena Football League (AFL) games attended past 12 mo 1 - 2 games (A)	Sports and Leisure	
3708	SB005032XC	No. of Arena Football League (AFL) games attended past 12 mo None (A)	Sports and Leisure	
3709	SB004095XC	No. of College baseball games attended past 12 months 10+ games (A)	Sports and Leisure	
3710	SB001900XC	No. of College baseball games attended past 12 months None (A)	Sports and Leisure	
3711	SB001903XC	No. of College basketball games attended past 12 months 1 - 2 games (A)	Sports and Leisure	
3712	SB001902XC	No. of College basketball games attended past 12 months None (A)	Sports and Leisure	
3713	SB001906XC	No. of College football games attended past 12 months 1 - 2 games (A)	Sports and Leisure	
3714	SB001907XC	No. of College football games attended past 12 months 3 - 9 games (A)	Sports and Leisure	
3715	SB001909XC	No. of College football games attended past 12 months None (A)	Sports and Leisure	
3716	SB004093XC	No. of College hockey games attended past 12 months 1 - 2 games (A)	Sports and Leisure	
3717	SB004092XC	No. of College hockey games attended past 12 months None (A)	Sports and Leisure	
3718	SB004048XC	No. of European soccer games attended past 12 months 1 - 2 games (A)	Sports and Leisure	
3719	SB004047XC	No. of European soccer games attended past 12 months None (A)	Sports and Leisure	
3720	SB004049XC	No. of Extreme/action sports events attended past 12 months None (A)	Sports and Leisure	
3721	SB005191XC	No. of Figure skating events attended past 12 months 3 - 9 events (A)	Sports and Leisure	
3722	SB001913XC	No. of Figure skating events attended past 12 months None (A)	Sports and Leisure	
3723	SB005033XC	No. of Formula One (F1) racing events attended past 12 mos 1 - 2 events (A)	Sports and Leisure	
3724	SB005034XC	No. of Formula One (F1) racing events attended past 12 mos None (A)	Sports and Leisure	
3725	SB001915XC	No. of Gymnastics events attended past 12 months None (A)	Sports and Leisure	
3726	SB001916XC	No. of High school sports events attended past 12 months 1 - 2 events (A)	Sports and Leisure	
3727	SB001917XC	No. of High school sports events attended past 12 months 3 - 9 events (A)	Sports and Leisure	
3728	SB001918XC	No. of High school sports events attended past 12 months 10+ events (A)	Sports and Leisure	
3729	SB001919XC	No. of High school sports events attended past 12 months None (A)	Sports and Leisure	
3730	SB001920XC	No. of Horse racing events attended past 12 months 1 - 2 events (A)	Sports and Leisure	
3731	SB001921XC	No. of Horse racing events attended past 12 months None (A)	Sports and Leisure	
3732	SB004055XC	No. of IndyCar Series events attended past 12 months None (A)	Sports and Leisure	
3733	SB004057XC	No. of PGA Tour (women's golf) events attended past 12 mo None (A)	Sports and Leisure	
3734	SB001922XC	No. of Major League Baseball (MLB) games attended past 12 mos 1 - 2 games (A)	Sports and Leisure	
3735	SB001923XC	No. of Major League Baseball (MLB) games attended past 12 mos 3 - 9 games (A)	Sports and Leisure	
3736	SB001924XC	No. of Major League Baseball (MLB) games attended past 12 mos 10+ games (A)	Sports and Leisure	
3737	SB001925XC	No. of Major League Baseball (MLB) games attended past 12 mos None (A)	Sports and Leisure	
3738	SB001926XC	No. of Major League Soccer (MLS) games attended past 12 mo 1 - 2 games (A)	Sports and Leisure	
3739	SB001927XC	No. of Major League Soccer (MLS) games attended past 12 mo None (A)	Sports and Leisure	
3740	SB004059XC	No. of Men's tennis (ATP) events attended past 12 months None (A)	Sports and Leisure	

ORDER	VARIABLE	DESCRIPTION	CATEGORY	CONSUMPTION
3741	SB004062XC	No. of Mexican League soccer games attended past 12 months 1 - 2 games (A)	Sports and Leisure	
3742	SB004061XC	No. of Mexican League soccer games attended past 12 months None (A)	Sports and Leisure	
3743	SB001928XC	No. of Minor League Baseball games attended past 12 mo 1 - 2 games (A)	Sports and Leisure	
3744	SB001930XC	No. of Minor League Baseball games attended past 12 mo None (A)	Sports and Leisure	
3745	SB001931XC	No. of Minor League Hockey games attended past 12 months 1 - 2 games (A)	Sports and Leisure	
3746	SB001932XC	No. of Minor League Hockey games attended past 12 months None (A)	Sports and Leisure	
3747	SB001933XC	No. of Monster Jam (monster trucks) events attd past 12 mths 1 - 2 events (A)	Sports and Leisure	
3748	SB001934XC	No. of Monster Jam (monster trucks) events attd past 12 mths None (A)	Sports and Leisure	
3749	SB001936XC	No. of NASCAR events attended past 12 months None (A)	Sports and Leisure	
3750	SB001941XC	No. of National Football League (NFL) games attd past 12 mos 1 - 2 games (A)	Sports and Leisure	
3751	SB001944XC	No. of National Football League (NFL) games attd past 12 mos None (A)	Sports and Leisure	
3752	SB001945XC	No. of National Hockey League (NHL) games attd past 12 months 1 - 2 games (A)	Sports and Leisure	
3753	SB001946XC	No. of National Hockey League (NHL) games attd past 12 months 3 - 9 games (A)	Sports and Leisure	
3754	SB001947XC	No. of National Hockey League (NHL) games attd past 12 months None (A)	Sports and Leisure	
3755	SB001937XC	No. of Nat'l Basketball Assoc (NBA) games attd past 12 months 1 - 2 games (A)	Sports and Leisure	
3756	SB001938XC	No. of Nat'l Basketball Assoc (NBA) games attd past 12 months 3 - 9 games (A)	Sports and Leisure	
3757	SB001940XC	No. of Nat'l Basketball Assoc (NBA) games attd past 12 months None (A)	Sports and Leisure	
3758	SB004066XC	No. of NBA Gatorade League games attended past 12 months None (A)	Sports and Leisure	
3759	SB004069XC	No. of NHRA Drag Racing events attended past 12 months None (A)	Sports and Leisure	
3760	SB001948XC	No. of PGA TOUR (men's golf) events attended past 12 mo 1 - 2 events (A)	Sports and Leisure	
3761	SB001949XC	No. of PGA TOUR (men's golf) events attended past 12 mo None (A)	Sports and Leisure	
3762	SB001951XC	No. of Pro boxing events attended past 12 months None (A)	Sports and Leisure	
3763	SB001953XC	No. of Pro Bull Riding (PBR) events attended past 12 months None (A)	Sports and Leisure	
3764	SB001955XC	No. of Pro rodeo events attended past 12 months None (A)	Sports and Leisure	
3765	SB004081XC	No. of Supercross/Motocross events attended past 12 months None (A)	Sports and Leisure	
3766	SB004085XC	No. of UFC (Ultimate Fighting) events attd past 12 months None (A)	Sports and Leisure	
3767	SB003884XC	No. of WNBA (Women's Nat'l Basketball) games attd past 12 mos None (A)	Sports and Leisure	
3768	SB003886XC	No. of Women's tennis (WTA) events attended past 12 months None (A)	Sports and Leisure	
3769	SB003887XC	No. of WWE (pro wrestling) events attended past 12 months 1 - 2 events (A)	Sports and Leisure	
3770	SB003888XC	No. of WWE (pro wrestling) events attended past 12 months None (A)	Sports and Leisure	
3771	SB001956XC	No. of times attended movie at a theater past 3 months 1 time (A)	Sports and Leisure	
3772	SB001957XC	No. of times attended movie at a theater past 3 months 2 times (A)	Sports and Leisure	
3773	SB001958XC	No. of times attended movie at a theater past 3 months 3 times (A)	Sports and Leisure	
3774	SB001959XC	No. of times attended movie at a theater past 3 months 4 times or more (A)	Sports and Leisure	
3775	SB001960XC	No. of times attended movie at a theater past 3 months None (A)	Sports and Leisure	
3776	SB003410XC	No. of times attended movie at a theater past 30 days 1 time (A)	Sports and Leisure	
3777	SB003411XC	No. of times attended movie at a theater past 30 days 2 times (A)	Sports and Leisure	
3778	SB003414XC	No. of times attended movie at a theater past 30 days None (A)	Sports and Leisure	
3779	SB001961XC	No. of times bought lottery tckt past 30 day (Any bought) Any lottery ticket (A)	Sports and Leisure	
3780	SB003417XC	No. of times bought other lottery ticket past 30 days 5 times or more (A)	Sports and Leisure	
3781	SB003418XC	No. of times bought other lottery ticket past 30 days None (A)	Sports and Leisure	
3782	SB003419XC	No. of times bought Powerball ticket past 30 days 1 - 2 times (A)	Sports and Leisure	
3783	SB003420XC	No. of times bought Powerball ticket past 30 days 3 - 4 times (A)	Sports and Leisure	
3784	SB003421XC	No. of times bought Powerball ticket past 30 days 5 times or more (A)	Sports and Leisure	
3785	SB003422XC	No. of times bought Powerball ticket past 30 days None (A)	Sports and Leisure	
3786	SB003423XC	No. of times bought scratchoff lottery ticket past 30 days 1 - 2 times (A)	Sports and Leisure	
3787	SB003424XC	No. of times bought scratchoff lottery ticket past 30 days 3 - 4 times (A)	Sports and Leisure	
3788	SB003425XC	No. of times bought scratchoff lottery ticket past 30 days 5 times or more (A)	Sports and Leisure	
3789	SB003426XC	No. of times bought scratchoff lottery ticket past 30 days None (A)	Sports and Leisure	
3790	SB001210XC	Access Internet Yes (A)	Telecommunications	
3791	SB001211XC	Access Internet No (A)	Telecommunications	
3792	SB003367XC	Amount spent on purchases made on Internet past 12 months Less than \$100 (A)	Telecommunications	
3793	SB003368XC	Amount spent on purchases made on Internet past 12 months \$100 - \$249 (A)	Telecommunications	
3794	SB003369XC	Amount spent on purchases made on Internet past 12 months \$250 - \$499 (A)	Telecommunications	
3795	SB003370XC	Amount spent on purchases made on Internet past 12 months \$500 - \$999 (A)	Telecommunications	
3796	SB003371XC	Amount spent on purchases made on Internet past 12 months \$1,000 - \$2,499 (A)	Telecommunications	
3797	SB003372XC	Amount spent on purchases made on Internet past 12 months \$2,500 or more (A)	Telecommunications	
3798	SB001217XC	Computer/mobile devices currently own Desktop computer (A)	Telecommunications	
3799	SB001215XC	Computer/mobile devices currently own Laptop or notebook computer (A)	Telecommunications	
3800	SB001214XC	Computer/mobile devices currently own Smartphone (iPhone, Galaxy, etc.) (A)	Telecommunications	
3801	SB001216XC	Computer/mobile devices currently own Tablet (iPad, Galaxy Tab, Amazon Fire) (A)	Telecommunications	
3802	SB005040XC	Devices connected to television sets DVD player or Blu-ray player (H)	Telecommunications	
3803	SB005041XC	Devices connected to television sets DVR (digital video recorder (Tivo)) (H)	Telecommunications	
3804	SB002878XC	HDTV subscription via cable/satellite service Yes (H)	Telecommunications	
3805	SB002879XC	HDTV subscription via cable/satellite service No (H)	Telecommunications	
3806	SB001218XC	HHLd owns computer Yes (H)	Telecommunications	
3807	SB001219XC	HHLd owns computer No (H)	Telecommunications	
3808	SB002880XC	HHLd subscribes to cable Yes (H)	Telecommunications	

ORDER	VARIABLE	DESCRIPTION	CATEGORY	CONSUMPTION
3809	SB002881XC	HHLD subscribes to cable No (H)	Telecommunications	
3810	SB005199XC	Household streams video content through TV Yes (H)	Telecommunications	
3811	SB005200XC	Household streams video content through TV No (H)	Telecommunications	
3812	SB001220XC	Individual owns computer Yes (A)	Telecommunications	
3813	SB001221XC	Individual owns computer No (A)	Telecommunications	
3814	SB004179XC	Internet service providers household uses AT&T Fiber or DSL (H)	Telecommunications	
3815	SB004180XC	Internet service providers household uses Charter Spectrum (H)	Telecommunications	
3816	SB004181XC	Internet service providers household uses Cox (H)	Telecommunications	
3817	SB004185XC	Internet service providers household uses Verizon FiOS or DSL (H)	Telecommunications	
3818	SB004186XC	Internet service providers household uses XFINITY Internet (H)	Telecommunications	
3819	SB001282XC	Internet sites visited/apps used past 30 days AARP (A)	Telecommunications	
3820	SB001281XC	Internet sites visited/apps used past 30 days ABCNews (A)	Telecommunications	
3821	SB001280XC	Internet sites visited/apps used past 30 days Amazon (A)	Telecommunications	
3822	SB001278XC	Internet sites visited/apps used past 30 days AOL (A)	Telecommunications	
3823	SB001276XC	Internet sites visited/apps used past 30 days Bing (A)	Telecommunications	
3824	SB001275XC	Internet sites visited/apps used past 30 days CareerBuilder (A)	Telecommunications	
3825	SB001274XC	Internet sites visited/apps used past 30 days CBSNews (A)	Telecommunications	
3826	SB001272XC	Internet sites visited/apps used past 30 days CNN (A)	Telecommunications	
3827	SB001269XC	Internet sites visited/apps used past 30 days Cox (A)	Telecommunications	
3828	SB001270XC	Internet sites visited/apps used past 30 days Craigslist (A)	Telecommunications	
3829	SB004740XC	Internet sites visited/apps used past 30 days Coupons.com (A)	Telecommunications	
3830	SB001267XC	Internet sites visited/apps used past 30 days ESPN (A)	Telecommunications	
3831	SB001266XC	Internet sites visited/apps used past 30 days Facebook (A)	Telecommunications	
3832	SB001264XC	Internet sites visited/apps used past 30 days FOXNews (A)	Telecommunications	
3833	SB001265XC	Internet sites visited/apps used past 30 days FOXSports (A)	Telecommunications	
3834	SB001262XC	Internet sites visited/apps used past 30 days Google (A)	Telecommunications	
3835	SB001260XC	Internet sites visited/apps used past 30 days Groupon (A)	Telecommunications	
3836	SB001259XC	Internet sites visited/apps used past 30 days Huffington Post (A)	Telecommunications	
3837	SB003755XC	Internet sites visited/apps used past 30 days Instagram (A)	Telecommunications	
3838	SB001256XC	Internet sites visited/apps used past 30 days LinkedIn (A)	Telecommunications	
3839	SB001255XC	Internet sites visited/apps used past 30 days LivingSocial (A)	Telecommunications	
3840	SB001254XC	Internet sites visited/apps used past 30 days MLB or team website (A)	Telecommunications	
3841	SB003756XC	Internet sites visited/apps used past 30 days MLS soccer or team website (A)	Telecommunications	
3842	SB001252XC	Internet sites visited/apps used past 30 days MSN (A)	Telecommunications	
3843	SB001248XC	Internet sites visited/apps used past 30 days NBA or team website (A)	Telecommunications	
3844	SB001251XC	Internet sites visited/apps used past 30 days NBCNews (A)	Telecommunications	
3845	SB001247XC	Internet sites visited/apps used past 30 days NFL or team website (A)	Telecommunications	
3846	SB001246XC	Internet sites visited/apps used past 30 days NHL or team website (A)	Telecommunications	
3847	SB001242XC	Internet sites visited/apps used past 30 days PGATOUR (A)	Telecommunications	
3848	SB001241XC	Internet sites visited/apps used past 30 days Pinterest (A)	Telecommunications	
3849	SB004742XC	Internet sites visited/apps used past 30 days RetailMeNot (A)	Telecommunications	
3850	SB004250XC	Internet sites visited/apps used past 30 days Snapchat (A)	Telecommunications	
3851	SB004583XC	Internet sites visited/apps used past 30 days SpectrumTV (A)	Telecommunications	
3852	SB001235XC	Internet sites visited/apps used past 30 days TheWeatherChannel (A)	Telecommunications	
3853	SB001236XC	Internet sites visited/apps used past 30 days Twitter (A)	Telecommunications	
3854	SB003759XC	Internet sites visited/apps used past 30 days UFC (A)	Telecommunications	
3855	SB001233XC	Internet sites visited/apps used past 30 days WWE (A)	Telecommunications	
3856	SB001271XC	Internet sites visited/apps used past 30 days Xfinity (A)	Telecommunications	
3857	SB001232XC	Internet sites visited/apps used past 30 days Yahoo! (A)	Telecommunications	
3858	SB001231XC	Internet sites visited/apps used past 30 days Yelp (A)	Telecommunications	
3859	SB004113XC	Internet use Quintile 1st Quintile (heaviest) (A)	Telecommunications	
3860	SB004114XC	Internet use Quintile 2nd Quintile (heavy) (A)	Telecommunications	
3861	SB004115XC	Internet use Quintile 3rd Quintile (medium) (A)	Telecommunications	
3862	SB004116XC	Internet use Quintile 4th Quintile (light) (A)	Telecommunications	
3863	SB004117XC	Internet use Quintile 5th Quintile (lightest) (A)	Telecommunications	
3864	SB002855XC	Intl calls by HHLD for personal reasons past 30 days Asia (H)	Telecommunications	
3865	SB004695XC	Intl calls by HHLD for personal reasons past 30 days Central America (H)	Telecommunications	
3866	SB002856XC	Intl calls by HHLD for personal reasons past 30 days Europe (H)	Telecommunications	
3867	SB002857XC	Intl calls by HHLD for personal reasons past 30 days Mexico (H)	Telecommunications	
3868	SB002859XC	Intl calls by HHLD for personal reasons past 30 days Other intl area (H)	Telecommunications	
3869	SB002860XC	Intl calls by HHLD for personal reasons past 30 days South America (H)	Telecommunications	
3870	SB002858XC	Intl calls by HHLD for personal reasons past 30 days None (H)	Telecommunications	
3871	SB005078XC	Items bought on the Internet past 6 months Airline tickets (A)	Telecommunications	
3872	SB005079XC	Items bought on the Internet past 6 months Beer/wine/liquor (A)	Telecommunications	
3873	SB005080XC	Items bought on the Internet past 6 months Books/eBooks (A)	Telecommunications	
3874	SB005081XC	Items bought on the Internet past 6 months Clothing, shoes or accessories (A)	Telecommunications	
3875	SB005082XC	Items bought on the Internet past 6 months Computer hardware/software (A)	Telecommunications	
3876	SB005083XC	Items bought on the Internet past 6 months Drugs (prescriptions) (A)	Telecommunications	

ORDER	VARIABLE	DESCRIPTION	CATEGORY	CONSUMPTION
3877	SB005084XC	Items bought on the Internet past 6 months Event tickets (A)	Telecommunications	
3878	SB005085XC	Items bought on the Internet past 6 months Flowers (A)	Telecommunications	
3879	SB005086XC	Items bought on the Internet past 6 months Furniture/home accessories (A)	Telecommunications	
3880	SB005087XC	Items bought on the Internet past 6 months Groceries (A)	Telecommunications	
3881	SB005088XC	Items bought on the Internet past 6 months Health and beauty items (A)	Telecommunications	
3882	SB005089XC	Items bought on the Internet past 6 months Home appliances/housewares (A)	Telecommunications	
3883	SB005090XC	Items bought on the Internet past 6 months Home improvement (A)	Telecommunications	
3884	SB005091XC	Items bought on the Internet past 6 months Hotel/vacation packages (A)	Telecommunications	
3885	SB005092XC	Items bought on the Internet past 6 months Movie tickets (A)	Telecommunications	
3886	SB005093XC	Items bought on the Internet past 6 months Music CDs (A)	Telecommunications	
3887	SB005094XC	Items bought on the Internet past 6 months Music downloads (A)	Telecommunications	
3888	SB005095XC	Items bought on the Internet past 6 months Office supplies (A)	Telecommunications	
3889	SB005096XC	Items bought on the Internet past 6 months Pet products/supplies (A)	Telecommunications	
3890	SB005097XC	Items bought on the Internet past 6 months Sporting goods and apparel (A)	Telecommunications	
3891	SB005098XC	Items bought on the Internet past 6 months Toys or games (A)	Telecommunications	
3892	SB005099XC	Items bought on the Internet past 6 months Vehicle (A)	Telecommunications	
3893	SB005056XC	Items shopped for on the Internet past 6 months Airline tickets (A)	Telecommunications	
3894	SB005057XC	Items shopped for on the Internet past 6 months Beer/wine/liquor (A)	Telecommunications	
3895	SB005058XC	Items shopped for on the Internet in the past 6 months Books/eBooks (A)	Telecommunications	
3896	SB005059XC	Items shopped for on the Internet past 6 months Clothing, shoes, accessories (A)	Telecommunications	
3897	SB005060XC	Items shopped for on the Internet past 6 months Computer hardware/software (A)	Telecommunications	
3898	SB005061XC	Items shopped for on the Internet past 6 months Drugs (prescriptions) (A)	Telecommunications	
3899	SB005062XC	Items shopped for on the Internet past 6 months Event tickets (A)	Telecommunications	
3900	SB005063XC	Items shopped for on the Internet in the past 6 months Flowers (A)	Telecommunications	
3901	SB005064XC	Items shopped for on the Internet past 6 months Furniture/home accessories (A)	Telecommunications	
3902	SB005065XC	Items shopped for on the Internet in the past 6 months Groceries (A)	Telecommunications	
3903	SB005066XC	Items shopped for on the Internet past 6 months Health and beauty items (A)	Telecommunications	
3904	SB005067XC	Items shopped for on the Internet past 6 months Home appliances/housewares (A)	Telecommunications	
3905	SB005068XC	Items shopped for on the Internet in the past 6 months Home improvement (A)	Telecommunications	
3906	SB005069XC	Items shopped for on the Internet past 6 months Hotel/vacation packages (A)	Telecommunications	
3907	SB005070XC	Items shopped for on the Internet past 6 months Movie tickets (A)	Telecommunications	
3908	SB005071XC	Items shopped for on the Internet past 6 months Music CDs (compact discs) (A)	Telecommunications	
3909	SB005072XC	Items shopped for on the Internet past 6 months Music downloads (A)	Telecommunications	
3910	SB005073XC	Items shopped for on the Internet past 6 months Office supplies (A)	Telecommunications	
3911	SB005074XC	Items shopped for on the Internet in the past 6 months Pet products/supplies (A)	Telecommunications	
3912	SB005075XC	Items shopped for on the Internet past 6 months Sporting goods and apparel (A)	Telecommunications	
3913	SB005076XC	Items shopped for on the Internet past 6 months Toys or games (A)	Telecommunications	
3914	SB005077XC	Items shopped for on the Internet past 6 months Vehicle (A)	Telecommunications	
3915	SB004011XC	Cable/Telco TV program provider AT&T U-verse (H)	Telecommunications	
3916	SB004012XC	Cable/Telco TV program provider Charter Spectrum (H)	Telecommunications	
3917	SB004016XC	Cable/Telco TV program provider Verizon FiOS (H)	Telecommunications	
3918	SB004017XC	Cable/Telco TV program provider XFINITY/Comcast (H)	Telecommunications	
3919	SB002890XC	Satellite TV program provider DIRECTV (H)	Telecommunications	
3920	SB002891XC	Satellite TV program provider Dish Network (H)	Telecommunications	
3921	SB002892XC	Satellite TV program provider Do not own satellite TV dish (H)	Telecommunications	
3922	SB003373XC	Social networking sites - hours spent in an average day Less than 1 hour (A)	Telecommunications	
3923	SB003374XC	Social networking sites - hours spent in an average day 1 - 2 hours (A)	Telecommunications	
3924	SB003375XC	Social networking sites - hours spent in an average day 3 - 4 hours (A)	Telecommunications	
3925	SB003376XC	Social networking sites - hours spent in an average day 5 hours or more (A)	Telecommunications	
3926	SB003377XC	Social networking sites - hours spent in an average day None (A)	Telecommunications	
3927	SB004940XC	Streaming services visited/apps used past 30 days Amazon Prime Video (A)	Telecommunications	
3928	SB004942XC	Streaming services visited/apps used past 30 days DIRECTV Now (A)	Telecommunications	
3929	SB004943XC	Streaming services visited/apps used past 30 days HBO NOW (A)	Telecommunications	
3930	SB004944XC	Streaming services visited/apps used past 30 days Hulu (A)	Telecommunications	
3931	SB004945XC	Streaming services visited/apps used past 30 days Netflix (A)	Telecommunications	
3932	SB004946XC	Streaming services visited/apps used past 30 days Sling TV (A)	Telecommunications	
3933	SB004947XC	Streaming services visited/apps used past 30 days YouTube (A)	Telecommunications	
3934	SB004948XC	Streaming services visited/apps used past 7 days Amazon Prime Video (A)	Telecommunications	
3935	SB004950XC	Streaming services visited/apps used past 7 days DIRECTV Now (A)	Telecommunications	
3936	SB004951XC	Streaming services visited/apps used past 7 days HBO NOW (A)	Telecommunications	
3937	SB004952XC	Streaming services visited/apps used past 7 days Hulu (A)	Telecommunications	
3938	SB004953XC	Streaming services visited/apps used past 7 days Netflix (A)	Telecommunications	
3939	SB004954XC	Streaming services visited/apps used past 7 days Sling TV (A)	Telecommunications	
3940	SB004955XC	Streaming services visited/apps used past 7 days YouTube (A)	Telecommunications	
3941	SB002894XC	Subscribes to premium channels Yes (H)	Telecommunications	
3942	SB002895XC	Subscribes to premium channels No (H)	Telecommunications	
3943	SB003791XC	Telephone service provider AT&T (H)	Telecommunications	
3944	SB003793XC	Telephone service provider Charter Spectrum (H)	Telecommunications	

ORDER	VARIABLE	DESCRIPTION	CATEGORY	CONSUMPTION
3945	SB003798XC	Telephone service provider Verizon (H)	Telecommunications	
3946	SB003800XC	Telephone service provider Xfinity Voice (H)	Telecommunications	
3947	SB003802XC	Telephone service provider None (H)	Telecommunications	
3948	SB003378XC	Time spent on the Internet in an average week Less than 1 hour (A)	Telecommunications	
3949	SB003379XC	Time spent on the Internet in an average week 1 - 4 hours (A)	Telecommunications	
3950	SB003380XC	Time spent on the Internet in an average week 5 - 9 hours (A)	Telecommunications	
3951	SB003381XC	Time spent on the Internet in an average week 10 - 19 hours (A)	Telecommunications	
3952	SB003382XC	Time spent on the Internet in an average week 20 hours or more (A)	Telecommunications	
3953	SB003383XC	Time spent on the Internet in an average week None (A)	Telecommunications	
3954	SB004164XC	TV Quintile 1st Quintile (heaviest) (A)	Telecommunications	
3955	SB004165XC	TV Quintile 2nd Quintile (heavy) (A)	Telecommunications	
3956	SB004166XC	TV Quintile 3rd Quintile (medium) (A)	Telecommunications	
3957	SB004168XC	TV Quintile 4th Quintile (light) (A)	Telecommunications	
3958	SB004169XC	TV Quintile 5th Quintile (lightest) (A)	Telecommunications	
3959	SB001369XC	Type of Internet connection HHLD uses Cable (H)	Telecommunications	
3960	SB001367XC	Type of Internet connection HHLD uses DSL (H)	Telecommunications	
3961	SB001366XC	Type of Internet connection HHLD uses Fiber optics (H)	Telecommunications	
3962	SB001364XC	Type of Internet connection HHLD uses Satellite (H)	Telecommunications	
3963	SB004585XC	Type of Internet connection HHLD uses Wireless carrier data plan (mobile) (H)	Telecommunications	
3964	SB001365XC	Type of Internet connection HHLD uses None (H)	Telecommunications	
3965	SB004586XC	Type of Internet connection HHLD uses Othr conn(incl pblic Wi-Fi orD-Up) (H)	Telecommunications	
3966	SB003642XC	Type of mobile device used to read newspapers iPad (A)	Telecommunications	
3967	SB003644XC	Type of mobile device used to read newspapers iPhone (A)	Telecommunications	
3968	SB004704XC	Type of mobile device used to read newspapers Samsung Galaxy smartphone (A)	Telecommunications	
3969	SB003646XC	Type of mobile device used to read newspapers Other electronic device (A)	Telecommunications	
3970	SB003645XC	Type of mobile device used to read newspapers Other smartphone (A)	Telecommunications	
3971	SB002896XC	Type of TV service household subscribes to Cable:Hardwired (H)	Telecommunications	
3972	SB002897XC	Type of TV service household subscribes to Cable:Telco (H)	Telecommunications	
3973	SB002898XC	Type of TV service household subscribes to Satellite (H)	Telecommunications	
3974	SB002899XC	Type of TV service household subscribes to No service (H)	Telecommunications	
3975	SB002950XC	Use wireless/cell phone Yes (A)	Telecommunications	
3976	SB002951XC	Use wireless/cell phone No (A)	Telecommunications	
3977	SB003648XC	Used mobile device to read newspapers past 30 days No (A)	Telecommunications	
3978	SB003647XC	Used mobile device to read newspapers past 30 days Yes (A)	Telecommunications	
3979	SB002902XC	Video On Demand services ways used past 30 days Childrens programs (H)	Telecommunications	
3980	SB002903XC	Video On Demand services ways used past 30 days Information (H)	Telecommunications	
3981	SB002904XC	Video On Demand services ways used past 30 days Movies - for a fee (H)	Telecommunications	
3982	SB002905XC	Video On Demand services ways used past 30 days Movies - for free (H)	Telecommunications	
3983	SB002906XC	Video On Demand services ways used past 30 days Premium channel programs (H)	Telecommunications	
3984	SB002907XC	Video On Demand services ways used past 30 days Sports (H)	Telecommunications	
3985	SB002908XC	Video On Demand services ways used past 30 days TV shows (H)	Telecommunications	
3986	SB002900XC	Video On Demand used past 30 days Yes (H)	Telecommunications	
3987	SB002901XC	Video On Demand used past 30 days No (H)	Telecommunications	
3988	SB005137XC	Ways used Internet/apps in past 30 days: Automobile information (A)	Telecommunications	
3989	SB005138XC	Ways used Internet/apps in past 30 days: Coupons (A)	Telecommunications	
3990	SB005139XC	Ways used Internet/apps in past 30 days: Fantasy sports (A)	Telecommunications	
3991	SB005140XC	Ways used Internet/apps in past 30 days: Financial/insurance/investment (A)	Telecommunications	
3992	SB005141XC	Ways used Internet/apps in past 30 days: Find a business address or phone (A)	Telecommunications	
3993	SB005142XC	Ways used Internet/apps in past 30 days: Instant messaging (A)	Telecommunications	
3994	SB005143XC	Ways used Internet/apps in past 30 days: Job/employment search (A)	Telecommunications	
3995	SB005144XC	Ways used Internet/apps in past 30 days: Legal advice/information (A)	Telecommunications	
3996	SB005145XC	Ways used Internet/apps in past 30 days: Maps/GPS (A)	Telecommunications	
3997	SB005146XC	Ways used Internet/apps in past 30 days: Movie listings/reviews (A)	Telecommunications	
3998	SB005147XC	Ways used Internet/apps in past 30 days: News - business/financial (A)	Telecommunications	
3999	SB005148XC	Ways used Internet/apps in past 30 days: News - general/political (A)	Telecommunications	
4000	SB005149XC	Ways used Internet/apps in past 30 days: News - technology (A)	Telecommunications	
4001	SB005150XC	Ways used Internet/apps in past 30 days: News/current events (A)	Telecommunications	
4002	SB005151XC	Ways used Internet/apps in past 30 days: Online banking/credit cards (A)	Telecommunications	
4003	SB005152XC	Ways used Internet/apps in past 30 days: Online dating service (A)	Telecommunications	
4004	SB005153XC	Ways used Internet/apps in past 30 days: Politics - candidate research (A)	Telecommunications	
4005	SB005154XC	Ways used Internet/apps in past 30 days: Post/share/process photos (A)	Telecommunications	
4006	SB005155XC	Ways used Internet/apps in past 30 days: Product reviews (read or post) (A)	Telecommunications	
4007	SB005156XC	Ways used Internet/apps in past 30 days: Real estate listings (A)	Telecommunications	
4008	SB005157XC	Ways used Internet/apps in past 30 days: Restaurant reviews/information (A)	Telecommunications	
4009	SB005158XC	Ways used Internet/apps in past 30 days: Social networking (A)	Telecommunications	
4010	SB005159XC	Ways used Internet/apps in past 30 days: Sports scores/news (A)	Telecommunications	
4011	SB005160XC	Ways used Internet/apps in past 30 days: Take online classes (A)	Telecommunications	
4012	SB005161XC	Ways used Internet/apps in past 30 days: Travel research/planning (business) (A)	Telecommunications	

ORDER	VARIABLE	DESCRIPTION	CATEGORY	CONSUMPTION
4013	SB005162XC	Ways used Internet/apps in past 30 days: Travel research/planning (personal) (A)	Telecommunications	
4014	SB005163XC	Ways used Internet/apps in past 30 days: Weather (A)	Telecommunications	
4015	SB005167XC	Ways used Internet/apps in past 30 days, Streaming: Audio Podcast (A)	Telecommunications	
4016	SB005164XC	Ways used Internet/apps in past 30 days, Streaming: Breaking news (A)	Telecommunications	
4017	SB005165XC	Ways used Internet/apps in past 30 days, Streaming: Business News (A)	Telecommunications	
4018	SB005168XC	Ways used Internet/apps in past 30 days, Streaming: General News (A)	Telecommunications	
4019	SB005169XC	Ways used Internet/apps in past 30 days, Streaming: Listen to Music (A)	Telecommunications	
4020	SB005170XC	Ways used Internet/apps in past 30 days, Streaming: Listen to Radio (A)	Telecommunications	
4021	SB005171XC	Ways used Internet/apps in past 30 days, Streaming: Movies or Movie Clips (A)	Telecommunications	
4022	SB005172XC	Ways used Internet/apps in past 30 days, Streaming: Sports (A)	Telecommunications	
4023	SB005173XC	Ways used Internet/apps in past 30 days, Streaming: TV Show - live broadcast (A)	Telecommunications	
4024	SB005174XC	Ways used Internet/apps in past 30 days, Streaming: TV Show - pre-recorded (A)	Telecommunications	
4025	SB005166XC	Ways used Internet/apps in past 30 days, Streaming: Video Podcast (A)	Telecommunications	
4026	SB002952XC	Wireless/cell phone bill amount last month Less than \$30 (A)	Telecommunications	
4027	SB002953XC	Wireless/cell phone bill amount last month \$30 - \$49 (A)	Telecommunications	
4028	SB002954XC	Wireless/cell phone bill amount last month \$50 - \$74 (A)	Telecommunications	
4029	SB002955XC	Wireless/cell phone bill amount last month \$75 - \$99 (A)	Telecommunications	
4030	SB002956XC	Wireless/cell phone bill amount last month \$100 - \$149 (A)	Telecommunications	
4031	SB002957XC	Wireless/cell phone bill amount last month \$150 or more (A)	Telecommunications	
4032	SB004590XC	Wireless/cell phone brand Alcatel (A)	Telecommunications	
4033	SB002958XC	Wireless/cell phone brand Apple (iPhone) (A)	Telecommunications	
4034	SB002960XC	Wireless/cell phone brand LG (A)	Telecommunications	
4035	SB002962XC	Wireless/cell phone brand Samsung (A)	Telecommunications	
4036	SB004591XC	Wireless/cell phone brand ZTE (A)	Telecommunications	
4037	SB004822XC	Wireless/cell phone brand Other brand (A)	Telecommunications	
4038	SB002964XC	Wireless/cell phone carrier plan to switch next 12 months No (A)	Telecommunications	
4039	SB002963XC	Wireless/cell phone carrier plan to switch next 12 months Yes (A)	Telecommunications	
4040	SB002965XC	Wireless/cell phone carriers currently use AT&T (A)	Telecommunications	
4041	SB002966XC	Wireless/cell phone carriers currently use Boost Mobile (A)	Telecommunications	
4042	SB002967XC	Wireless/cell phone carriers currently use Cricket (A)	Telecommunications	
4043	SB002968XC	Wireless/cell phone carriers currently use Metro by T-Mobile (MetroPCS) (A)	Telecommunications	
4044	SB002970XC	Wireless/cell phone carriers currently use Sprint (A)	Telecommunications	
4045	SB002971XC	Wireless/cell phone carriers currently use Straight Talk (A)	Telecommunications	
4046	SB002972XC	Wireless/cell phone carriers currently use T-Mobile (A)	Telecommunications	
4047	SB002973XC	Wireless/cell phone carriers currently use TracFone (A)	Telecommunications	
4048	SB002974XC	Wireless/cell phone carriers currently use Verizon Wireless (A)	Telecommunications	
4049	SB002969XC	Wireless/cell phone carriers currently use None (A)	Telecommunications	
4050	SB004587XC	Wireless/cell phone features currently use Internet, email, etc. (data plan) (A)	Telecommunications	
4051	SB002977XC	Wireless/cell phone features currently use Texting (A)	Telecommunications	
4052	SB002978XC	Wireless/cell phone payment plan currently use Prepaid usage (A)	Telecommunications	
4053	SB002979XC	Wireless/cell phone payment plan currently use Receive bill each month (A)	Telecommunications	
4054	SB000054XC	Airlines used for domestic/foreign travel past 12 months Alaska Airlines (A)	Travel	
4055	SB004598XC	Airlines used for domestic/foreign travel past 12 months Allegiant Air (A)	Travel	
4056	SB004599XC	Airlines used for domestic/foreign travel past 12 months American (A)	Travel	
4057	SB000052XC	Airlines used for domestic/foreign travel past 12 months Any airline flown (A)	Travel	
4058	SB000051XC	Airlines used for domestic/foreign travel past 12 months Delta (A)	Travel	
4059	SB000049XC	Airlines used for domestic/foreign travel past 12 months JetBlue (A)	Travel	
4060	SB004600XC	Airlines used for domestic/foreign travel past 12 months Southwest (A)	Travel	
4061	SB000047XC	Airlines used for domestic/foreign travel past 12 months United (A)	Travel	
4062	SB004192XC	Airlines used past 12 months (business) Alaska Airlines (A)	Travel	
4063	SB004601XC	Airlines used past 12 months (business) American (A)	Travel	
4064	SB000061XC	Airlines used past 12 months (business) Any airline used for business (A)	Travel	
4065	SB000060XC	Airlines used past 12 months (business) Delta (A)	Travel	
4066	SB000059XC	Airlines used past 12 months (business) JetBlue (A)	Travel	
4067	SB004602XC	Airlines used past 12 months (business) Southwest (A)	Travel	
4068	SB000056XC	Airlines used past 12 months (business) United (A)	Travel	
4069	SB000058XC	Airlines used past 12 months (business) None (A)	Travel	
4070	SB004194XC	Airlines used past 12 months (personal/vacation) Alaska Airlines (A)	Travel	
4071	SB004603XC	Airlines used past 12 months (personal/vacation) Allegiant Air (A)	Travel	
4072	SB004604XC	Airlines used past 12 months (personal/vacation) American (A)	Travel	
4073	SB000066XC	Airlines used past 12 months (personal/vacation) Any airline used (A)	Travel	
4074	SB000069XC	Airlines used past 12 months (personal/vacation) Delta (A)	Travel	
4075	SB000068XC	Airlines used past 12 months (personal/vacation) JetBlue (A)	Travel	
4076	SB004605XC	Airlines used past 12 months (personal/vacation) Southwest (A)	Travel	
4077	SB000064XC	Airlines used past 12 months (personal/vacation) United (A)	Travel	
4078	SB000067XC	Airlines used past 12 months (personal/vacation) None (A)	Travel	
4079	SB000079XC	Car rental companies used past 12 months Alamo (A)	Travel	
4080	SB000078XC	Car rental companies used past 12 months Any car rental (A)	Travel	

ORDER	VARIABLE	DESCRIPTION	CATEGORY	CONSUMPTION
4081	SB000077XC	Car rental companies used past 12 months Avis (A)	Travel	
4082	SB000076XC	Car rental companies used past 12 months Budget (A)	Travel	
4083	SB000075XC	Car rental companies used past 12 months Dollar (A)	Travel	
4084	SB000074XC	Car rental companies used past 12 months Enterprise (A)	Travel	
4085	SB000073XC	Car rental companies used past 12 months Hertz (A)	Travel	
4086	SB000072XC	Car rental companies used past 12 months National (A)	Travel	
4087	SB000070XC	Car rental companies used past 12 months Thrifty (A)	Travel	
4088	SB000071XC	Car rental companies used past 12 months None (A)	Travel	
4089	SB000083XC	Casino activities done past 12 months Played slot machines (A)	Travel	
4090	SB000082XC	Casino activities done past 12 months Played table games (A)	Travel	
4091	SB000081XC	Casino activities done past 12 months Watched a stage show or concert (A)	Travel	
4092	SB000080XC	Casino activities done past 12 months Went to a bar/nightclub (A)	Travel	
4093	SB000084XC	Casino activities done past 12 months Went to an upscale restaurant (A)	Travel	
4094	SB000085XC	Casinos visited past 12 months Yes (A)	Travel	
4095	SB000086XC	Casinos visited past 12 months No (A)	Travel	
4096	SB002909XC	Cruise line used past 3 years Carnival (A)	Travel	
4097	SB002910XC	Cruise line used past 3 years Royal Caribbean (A)	Travel	
4098	SB002911XC	Cruise line used past 3 years None (A)	Travel	
4099	SB000130XC	Hotel/motels past 12 months Any bed & breakfast (A)	Travel	
4100	SB000131XC	Hotel/motels past 12 months Any hotel/motel (A)	Travel	
4101	SB004736XC	Hotel/motels past 12 months Any short-term rental (Airbnb, HomeAway, etc.) (A)	Travel	
4102	SB000128XC	Hotel/motels past 12 months Best Western (A)	Travel	
4103	SB000127XC	Hotel/motels past 12 months Comfort Inn (A)	Travel	
4104	SB000126XC	Hotel/motels past 12 months Courtyard by Marriott (A)	Travel	
4105	SB000125XC	Hotel/motels past 12 months Days Inn (A)	Travel	
4106	SB000124XC	Hotel/motels past 12 months Doubletree (A)	Travel	
4107	SB000123XC	Hotel/motels past 12 months Embassy Suites (A)	Travel	
4108	SB000122XC	Hotel/motels past 12 months Fairfield Inn (A)	Travel	
4109	SB000120XC	Hotel/motels past 12 months Hampton Inn (A)	Travel	
4110	SB000119XC	Hotel/motels past 12 months Hilton (A)	Travel	
4111	SB000118XC	Hotel/motels past 12 months Holiday Inn (A)	Travel	
4112	SB000117XC	Hotel/motels past 12 months Hyatt (A)	Travel	
4113	SB000116XC	Hotel/motels past 12 months La Quinta (A)	Travel	
4114	SB000115XC	Hotel/motels past 12 months Marriott (A)	Travel	
4115	SB000114XC	Hotel/motels past 12 months Motel 6 (A)	Travel	
4116	SB000107XC	Hotel/motels past 12 months Super 8 (A)	Travel	
4117	SB000106XC	Hotel/motels past 12 months Westin (A)	Travel	
4118	SB000113XC	Hotel/motels past 12 months None (A)	Travel	
4119	SB004121XC	Miles traveled Quintile 1st Quintile (heaviest) (A)	Travel	
4120	SB004122XC	Miles traveled Quintile 2nd Quintile (heavy) (A)	Travel	
4121	SB004123XC	Miles traveled Quintile 3rd Quintile (medium) (A)	Travel	
4122	SB004124XC	Miles traveled Quintile 4th Quintile (light) (A)	Travel	
4123	SB004125XC	Miles traveled Quintile 5th Quintile (lightest) (A)	Travel	
4124	SB003294XC	No. domestic air round trips past 12 mo (primarily business) 1 trip (A)	Travel	
4125	SB003295XC	No. domestic air round trips past 12 mo (primarily business) 2 trips (A)	Travel	
4126	SB003296XC	No. domestic air round trips past 12 mo (primarily business) 3 trips (A)	Travel	
4127	SB003297XC	No. domestic air round trips past 12 mo (primarily business) 4 trips (A)	Travel	
4128	SB003298XC	No. domestic air round trips past 12 mo (primarily business) 5 - 9 trips (A)	Travel	
4129	SB003299XC	No. domestic air round trips past 12 mo (primarily business) 10+ trips (A)	Travel	
4130	SB003631XC	No. domestic air round trips past 12 mo (primarily business) Any (A)	Travel	
4131	SB003630XC	No. domestic air round trips past 12 mo (primarily business) None (A)	Travel	
4132	SB003300XC	No. domestic air round trips past 12 mo (primarily personal) 1 trip (A)	Travel	
4133	SB003301XC	No. domestic air round trips past 12 mo (primarily personal) 2 trips (A)	Travel	
4134	SB003302XC	No. domestic air round trips past 12 mo (primarily personal) 3 trips (A)	Travel	
4135	SB003303XC	No. domestic air round trips past 12 mo (primarily personal) 4 trips (A)	Travel	
4136	SB003304XC	No. domestic air round trips past 12 mo (primarily personal) 5 - 9 trips (A)	Travel	
4137	SB004986XC	No. domestic air round trips past 12 mo (primarily personal) 10+ trips (A)	Travel	
4138	SB004987XC	No. domestic air round trips past 12 mo (primarily personal) Any (A)	Travel	
4139	SB003632XC	No. domestic air round trips past 12 mo (primarily personal) None (A)	Travel	
4140	SB000138XC	No. of domestic air round trips past 12 months 1 trip:Total (A)	Travel	
4141	SB000137XC	No. of domestic air round trips past 12 months 2 trips:Total (A)	Travel	
4142	SB000136XC	No. of domestic air round trips past 12 months 3 trips:Total (A)	Travel	
4143	SB000135XC	No. of domestic air round trips past 12 months 4 trips:Total (A)	Travel	
4144	SB000134XC	No. of domestic air round trips past 12 months 5 - 9 trips:Total (A)	Travel	
4145	SB000139XC	No. of domestic air round trips past 12 months 10 trips or more:Total (A)	Travel	
4146	SB000132XC	No. of domestic air round trips past 12 months Any domestic air round trip (A)	Travel	
4147	SB000133XC	No. of domestic air round trips past 12 months None:Total (A)	Travel	
4148	SB005175XC	No. trips outside cont. U.S. past 12 mo (primarily business) 1 trip (A)	Travel	

ORDER	VARIABLE	DESCRIPTION	CATEGORY	CONSUMPTION
4149	SB005176XC	No. trips outside cont. U.S. past 12 mo (primarily business) 2 trips (A)	Travel	
4150	SB005177XC	No. trips outside cont. U.S. past 12 mo (primarily business) 3 or 4 trips (A)	Travel	
4151	SB005183XC	No. trips outside cont. U.S. past 12 mo (primarily business) None (A)	Travel	
4152	SB005178XC	No. trips outside cont. U.S. past 12 mo (primarily vacation) 1 trip (A)	Travel	
4153	SB005179XC	No. trips outside cont. U.S. past 12 mo (primarily vacation) 2 trips (A)	Travel	
4154	SB005180XC	No. trips outside cont. U.S. past 12 mo (primarily vacation) 3 trips (A)	Travel	
4155	SB005181XC	No. trips outside cont. U.S. past 12 mo (primarily vacation) 4 trips (A)	Travel	
4156	SB005182XC	No. trips outside cont. U.S. past 12 mo (primarily vacation) 5 - 9 trips (A)	Travel	
4157	SB005184XC	No. trips outside cont. U.S. past 12 mo (primarily vacation) None (A)	Travel	
4158	SB004607XC	Places visited overnight or longer past 12 months Alaska (A)	Travel	
4159	SB004608XC	Places visited overnight or longer past 12 months Bahamas (A)	Travel	
4160	SB000148XC	Places visited overnight or longer past 12 months Canada (A)	Travel	
4161	SB004609XC	Places visited overnight or longer past 12 months Caribbean (A)	Travel	
4162	SB000147XC	Places visited overnight or longer past 12 months Chicago (A)	Travel	
4163	SB004611XC	Places visited overnight or longer past 12 months Europe (A)	Travel	
4164	SB004612XC	Places visited overnight or longer past 12 months Hawaii (A)	Travel	
4165	SB000146XC	Places visited overnight or longer past 12 months Las Vegas (A)	Travel	
4166	SB000145XC	Places visited overnight or longer past 12 months Los Angeles (A)	Travel	
4167	SB000144XC	Places visited overnight or longer past 12 months Mexico (A)	Travel	
4168	SB000142XC	Places visited overnight or longer past 12 months New York City (A)	Travel	
4169	SB003900XC	Places visited overnight or longer past 12 months Orlando (A)	Travel	
4170	SB000140XC	Places visited overnight or longer past 12 months Washington, D.C. (A)	Travel	
4171	SB004614XC	Places visited overnight or longer past 12 months Any place outside U.S. (A)	Travel	
4172	SB004615XC	Places visited overnight or longer past 12 months Any place within U.S. (A)	Travel	
4173	SB000143XC	Places visited overnight or longer past 12 months None (A)	Travel	
4174	SB005120XC	Types of vacations plan to take next 12 months Adventure vacation (hiking) (A)	Travel	
4175	SB005121XC	Types of vacations plan to take next 12 months All-inclusive resort (A)	Travel	
4176	SB005122XC	Types of vacations plan to take next 12 months Beach or lake vacation (A)	Travel	
4177	SB005123XC	Types of vacations plan to take next 12 months Cruise (A)	Travel	
4178	SB005124XC	Types of vacations plan to take next 12 months Escorted tour/tour group (A)	Travel	
4179	SB005125XC	Types of vacations plan to take next 12 months Family vacation (A)	Travel	
4180	SB005126XC	Types of vacations plan to take next 12 months Gambling/casino trip (A)	Travel	
4181	SB005127XC	Types of vacations plan to take next 12 months Golf or tennis vacation (A)	Travel	
4182	SB005128XC	Types of vacations plan to take next 12 months Mountain vacation (A)	Travel	
4183	SB005129XC	Types of vacations plan to take next 12 months Ski vacation (A)	Travel	
4184	SB005130XC	Types of vacations plan to take next 12 months Spa vacation (A)	Travel	
4185	SB005131XC	Types of vacations plan to take next 12 months Theme park vacation (A)	Travel	
4186	SB005132XC	Types of vacations plan to take next 12 months None (A)	Travel	
4187	D0000007XC	Early Fringe, M-Su 6P-8P (H)	TV - 1Q Daypart	
4188	D0000007XD	Early Fringe, M-Su 6P-8P - (Minutes) (H)	TV - 1Q Daypart	Minutes
4189	D0000003XC	Late Fringe, M-Su 11P-6A (H)	TV - 1Q Daypart	
4190	D0000003XD	Late Fringe, M-Su 11P-6A - (Minutes) (H)	TV - 1Q Daypart	Minutes
4191	D0000002XC	Primetime, M-Su 8P-11P (H)	TV - 1Q Daypart	
4192	D0000002XD	Primetime, M-Su 8P-11P - (Minutes) (H)	TV - 1Q Daypart	Minutes
4193	D0000001XC	Total Day, M-Su 6A-6A (H)	TV - 1Q Daypart	
4194	D0000001XD	Total Day, M-Su 6A-6A - (Minutes) (H)	TV - 1Q Daypart	Minutes
4195	D0000005XC	Weekday Afternoon, M-F 10A-6P (H)	TV - 1Q Daypart	
4196	D0000005XD	Weekday Afternoon, M-F 10A-6P - (Minutes) (H)	TV - 1Q Daypart	Minutes
4197	D0000004XC	Weekday Morning, M-F 6A-10A (H)	TV - 1Q Daypart	
4198	D0000004XD	Weekday Morning, M-F 6A-10A - (Minutes) (H)	TV - 1Q Daypart	Minutes
4199	D0000006XC	Weekend Day, Sa-Su 6A-6P (H)	TV - 1Q Daypart	
4200	D0000006XD	Weekend Day, Sa-Su 6A-6P - (Minutes) (H)	TV - 1Q Daypart	Minutes
4201	G0001200XC	Audience Participation (H)	TV - 1Q Genre Type	
4202	G0001200XD	Audience Participation - (Minutes) (H)	TV - 1Q Genre Type	Minutes
4203	G0001201XC	Award Ceremonies (H)	TV - 1Q Genre Type	
4204	G0001201XD	Award Ceremonies - (Minutes) (H)	TV - 1Q Genre Type	Minutes
4205	G0001202XC	Child - Live (H)	TV - 1Q Genre Type	
4206	G0001202XD	Child - Live - (Minutes) (H)	TV - 1Q Genre Type	Minutes
4207	G0001203XC	Child Multi-Weekly (H)	TV - 1Q Genre Type	
4208	G0001203XD	Child Multi-Weekly - (Minutes) (H)	TV - 1Q Genre Type	Minutes
4209	G0001205XC	Comedy Variety (H)	TV - 1Q Genre Type	
4210	G0001205XD	Comedy Variety - (Minutes) (H)	TV - 1Q Genre Type	Minutes
4211	G0001207XC	Conversations, Colloquies (H)	TV - 1Q Genre Type	
4212	G0001207XD	Conversations, Colloquies - (Minutes) (H)	TV - 1Q Genre Type	Minutes
4213	G0001208XC	Daytime Drama (H)	TV - 1Q Genre Type	
4214	G0001208XD	Daytime Drama - (Minutes) (H)	TV - 1Q Genre Type	Minutes
4215	G0001209XC	Evening Animation (H)	TV - 1Q Genre Type	
4216	G0001209XD	Evening Animation - (Minutes) (H)	TV - 1Q Genre Type	Minutes

ORDER	VARIABLE	DESCRIPTION	CATEGORY	CONSUMPTION
4217	G0001210XC	Feature Film (H)	TV - 1Q Genre Type	
4218	G0001210XD	Feature Film - (Minutes) (H)	TV - 1Q Genre Type	Minutes
4219	G0001211XC	General Documentary (H)	TV - 1Q Genre Type	
4220	G0001211XD	General Documentary - (Minutes) (H)	TV - 1Q Genre Type	Minutes
4221	G0001212XC	General Drama (H)	TV - 1Q Genre Type	
4222	G0001212XD	General Drama - (Minutes) (H)	TV - 1Q Genre Type	Minutes
4223	G0001213XC	General Variety (H)	TV - 1Q Genre Type	
4224	G0001213XD	General Variety - (Minutes) (H)	TV - 1Q Genre Type	Minutes
4225	G0001214XC	Instruction, Advice (H)	TV - 1Q Genre Type	
4226	G0001214XD	Instruction, Advice - (Minutes) (H)	TV - 1Q Genre Type	Minutes
4227	G0001216XC	News (H)	TV - 1Q Genre Type	
4228	G0001216XD	News - (Minutes) (H)	TV - 1Q Genre Type	Minutes
4229	G0001215XC	News Documentary (H)	TV - 1Q Genre Type	
4230	G0001215XD	News Documentary - (Minutes) (H)	TV - 1Q Genre Type	Minutes
4231	G0001217XC	Participation Variety (H)	TV - 1Q Genre Type	
4232	G0001217XD	Participation Variety - (Minutes) (H)	TV - 1Q Genre Type	Minutes
4233	G0001226XC	Popular Music (H)	TV - 1Q Genre Type	
4234	G0001226XD	Popular Music - (Minutes) (H)	TV - 1Q Genre Type	Minutes
4235	G0001219XC	Quiz Give Away (H)	TV - 1Q Genre Type	
4236	G0001219XD	Quiz Give Away - (Minutes) (H)	TV - 1Q Genre Type	Minutes
4237	G0001221XC	Situation Comedy (H)	TV - 1Q Genre Type	
4238	G0001221XD	Situation Comedy - (Minutes) (H)	TV - 1Q Genre Type	Minutes
4239	G0001223XC	Sports Commentary (H)	TV - 1Q Genre Type	
4240	G0001223XD	Sports Commentary - (Minutes) (H)	TV - 1Q Genre Type	Minutes
4241	G0001224XC	Sports Event (H)	TV - 1Q Genre Type	
4242	G0001224XD	Sports Event - (Minutes) (H)	TV - 1Q Genre Type	Minutes
4243	G0001227XC	Western Drama (H)	TV - 1Q Genre Type	
4244	G0001227XD	Western Drama - (Minutes) (H)	TV - 1Q Genre Type	Minutes
4245	O0002327XC	A&E Network (H)	TV - 1Q Networks	
4246	O0002327XD	A&E Network - (Minutes) (H)	TV - 1Q Networks	Minutes
4247	O0002364XC	ABC (H)	TV - 1Q Networks	
4248	O0002364XD	ABC - (Minutes) (H)	TV - 1Q Networks	Minutes
4249	O0002321XC	Adult Swim (H)	TV - 1Q Networks	
4250	O0002321XD	Adult Swim - (Minutes) (H)	TV - 1Q Networks	Minutes
4251	O0002345XC	AMC (H)	TV - 1Q Networks	
4252	O0002345XD	AMC - (Minutes) (H)	TV - 1Q Networks	Minutes
4253	O0002343XC	Animal Planet (H)	TV - 1Q Networks	
4254	O0002343XD	Animal Planet - (Minutes) (H)	TV - 1Q Networks	Minutes
4255	O0002306XC	BBC-America (H)	TV - 1Q Networks	
4256	O0002306XD	BBC-America - (Minutes) (H)	TV - 1Q Networks	Minutes
4257	O0002323XC	Black Entertainment TV (H)	TV - 1Q Networks	
4258	O0002323XD	Black Entertainment TV - (Minutes) (H)	TV - 1Q Networks	Minutes
4259	O0002347XC	Bravo (H)	TV - 1Q Networks	
4260	O0002347XD	Bravo - (Minutes) (H)	TV - 1Q Networks	Minutes
4261	O0002365XC	CBS (H)	TV - 1Q Networks	
4262	O0002365XD	CBS - (Minutes) (H)	TV - 1Q Networks	Minutes
4263	O0002330XC	CMT (H)	TV - 1Q Networks	
4264	O0002330XD	CMT - (Minutes) (H)	TV - 1Q Networks	Minutes
4265	O0002344XC	CNN (H)	TV - 1Q Networks	
4266	O0002344XD	CNN - (Minutes) (H)	TV - 1Q Networks	Minutes
4267	O0002324XC	Comedy Central (H)	TV - 1Q Networks	
4268	O0002324XD	Comedy Central - (Minutes) (H)	TV - 1Q Networks	Minutes
4269	O0002328XC	CW (H)	TV - 1Q Networks	
4270	O0002328XD	CW - (Minutes) (H)	TV - 1Q Networks	Minutes
4271	O0002322XC	Discovery Channel (H)	TV - 1Q Networks	
4272	O0002322XD	Discovery Channel - (Minutes) (H)	TV - 1Q Networks	Minutes
4273	O0002332XC	Disney Channel (H)	TV - 1Q Networks	
4274	O0002332XD	Disney Channel - (Minutes) (H)	TV - 1Q Networks	Minutes
4275	O0002350XC	Disney Junior (H)	TV - 1Q Networks	
4276	O0002350XD	Disney Junior - (Minutes) (H)	TV - 1Q Networks	Minutes
4277	O0002337XC	E! (H)	TV - 1Q Networks	
4278	O0002337XD	E! - (Minutes) (H)	TV - 1Q Networks	Minutes
4279	O0002348XC	ESPN (H)	TV - 1Q Networks	
4280	O0002348XD	ESPN - (Minutes) (H)	TV - 1Q Networks	Minutes
4281	O0002362XC	Food Network (H)	TV - 1Q Networks	
4282	O0002362XD	Food Network - (Minutes) (H)	TV - 1Q Networks	Minutes
4283	O0002368XC	FOX (H)	TV - 1Q Networks	
4284	O0002368XD	FOX - (Minutes) (H)	TV - 1Q Networks	Minutes

ORDER	VARIABLE	DESCRIPTION	CATEGORY	CONSUMPTION
4285	O0002340XC	FOX News Channel (H)	TV - 1Q Networks	
4286	O0002340XD	FOX News Channel - (Minutes) (H)	TV - 1Q Networks	Minutes
4287	O0002302XC	FOX Sports 1 (H)	TV - 1Q Networks	
4288	O0002302XD	FOX Sports 1 - (Minutes) (H)	TV - 1Q Networks	Minutes
4289	O0002358XC	Freeform (H)	TV - 1Q Networks	
4290	O0002358XD	Freeform - (Minutes) (H)	TV - 1Q Networks	Minutes
4291	O0002363XC	FX (H)	TV - 1Q Networks	
4292	O0002363XD	FX - (Minutes) (H)	TV - 1Q Networks	Minutes
4293	O0002357XC	Hallmark Channel (H)	TV - 1Q Networks	
4294	O0002357XD	Hallmark Channel - (Minutes) (H)	TV - 1Q Networks	Minutes
4295	O0002334XC	Hallmark Movies & Mysteries (H)	TV - 1Q Networks	
4296	O0002334XD	Hallmark Movies & Mysteries - (Minutes) (H)	TV - 1Q Networks	Minutes
4297	O0002311XC	HBO Prime (H)	TV - 1Q Networks	
4298	O0002311XD	HBO Prime - (Minutes) (H)	TV - 1Q Networks	Minutes
4299	O0002331XC	History (H)	TV - 1Q Networks	
4300	O0002331XD	History - (Minutes) (H)	TV - 1Q Networks	Minutes
4301	O0002369XC	HLN (H)	TV - 1Q Networks	
4302	O0002369XD	HLN - (Minutes) (H)	TV - 1Q Networks	Minutes
4303	O0002333XC	Home and Garden TV (H)	TV - 1Q Networks	
4304	O0002333XD	Home and Garden TV - (Minutes) (H)	TV - 1Q Networks	Minutes
4305	O0002354XC	INSP (H)	TV - 1Q Networks	
4306	O0002354XD	INSP - (Minutes) (H)	TV - 1Q Networks	Minutes
4307	O0002304XC	Investigation Discovery (H)	TV - 1Q Networks	
4308	O0002304XD	Investigation Discovery - (Minutes) (H)	TV - 1Q Networks	Minutes
4309	O0002307XC	ION (H)	TV - 1Q Networks	
4310	O0002307XD	ION - (Minutes) (H)	TV - 1Q Networks	Minutes
4311	O0002300XC	Lifetime Television (H)	TV - 1Q Networks	
4312	O0002300XD	Lifetime Television - (Minutes) (H)	TV - 1Q Networks	Minutes
4313	O0002370XC	MLB Network (H)	TV - 1Q Networks	
4314	O0002370XD	MLB Network - (Minutes) (H)	TV - 1Q Networks	Minutes
4315	O0002339XC	MSNBC (H)	TV - 1Q Networks	
4316	O0002339XD	MSNBC - (Minutes) (H)	TV - 1Q Networks	Minutes
4317	O0002317XC	MTV (H)	TV - 1Q Networks	
4318	O0002317XD	MTV - (Minutes) (H)	TV - 1Q Networks	Minutes
4319	O0002312XC	National Geographic (H)	TV - 1Q Networks	
4320	O0002312XD	National Geographic - (Minutes) (H)	TV - 1Q Networks	Minutes
4321	O0002366XC	NBC (H)	TV - 1Q Networks	
4322	O0002366XD	NBC - (Minutes) (H)	TV - 1Q Networks	Minutes
4323	O0002349XC	NBC Sports Network (H)	TV - 1Q Networks	
4324	O0002349XD	NBC Sports Network - (Minutes) (H)	TV - 1Q Networks	Minutes
4325	O0002314XC	NFL Network (H)	TV - 1Q Networks	
4326	O0002314XD	NFL Network - (Minutes) (H)	TV - 1Q Networks	Minutes
4327	O0002336XC	Nick Jr (H)	TV - 1Q Networks	
4328	O0002336XD	Nick Jr - (Minutes) (H)	TV - 1Q Networks	Minutes
4329	O0002319XC	Nick-At-Nite (H)	TV - 1Q Networks	
4330	O0002319XD	Nick-At-Nite - (Minutes) (H)	TV - 1Q Networks	Minutes
4331	O0002318XC	Nickelodeon (H)	TV - 1Q Networks	
4332	O0002318XD	Nickelodeon - (Minutes) (H)	TV - 1Q Networks	Minutes
4333	O0002308XC	Oprah Winfrey Network (H)	TV - 1Q Networks	
4334	O0002308XD	Oprah Winfrey Network - (Minutes) (H)	TV - 1Q Networks	Minutes
4335	O0002310XC	Oxygen Media (H)	TV - 1Q Networks	
4336	O0002310XD	Oxygen Media - (Minutes) (H)	TV - 1Q Networks	Minutes
4337	O0002313XC	Paramount (H)	TV - 1Q Networks	
4338	O0002313XD	Paramount - (Minutes) (H)	TV - 1Q Networks	Minutes
4339	O0002305XC	Science (H)	TV - 1Q Networks	
4340	O0002305XD	Science - (Minutes) (H)	TV - 1Q Networks	Minutes
4341	O0002371XC	Starz Primary (H)	TV - 1Q Networks	
4342	O0002371XD	Starz Primary - (Minutes) (H)	TV - 1Q Networks	Minutes
4343	O0002352XC	Sundance TV (H)	TV - 1Q Networks	
4344	O0002352XD	Sundance TV - (Minutes) (H)	TV - 1Q Networks	Minutes
4345	O0002335XC	Syfy (H)	TV - 1Q Networks	
4346	O0002335XD	Syfy - (Minutes) (H)	TV - 1Q Networks	Minutes
4347	O0002356XC	TBS Network (H)	TV - 1Q Networks	
4348	O0002356XD	TBS Network - (Minutes) (H)	TV - 1Q Networks	Minutes
4349	O0002360XC	TEL (H)	TV - 1Q Networks	
4350	O0002360XD	TEL - (Minutes) (H)	TV - 1Q Networks	Minutes
4351	O0002329XC	The Cartoon Network (H)	TV - 1Q Networks	
4352	O0002329XD	The Cartoon Network - (Minutes) (H)	TV - 1Q Networks	Minutes

ORDER	VARIABLE	DESCRIPTION	CATEGORY	CONSUMPTION
4353	O0002341XC	The Weather Channel (H)	TV - 1Q Networks	
4354	O0002341XD	The Weather Channel - (Minutes) (H)	TV - 1Q Networks	Minutes
4355	O0002326XC	TLC (H)	TV - 1Q Networks	
4356	O0002326XD	TLC - (Minutes) (H)	TV - 1Q Networks	Minutes
4357	O0002355XC	Travel Channel (H)	TV - 1Q Networks	
4358	O0002355XD	Travel Channel - (Minutes) (H)	TV - 1Q Networks	Minutes
4359	O0002346XC	truTV (H)	TV - 1Q Networks	
4360	O0002346XD	truTV - (Minutes) (H)	TV - 1Q Networks	Minutes
4361	O0002367XC	Turner Network Television (H)	TV - 1Q Networks	
4362	O0002367XD	Turner Network Television - (Minutes) (H)	TV - 1Q Networks	Minutes
4363	O0002338XC	TV Land (H)	TV - 1Q Networks	
4364	O0002338XD	TV Land - (Minutes) (H)	TV - 1Q Networks	Minutes
4365	O0002359XC	UNI (H)	TV - 1Q Networks	
4366	O0002359XD	UNI - (Minutes) (H)	TV - 1Q Networks	Minutes
4367	O0002372XC	UniMas (H)	TV - 1Q Networks	
4368	O0002372XD	UniMas - (Minutes) (H)	TV - 1Q Networks	Minutes
4369	O0002353XC	USA Network (H)	TV - 1Q Networks	
4370	O0002353XD	USA Network - (Minutes) (H)	TV - 1Q Networks	Minutes
4371	O0002325XC	VH1 (H)	TV - 1Q Networks	
4372	O0002325XD	VH1 - (Minutes) (H)	TV - 1Q Networks	Minutes
4373	O0002303XC	WETV (H)	TV - 1Q Networks	
4374	O0002303XD	WETV - (Minutes) (H)	TV - 1Q Networks	Minutes
4375	O0002301XC	WGN America (H)	TV - 1Q Networks	
4376	O0002301XD	WGN America - (Minutes) (H)	TV - 1Q Networks	Minutes
4377	P0190001XC	2018 Video Music Awards (H)	TV - 1Q Sports and Special Events	
4378	P0190001XD	2018 Video Music Awards - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4379	P0190628XC	2018: In Memoriam (H)	TV - 1Q Sports and Special Events	
4380	P0190628XD	2018: In Memoriam - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4381	P0190002XC	2019 NBA All-Star Game (H)	TV - 1Q Sports and Special Events	
4382	P0190002XD	2019 NBA All-Star Game - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4383	P0190629XC	2019 Rose Parade (H)	TV - 1Q Sports and Special Events	
4384	P0190629XD	2019 Rose Parade - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4385	P0190636XC	ABC Aftnoon Cftbl-12:01P (H)	TV - 1Q Sports and Special Events	
4386	P0190636XD	ABC Aftnoon Cftbl-12:01P - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4387	P0190010XC	ACC Tournament L (H)	TV - 1Q Sports and Special Events	
4388	P0190010XD	ACC Tournament L - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4389	P0190640XC	ACM Awards (H)	TV - 1Q Sports and Special Events	
4390	P0190640XD	ACM Awards - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4391	P0190641XC	AFC Championship On CBS (H)	TV - 1Q Sports and Special Events	
4392	P0190641XD	AFC Championship On CBS - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4393	P0190642XC	AFC Divisional Playoff-Su (H)	TV - 1Q Sports and Special Events	
4394	P0190642XD	AFC Divisional Playoff-Su - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4395	P0190643XC	AFC Wildcard Playoff (H)	TV - 1Q Sports and Special Events	
4396	P0190643XD	AFC Wildcard Playoff - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4397	P0190644XC	AFC/NFC Pro Bowl-ABC (H)	TV - 1Q Sports and Special Events	
4398	P0190644XD	AFC/NFC Pro Bowl-ABC - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4399	P0190645XC	AGT Champions (H)	TV - 1Q Sports and Special Events	
4400	P0190645XD	AGT Champions - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4401	P0190646XC	Air Force Resv Celeb Bowl (H)	TV - 1Q Sports and Special Events	
4402	P0190646XD	Air Force Resv Celeb Bowl - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4403	P0190655XC	American Music Awards (H)	TV - 1Q Sports and Special Events	
4404	P0190655XD	American Music Awards - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4405	P0190659XC	Aretha Grammy Celebration (H)	TV - 1Q Sports and Special Events	
4406	P0190659XD	Aretha Grammy Celebration - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4407	P0190048XC	Baseball Tonight L (H)	TV - 1Q Sports and Special Events	
4408	P0190048XD	Baseball Tonight L - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4409	P0190669XC	Big Ten Championship (H)	TV - 1Q Sports and Special Events	
4410	P0190669XD	Big Ten Championship - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4411	P0190670XC	Big Ten Football Ch Game (H)	TV - 1Q Sports and Special Events	
4412	P0190670XD	Big Ten Football Ch Game - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4413	P0190671XC	Billboard Music Awards (H)	TV - 1Q Sports and Special Events	
4414	P0190671XD	Billboard Music Awards - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4415	P0190687XC	Campaign 2018 Election (H)	TV - 1Q Sports and Special Events	
4416	P0190687XD	Campaign 2018 Election - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4417	P0190691XC	CBS NCAA Bskbl Champshps (H)	TV - 1Q Sports and Special Events	
4418	P0190691XD	CBS NCAA Bskbl Champshps - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4419	P0190693XC	CBS NFL National (H)	TV - 1Q Sports and Special Events	
4420	P0190693XD	CBS NFL National - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes

ORDER	VARIABLE	DESCRIPTION	CATEGORY	CONSUMPTION
4421	PO190694XC	CBS NFL Today (H)	TV - 1Q Sports and Special Events	
4422	PO190694XD	CBS NFL Today - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4423	PO190695XC	CBS Nws:Gayle King-RKelly (H)	TV - 1Q Sports and Special Events	
4424	PO190695XD	CBS Nws:Gayle King-RKelly - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4425	PO190099XC	CFP Championship L (H)	TV - 1Q Sports and Special Events	
4426	PO190099XD	CFP Championship L - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4427	PO190710XC	Christmas-Rockefeller Cen (H)	TV - 1Q Sports and Special Events	
4428	PO190710XD	Christmas-Rockefeller Cen - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4429	PO190711XC	Citrus Bowl (H)	TV - 1Q Sports and Special Events	
4430	PO190711XD	Citrus Bowl - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4431	PO190712XC	Cllg Footbll-USAA (H)	TV - 1Q Sports and Special Events	
4432	PO190712XD	Cllg Footbll-USAA - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4433	PO190713XC	CMA Awards (H)	TV - 1Q Sports and Special Events	
4434	PO190713XD	CMA Awards - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4435	PO190714XC	CMA Country Christmas (H)	TV - 1Q Sports and Special Events	
4436	PO190714XD	CMA Country Christmas - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4437	PO190715XC	CMA Fest (H)	TV - 1Q Sports and Special Events	
4438	PO190715XD	CMA Fest - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4439	PO190115XC	CNN Detroit Dem Debate (H)	TV - 1Q Sports and Special Events	
4440	PO190115XD	CNN Detroit Dem Debate - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4441	PO190120XC	Coll Football: Big 10 L (H)	TV - 1Q Sports and Special Events	
4442	PO190120XD	Coll Football: Big 10 L - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4443	PO190121XC	Coll Football: Big 12 L (H)	TV - 1Q Sports and Special Events	
4444	PO190121XD	Coll Football: Big 12 L - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4445	PO190122XC	Coll Ftbl Bowl Game L (H)	TV - 1Q Sports and Special Events	
4446	PO190122XD	Coll Ftbl Bowl Game L - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4447	PO190123XC	Coll Ftbl Bowl Studio L (H)	TV - 1Q Sports and Special Events	
4448	PO190123XD	Coll Ftbl Bowl Studio L - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4449	PO190124XC	Coll Softball Wrld Srs L (H)	TV - 1Q Sports and Special Events	
4450	PO190124XD	Coll Softball Wrld Srs L - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4451	PO190125XC	College Bkbl Reg Ssn L (H)	TV - 1Q Sports and Special Events	
4452	PO190125XD	College Bkbl Reg Ssn L - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4453	PO190126XC	College Football Aft L (H)	TV - 1Q Sports and Special Events	
4454	PO190126XD	College Football Aft L - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4455	PO190127XC	College Football Prime L (H)	TV - 1Q Sports and Special Events	
4456	PO190127XD	College Football Prime L - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4457	PO190128XC	College Gameday L (H)	TV - 1Q Sports and Special Events	
4458	PO190128XD	College Gameday L - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4459	PO190129XC	College Gameday-Bkbl L (H)	TV - 1Q Sports and Special Events	
4460	PO190129XD	College Gameday-Bkbl L - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4461	PO190131XC	College World Series L (H)	TV - 1Q Sports and Special Events	
4462	PO190131XD	College World Series L - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4463	PO190730XC	Decision18-Election Nt (H)	TV - 1Q Sports and Special Events	
4464	PO190730XD	Decision18-Election Nt - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4465	PO190156XC	Democratic Debate (H)	TV - 1Q Sports and Special Events	
4466	PO190156XD	Democratic Debate - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4467	PO190732XC	Disney Parks Xmas Celebrt (H)	TV - 1Q Sports and Special Events	
4468	PO190732XD	Disney Parks Xmas Celebrt - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4469	PO190163XC	Division Series Game (H)	TV - 1Q Sports and Special Events	
4470	PO190163XD	Division Series Game - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4471	PO190171XC	Election Night in America (H)	TV - 1Q Sports and Special Events	
4472	PO190171XD	Election Night in America - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4473	PO190737XC	Elvis All Star Tribute (H)	TV - 1Q Sports and Special Events	
4474	PO190737XD	Elvis All Star Tribute - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4475	PO190738XC	Emmy Awards (H)	TV - 1Q Sports and Special Events	
4476	PO190738XD	Emmy Awards - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4477	PO190741XC	ESPY Awards (H)	TV - 1Q Sports and Special Events	
4478	PO190741XD	ESPY Awards - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4479	PO190192XC	Fiesta Bowl L (H)	TV - 1Q Sports and Special Events	
4480	PO190192XD	Fiesta Bowl L - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4481	PO190751XC	Football Nt America Pt 3 (H)	TV - 1Q Sports and Special Events	
4482	PO190751XD	Football Nt America Pt 3 - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4483	PO190753XC	Fox FIFA Wmn WC Final (H)	TV - 1Q Sports and Special Events	
4484	PO190753XD	Fox FIFA Wmn WC Final - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4485	PO190754XC	Fox MLB All-Star Game (H)	TV - 1Q Sports and Special Events	
4486	PO190754XD	Fox MLB All-Star Game - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4487	PO190755XC	Fox NASCAR Daytona 500 (H)	TV - 1Q Sports and Special Events	
4488	PO190755XD	Fox NASCAR Daytona 500 - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes

ORDER	VARIABLE	DESCRIPTION	CATEGORY	CONSUMPTION
4489	P0190756XC	Fox NASCAR Raceday (H)	TV - 1Q Sports and Special Events	
4490	P0190756XD	Fox NASCAR Raceday - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4491	P0190758XC	Fox NFC Championship (H)	TV - 1Q Sports and Special Events	
4492	P0190758XD	Fox NFC Championship - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4493	P0190759XC	Fox NFC Playoff-Sun (H)	TV - 1Q Sports and Special Events	
4494	P0190759XD	Fox NFC Playoff-Sun - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4495	P0190760XC	Fox NFC Wildcard Game (H)	TV - 1Q Sports and Special Events	
4496	P0190760XD	Fox NFC Wildcard Game - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4497	P0190761XC	Fox NFL Sunday-National (H)	TV - 1Q Sports and Special Events	
4498	P0190761XD	Fox NFL Sunday-National - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4499	P0190762XC	Fox NFL-Thu (H)	TV - 1Q Sports and Special Events	
4500	P0190762XD	Fox NFL-Thu - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4501	P0190763XC	Fox Saturday Baseball (H)	TV - 1Q Sports and Special Events	
4502	P0190763XD	Fox Saturday Baseball - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4503	P0190764XC	Fox US Open Golf - Sun (H)	TV - 1Q Sports and Special Events	
4504	P0190764XD	Fox US Open Golf - Sun - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4505	P0190765XC	Fox World Series Game 5 (H)	TV - 1Q Sports and Special Events	
4506	P0190765XD	Fox World Series Game 5 - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4507	P0190766XC	Fox+NFLN Thu Nt Football (H)	TV - 1Q Sports and Special Events	
4508	P0190766XD	Fox+NFLN Thu Nt Football - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4509	P0190768XC	Garth Brooks: Notre Dame (H)	TV - 1Q Sports and Special Events	
4510	P0190768XD	Garth Brooks: Notre Dame - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4511	P0190773XC	Golden Globe Awards (H)	TV - 1Q Sports and Special Events	
4512	P0190773XD	Golden Globe Awards - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4513	P0190782XC	Grammy Awards (H)	TV - 1Q Sports and Special Events	
4514	P0190782XD	Grammy Awards - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4515	P0190791XC	Highwire Live in Times Sq (H)	TV - 1Q Sports and Special Events	
4516	P0190791XD	Highwire Live in Times Sq - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4517	P0190794XC	Home Depot Cllg Football2 (H)	TV - 1Q Sports and Special Events	
4518	P0190794XD	Home Depot Cllg Football2 - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4519	P0190252XC	Home Run Derby L (H)	TV - 1Q Sports and Special Events	
4520	P0190252XD	Home Run Derby L - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4521	P0190802XC	IndyCar Series (H)	TV - 1Q Sports and Special Events	
4522	P0190802XD	IndyCar Series - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4523	P0190270XC	Inside The MLB (H)	TV - 1Q Sports and Special Events	
4524	P0190270XD	Inside The MLB - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4525	P0190271XC	Inside The NBA Playoffs (H)	TV - 1Q Sports and Special Events	
4526	P0190271XD	Inside The NBA Playoffs - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4527	P0190806XC	Kennedy Center Honors (H)	TV - 1Q Sports and Special Events	
4528	P0190806XD	Kennedy Center Honors - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4529	P0190807XC	Kentucky Derby (H)	TV - 1Q Sports and Special Events	
4530	P0190807XD	Kentucky Derby - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4531	P0190809XC	Las Vegas Bowl (H)	TV - 1Q Sports and Special Events	
4532	P0190809XD	Las Vegas Bowl - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4533	P0190311XC	Little League World Srs L (H)	TV - 1Q Sports and Special Events	
4534	P0190311XD	Little League World Srs L - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4535	P0190824XC	Little League-World Champ (H)	TV - 1Q Sports and Special Events	
4536	P0190824XD	Little League-World Champ - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4537	P0190825XC	Live:All in Fam/Jeffersns (H)	TV - 1Q Sports and Special Events	
4538	P0190825XD	Live:All in Fam/Jeffersns - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4539	P0190830XC	Macy's 4th July Fireworks (H)	TV - 1Q Sports and Special Events	
4540	P0190830XD	Macy's 4th July Fireworks - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4541	P0190831XC	Macys Thanksgiving Parade (H)	TV - 1Q Sports and Special Events	
4542	P0190831XD	Macys Thanksgiving Parade - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4543	P0190842XC	Masters Golf Tourn Su-9Am (H)	TV - 1Q Sports and Special Events	
4544	P0190842XD	Masters Golf Tourn Su-9Am - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4545	P0190843XC	Masters Golf Tourn. Sat. (H)	TV - 1Q Sports and Special Events	
4546	P0190843XD	Masters Golf Tourn. Sat. - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4547	P0190336XC	Masters Golf Tournament L (H)	TV - 1Q Sports and Special Events	
4548	P0190336XD	Masters Golf Tournament L - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4549	P0190344XC	Michael Cohen Hearing (H)	TV - 1Q Sports and Special Events	
4550	P0190344XD	Michael Cohen Hearing - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4551	P0190850XC	Mickey's 90th Spectacular (H)	TV - 1Q Sports and Special Events	
4552	P0190850XD	Mickey's 90th Spectacular - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4553	P0190855XC	Miss America Competition (H)	TV - 1Q Sports and Special Events	
4554	P0190855XD	Miss America Competition - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4555	P0190857XC	Miss USA 2019 (H)	TV - 1Q Sports and Special Events	
4556	P0190857XD	Miss USA 2019 - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes

ORDER	VARIABLE	DESCRIPTION	CATEGORY	CONSUMPTION
4557	P0190355XC	MLB ALCS (H)	TV - 1Q Sports and Special Events	
4558	P0190355XD	MLB ALCS - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4559	P0190356XC	MLB Division Series (H)	TV - 1Q Sports and Special Events	
4560	P0190356XD	MLB Division Series - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4561	P0190357XC	MLB NL Champions Series L (H)	TV - 1Q Sports and Special Events	
4562	P0190357XD	MLB NL Champions Series L - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4563	P0190358XC	MLB NL Division Series L (H)	TV - 1Q Sports and Special Events	
4564	P0190358XD	MLB NL Division Series L - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4565	P0190359XC	MLB Sunday Night L (H)	TV - 1Q Sports and Special Events	
4566	P0190359XD	MLB Sunday Night L - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4567	P0190360XC	MLB Wild Card L (H)	TV - 1Q Sports and Special Events	
4568	P0190360XD	MLB Wild Card L - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4569	P0190361XC	MLB Wildcard (H)	TV - 1Q Sports and Special Events	
4570	P0190361XD	MLB Wildcard - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4571	P0190859XC	Mnstr Engry NASCAR Cup (H)	TV - 1Q Sports and Special Events	
4572	P0190859XD	Mnstr Engry NASCAR Cup - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4573	P0190862XC	Motown 60: A Grammy Celeb (H)	TV - 1Q Sports and Special Events	
4574	P0190862XD	Motown 60: A Grammy Celeb - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4575	P0190375XC	MSNBC Election Coverage (H)	TV - 1Q Sports and Special Events	
4576	P0190375XD	MSNBC Election Coverage - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4577	P0190380XC	Mueller Hearing Coverage (H)	TV - 1Q Sports and Special Events	
4578	P0190380XD	Mueller Hearing Coverage - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4579	P0190865XC	NASCAR Cup Series Race (H)	TV - 1Q Sports and Special Events	
4580	P0190865XD	NASCAR Cup Series Race - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4581	P0190395XC	NASCAR Cup Series Race L (H)	TV - 1Q Sports and Special Events	
4582	P0190395XD	NASCAR Cup Series Race L - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4583	P0190396XC	NASCAR M.E. Cup Racing L (H)	TV - 1Q Sports and Special Events	
4584	P0190396XD	NASCAR M.E. Cup Racing L - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4585	P0190397XC	NASCAR Raceday L (H)	TV - 1Q Sports and Special Events	
4586	P0190397XD	NASCAR Raceday L - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4587	P0190866XC	NASCAR Xfinity Race (H)	TV - 1Q Sports and Special Events	
4588	P0190866XD	NASCAR Xfinity Race - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4589	P0190398XC	NASCAR Xfinity Race L (H)	TV - 1Q Sports and Special Events	
4590	P0190398XD	NASCAR Xfinity Race L - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4591	P0190867XC	National Dog Show (H)	TV - 1Q Sports and Special Events	
4592	P0190867XD	National Dog Show - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4593	P0190400XC	NBA AllStar Sat Night (H)	TV - 1Q Sports and Special Events	
4594	P0190400XD	NBA AllStar Sat Night - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4595	P0190401XC	NBA Basketball (H)	TV - 1Q Sports and Special Events	
4596	P0190401XD	NBA Basketball - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4597	P0190868XC	NBA Christmas Special-3 (H)	TV - 1Q Sports and Special Events	
4598	P0190868XD	NBA Christmas Special-3 - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4599	P0190402XC	NBA Draft L (H)	TV - 1Q Sports and Special Events	
4600	P0190402XD	NBA Draft L - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4601	P0190869XC	NBA Finals on ABC-Gm 6 (H)	TV - 1Q Sports and Special Events	
4602	P0190869XD	NBA Finals on ABC-Gm 6 - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4603	P0190403XC	NBA Playoffs- Conf Fnls L (H)	TV - 1Q Sports and Special Events	
4604	P0190403XD	NBA Playoffs- Conf Fnls L - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4605	P0190404XC	NBA Playoffs- Round 1 L (H)	TV - 1Q Sports and Special Events	
4606	P0190404XD	NBA Playoffs- Round 1 L - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4607	P0190405XC	NBA Playoffs- Round 2 L (H)	TV - 1Q Sports and Special Events	
4608	P0190405XD	NBA Playoffs- Round 2 L - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4609	P0190406XC	NBA Playoffs-1st Rd L (H)	TV - 1Q Sports and Special Events	
4610	P0190406XD	NBA Playoffs-1st Rd L - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4611	P0190407XC	NBA Playoffs-Conf Fnls L (H)	TV - 1Q Sports and Special Events	
4612	P0190407XD	NBA Playoffs-Conf Fnls L - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4613	P0190408XC	NBA Playoffs-Conf Semis L (H)	TV - 1Q Sports and Special Events	
4614	P0190408XD	NBA Playoffs-Conf Semis L - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4615	P0190409XC	NBA Regular Season L (H)	TV - 1Q Sports and Special Events	
4616	P0190409XD	NBA Regular Season L - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4617	P0190870XC	NBA Trophy Presentation (H)	TV - 1Q Sports and Special Events	
4618	P0190870XD	NBA Trophy Presentation - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4619	P0190871XC	NBC NFL Playoff Game Div (H)	TV - 1Q Sports and Special Events	
4620	P0190871XD	NBC NFL Playoff Game Div - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4621	P0190872XC	NBC NFL Playoff Game Wc (H)	TV - 1Q Sports and Special Events	
4622	P0190872XD	NBC NFL Playoff Game Wc - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4623	P0190873XC	NBC NHL Stanley Cup Fnl#7 (H)	TV - 1Q Sports and Special Events	
4624	P0190873XD	NBC NHL Stanley Cup Fnl#7 - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes

ORDER	VARIABLE	DESCRIPTION	CATEGORY	CONSUMPTION
4625	P0190877XC	NBC Sunday Night Football (H)	TV - 1Q Sports and Special Events	
4626	P0190877XD	NBC Sunday Night Football - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4627	P0190878XC	NBC: Democratic Debate 1 (H)	TV - 1Q Sports and Special Events	
4628	P0190878XD	NBC: Democratic Debate 1 - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4629	P0190879XC	NBC: Democratic Debate 2 (H)	TV - 1Q Sports and Special Events	
4630	P0190879XD	NBC: Democratic Debate 2 - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4631	P0190410XC	NCAA Football L (H)	TV - 1Q Sports and Special Events	
4632	P0190410XD	NCAA Football L - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4633	P0190414XC	New Years Eve Live w/ AC (H)	TV - 1Q Sports and Special Events	
4634	P0190414XD	New Years Eve Live w/ AC - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4635	P0190886XC	New Year's Rockin EvePt1 (H)	TV - 1Q Sports and Special Events	
4636	P0190886XD	New Year's Rockin EvePt1 - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4637	P0190416XC	NFL Draft L (H)	TV - 1Q Sports and Special Events	
4638	P0190416XD	NFL Draft L - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4639	P0190887XC	NFL Draft on ABC -4/25 (H)	TV - 1Q Sports and Special Events	
4640	P0190887XD	NFL Draft on ABC -4/25 - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4641	P0190888XC	NFL Honors (H)	TV - 1Q Sports and Special Events	
4642	P0190888XD	NFL Honors - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4643	P0190417XC	NFL Preseason (Live) (H)	TV - 1Q Sports and Special Events	
4644	P0190417XD	NFL Preseason (Live) - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4645	P0190418XC	NFL Pre-Season Football L (H)	TV - 1Q Sports and Special Events	
4646	P0190418XD	NFL Pre-Season Football L - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4647	P0190419XC	NFL Primetime L (H)	TV - 1Q Sports and Special Events	
4648	P0190419XD	NFL Primetime L - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4649	P0190421XC	NFL Regular Season L (H)	TV - 1Q Sports and Special Events	
4650	P0190421XD	NFL Regular Season L - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4651	P0190889XC	NFL Wild Card Game-ABC (H)	TV - 1Q Sports and Special Events	
4652	P0190889XD	NFL Wild Card Game-ABC - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4653	P0190422XC	NFL Wildcard L (H)	TV - 1Q Sports and Special Events	
4654	P0190422XD	NFL Wildcard L - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4655	P0190423XC	NFLN Thu Nt Football (H)	TV - 1Q Sports and Special Events	
4656	P0190423XD	NFLN Thu Nt Football - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4657	P0190424XC	NHL Conference Finals L (H)	TV - 1Q Sports and Special Events	
4658	P0190424XD	NHL Conference Finals L - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4659	P0190425XC	NHL Semi Finals L (H)	TV - 1Q Sports and Special Events	
4660	P0190425XD	NHL Semi Finals L - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4661	P0190426XC	NHL Stanley Cup L (H)	TV - 1Q Sports and Special Events	
4662	P0190426XD	NHL Stanley Cup L - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4663	P0190893XC	Notre Dame Football (H)	TV - 1Q Sports and Special Events	
4664	P0190893XD	Notre Dame Football - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4665	P0190897XC	Oscars, The (H)	TV - 1Q Sports and Special Events	
4666	P0190897XD	Oscars, The - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4667	P0190438XC	Pac 12 Tournament L (H)	TV - 1Q Sports and Special Events	
4668	P0190438XD	Pac 12 Tournament L - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4669	P0190899XC	Pac-12 Football Champ Gm (H)	TV - 1Q Sports and Special Events	
4670	P0190899XD	Pac-12 Football Champ Gm - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4671	P0190444XC	Peach Bowl L (H)	TV - 1Q Sports and Special Events	
4672	P0190444XD	Peach Bowl L - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4673	P0190446XC	PGA Championship (H)	TV - 1Q Sports and Special Events	
4674	P0190446XD	PGA Championship - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4675	P0190905XC	PGA Championships-Sun (H)	TV - 1Q Sports and Special Events	
4676	P0190905XD	PGA Championships-Sun - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4677	P0190906XC	PGAT Players Chp-Su (H)	TV - 1Q Sports and Special Events	
4678	P0190906XD	PGAT Players Chp-Su - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4679	P0190907XC	PGAT Tour Chp-Su Fnl 9 (H)	TV - 1Q Sports and Special Events	
4680	P0190907XD	PGAT Tour Chp-Su Fnl 9 - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4681	P0190909XC	Preakness (H)	TV - 1Q Sports and Special Events	
4682	P0190909XD	Preakness - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4683	P0190452XC	Pres GHW Bush Funeral (H)	TV - 1Q Sports and Special Events	
4684	P0190452XD	Pres GHW Bush Funeral - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4685	P0190919XC	R&A Open Chp-Su NBC (H)	TV - 1Q Sports and Special Events	
4686	P0190919XD	R&A Open Chp-Su NBC - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4687	P0190923XC	Redbox Bowl (H)	TV - 1Q Sports and Special Events	
4688	P0190923XD	Redbox Bowl - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4689	P0190931XC	Roland Garros Tennis Sun2 (H)	TV - 1Q Sports and Special Events	
4690	P0190931XD	Roland Garros Tennis Sun2 - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4691	P0190487XC	Rose Bowl L (H)	TV - 1Q Sports and Special Events	
4692	P0190487XD	Rose Bowl L - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes

ORDER	VARIABLE	DESCRIPTION	CATEGORY	CONSUMPTION
4693	P0190936XC	Ryder Cup Golf-Su (H)	TV - 1Q Sports and Special Events	
4694	P0190936XD	Ryder Cup Golf-Su - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4695	P0190940XC	Saturday Night Football (H)	TV - 1Q Sports and Special Events	
4696	P0190940XD	Saturday Night Football - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4697	P0190944XC	SEC Champ-CBS: Dr Pepper (H)	TV - 1Q Sports and Special Events	
4698	P0190944XD	SEC Champ-CBS: Dr Pepper - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4699	P0190493XC	Sec Tournament L (H)	TV - 1Q Sports and Special Events	
4700	P0190493XD	Sec Tournament L - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4701	P0190517XC	Sportscenter 12AM L (H)	TV - 1Q Sports and Special Events	
4702	P0190517XD	Sportscenter 12AM L - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4703	P0190518XC	Sportscenter Weekend-PM L (H)	TV - 1Q Sports and Special Events	
4704	P0190518XD	Sportscenter Weekend-PM L - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4705	P0190523XC	State Funeral of GHW Bush (H)	TV - 1Q Sports and Special Events	
4706	P0190523XD	State Funeral of GHW Bush - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4707	P0190525XC	State of the Union 2019 (H)	TV - 1Q Sports and Special Events	
4708	P0190525XD	State of the Union 2019 - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4709	P0190526XC	State of the Union Add (H)	TV - 1Q Sports and Special Events	
4710	P0190526XD	State of the Union Add - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4711	P0190964XC	Steve Harvey-Live Tm Sq 2 (H)	TV - 1Q Sports and Special Events	
4712	P0190964XD	Steve Harvey-Live Tm Sq 2 - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4713	P0190533XC	Sugar Bowl L (H)	TV - 1Q Sports and Special Events	
4714	P0190533XD	Sugar Bowl L - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4715	P0190967XC	Sun Bowl (H)	TV - 1Q Sports and Special Events	
4716	P0190967XD	Sun Bowl - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4717	P0190971XC	Super Bowl LIII (H)	TV - 1Q Sports and Special Events	
4718	P0190971XD	Super Bowl LIII - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4719	P0190550XC	TBS NCAA Bskbl Chmp Sa-2 (H)	TV - 1Q Sports and Special Events	
4720	P0190550XD	TBS NCAA Bskbl Chmp Sa-2 - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4721	P0190552XC	Tennis: Us Open Aft L (H)	TV - 1Q Sports and Special Events	
4722	P0190552XD	Tennis: Us Open Aft L - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4723	P0190553XC	Tennis: US Open Prime L (H)	TV - 1Q Sports and Special Events	
4724	P0190553XD	Tennis: US Open Prime L - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4725	P0190554XC	Tennis: Wimbledon L (H)	TV - 1Q Sports and Special Events	
4726	P0190554XD	Tennis: Wimbledon L - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4727	P0190977XC	Thanksgiving Day Parade (H)	TV - 1Q Sports and Special Events	
4728	P0190977XD	Thanksgiving Day Parade - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4729	P0190557XC	Thursday Night Football (H)	TV - 1Q Sports and Special Events	
4730	P0190557XD	Thursday Night Football - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4731	P0190561XC	TNT NCAA Bskbl Chmp-Su-4 (H)	TV - 1Q Sports and Special Events	
4732	P0190561XD	TNT NCAA Bskbl Chmp-Su-4 - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4733	P0190984XC	Toast to 2018 (H)	TV - 1Q Sports and Special Events	
4734	P0190984XD	Toast to 2018 - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4735	P0190989XC	Tony Awards (H)	TV - 1Q Sports and Special Events	
4736	P0190989XD	Tony Awards - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4737	P0190990XC	Tournament-Roses Parade (H)	TV - 1Q Sports and Special Events	
4738	P0190990XD	Tournament-Roses Parade - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4739	P0190576XC	UFC Fight Night L (H)	TV - 1Q Sports and Special Events	
4740	P0190576XD	UFC Fight Night L - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4741	P0190577XC	UFC Fight Night Prelims L (H)	TV - 1Q Sports and Special Events	
4742	P0190577XD	UFC Fight Night Prelims L - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4743	P0190993XC	US Fig Skating Champ 1Q1 (H)	TV - 1Q Sports and Special Events	
4744	P0190993XD	US Fig Skating Champ 1Q1 - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4745	P0190994XC	US Gymnastics Champs-Pr (H)	TV - 1Q Sports and Special Events	
4746	P0190994XD	US Gymnastics Champs-Pr - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4747	P0191001XC	Vote 2018-8:00Pm (H)	TV - 1Q Sports and Special Events	
4748	P0191001XD	Vote 2018-8:00Pm - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4749	P0190611XC	Wmns NCAA Bkbl Champ L (H)	TV - 1Q Sports and Special Events	
4750	P0190611XD	Wmns NCAA Bkbl Champ L - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4751	P0190616XC	WWE Entertainment (H)	TV - 1Q Sports and Special Events	
4752	P0190616XD	WWE Entertainment - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4753	P0190617XC	WWE Smackdown (H)	TV - 1Q Sports and Special Events	
4754	P0190617XD	WWE Smackdown - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4755	P0191011XC	WWOD Magical Hol Celebrtn (H)	TV - 1Q Sports and Special Events	
4756	P0191011XD	WWOD Magical Hol Celebrtn - (Minutes) (H)	TV - 1Q Sports and Special Events	Minutes
4757	SB002934XC	How often usually vote in local elections Always (A)	Voting	
4758	SB002935XC	How often usually vote in local elections Sometimes (A)	Voting	
4759	SB002936XC	How often usually vote in local elections Never (A)	Voting	
4760	SB002937XC	How often usually vote in presidential elections Always (A)	Voting	

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4761	SB002938XC	How often usually vote in presidential elections Sometimes (A)	Voting	
4762	SB002939XC	How often usually vote in presidential elections Never (A)	Voting	
4763	SB002940XC	How often usually vote in statewide elections Always (A)	Voting	
4764	SB002941XC	How often usually vote in statewide elections Sometimes (A)	Voting	
4765	SB002942XC	How often usually vote in statewide elections Never (A)	Voting	
4766	SB002943XC	Political party affiliation Democrat (A)	Voting	
4767	SB002944XC	Political party affiliation Independent, but feel closer to Democrat (A)	Voting	
4768	SB002946XC	Political party affiliation Independent, but feel closer to Republican (A)	Voting	
4769	SB003664XC	Political party affiliation Republican (A)	Voting	
4770	SB002947XC	Political party affiliation None of these (A)	Voting	
4771	SB002948XC	Registered to vote in district of residence Yes (A)	Voting	
4772	SB002949XC	Registered to vote in district of residence No (A)	Voting	