

ORDER	VARIABLE	DESCRIPTION	CATEGORY	CONSUMPTION
1	IPPPZPHHD	Total Households	Basics	
2	IA001067PC	Has Auto Insurance	Automobile Insurance	
3	IA000588PC	Has Auto Insurance, All Policies (Total Semi-Annual Premium)	Automobile Insurance	
4	IA000588PD	Has Auto Insurance, All Policies (Total Semi-Annual Premium) - Dollars	Automobile Insurance	Dollars
5	IPAUTO45PC	Has Auto Insurance, All Policies (Total Annual Premium)	Automobile Insurance	
6	IPAUTO45PD	Has Auto Insurance, All Policies (Total Annual Premium) - Dollars	Automobile Insurance	Dollars
7	IA001162PC	Has Auto Insurance, # of Policies	Automobile Insurance	
8	IA001162PD	Has Auto Insurance, # of Policies - (Aggregate Number of Policies)	Automobile Insurance	Policies
9	IA001056PC	Has Auto Insurance, # of Policies: 1	Automobile Insurance	
10	IA001057PC	Has Auto Insurance, # of Policies: 2	Automobile Insurance	
11	IA001058PC	Has Auto Insurance, # of Policies: 3	Automobile Insurance	
12	IA001114PC	Has Auto Insurance, # of Policies: 3+	Automobile Insurance	
13	IAAUT102PC	Has Auto Insurance, 1+ Policy, Years: <1 Year	Automobile Insurance	
14	IPAUTO37PC	Has Auto Insurance, 1+ Policy, Years: 1-4 Years	Automobile Insurance	
15	IPAUTO36PC	Has Auto Insurance, 1+ Policy, Years: 10+ Years	Automobile Insurance	
16	IPAUTO23PC	Has Auto Insurance, 1+ Policy, Company: GEICO	Automobile Insurance	
17	IPAUTO30PC	Has Auto Insurance, 1+ Policy, Company: Progressive	Automobile Insurance	
18	IPAUTO35PC	Has Auto Insurance, 1+ Policy, Company: USAA	Automobile Insurance	
19	IPAUTO52PC	Has Auto Insurance, Drivers Under 25 on Policy	Automobile Insurance	
20	IPAUTO96PC	Has Auto Insurance, Incurred No Claims in Past 3 Years	Automobile Insurance	
21	IPAUTO53PC	Has Auto Insurance, Incurred 1+ Claims in Past 3 Years	Automobile Insurance	
22	IPTO0103PC	Has Auto Insurance, Likely To Recommend Primary Company	Automobile Insurance	
23	IA000496PC	Has Auto Insurance, Policy Covers Car(s)	Automobile Insurance	
24	IA000497PC	Has Auto Insurance, Policy Covers Truck(s) or SUV(s)	Automobile Insurance	
25	IA000548PC	Has Auto Insurance, Policy Covers Truck(s)	Automobile Insurance	
26	IA000549PC	Has Auto Insurance, Policy Covers SUV(s)	Automobile Insurance	
27	IPTO0122PC	Has Auto Insurance, Policy with 1 Vehicle Covered	Automobile Insurance	
28	IPTO0123PC	Has Auto Insurance, Policy with 2 Vehicles Covered	Automobile Insurance	
29	IPTO0124PC	Has Auto Insurance, Policy with 3 Vehicles Covered	Automobile Insurance	
30	IPTO0125PC	Has Auto Insurance, Policy with 4+ Vehicles Covered	Automobile Insurance	
31	IA000489PC	Has Auto Insurance, Preferred Service Channel: Local Agent	Automobile Insurance	
32	IA000490PC	Has Auto Insurance, Preferred Service Channel: Website	Automobile Insurance	
33	IA000491PC	Has Auto Insurance, Preferred Service Channel: Mobile	Automobile Insurance	
34	IPAUTO66PC	Has Auto Insurance, Primary Company: GEICO	Automobile Insurance	
35	IPAUTO69PC	Has Auto Insurance, Primary Company: Liberty Mutual	Automobile Insurance	
36	IPAUTO73PC	Has Auto Insurance, Primary Company: Progressive	Automobile Insurance	
37	IPAUTO78PC	Has Auto Insurance, Primary Company: USAA	Automobile Insurance	
38	IPDEPAUXPC	Has Auto Insurance, Primary Policy Buy Channel: Independent Agent	Automobile Insurance	
39	IPTO0100PC	Has Auto Insurance, Primary Policy Buy Channel: Insurance Co Website	Automobile Insurance	
40	IPAUTO89PC	Has Auto Insurance, Primary Policy Buy Channel: Online, Incl. apps	Automobile Insurance	
41	IPPTVAUXPC	Has Auto Insurance, Primary Policy Buy Channel: Single Company Agent	Automobile Insurance	
42	IA000392PC	Has Auto Insurance, Satisfied with Primary Company	Automobile Insurance	
43	IA000550PC	Has Auto Insurance, Shopped In Last 6 Months	Automobile Insurance	
44	IA000553PC	Has Auto Insurance, Shopped Longer Than 2 Years Ago	Automobile Insurance	
45	IA001071PC	All Insurance Companies Offer Same Thing	Insurance Attitudes	
46	IPTT0014PC	Concern About No Work 6+ Months Due To Injury	Insurance Attitudes	
47	IPETRSVGPC	Concerned Will Outlive Retirement Savings	Insurance Attitudes	
48	IPNR_DDTPC	Do Not Report Auto/Residential Claim if Amount Close to Deductible	Insurance Attitudes	
49	IA000421PC	Interest in Using Mobile Device to Manage Policy/Claims	Insurance Attitudes	
50	IA000583PC	Interested In Buying Insurance Through Non-Traditional Provider	Insurance Attitudes	
51	IA000483PC	Interested in Insurance With Lump Sum Payout	Insurance Attitudes	
52	IA000482PC	Interested In Investing Today	Insurance Attitudes	
53	IA000415PC	Life Insurance Essential for Retirement/Investment Planning	Insurance Attitudes	
54	IPIPPU_1PC	Life Insurance Essential to Cover Funeral Costs	Insurance Attitudes	
55	IA000587PC	Not Interested In Using Mobile to Manage Policy/Claims	Insurance Attitudes	
56	IA000512PC	Prefer Auto and Residential with Same Carrier	Insurance Attitudes	

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57	IA001072PC	Primary Source of Insurance Info From Blogs, Social Networks	Insurance Attitudes	
58	IPLN_PRDPC	Will Go to Seminar to Learn About Insurance Products	Insurance Attitudes	
59	IPFINPROPC	Willing to Pay for Advice from Financial Professional	Insurance Attitudes	
60	IAAT0020PC	Willing to Pay More for Auto Insurance for Better Coverage	Insurance Attitudes	
61	IAEDRTEPC	Willing to Raise Auto/Residential Deductible if Rates Decrease	Insurance Attitudes	
62	IA000565PC	Has No Life Insurance, Reason: Don't Like Thinking About Death	Insurance Attitudes	
63	IA001091PC	Has No Life Insurance, Reason: Don't Understand Well Enough	Insurance Attitudes	
64	IA000564PC	Has No Life Insurance, Reason: Existing Assets	Insurance Attitudes	
65	IA000563PC	Has No Life Insurance, Reason: No Dependents	Insurance Attitudes	
66	IA001090PC	Has No Life Insurance, Reason: Other Financial Priorities	Insurance Attitudes	
67	IA001082PC	Won't Switch Auto, Reason: Accurate Claims Processing	Insurance Attitudes	
68	IA001086PC	Won't Switch Auto, Reason: Comfortable With Current Company	Insurance Attitudes	
69	IA001077PC	Won't Switch Auto, Reason: Good Claims Service	Insurance Attitudes	
70	IA001078PC	Won't Switch Auto, Reason: Good Customer Service	Insurance Attitudes	
71	IA001075PC	Won't Switch Auto, Reason: Good Reputation	Insurance Attitudes	
72	IA001087PC	Won't Switch Auto, Reason: Hassle to Switch	Insurance Attitudes	
73	IA001076PC	Won't Switch Auto, Reason: I Like My Agent	Insurance Attitudes	
74	IA001083PC	Won't Switch Auto, Reason: Like Billing Services	Insurance Attitudes	
75	IA001080PC	Won't Switch Auto, Reason: Like Company Website Content	Insurance Attitudes	
76	IA001079PC	Won't Switch Auto, Reason: Like Online Access to Policy/Claim Info	Insurance Attitudes	
77	IA001074PC	Won't Switch Auto, Reason: Like Policy Features	Insurance Attitudes	
78	IA001081PC	Won't Switch Auto, Reason: Like Speed of Claims Processing	Insurance Attitudes	
79	IA001085PC	Won't Switch Auto, Reason: Long Term Customer Discounts	Insurance Attitudes	
80	IA001073PC	Won't Switch Auto, Reason: Low Prices	Insurance Attitudes	
81	IA001084PC	Won't Switch Auto, Reason: Multi-Policy Discounts	Insurance Attitudes	
82	IA001136PC	Won't Switch Residential, Reason: Accurate Claims Processing	Insurance Attitudes	
83	IA001140PC	Won't Switch Residential, Reason: Comfortable With Current Company	Insurance Attitudes	
84	IA001133PC	Won't Switch Residential, Reason: Good Claims Service	Insurance Attitudes	
85	IA001134PC	Won't Switch Residential, Reason: Good Customer Service	Insurance Attitudes	
86	IA001131PC	Won't Switch Residential, Reason: Good Reputation	Insurance Attitudes	
87	IA001141PC	Won't Switch Residential, Reason: Hassle To Switch	Insurance Attitudes	
88	IA001132PC	Won't Switch Residential, Reason: I Like My Agent	Insurance Attitudes	
89	IA001137PC	Won't Switch Residential, Reason: Like Billing Services	Insurance Attitudes	
90	IA001130PC	Won't Switch Residential, Reason: Like Policy Features	Insurance Attitudes	
91	IA001135PC	Won't Switch Residential, Reason: Like Speed of Claims Processing	Insurance Attitudes	
92	IA001139PC	Won't Switch Residential, Reason: Long Term Customer Discounts	Insurance Attitudes	
93	IA001129PC	Won't Switch Residential, Reason: Low Prices	Insurance Attitudes	
94	IA001138PC	Won't Switch Residential, Reason: Multi-Policy Discounts	Insurance Attitudes	
95	IA001118PC	Has Life Insurance, Any (Employer or Individual)	Life Insurance	
96	IA001069PC	Has Life Insurance, Employer-Based	Life Insurance	
97	IA001070PC	Has Life Insurance, Individual	Life Insurance	
98	IA001142PC	Has Employer-Based Life Insurance, # of Policies: 1	Life Insurance	
99	IA001143PC	Has Employer-Based Life Insurance, # of Policies: 2	Life Insurance	
100	IA000027PC	Has Employer-based Life Insurance, Employer Fully Funds	Life Insurance	
101	IA000028PC	Has Employer-based Life Insurance, Employer Partially Funds	Life Insurance	
102	IA001156PC	Has Term Life Insurance	Life Insurance	
103	IA001156PD	Has Term Life Insurance - (Aggregate Number of Policies)	Life Insurance	Policies
104	IA001148PC	Does Not Have Individual Term Life Insurance	Life Insurance	
105	IA000151PC	Has Term Life Insurance, All Policies (Total Premium)	Life Insurance	
106	IA000151PD	Has Term Life Insurance, All Policies (Total Premium) - Dollars	Life Insurance	Dollars
107	IA001144PC	Has Term Life Insurance, # of Policies: 1	Life Insurance	
108	IA001145PC	Has Term Life Insurance, # of Policies: 2	Life Insurance	
109	IATRM3YRPC	Has Term Life Insurance, 1+ Policy, Purchased in Past 3 Years	Life Insurance	
110	IA000533PC	Has Term Life Insurance, 1+ Policy, Purchased More Than 3 Years Ago	Life Insurance	
111	IA000540PC	Has Term Life Insurance, How Paid: Annual Premium	Life Insurance	
112	IA001155PC	Has Term Life Insurance, How Paid: Monthly Premium	Life Insurance	

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113	IA000552PC	Has Term Life Insurance, Likely To Recommend Primary Company	Life Insurance	
114	IA000036PC	Has Term Life Insurance, Buy Channel: Online	Life Insurance	
115	IATRMCAAGPC	Has Term Life Insurance, Buy Channel: Single Company Insurance Agent	Life Insurance	
116	IA001150PC	Has Term Life Insurance, Survivor Benefit: <\$25,000	Life Insurance	
117	IA001151PC	Has Term Life Insurance, Survivor Benefit: < \$100,000	Life Insurance	
118	IA001152PC	Has Term Life Insurance, Survivor Benefit: \$100,000 - \$199,999	Life Insurance	
119	IA001153PC	Has Term Life Insurance, Survivor Benefit: \$200,000 - \$299,999	Life Insurance	
120	IA000547PC	Has Term Life Insurance, Term: 20 Year Term	Life Insurance	
121	IA000031PC	Has Term Life Insurance, Term: Annually Renewable	Life Insurance	
122	IA000034PC	Has Term Life Insurance, Term: To A Specified Age	Life Insurance	
123	IA001168PC	Has Term Life, Reason Bought, Benefit: Funeral/Final Expenses	Life Insurance	
124	IA001169PC	Has Term Life, Reason Bought, Benefit: Leave Inheritance	Life Insurance	
125	IA001174PC	Has Term Life, Reason Bought, Life Event: Had a Child	Life Insurance	
126	IA001171PC	Has Term Life, Reason Bought: Avoid Family Financial Hardship	Life Insurance	
127	IA001172PC	Has Term Life, Reason Bought: Maintain Standard of Living	Life Insurance	
128	IA001173PC	Has Term Life, Reason Bought: Part of Retirement Planning	Life Insurance	
129	IA001170PC	Has Term Life, Reason Bought: Peace of Mind	Life Insurance	
130	IA001158PC	Has Permanent Life Insurance	Life Insurance	
131	IA001158PD	Has Permanent Life Insurance - (Aggregate Number of Policies)	Life Insurance	Policies
132	IA001149PC	Does Not Have Individual Permanent Life Insurance	Life Insurance	
133	IA001194PC	Has Permanent Life Insurance (Total Annual Premium)	Life Insurance	
134	IA001194PD	Has Permanent Life Insurance (Total Annual Premium) - Dollars	Life Insurance	Dollars
135	IA001146PC	Has Permanent Life Insurance, # of Policies: 1	Life Insurance	
136	IA001147PC	Has Permanent Life Insurance, # of Policies: 2	Life Insurance	
137	IA001187PC	Has Permanent Life Insurance, How Paid: Annual Premium	Life Insurance	
138	IA001189PC	Has Permanent Life Insurance, How Paid: Monthly Premium	Life Insurance	
139	IA001188PC	Has Permanent Life Insurance, How Paid: Quarterly Premium	Life Insurance	
140	IA001186PC	Has Permanent Life Insurance, Likely to Recommend Primary Provider	Life Insurance	
141	IA001185PC	Has Permanent Life Insurance, Purchase Channel: Independent Agent	Life Insurance	
142	IA001184PC	Has Permanent Life Insurance, Purchase Channel: Single Agent	Life Insurance	
143	IA001190PC	Has Permanent Life Insurance, Survivor Benefit: < \$25,000	Life Insurance	
144	IA001191PC	Has Permanent Life Insurance, Survivor Benefit: \$25,000 - \$49,999	Life Insurance	
145	IA001192PC	Has Permanent Life Insurance, Survivor Benefit: \$50,000 - \$74,999	Life Insurance	
146	IA001193PC	Has Permanent Life Insurance, Survivor Benefit: \$100,000 - \$199,999	Life Insurance	
147	IA001175PC	Has Permanent Life, Reason Bought, Benefit: Funeral/Final Expenses	Life Insurance	
148	IA001176PC	Has Permanent Life, Reason Bought, Benefit: Leave Inheritance	Life Insurance	
149	IA001178PC	Has Permanent Life, Reason Bought: Avoid Family Financial Hardship	Life Insurance	
150	IA001179PC	Has Permanent Life, Reason Bought: Part of Retirement Planning	Life Insurance	
151	IA001177PC	Has Permanent Life, Reason Bought: Peace of Mind for Family	Life Insurance	
152	IA001166PC	Has Permanent Life Insurance, Type: Universal	Life Insurance	
153	IA001183PC	Has Universal Life, Purchased 3+ Years Ago	Life Insurance	
154	IA001167PC	Has Permanent Life Insurance, Type: Whole	Life Insurance	
155	IA001181PC	Has Whole Life, Purchased 3+ Years Ago	Life Insurance	
156	IA001119PC	Has Annuity	Other Insurance	
157	IA001120PC	Has Annuity, Type: Deferred Income	Other Insurance	
158	IA001122PC	Has Annuity, Type: Fixed	Other Insurance	
159	IA001123PC	Has Annuity, Type: Variable	Other Insurance	
160	IA001125PC	Has Annuity, Any Type: Purchased In The Last 3 Years	Other Insurance	
161	IA001124PC	Has Annuity, Any Type: Purchased 3+ Years Ago	Other Insurance	
162	IPANYADDPC	Has Accidental Death & Dismemberment (AD&D) Insurance, Any	Other Insurance	
163	IA000519PC	Has AD&D Insurance, Purchased from Employer	Other Insurance	
164	IA001060PC	Has Dental Insurance	Other Insurance	
165	IA001059PC	Has Disability Insurance	Other Insurance	
166	IPHE0093PC	Has Disability Insurance, Purchased from Employer	Other Insurance	
167	IA001128PC	Has Disability Insurance, Type: Long-Term Disability	Other Insurance	
168	IA001127PC	Has Disability Insurance, Type: Short Term Disability	Other Insurance	

ORDER	VARIABLE	DESCRIPTION	CATEGORY	CONSUMPTION
169	IA001066PC	Has Long-Term Care (LTC) Insurance	Other Insurance	
170	IA000541PC	Has Long-Term Care Insurance, Purchased from Employer	Other Insurance	
171	IA000542PC	Has Long-Term Care Insurance, Purchased from Individual Company	Other Insurance	
172	IA001065PC	Has Medical/Health Insurance	Other Insurance	
173	IA000590PC	Has Medical/Health Insurance, Employer-Based	Other Insurance	
174	IA000591PC	Has Medical/Health Insurance, Individual	Other Insurance	
175	IA000572PC	Has Medical/Health Insurance, Primary Company: Blue Cross/Blue Shield	Other Insurance	
176	IA000573PC	Has Medical/Health Insurance, Primary Company: Kaiser Permanente	Other Insurance	
177	IA000569PC	Has Medicare Supplemental Insurance, Any	Other Insurance	
178	IA000595PC	Has Medicare Supplemental Insurance, Individual	Other Insurance	
179	IA000579PC	Has Medicare Supplemental Insurance, Primary Co.: United Healthcare	Other Insurance	
180	IA001063PC	Has Personal Electronic Insurance	Other Insurance	
181	IA001062PC	Has Pet Insurance	Other Insurance	
182	IA001061PC	Has Vision Insurance	Other Insurance	
183	IPOTHE94PC	Has Vision Insurance, Individual	Other Insurance	
184	IPHE0107PC	Has Vision Insurance, Employer-based	Other Insurance	
185	IA001095PC	Purchased On-Demand Insurance, Past 12 Months	Other Insurance	
186	IA001094PC	Purchased Travel Insurance, Past 12 Months	Other Insurance	
187	IA000544PC	Has Insured Motorcycle	Other Insurance	
188	IA001068PC	Has Residential Insurance	Residential Insurance	
189	IA001160PC	Has Residential Insurance (# of Policies)	Residential Insurance	
190	IA001160PD	Has Residential Insurance (Aggregate # of Policies)	Residential Insurance	Policies
191	IPRESI53PC	Has Residential Insurance, All Policies (Total Premium)	Residential Insurance	
192	IPRESI53PD	Has Residential Insurance, All Policies (Total Premium) - Dollars	Residential Insurance	Dollars
193	IA001088PC	Has Residential Insurance, # of Policies: 1	Residential Insurance	
194	IA001089PC	Has Residential Insurance, # of Policies: 2	Residential Insurance	
195	IARES115PC	Has Residential Insurance for Primary Residence	Residential Insurance	
196	IPRESI45PC	Has Residential Insurance, 1+ Policy, Company: USAA	Residential Insurance	
197	IP510YRSPC	Has Residential Insurance, Any Continuous Policy: 5-9 Years	Residential Insurance	
198	IP10YRSPC	Has Residential Insurance, Any Continuous Policy: 10+ Years	Residential Insurance	
199	IARES122PC	Has Residential Insurance, Likely To Recommend Primary Company	Residential Insurance	
200	IPO00492PC	Has Residential Insurance, Preferred Service Channel: Local Agent	Residential Insurance	
201	IPO00493PC	Has Residential Insurance, Preferred Service Channel: Phone	Residential Insurance	
202	IPO00494PC	Has Residential Insurance, Preferred Service Channel: Website	Residential Insurance	
203	IA001093PC	Has Residential Insurance, Primary Policy, Buy Ch: Company Website	Residential Insurance	
204	IPDEPREXPC	Has Residential Insurance, Primary Policy, Buy Ch: Independent Agent	Residential Insurance	
205	IPRESI14PC	Has Residential Insurance, Primary Policy, Buy Ch: Phone	Residential Insurance	
206	IPPTVREXPC	Has Residential Insurance, Primary Policy, Buy Ch: Single Co. Agent	Residential Insurance	
207	IA000511PC	Has Residential Insurance, Satisfied with Primary Company	Residential Insurance	
208	IPOCO_OP	Has Residential Insurance, Type: Condo/Co-Op	Residential Insurance	
209	IPRE_OW	Has Residential Insurance, Type: Homeowners	Residential Insurance	
210	IA001064PC	Has Renters Insurance	Residential Insurance	
211	IA001164PC	Has Renters Insurance, All Policies (Total Premium)	Residential Insurance	
212	IA001164PD	Has Renters Insurance, All Policies (Total Premium) - Dollars	Residential Insurance	Dollars
213	IA001113PC	Has Renters Insurance, # of Policies: 1	Residential Insurance	
214	IA001098PC	Has Renters Insurance for Primary Residence	Residential Insurance	
215	IA001097PC	Has Renters Insurance, 1+ Policy: State Farm	Residential Insurance	
216	IA001100PC	Has Renters Insurance, 1+ Policy, Years: 1-4 Years	Residential Insurance	
217	IA001101PC	Has Renters Insurance, 1+ Policy, Years: 5-9 Years	Residential Insurance	
218	IA001108PC	Has Renters Insurance, Likely To Recommend Primary Company	Residential Insurance	
219	IA001104PC	Has Renters Insurance, Primary Policy Buy Channel: Single Co. Agent	Residential Insurance	
220	IA001105PC	Has Renters Insurance, Primary Policy Buy Channel: Phone	Residential Insurance	
221	IA001106PC	Has Renters Insurance, Primary Policy Buy Channel: Online (Any)	Residential Insurance	
222	IA001107PC	Has Renters Insurance, Primary Policy Buy Channel: Company Website	Residential Insurance	
223	IA001109PC	Has Renters Insurance, Preferred Service Channel: Local Agent	Residential Insurance	
224	IA001110PC	Has Renters Insurance, Preferred Service Channel: Phone	Residential Insurance	

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225	IA001111PC	Has Renters Insurance, Preferred Service Channel: Online	Residential Insurance	
226	IA001112PC	Has Renters Insurance, Preferred Service Channel: Mobile App	Residential Insurance	
227	IA001103PC	Has Renters Insurance, Switched Carrier: Did Not Switch Past 3 Years	Residential Insurance	
228	IPCOVRGEPC	Has Residential Insurance, Additional Insurance: Additional Coverage	Residential Insurance	
229	IARESI24PC	Has Additional Residential Insurance, Total Premium < \$125 per Year	Residential Insurance	
230	IA001115PC	Has Additional Residential Insurance, Total Premium \$125 + per Year	Residential Insurance	
231	IP_UMBRLPC	Has Residential Insurance, Additional Insurance: Umbrella Policy	Residential Insurance	
232	IA001116PC	Has Umbrella Residential Insurance, Total Premium < \$150 per Year	Residential Insurance	
233	IA001117PC	Has Umbrella Residential Insurance, Total Premium \$150 + per Year	Residential Insurance	