

ORDER	VARIABLE	DESCRIPTION	CATEGORY	CONSUMPTION
1	IPPPSPHHD	Total Households	Basics	
2	IA001067SC	Has Auto Insurance (H)	Automobile Insurance	
3	IA000588SC	Has Auto Insurance, All Policies (Total Semi-Annual Premium) (H)	Automobile Insurance	
4	IA000588SD	Has Auto Insurance, All Policies (Total Semi-Annual Premium) - (Aggregate Annual Premium (\$)) (H)	Automobile Insurance	Dollars
5	IPAUTO45SC	Has Auto Insurance, All Policies (Total Annual Premium) (H)	Automobile Insurance	
6	IPAUTO45SD	Has Auto Insurance, All Policies (Total Annual Premium) - (Aggregate Annual Premium (\$)) (H)	Automobile Insurance	Dollars
7	IA001162SC	Has Auto Insurance, # of Policies (H)	Automobile Insurance	
8	IA001162SD	Has Auto Insurance, # of Policies - (Aggregate Number of Policies) (H)	Automobile Insurance	Policies
9	IA001056SC	Has Auto Insurance, # of Policies: 1 (H)	Automobile Insurance	
10	IA001057SC	Has Auto Insurance, # of Policies: 2 (H)	Automobile Insurance	
11	IA001058SC	Has Auto Insurance, # of Policies: 3 (H)	Automobile Insurance	
12	IA001114SC	Has Auto Insurance, # of Policies: 3+ (H)	Automobile Insurance	
13	IAAUT102SC	Has Auto Insurance, 1+ Policy, Years: <1 Year (H)	Automobile Insurance	
14	IPAUTO37SC	Has Auto Insurance, 1+ Policy, Years: 1-4 Years (H)	Automobile Insurance	
15	IPAUTO38SC	Has Auto Insurance, 1+ Policy, Years: 5-9 Years (H)	Automobile Insurance	
16	IPAUTO36SC	Has Auto Insurance, 1+ Policy, Years: 10+ Years (H)	Automobile Insurance	
17	IPAUTO12SC	Has Auto Insurance, 1+ Policy, Company: AAA/Auto Club (H)	Automobile Insurance	
18	IPAUTO23SC	Has Auto Insurance, 1+ Policy, Company: GEICO (H)	Automobile Insurance	
19	IPAUTO30SC	Has Auto Insurance, 1+ Policy, Company: Progressive (H)	Automobile Insurance	
20	IPAUTO35SC	Has Auto Insurance, 1+ Policy, Company: USAA (H)	Automobile Insurance	
21	IPAUTO52SC	Has Auto Insurance, Drivers Under 25 on Policy (H)	Automobile Insurance	
22	IPAUTO96SC	Has Auto Insurance, Incurred No Claims in Past 3 Years (H)	Automobile Insurance	
23	IPAUTO53SC	Has Auto Insurance, Incurred 1+ Claims in Past 3 Years (H)	Automobile Insurance	
24	IPTO0093SC	Has Auto Insurance, Incurred 1 Claim in Past 3 Years (H)	Automobile Insurance	
25	IPAUTO94SC	Has Auto Insurance, Incurred 2 Claims in Past 3 Years (H)	Automobile Insurance	
26	IPTO0103SC	Has Auto Insurance, Likely To Recommend Primary Company (H)	Automobile Insurance	
27	IA000496SC	Has Auto Insurance, Policy Covers Car(s) (H)	Automobile Insurance	
28	IA000497SC	Has Auto Insurance, Policy Covers Truck(s) or SUV(s) (H)	Automobile Insurance	
29	IA000548SC	Has Auto Insurance, Policy Covers Truck(s) (H)	Automobile Insurance	
30	IA000549SC	Has Auto Insurance, Policy Covers SUV(s) (H)	Automobile Insurance	
31	IPTO0122SC	Has Auto Insurance, Policy with 1 Vehicle Covered (H)	Automobile Insurance	
32	IPTO0123SC	Has Auto Insurance, Policy with 2 Vehicles Covered (H)	Automobile Insurance	
33	IPTO0124SC	Has Auto Insurance, Policy with 3 Vehicles Covered (H)	Automobile Insurance	
34	IPTO0125SC	Has Auto Insurance, Policy with 4+ Vehicles Covered (H)	Automobile Insurance	
35	IA000489SC	Has Auto Insurance, Preferred Service Channel: Local Agent (H)	Automobile Insurance	
36	IA000490SC	Has Auto Insurance, Preferred Service Channel: Website (H)	Automobile Insurance	
37	IA000491SC	Has Auto Insurance, Preferred Service Channel: Mobile (H)	Automobile Insurance	
38	IPAUTO55SC	Has Auto Insurance, Primary Company: AAA/The Auto Club Group (H)	Automobile Insurance	
39	IPAUTO66SC	Has Auto Insurance, Primary Company: GEICO (H)	Automobile Insurance	
40	IPAUTO73SC	Has Auto Insurance, Primary Company: Progressive (H)	Automobile Insurance	
41	IPAUTO78SC	Has Auto Insurance, Primary Company: USAA (H)	Automobile Insurance	
42	ISDEPAUXSC	Has Auto Insurance, Primary Policy Purchase Channel: Independent Agent (H)	Automobile Insurance	
43	IPTO0100SC	Has Auto Insurance, Primary Policy Purchase Channel: Insurance Co Website (H)	Automobile Insurance	
44	IPAUTO89SC	Has Auto Insurance, Primary Policy Purchase Channel: Online, Incl. apps (H)	Automobile Insurance	
45	IPPTVAUXSC	Has Auto Insurance, Primary Policy Purchase Channel: Single Company Agent (H)	Automobile Insurance	
46	IA001214SC	Has Auto Insurance, Satisfied with Customer Service (H)	Automobile Insurance	
47	IA001216SC	Has Auto Insurance, Satisfied with Online Access to Policy (H)	Automobile Insurance	
48	IA001213SC	Has Auto Insurance, Satisfied with Policy Features (H)	Automobile Insurance	
49	IA001215SC	Has Auto Insurance, Satisfied with Price (H)	Automobile Insurance	
50	IA000392SC	Has Auto Insurance, Satisfied with Primary Company (H)	Automobile Insurance	
51	IA000550SC	Has Auto Insurance, Shopped In Last 6 Months (H)	Automobile Insurance	
52	IA000551SC	Has Auto Insurance, Shopped In Last 7-12 Months (H)	Automobile Insurance	
53	IA000553SC	Has Auto Insurance, Shopped Longer Than 2 Years Ago (H)	Automobile Insurance	
54	IP1X3YRASC	Has Auto Insurance, Switched Carrier: 1 Time Past 3 Years (H)	Automobile Insurance	
55	IPAUTO95SC	Has Auto Insurance, Switched Carrier: 2+ Times Past 3 Years (H)	Automobile Insurance	
56	IPOX3YRASC	Has Auto Insurance, Switched Carrier: Did Not Switch Past 3 Years (H)	Automobile Insurance	
57	IA000481SC	Has Auto Insurance, Uses Driving Monitors (H)	Automobile Insurance	
58	IA001211SC	Attitude: All Auto Insurance Carriers Offer Same Thing (H)	Insurance Attitudes	
59	IA001071SC	Attitude: All Life Insurance Companies Offer Same Thing (H)	Insurance Attitudes	
60	IPTT0014SC	Attitude: Concern About No Work 6+ Months Due To Injury (H)	Insurance Attitudes	
61	IPETRSVGSC	Attitude: Concerned Will Outlive Retirement Savings (H)	Insurance Attitudes	
62	IPNR_DDTSC	Attitude: Do Not Report Auto/Residential Claim if Amount Close to Deductible (H)	Insurance Attitudes	
63	IA000414SC	Attitude: Interest in Purchasing Life Insurance from Auto Provider (H)	Insurance Attitudes	
64	IA000421SC	Attitude: Interest in Using Mobile Device to Manage Policy/Claims (H)	Insurance Attitudes	
65	IA000583SC	Attitude: Interested In Buying Insurance Through Non-Traditional Provider (H)	Insurance Attitudes	
66	IA000483SC	Attitude: Interested in Insurance With Lump Sum Payout (H)	Insurance Attitudes	
67	IA000482SC	Attitude: Interested In Investing Today (H)	Insurance Attitudes	
68	IA000584SC	Attitude: Interested In More Interaction With Provider Online (H)	Insurance Attitudes	
69	IA000415SC	Attitude: Life Insurance Essential for Retirement/Investment Planning (H)	Insurance Attitudes	
70	IPIPPU_1SC	Attitude: Life Insurance Essential to Cover Funeral Costs (H)	Insurance Attitudes	
71	IA000587SC	Attitude: Not Interested In Using Mobile to Manage Policy/Claims (H)	Insurance Attitudes	

ORDER	VARIABLE	DESCRIPTION	CATEGORY	CONSUMPTION
72	IA000512SC	Attitude: Prefer Auto and Residential with Same Carrier (H)	Insurance Attitudes	
73	IA000417SC	Attitude: Prefer to Learn About Life Insurance Online, Call to Purchase (H)	Insurance Attitudes	
74	IA001072SC	Attitude: Primary Source of Insurance Info From Blogs, Social Networks (H)	Insurance Attitudes	
75	IPLN_PRDSC	Attitude: Will Go to Seminar to Learn About Insurance Products (H)	Insurance Attitudes	
76	IPFINPROSC	Attitude: Willing to Pay for Advice from Financial Professional (H)	Insurance Attitudes	
77	IAAT0020SC	Attitude: Willing to Pay More for Auto Insurance for Better Coverage (H)	Insurance Attitudes	
78	IAEDRTESC	Attitude: Willing to Raise Auto/Residential Deductible if Rates Decrease (H)	Insurance Attitudes	
79	IA000559SC	Has No Life Insurance, Reason: Complexity (H)	Insurance Attitudes	
80	IA000565SC	Has No Life Insurance, Reason: Don't Like Thinking About Death (H)	Insurance Attitudes	
81	IA001091SC	Has No Life Insurance, Reason: Don't Understand Life Insurance Well Enough (H)	Insurance Attitudes	
82	IA000564SC	Has No Life Insurance, Reason: Existing Assets (H)	Insurance Attitudes	
83	IA000562SC	Has No Life Insurance, Reason: I'm Healthy (H)	Insurance Attitudes	
84	IA000563SC	Has No Life Insurance, Reason: No Dependents (H)	Insurance Attitudes	
85	IA001092SC	Has No Life Insurance, Reason: No One Approached Me To Purchase It (H)	Insurance Attitudes	
86	IA001090SC	Has No Life Insurance, Reason: Other Financial Priorities (H)	Insurance Attitudes	
87	IA001082SC	Won't Switch Auto, Reason: Accurate Claims Processing (H)	Insurance Attitudes	
88	IA001086SC	Won't Switch Auto, Reason: Comfortable With Current Company (H)	Insurance Attitudes	
89	IA001077SC	Won't Switch Auto, Reason: Good Claims Service (H)	Insurance Attitudes	
90	IA001078SC	Won't Switch Auto, Reason: Good Customer Service (H)	Insurance Attitudes	
91	IA001075SC	Won't Switch Auto, Reason: Good Reputation (H)	Insurance Attitudes	
92	IA001087SC	Won't Switch Auto, Reason: Hassle to Switch (H)	Insurance Attitudes	
93	IA001076SC	Won't Switch Auto, Reason: I Like My Agent (H)	Insurance Attitudes	
94	IA001083SC	Won't Switch Auto, Reason: Like Billing Services (H)	Insurance Attitudes	
95	IA001080SC	Won't Switch Auto, Reason: Like Company Website Content (H)	Insurance Attitudes	
96	IA001079SC	Won't Switch Auto, Reason: Like Online Access to Policy/Claim Information (H)	Insurance Attitudes	
97	IA001074SC	Won't Switch Auto, Reason: Like Policy Features (H)	Insurance Attitudes	
98	IA001081SC	Won't Switch Auto, Reason: Like Speed of Claims Processing (H)	Insurance Attitudes	
99	IA001085SC	Won't Switch Auto, Reason: Long Term Customer Discounts (H)	Insurance Attitudes	
100	IA001073SC	Won't Switch Auto, Reason: Low Prices (H)	Insurance Attitudes	
101	IA001084SC	Won't Switch Auto, Reason: Multi-Policy Discounts (H)	Insurance Attitudes	
102	IA001199SC	Won't Switch Auto, Reason: Too Difficult (H)	Insurance Attitudes	
103	IA001136SC	Won't Switch Residential, Reason: Accurate Claims Processing (H)	Insurance Attitudes	
104	IA001140SC	Won't Switch Residential, Reason: Comfortable With Current Company (H)	Insurance Attitudes	
105	IA001133SC	Won't Switch Residential, Reason: Good Claims Service (H)	Insurance Attitudes	
106	IA001134SC	Won't Switch Residential, Reason: Good Customer Service (H)	Insurance Attitudes	
107	IA001131SC	Won't Switch Residential, Reason: Good Reputation (H)	Insurance Attitudes	
108	IA001141SC	Won't Switch Residential, Reason: Hassle To Switch (H)	Insurance Attitudes	
109	IA001132SC	Won't Switch Residential, Reason: I Like My Agent (H)	Insurance Attitudes	
110	IA001202SC	Won't Switch Residential, Reason: Like Available Info on Website (H)	Insurance Attitudes	
111	IA001137SC	Won't Switch Residential, Reason: Like Billing Services (H)	Insurance Attitudes	
112	IA001201SC	Won't Switch Residential, Reason: Like Online Access to Policy (H)	Insurance Attitudes	
113	IA001130SC	Won't Switch Residential, Reason: Like Policy Features (H)	Insurance Attitudes	
114	IA001135SC	Won't Switch Residential, Reason: Like Speed of Claims Processing (H)	Insurance Attitudes	
115	IA001139SC	Won't Switch Residential, Reason: Long Term Customer Discounts (H)	Insurance Attitudes	
116	IA001129SC	Won't Switch Residential, Reason: Low Prices (H)	Insurance Attitudes	
117	IA001138SC	Won't Switch Residential, Reason: Multi-Policy Discounts (H)	Insurance Attitudes	
118	IA001118SC	Has Life Insurance, Any (Employer or Individual) (H)	Life Insurance	
119	IA001069SC	Has Life Insurance, Employer-Based (H)	Life Insurance	
120	IA001070SC	Has Life Insurance, Individual (H)	Life Insurance	
121	IA001142SC	Has Employer-Based Life Insurance, # of Policies: 1 (H)	Life Insurance	
122	IA001143SC	Has Employer-Based Life Insurance, # of Policies: 2 (H)	Life Insurance	
123	IA000027SC	Has Employer-based Life Insurance, Employer Fully Funds (H)	Life Insurance	
124	IA000028SC	Has Employer-based Life Insurance, Employer Partially Funds (H)	Life Insurance	
125	IA001156SC	Has Term Life Insurance (H)	Life Insurance	
126	IA001156SD	Has Term Life Insurance - (Aggregate Number of Policies) (H)	Life Insurance	Policies
127	IA001148SC	Does Not Have Individual Term Life Insurance (H)	Life Insurance	
128	IA000151SC	Has Term Life Insurance, All Policies (Total Premium) (H)	Life Insurance	
129	IA000151SD	Has Term Life Insurance, All Policies (Total Premium) - (Aggregate Annual Premium (\$)) (H)	Life Insurance	Dollars
130	IA001144SC	Has Term Life Insurance, # of Policies: 1 (H)	Life Insurance	
131	IA001145SC	Has Term Life Insurance, # of Policies: 2 (H)	Life Insurance	
132	IATRM3YRSC	Has Term Life Insurance, 1+ Policy, Purchased in Past 3 Years (H)	Life Insurance	
133	IA000533SC	Has Term Life Insurance, 1+ Policy, Purchased More Than 3 Years Ago (H)	Life Insurance	
134	IA000540SC	Has Term Life Insurance, How Paid: Annual Premium (H)	Life Insurance	
135	IA001155SC	Has Term Life Insurance, How Paid: Monthly Premium (H)	Life Insurance	
136	IA000552SC	Has Term Life Insurance, Likely To Recommend Primary Company (H)	Life Insurance	
137	IA000036SC	Has Term Life Insurance, Purchase Channel: Online (H)	Life Insurance	
138	IA001209SC	Has Term Life Insurance, Purchase Channel: Multiple Company Insurance Agent (H)	Life Insurance	
139	IATRMCAWSC	Has Term Life Insurance, Purchase Channel: Single Company Insurance Agent (H)	Life Insurance	
140	IA001150SC	Has Term Life Insurance, Survivor Benefit: <\$25,000 (H)	Life Insurance	
141	IA001151SC	Has Term Life Insurance, Survivor Benefit: < \$100,000 (H)	Life Insurance	
142	IA001152SC	Has Term Life Insurance, Survivor Benefit: \$100,000 - \$199,999 (H)	Life Insurance	

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143	IA001153SC	Has Term Life Insurance, Survivor Benefit: \$200,000 - \$299,999 (H)	Life Insurance	
144	IAL00547SC	Has Term Life Insurance, Term: 20 Year Term (H)	Life Insurance	
145	IA000034SC	Has Term Life Insurance, Term: To A Specified Age (H)	Life Insurance	
146	IA001168SC	Has Term Life, Reason Bought, Benefit: Funeral/Final Expenses (H)	Life Insurance	
147	IA001205SC	Has Term Life, Reason Bought, Benefit: Income Protection (H)	Life Insurance	
148	IA001169SC	Has Term Life, Reason Bought, Benefit: Leave Inheritance (H)	Life Insurance	
149	IA001206SC	Has Term Life, Reason Bought, Benefit: Pay off Mortgage (H)	Life Insurance	
150	IA001174SC	Has Term Life, Reason Bought, Life Event: Had a Child (H)	Life Insurance	
151	IA001171SC	Has Term Life, Reason Bought, Personal: Avoid Family Financial Hardship (H)	Life Insurance	
152	IA001172SC	Has Term Life, Reason Bought, Personal: Maintain Standard of Living (H)	Life Insurance	
153	IA001173SC	Has Term Life, Reason Bought, Personal: Part of Retirement Planning (H)	Life Insurance	
154	IA001170SC	Has Term Life, Reason Bought, Personal: Peace of Mind (H)	Life Insurance	
155	IA001158SC	Has Permanent Life Insurance (H)	Life Insurance	
156	IA001158SD	Has Permanent Life Insurance - (Aggregate Number of Policies) (H)	Life Insurance	Policies
157	IA001149SC	Does Not Have Individual Permanent Life Insurance (H)	Life Insurance	
158	IA001194SC	Has Permanent Life Insurance (Total Annual Premium) (H)	Life Insurance	
159	IA001194SD	Has Permanent Life Insurance (Total Annual Premium) - (Aggregate Annual Premium (\$)) (H)	Life Insurance	Dollars
160	IA001146SC	Has Permanent Life Insurance, # of Policies: 1 (H)	Life Insurance	
161	IA001147SC	Has Permanent Life Insurance, # of Policies: 2 (H)	Life Insurance	
162	IA001187SC	Has Permanent Life Insurance, How Paid: Annual Premium (H)	Life Insurance	
163	IA001189SC	Has Permanent Life Insurance, How Paid: Monthly Premium (H)	Life Insurance	
164	IA001186SC	Has Permanent Life Insurance, Likely to Recommend Primary Provider (H)	Life Insurance	
165	IA001185SC	Has Permanent Life Insurance, Purchase Channel: Independent Agent (H)	Life Insurance	
166	IA001184SC	Has Permanent Life Insurance, Purchase Channel: Single Agent (H)	Life Insurance	
167	IA001190SC	Has Permanent Life Insurance, Survivor Benefit: < \$25,000 (H)	Life Insurance	
168	IA001191SC	Has Permanent Life Insurance, Survivor Benefit: \$25,000 - \$49,999 (H)	Life Insurance	
169	IA001192SC	Has Permanent Life Insurance, Survivor Benefit: \$50,000 - \$74,999 (H)	Life Insurance	
170	IA001193SC	Has Permanent Life Insurance, Survivor Benefit: \$100,000 - \$199,999 (H)	Life Insurance	
171	IA001175SC	Has Permanent Life, Reason Bought, Benefit: Funeral/Final Expenses (H)	Life Insurance	
172	IA001203SC	Has Permanent Life, Reason Bought, Benefit: Income Protection (H)	Life Insurance	
173	IA001176SC	Has Permanent Life, Reason Bought, Benefit: Leave Inheritance (H)	Life Insurance	
174	IA001200SC	Has Permanent Life, Reason Bought, Life Event: Had a Child (H)	Life Insurance	
175	IA001178SC	Has Permanent Life, Reason Bought, Personal: Avoid Family Financial Hardship (H)	Life Insurance	
176	IA001207SC	Has Permanent Life, Reason Bought, Personal: Maintain Standard of Living (H)	Life Insurance	
177	IA001179SC	Has Permanent Life, Reason Bought, Personal: Part of Retirement Planning (H)	Life Insurance	
178	IA001177SC	Has Permanent Life, Reason Bought, Personal: Peace of Mind for Family (H)	Life Insurance	
179	IA001166SC	Has Permanent Life Insurance, Type: Universal (H)	Life Insurance	
180	IA001183SC	Has Universal Life, Purchased 3+ Years Ago (H)	Life Insurance	
181	IA001167SC	Has Permanent Life Insurance, Type: Whole (H)	Life Insurance	
182	IA001181SC	Has Whole Life, Purchased 3+ Years Ago (H)	Life Insurance	
183	IA001119SC	Has Annuity (H)	Other Insurance	
184	IA001120SC	Has Annuity, Type: Deferred Income (H)	Other Insurance	
185	IA001121SC	Has Annuity, Type: Immediate Income (H)	Other Insurance	
186	IA001122SC	Has Annuity, Type: Fixed (H)	Other Insurance	
187	IA001123SC	Has Annuity, Type: Variable (H)	Other Insurance	
188	IA001125SC	Has Annuity, Any Type: Purchased In The Last 3 Years (H)	Other Insurance	
189	IA001124SC	Has Annuity, Any Type: Purchased 3+ Years Ago (H)	Other Insurance	
190	IPANYADDSC	Has Accidental Death & Dismemberment (AD&D) Insurance, Any (H)	Other Insurance	
191	IA000519SC	Has AD&D Insurance, Purchased from Employer (H)	Other Insurance	
192	IA001060SC	Has Dental Insurance (H)	Other Insurance	
193	IA001059SC	Has Disability Insurance (H)	Other Insurance	
194	IPHE0093SC	Has Disability Insurance, Purchased from Employer (H)	Other Insurance	
195	IA001128SC	Has Disability Insurance, Type: Long-Term Disability (H)	Other Insurance	
196	IA001127SC	Has Disability Insurance, Type: Short Term Disability (H)	Other Insurance	
197	IA001066SC	Has Long-Term Care (LTC) Insurance (H)	Other Insurance	
198	IA000541SC	Has Long-Term Care Insurance, Purchased from Employer (H)	Other Insurance	
199	IA000542SC	Has Long-Term Care Insurance, Purchased from Individual Company (H)	Other Insurance	
200	IA001065SC	Has Medical/Health Insurance (H)	Other Insurance	
201	IA000590SC	Has Medical/Health Insurance, Employer-Based (H)	Other Insurance	
202	IA000591SC	Has Medical/Health Insurance, Individual (H)	Other Insurance	
203	IA000575SC	Has Medical/Health Insurance, Primary Company: Aetna (H)	Other Insurance	
204	IA000572SC	Has Medical/Health Insurance, Primary Company: Blue Cross/Blue Shield (H)	Other Insurance	
205	IA001196SC	Has Medical/Health Insurance, Primary Company: Cigna (H)	Other Insurance	
206	IA000573SC	Has Medical/Health Insurance, Primary Company: Kaiser Permanente (H)	Other Insurance	
207	IA000569SC	Has Medicare Supplemental Insurance, Any (H)	Other Insurance	
208	IA000594SC	Has Medicare Supplemental Insurance, Employer-Based (H)	Other Insurance	
209	IA000595SC	Has Medicare Supplemental Insurance, Individual (H)	Other Insurance	
210	IA000580SC	Has Medicare Supplemental Insurance, Primary Company: Blue Cross/Blue Shield (H)	Other Insurance	
211	IA000579SC	Has Medicare Supplemental Insurance, Primary Company: United Healthcare (H)	Other Insurance	
212	IA001063SC	Has Personal Electronic Insurance (H)	Other Insurance	
213	IA001062SC	Has Pet Insurance (H)	Other Insurance	

ORDER	VARIABLE	DESCRIPTION	CATEGORY	CONSUMPTION
214	IA000592SC	Has Supplemental Health Insurance, Employer Based (H)	Other Insurance	
215	IA001061SC	Has Vision Insurance (H)	Other Insurance	
216	IPOTHE94SC	Has Vision Insurance, Individual (H)	Other Insurance	
217	IPHE0107SC	Has Vision Insurance, Employer-based (H)	Other Insurance	
218	IA001095SC	Purchased On-Demand Insurance, Past 12 Months (H)	Other Insurance	
219	IA001096SC	Purchased On-Demand Insurance, Past 12 Months, for Smartphone (H)	Other Insurance	
220	IA001094SC	Purchased Travel Insurance, Past 12 Months (H)	Other Insurance	
221	IA000543SC	Has Insured Motorboat/Powerboat (H)	Other Insurance	
222	IA000544SC	Has Insured Motorcycle (H)	Other Insurance	
223	IA000547SC	Has Insured Personal Watercraft (H)	Other Insurance	
224	IA000545SC	Has Insured Power Sports Vehicle (H)	Other Insurance	
225	IA000503SC	Has Insured RV (H)	Other Insurance	
226	IA001068SC	Has Residential Insurance (H)	Residential Insurance	
227	IA001160SC	Has Residential Insurance (# of Policies) (H)	Residential Insurance	
228	IA001160SD	Has Residential Insurance (# of Policies) - (Aggregate Number of Policies) (H)	Residential Insurance	Policies
229	IPRESI53SC	Has Residential Insurance, All Policies (Total Premium) (H)	Residential Insurance	
230	IPRESI53SD	Has Residential Insurance, All Policies (Total Premium) - (Aggregate Annual Premium (\$)) (H)	Residential Insurance	Dollars
231	IA001088SC	Has Residential Insurance, # of Policies: 1 (H)	Residential Insurance	
232	IA001089SC	Has Residential Insurance, # of Policies: 2 (H)	Residential Insurance	
233	IARESI15SC	Has Residential Insurance for Primary Residence (H)	Residential Insurance	
234	IARESI16SC	Has Residential Insurance for Seasonal Home (H)	Residential Insurance	
235	IPRESI25SC	Has Residential Insurance, 1+ Policy, Company: Allstate (H)	Residential Insurance	
236	IPRESI43SC	Has Residential Insurance, 1+ Policy, Company: State Farm (H)	Residential Insurance	
237	IPRESI45SC	Has Residential Insurance, 1+ Policy, Company: USAA (H)	Residential Insurance	
238	IPSLT1YRSC	Has Residential Insurance, Any Continuous Policy: <1 Year (H)	Residential Insurance	
239	IP1_4YRSSC	Has Residential Insurance, Any Continuous Policy: 1-4 Years (H)	Residential Insurance	
240	IP510YRSSC	Has Residential Insurance, Any Continuous Policy: 5-9 Years (H)	Residential Insurance	
241	IP10YRSSC	Has Residential Insurance, Any Continuous Policy: 10+ Years (H)	Residential Insurance	
242	IARESI22SC	Has Residential Insurance, Likely To Recommend Primary Company (H)	Residential Insurance	
243	IP000492SC	Has Residential Insurance, Preferred Service Channel: Local Agent (H)	Residential Insurance	
244	IP000493SC	Has Residential Insurance, Preferred Service Channel: Phone (H)	Residential Insurance	
245	IP000494SC	Has Residential Insurance, Preferred Service Channel: Website (H)	Residential Insurance	
246	IP000495SC	Has Residential Insurance, Preferred Service Channel: Mobile (H)	Residential Insurance	
247	IA001093SC	Has Residential Insurance, Primary Policy, Purchase Ch: Company Website (H)	Residential Insurance	
248	ISDEPREXSC	Has Residential Insurance, Primary Policy, Purchase Ch: Independent Agent (H)	Residential Insurance	
249	IPRESI13SC	Has Residential Insurance, Primary Policy, Purchase Ch: Online, Any (H)	Residential Insurance	
250	IPRESI14SC	Has Residential Insurance, Primary Policy, Purchase Ch: Phone (H)	Residential Insurance	
251	IPPTVREXSC	Has Residential Insurance, Primary Policy, Purchase Ch: Single Company Agent (H)	Residential Insurance	
252	IA001218SC	Has Residential Insurance, Satisfied with Customer Service (H)	Residential Insurance	
253	IA001220SC	Has Residential Insurance, Satisfied with Online Access to Policy (H)	Residential Insurance	
254	IA001217SC	Has Residential Insurance, Satisfied with Policy Features (H)	Residential Insurance	
255	IA001219SC	Has Residential Insurance, Satisfied with Price (H)	Residential Insurance	
256	IA000511SC	Has Residential Insurance, Satisfied with Primary Company (H)	Residential Insurance	
257	IP1X3YRRSC	Has Residential Insurance, Switched Carrier: 1 Time Past 3 Years (H)	Residential Insurance	
258	IPOX3YRRSC	Has Residential Insurance, Switched Carrier: Did Not Switch Past 3 Years (H)	Residential Insurance	
259	IPRESI18SC	Has Residential Insurance, Switch Reason: Lower Price (H)	Residential Insurance	
260	IPOCO_OPSC	Has Residential Insurance, Type: Condo/Co-Op (H)	Residential Insurance	
261	IPRE_OWNSC	Has Residential Insurance, Type: Homeowners (H)	Residential Insurance	
262	IA001064SC	Has Renters Insurance (H)	Residential Insurance	
263	IA001164SC	Has Renters Insurance, All Policies (Total Premium) (H)	Residential Insurance	
264	IA001164SD	Has Renters Insurance, All Policies (Total Premium) - (Aggregate Annual Premium (\$)) (H)	Residential Insurance	Dollars
265	IA001113SC	Has Renters Insurance, # of Policies: 1 (H)	Residential Insurance	
266	IA001098SC	Has Renters Insurance for Primary Residence (H)	Residential Insurance	
267	IA001097SC	Has Renters Insurance, 1+ Policy: State Farm (H)	Residential Insurance	
268	IA001100SC	Has Renters Insurance, 1+ Policy, Years: 1-4 Years (H)	Residential Insurance	
269	IA001101SC	Has Renters Insurance, 1+ Policy, Years: 5-9 Years (H)	Residential Insurance	
270	IA001108SC	Has Renters Insurance, Likely To Recommend Primary Company (H)	Residential Insurance	
271	IA001104SC	Has Renters Insurance, Primary Policy Purchase Channel: Single Company Agent (H)	Residential Insurance	
272	IA001105SC	Has Renters Insurance, Primary Policy Purchase Channel: Phone (H)	Residential Insurance	
273	IA001106SC	Has Renters Insurance, Primary Policy Purchase Channel: Online (Any) (H)	Residential Insurance	
274	IA001107SC	Has Renters Insurance, Primary Policy Purchase Channel: Company Website (H)	Residential Insurance	
275	IA001109SC	Has Renters Insurance, Preferred Service Channel: Local Agent (H)	Residential Insurance	
276	IA001110SC	Has Renters Insurance, Preferred Service Channel: Phone (H)	Residential Insurance	
277	IA001111SC	Has Renters Insurance, Preferred Service Channel: Online (H)	Residential Insurance	
278	IA001112SC	Has Renters Insurance, Preferred Service Channel: Mobile App (H)	Residential Insurance	
279	IA001221SC	Has Renters Insurance, Satisfied with Customer Service (H)	Residential Insurance	
280	IA001223SC	Has Renters Insurance, Satisfied with Online Access to Policy (H)	Residential Insurance	
281	IA001227SC	Has Renters Insurance, Satisfied with Policy Features (H)	Residential Insurance	
282	IA001222SC	Has Renters Insurance, Satisfied with Price (H)	Residential Insurance	
283	IA001224SC	Has Renters Insurance, Satisfied with Provider (H)	Residential Insurance	
284	IA001103SC	Has Renters Insurance, Switched Carrier: Did Not Switch Past 3 Years (H)	Residential Insurance	

ORDER	VARIABLE	DESCRIPTION	CATEGORY	CONSUMPTION
285	ISCOVRGESC	Has Residential Insurance, Additional Insurance: Additional Coverage (H)	Residential Insurance	
286	IARESI24SC	Has Additional Residential Insurance, Total Premium < \$125 per Year (H)	Residential Insurance	
287	IA001115SC	Has Additional Residential Insurance, Total Premium \$125 or More per Year (H)	Residential Insurance	
288	IP_UMBRLSC	Has Residential Insurance, Additional Insurance: Umbrella Policy (H)	Residential Insurance	
289	IA001116SC	Has Umbrella Residential Insurance, Total Premium < \$150 per Year (H)	Residential Insurance	
290	IA001117SC	Has Umbrella Residential Insurance, Total Premium \$150 or More per Year (H)	Residential Insurance	