

CLARITAS TECHNOLOGY BEHAVIOR TRACK PROFILES FOR PRIZM PREMIER 2017 - VARIABLES

ORDER	VARIABLE	DESCRIPTION	CATEGORY
1	TBTPZPHHD	Total Households	Basics
2	TBT00069PC	Has Working TV, 1	Cable and Satellite
3	TBT00070PC	Has Working TV, 2	Cable and Satellite
4	TBT00071PC	Has Working TV, 3-4	Cable and Satellite
5	TBT00072PC	Has Working TV, 5+	Cable and Satellite
6	CA004809PC	Has Television, Type: CRT	Cable and Satellite
7	CA004810PC	Has Television, Type: LED Flat Panel	Cable and Satellite
8	CA004811PC	Has Television, Type: Plasma	Cable and Satellite
9	CA004812PC	Has Television, Type: 3D	Cable and Satellite
10	CA004813PC	Has Television, Type: 4k/Ultra HD	Cable and Satellite
11	TBT00075PC	Has TV Subscription Service: Cable TV	Cable and Satellite
12	TBT00074PC	Has TV Subscription Service: Fiber Optic (e.g. Verizon FiOS , AT&T U-verse)	Cable and Satellite
13	TBT00073PC	Has TV Subscription Service: Satellite Dish (e.g. DISH or DIRECTV)	Cable and Satellite
14	TBT00094PC	Has Cable TV Feature: Broadcast TV (e.g. NBC, PBS, local access)	Cable and Satellite
15	TBT00095PC	Has Cable TV Feature: Cable TV (e.g. CNN, ESPN, MTV)	Cable and Satellite
16	TBT00093PC	Has Cable TV Feature: Digital Video Recorder Service (DVR)	Cable and Satellite
17	TBT00098PC	Has Cable TV Feature: Foreign Language/International Package	Cable and Satellite
18	TBT00092PC	Has Cable TV Feature: High-definition (HD) Package	Cable and Satellite
19	TBT00097PC	Has Cable TV Feature: Premium Channels (e.g. HBO, Showtime)	Cable and Satellite
20	TBT00096PC	Has Cable TV Feature: Sports TV (e.g. NFL RedZone, NHL Center Ice)	Cable and Satellite
21	TBT00108PC	Has Fiber Optic TV Feature: Broadcast TV (e.g. NBC, PBS, local access)	Cable and Satellite
22	TBT00109PC	Has Fiber Optic TV Feature: Cable TV (e.g. CNN, ESPN, MTV)	Cable and Satellite
23	TBT00107PC	Has Fiber Optic TV Feature: Digital Video Recorder Service (DVR)	Cable and Satellite
24	TBT00112PC	Has Fiber Optic TV Feature: Foreign Language/International Package	Cable and Satellite
25	TBT00106PC	Has Fiber Optic TV Feature: High-definition (HD) Package	Cable and Satellite
26	TBT00111PC	Has Fiber Optic TV Feature: Premium Channels (e.g. HBO, Showtime)	Cable and Satellite
27	TBT00110PC	Has Fiber Optic TV Feature: Sports TV (e.g. NFL RedZone, NHL Center Ice)	Cable and Satellite
28	TBT00100PC	Has Satellite Dish Feature: Broadcast TV (e.g. NBC, PBS, local access)	Cable and Satellite
29	TBT00101PC	Has Satellite Dish Feature: Cable TV (e.g. CNN, ESPN, MTV)	Cable and Satellite
30	TBT00099PC	Has Satellite Dish Feature: Digital Video Recorder Service (DVR)	Cable and Satellite
31	TBT00104PC	Has Satellite Dish Feature: Foreign Language/International Package	Cable and Satellite
32	TBT00105PC	Has Satellite Dish Feature: High-definition (HD) Package	Cable and Satellite
33	TBT00103PC	Has Satellite Dish Feature: Premium Channels (e.g. HBO, Showtime)	Cable and Satellite
34	TBT00102PC	Has Satellite Dish Feature: Sports TV (e.g. NFL RedZone, NHL Center Ice)	Cable and Satellite
35	TBT00166PC	Provider TV Subscription: AT&T	Cable and Satellite
36	TBT00167PC	Provider TV Subscription: Bright House Networks	Cable and Satellite
37	TBT00168PC	Provider TV Subscription: Cable Vision/Optimum/Bresnan	Cable and Satellite
38	TBT00169PC	Provider TV Subscription: Charter Communications	Cable and Satellite
39	TBT00170PC	Provider TV Subscription: Comcast	Cable and Satellite
40	TBT00171PC	Provider TV Subscription: Cox	Cable and Satellite
41	TBT00172PC	Provider TV Subscription: DIRECTV	Cable and Satellite
42	TBT00173PC	Provider TV Subscription: DISH Network/EchoStar	Cable and Satellite
43	TBT00174PC	Provider TV Subscription: Time Warner Cable	Cable and Satellite
44	TBT00175PC	Provider TV Subscription: Verizon/FIOS	Cable and Satellite
45	TBT00177PC	Mobile/Online Service, Subscription TV: Check Service Consumption, 3 Months	Cable and Satellite
46	TBT00178PC	Mobile/Online Service, Subscription TV: Establish/Transfer Service, 3 Months	Cable and Satellite
47	TBT00180PC	Mobile/Online Service, Subscription TV: Get Product/Service Info., 3 Months	Cable and Satellite
48	TBT00184PC	Mobile/Online Service, Subscription TV: Monthly Bill via E-mail, 3 Months	Cable and Satellite
49	TBT00179PC	Mobile/Online Service, Subscription TV: Order New Product/Service, 3 Months	Cable and Satellite
50	TBT00182PC	Mobile/Online Service, Subscription TV: Schedule Appointment, 3 Months	Cable and Satellite
51	TBT00186PC	Mobile/Online Service, Subscription TV: Setup Alerts, 3 Months	Cable and Satellite
52	TBT00183PC	Mobile/Online Service, Subscription TV: Status Service/Repair, 3 Months	Cable and Satellite
53	TBT00181PC	Mobile/Online Service, Subscription TV: Submit Customer Question, 3 Months	Cable and Satellite
54	TBT00176PC	Mobile/Online Service, Subscription TV: View Account/Bill Status, 3 Months	Cable and Satellite
55	TBT00114PC	Multitasking Watching TV: Browsing Internet , 1-10 hrs/wk	Cable and Satellite
56	TBT00121PC	Multitasking Watching TV: Playing Games, 1-10 hrs/wk	Cable and Satellite
57	TBT00122PC	Multitasking Watching TV: Playing Games, 11-25 hrs/wk	Cable and Satellite
58	TBT00123PC	Multitasking Watching TV: Posting to Social Networks, 1-10 hrs/wk	Cable and Satellite
59	TBT00117PC	Multitasking Watching TV: Reading E-mail, 1-10 hrs/wk	Cable and Satellite
60	TBT00119PC	Multitasking Watching TV: Shopping, 1-10 hrs/wk	Cable and Satellite
61	TBT00120PC	Multitasking Watching TV: Watching Videos, 1-10 hrs/wk	Cable and Satellite
62	CA004798PC	Multitasking Watching TV: Watching Videos, 11-25 hrs/wk	Cable and Satellite
63	TBT00129PC	Use Desktop While Watching TV: Browsing Internet	Cable and Satellite
64	TBT00157PC	Use Desktop While Watching TV: Playing Games	Cable and Satellite
65	TBT00164PC	Use Desktop While Watching TV: Posting to Social Networks	Cable and Satellite
66	TBT00136PC	Use Desktop While Watching TV: Reading E-mail	Cable and Satellite
67	TBT00143PC	Use Desktop While Watching TV: Shopping	Cable and Satellite
68	TBT00150PC	Use Desktop While Watching TV: Watching Video	Cable and Satellite
69	TBT00158PC	Use Game Console While Watching TV: Playing Games	Cable and Satellite
70	TBT00151PC	Use Game Console While Watching TV: Watching Video	Cable and Satellite
71	CA004778PC	Use Laptop/Netbook While Watching TV: Browsing Internet	Cable and Satellite
72	CA004779PC	Use Laptop/Netbook While Watching TV: Playing Games	Cable and Satellite
73	CA004780PC	Use Laptop/Netbook While Watching TV: Posting to Social Networks	Cable and Satellite
74	CA004781PC	Use Laptop/Netbook While Watching TV: Reading Email	Cable and Satellite
75	CA004782PC	Use Laptop/Netbook While Watching TV: Shopping	Cable and Satellite

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76	CA004783PC	Use Laptop/Netbook While Watching TV: Watching Video	Cable and Satellite
77	TBT00140PC	Use Portable Media Player While Watching TV: Shopping	Cable and Satellite
78	TBT00147PC	Use Portable Media Player While Watching TV: Watching Video	Cable and Satellite
79	TBT00124PC	Use Smartphone While Watching TV: Browsing Internet	Cable and Satellite
80	TBT00152PC	Use Smartphone While Watching TV: Playing Games	Cable and Satellite
81	TBT00159PC	Use Smartphone While Watching TV: Posting to Social Networks	Cable and Satellite
82	TBT00131PC	Use Smartphone While Watching TV: Reading E-mail	Cable and Satellite
83	TBT00138PC	Use Smartphone While Watching TV: Shopping	Cable and Satellite
84	TBT00145PC	Use Smartphone While Watching TV: Watching Video	Cable and Satellite
85	TBT00125PC	Use Tablet While Watching TV: Browsing Internet	Cable and Satellite
86	TBT00153PC	Use Tablet While Watching TV: Playing Games	Cable and Satellite
87	TBT00160PC	Use Tablet While Watching TV: Posting to Social Networks	Cable and Satellite
88	TBT00132PC	Use Tablet While Watching TV: Reading E-mail	Cable and Satellite
89	TBT00139PC	Use Tablet While Watching TV: Shopping	Cable and Satellite
90	TBT00146PC	Use Tablet While Watching TV: Watching Video	Cable and Satellite
91	TBT00082PC	Watch TV: Digital Video Recorder (e.g. DVR, TiVo), 1-10 hrs/wk	Cable and Satellite
92	TBT00083PC	Watch TV: Digital Video Recorder (e.g. DVR, TiVo), 11-25 hrs/wk	Cable and Satellite
93	TBT00084PC	Watch TV: Digital Video Recorder (e.g. DVR, TiVo), 26+ hrs/wk	Cable and Satellite
94	TBT00088PC	Watch TV: Dwnld Thru Network App/Website (e.g. HBO GO), 1-10 hrs/wk	Cable and Satellite
95	CA004286PC	Watch TV: Dwnld Thru Network App/Website (e.g. HBO GO), 11-25 hrs/wk	Cable and Satellite
96	TBT00086PC	Watch TV: Dwnld Thru Over-the-Top Service Provider (e.g. Hulu), 1-10 hrs/wk	Cable and Satellite
97	TBT00087PC	Watch TV: Dwnld Thru Over-the-Top Service Provider (e.g. Hulu), 11-25 hrs/wk	Cable and Satellite
98	CA004284PC	Watch TV: Dwnld Thru Over-the-Top Service Provider (e.g. Hulu), 26+ hrs/wk	Cable and Satellite
99	TBT00085PC	Watch TV: Dwnld Thru Service Provider (e.g. U-verse On Demand), 1-10 hrs/wk	Cable and Satellite
100	CA004280PC	Watch TV: Dwnld Thru Service Provider (e.g. U-verse On Demand), 11-25 hrs/wk	Cable and Satellite
101	TBT00089PC	Watch TV: Movies/TV Shows Rented from Kiosk (e.g. RedBox), 1-10 hrs/wk	Cable and Satellite
102	TBT00091PC	Watch TV: Movies/TV Shows Rented Thru Mail (e.g. Netflix), 1-10 hrs/wk	Cable and Satellite
103	CA004295PC	Watch TV: Movies/TV Shows Rented Thru Mail (e.g. Netflix), 11-25 hrs/wk	Cable and Satellite
104	TBT00079PC	Watch TV: Regular TV Programming, 1-10 hrs/wk	Cable and Satellite
105	TBT00080PC	Watch TV: Regular TV Programming, 11-25 hrs/wk	Cable and Satellite
106	TBT00081PC	Watch TV: Regular TV Programming, 26+ hrs/wk	Cable and Satellite
107	CA004787PC	Watch Video Content on Desktop Computer, 3 Months	Cable and Satellite
108	TBT00113PC	Watch Video Content on Digital Media Player (e.g. AppleTV, etc.), 3 Months	Cable and Satellite
109	CA000485PC	Watch Video Content on Home Game Console, 3 Months	Cable and Satellite
110	CA004786PC	Watch Video Content on Laptop/Netbook Computer, 3 Months	Cable and Satellite
111	CA000487PC	Watch Video Content on Portable Media Player, 3 Months	Cable and Satellite
112	CA000488PC	Watch Video Content on Portable/Car DVD Player, 3 Months	Cable and Satellite
113	CA000483PC	Watch Video Content on Smart Phone, 3 Months	Cable and Satellite
114	CA004785PC	Watch Video Content on Tablet, 3 Months	Cable and Satellite
115	TBT00234PC	Access Internet at Home for Personal Use: 1-5 hours/week	Home Office Tech
116	TBT00235PC	Access Internet at Home for Personal Use: 6-10 hours/week	Home Office Tech
117	TBT00236PC	Access Internet at Home for Personal Use: 11+ hours/week	Home Office Tech
118	TBT00001PC	Accessed WiFi: Fee-based WiFi 'Hotspots' Outside Home	Home Office Tech
119	TBT00002PC	Accessed WiFi: Free WiFi 'Hotspots' Outside Home	Home Office Tech
120	TBT00004PC	Accessed WiFi: Home WiFi Network	Home Office Tech
121	TBT00003PC	Accessed WiFi: Mobile (e.g. mobile provider via phone or 'Hotspot' device)	Home Office Tech
122	TBT00046PC	Broadband Level/Speed at Home: 1-4 Mbs (basic high speed)	Home Office Tech
123	TBT00050PC	Broadband Level/Speed at Home: 5-14 Mbs	Home Office Tech
124	TBT00047PC	Broadband Level/Speed at Home: 15-24 Mbs (standard high speed)	Home Office Tech
125	CA004861PC	Broadband Level/Speed at Home: 25-49 Mbs	Home Office Tech
126	CA004862PC	Broadband Level/Speed at Home: 50-99 Mbs	Home Office Tech
127	TBT00049PC	Broadband Level/Speed at Home: 25-99 Mbs	Home Office Tech
128	TBT00048PC	Broadband Level/Speed at Home: >100 Mbs (T1/fiber high speed)	Home Office Tech
129	TBT00224PC	Internet at Home for Business Use: Cable (e.g. Comcast, Cox, etc.)	Home Office Tech
130	TBT00222PC	Internet at Home for Business Use: Dial-up	Home Office Tech
131	TBT00223PC	Internet at Home for Business Use: DSL (e.g. telephone provider)	Home Office Tech
132	TBT00227PC	Internet at Home for Business Use: Fiber Optic (e.g. AT&T U-verse)	Home Office Tech
133	TBT00226PC	Internet at Home for Business Use: Mobile (e.g. mobile 'Hotspot')	Home Office Tech
134	TBT00225PC	Internet at Home for Business Use: Satellite	Home Office Tech
135	TBT00221PC	Internet at Home for Personal Use: Fiber Optic (e.g. AT&T U-verse)	Home Office Tech
136	TBT00218PC	Internet at Home for Personal Use: Cable (e.g. Comcast, Cox, etc.)	Home Office Tech
137	TBT00216PC	Internet at Home for Personal Use: Dial-up	Home Office Tech
138	TBT00217PC	Internet at Home for Personal Use: DSL (e.g. telephone provider)	Home Office Tech
139	TBT00220PC	Internet at Home for Personal Use: Mobile (e.g. mobile 'Hotspot')	Home Office Tech
140	TBT00219PC	Internet at Home for Personal Use: Satellite	Home Office Tech
141	TBT00242PC	Internet Use: Attend Online Education Course, 1-10 hours/week	Home Office Tech
142	TBT00238PC	Internet Use: GPS, 1-10 hours/week	Home Office Tech
143	TBT00257PC	Internet Use: Listen to Streaming Audio, 1-10 hours/week	Home Office Tech
144	TBT00258PC	Internet Use: Listen to Streaming Audio, 11-25 hours/week	Home Office Tech
145	TBT00255PC	Internet Use: Play video Games Offline (single-player), 1-10 hours/week	Home Office Tech
146	TBT00256PC	Internet Use: Play video Games Offline (single-player), 11-25 hours/week	Home Office Tech
147	TBT00253PC	Internet Use: Play Video Games Online (multi-player), 1-10 hours/week	Home Office Tech
148	TBT00254PC	Internet Use: Play Video Games Online (multi-player), 11-25 hours/week	Home Office Tech
149	TBT00259PC	Internet Use: Reading eBooks, 1-10 hours/week	Home Office Tech
150	TBT00237PC	Internet Use: Shopping, 1-10 hours/week	Home Office Tech

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151	TBT00246PC	Internet Use: Video Chatting, 1-10 hours/week	Home Office Tech
152	TBT00240PC	Internet Use: Visit Social Networking Sites, 1-10 hours/week	Home Office Tech
153	TBT00241PC	Internet Use: Visit Social Networking Sites, 11-25 hours/week	Home Office Tech
154	CA004492PC	Internet Use: Visit Social Networking Sites, 26+ hours/week	Home Office Tech
155	TBT00251PC	Internet Use: Watch Streaming Video, 1-10 hours/week	Home Office Tech
156	TBT00252PC	Internet Use: Watch Streaming Video, 11-25 hours/week	Home Office Tech
157	TBT00285PC	Mobile/Online Service, Internet Provider: Check Service Consumption, 3 mo	Home Office Tech
158	TBT00284PC	Mobile/Online Service, Internet Provider: Establish/Transfer Service, 3 mo	Home Office Tech
159	TBT00286PC	Mobile/Online Service, Internet Provider: Get Product/Service Info., 3 mo	Home Office Tech
160	TBT00288PC	Mobile/Online Service, Internet Provider: Monthly Bill via E-mail, 3 mo	Home Office Tech
161	TBT00287PC	Mobile/Online Service, Internet Provider: Order New Product/Service, 3 mo	Home Office Tech
162	TBT00289PC	Mobile/Online Service, Internet Provider: Schedule Appointment, 3 mo	Home Office Tech
163	TBT00290PC	Mobile/Online Service, Internet Provider: Setup Alerts, 3 mo	Home Office Tech
164	TBT00282PC	Mobile/Online Service, Internet Provider: Speak with Service Rep, 3 mo	Home Office Tech
165	TBT00283PC	Mobile/Online Service, Internet Provider: Status Service/Repair Order, 3 mo	Home Office Tech
166	TBT00291PC	Mobile/Online Service, Internet Provider: Submit Customer Question, 3 mo	Home Office Tech
167	TBT00292PC	Mobile/Online Service, Internet Provider: View Account/Bill Status, 3 mo	Home Office Tech
168	TBT00273PC	Provider Home Internet: AT&T	Home Office Tech
169	TBT00274PC	Provider Home Internet: Bright House Networks	Home Office Tech
170	TBT00275PC	Provider Home Internet: Cablevision/Optimum/Bresnan	Home Office Tech
171	TBT00276PC	Provider Home Internet: CenturyLink/Century Tel/Embarq/Qwest	Home Office Tech
172	TBT00277PC	Provider Home Internet: Charter Communications	Home Office Tech
173	TBT00278PC	Provider Home Internet: Comcast	Home Office Tech
174	TBT00279PC	Provider Home Internet: Cox	Home Office Tech
175	CA004579PC	Provider Home Internet: DIRECTV	Home Office Tech
176	TBT00526PC	Provider Home Internet: Frontier Communications/Citizens	Home Office Tech
177	CA004805PC	Provider Home Internet: Spectrum	Home Office Tech
178	TBT00280PC	Provider Home Internet: Time Warner Cable	Home Office Tech
179	TBT00281PC	Provider Home Internet: Verizon	Home Office Tech
180	TBT00262PC	Visit Social Networking Site: Facebook, 1-10 hours/week	Home Office Tech
181	TBT00263PC	Visit Social Networking Site: Facebook, 11-25 hours/week	Home Office Tech
182	TBT00264PC	Visit Social Networking Site: Facebook, 26+ hours/week	Home Office Tech
183	TBT00269PC	Visit Social Networking Site: Google+, 1-10 hours/week	Home Office Tech
184	TBT00271PC	Visit Social Networking Site: Instagram, 1-10 hours/week	Home Office Tech
185	TBT00267PC	Visit Social Networking Site: LinkedIn, 1-10 hours/week	Home Office Tech
186	TBT00270PC	Visit Social Networking Site: Pinterest, 1-10 hours/week	Home Office Tech
187	CA004859PC	Visit Social Networking Site: Reddit, 1-10 hours/week	Home Office Tech
188	TBT00260PC	Visit Social Networking Site: Snapchat, 1-10 hours/week	Home Office Tech
189	TBT00272PC	Visit Social Networking Site: Tumblr, 1-10 hours/week	Home Office Tech
190	TBT00266PC	Visit Social Networking Site: Twitter, 1-10 hours/week	Home Office Tech
191	CA004857PC	Visit Social Networking Site: YouTube, 1-10 hours/week	Home Office Tech
192	TBT00192PC	Has Blu-ray Player	Home Office Tech
193	CA004792PC	Has Connected Home Devices	Home Office Tech
194	TBT00210PC	Has Cloud Storage Service (e.g. Apple iCloud, Google Drive, etc.)	Home Office Tech
195	TBT00202PC	Has Desktop Computer	Home Office Tech
196	TBT00194PC	Has Digital Media Player (e.g. AppleTV, etc.)	Home Office Tech
197	TBT00193PC	Has Digital Video Recorder (DVR not VCR)	Home Office Tech
198	TBT00191PC	Has DVD Player	Home Office Tech
199	TBT00207PC	Has Electronic Reader (e.g. Kindle Paperwhite, Nook, etc.)	Home Office Tech
200	TBT00195PC	Has Game Console (e.g. Xbox One, PS4, etc.)	Home Office Tech
201	TBT00203PC	Has Home Network Wireless Modem/Router	Home Office Tech
202	TBT00204PC	Has Home Security System	Home Office Tech
203	CA004788PC	Has Home Theater, Including Soundbars	Home Office Tech
204	TBT00190PC	Has Internet Enabled TV (Smart TV)	Home Office Tech
205	CA004784PC	Has Laptop/Netbook Computer	Home Office Tech
206	TBT00205PC	Has Mobile Phone (no WiFi or App capabilities)	Home Office Tech
207	TBT00197PC	Has Portable Media/Game Player (e.g. Nintendo 3DS, etc.)	Home Office Tech
208	TBT00196PC	Has Portable Music Player (e.g. iPod, etc.)	Home Office Tech
209	TBT00206PC	Has Smartphone (e.g. iPhone, Samsung Galaxy S, etc.)	Home Office Tech
210	CA004789PC	Has Streaming Music Subscription, Free	Home Office Tech
211	CA004790PC	Has Streaming Music Subscription, Paid	Home Office Tech
212	TBT00198PC	Has Tablet (e.g. iPad, Kindle Fire, etc.)	Home Office Tech
213	TBT00211PC	Has Wearable Device (e.g. FitBit, Nike FuelBand, etc.)	Home Office Tech
214	CA004793PC	Has Virtual Assistant	Home Office Tech
215	CA004794PC	Has Virtual Reality Device	Home Office Tech
216	CA004828PC	Have Bundled Service (TV and/or Internet and/or Phone)	Service Providers
217	CA004829PC	Do Not Have Service Bundle	Service Providers
218	CA004852PC	Average Bill Amount: Subscription TV HH	Service Providers
219	CA004852PD	Average Bill Amount: Subscription TV HH - (Average Dollars)	Service Providers
220	CA004853PC	Average Bill Amount: Mobile Phone HH	Service Providers
221	CA004853PD	Average Bill Amount: Mobile Phone HH - (Average Dollars)	Service Providers
222	CA004854PC	Average Bill Amount: Internet HH	Service Providers
223	CA004854PD	Average Bill Amount: Internet HH - (Average Dollars)	Service Providers
224	CA004855PC	Average Bill Amount: Landline Phone HH	Service Providers
225	CA004855PD	Average Bill Amount: Landline Phone HH - (Average Dollars)	Service Providers

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226	CA004856PC	Average Bill Amount: Bundle HH	Service Providers
227	CA004856PD	Average Bill Amount: Bundle HH - (Average Dollars)	Service Providers
228	TBT00052PC	Has Bundled Services: Includes Internet Access	Service Providers
229	TBT00051PC	Has Bundled Services: Includes Subscription TV	Service Providers
230	TBT00053PC	Has Bundled Services: Includes Landline Phone Service	Service Providers
231	TBT00054PC	Has Bundled Services: Includes Mobile Phone Service	Service Providers
232	CA004803PC	TV Subscription Change Reason: Better Price	Service Providers
233	CA004827PC	Mobile Phone Carrier Switch Reason: Better Price	Service Providers
234	CA004806PC	Internet Provider Change Reason: Better Price	Service Providers
235	CA004807PC	Internet Provider Change Reason: Faster Connection	Service Providers
236	TBT00060PC	Mobile Phone Plan/Feature: Calling Circle (group people can call unlimited)	Service Providers
237	TBT00068PC	Mobile Phone Plan/Feature: Early Phone Upgrade Plan	Service Providers
238	CA004802PC	Mobile Phone Plan/Feature: Fee-Free Plan	Service Providers
239	TBT00061PC	Mobile Phone Plan/Feature: Free Incoming Calls	Service Providers
240	TBT00057PC	Mobile Phone Plan/Feature: International Calling Plan	Service Providers
241	TBT00055PC	Mobile Phone Plan/Feature: Nationwide Calling Plan	Service Providers
242	TBT00065PC	Mobile Phone Plan/Feature: Phone Insurance	Service Providers
243	TBT00064PC	Mobile Phone Plan/Feature: Picture/Video Messaging	Service Providers
244	TBT00056PC	Mobile Phone Plan/Feature: Regional or Local Calling Plan	Service Providers
245	TBT00067PC	Mobile Phone Plan/Feature: Rewards/Points Program	Service Providers
246	TBT00059PC	Mobile Phone Plan/Feature: Unlimited Calling to Anyone at Anytime	Service Providers
247	TBT00063PC	Mobile Phone Plan/Feature: Unlimited Data	Service Providers
248	TBT00058PC	Mobile Phone Plan/Feature: Unlimited Mobile-to-Mobile (same provider)	Service Providers
249	CA004801PC	Mobile Phone Plan/Feature: Unlimited Talk, Text and Data	Service Providers
250	TBT00062PC	Mobile Phone Plan/Feature: Unlimited Text-Messaging	Service Providers
251	TBT00076PC	No TV Subscription Service: Never Had Subscription TV Service	Service Providers
252	CA004272PC	No TV Subscription Service: Other Reasons	Service Providers
253	TBT00077PC	No TV Subscription Service: Rely Streaming Internet Movies/TV Shows	Service Providers
254	TBT00078PC	No TV Subscription Service: Save Money	Service Providers
255	TBT00358PC	Overall Rating for Provider - Home Internet: Excellent	Service Providers
256	CA000286PC	Overall Rating for Provider - Home Internet: Good/Very Good	Service Providers
257	TBT00361PC	Overall Rating for Provider - Landline: Excellent	Service Providers
258	CA000288PC	Overall Rating for Provider - Landline: Good/Very Good	Service Providers
259	TBT00360PC	Overall Rating for Provider - Landline: Fair	Service Providers
260	TBT00363PC	Overall Rating for Provider - Mobile Phone: Excellent	Service Providers
261	CA000284PC	Overall Rating for Provider - Mobile Phone: Good/Very Good	Service Providers
262	TBT00362PC	Overall Rating for Provider - Mobile Phone: Fair	Service Providers
263	TBT00365PC	Overall Rating for Provider - TV Subscription: Excellent	Service Providers
264	CA000290PC	Overall Rating for Provider - TV Subscription: Good/Very Good	Service Providers
265	TBT00364PC	Overall Rating for Provider - TV Subscription: Fair	Service Providers
266	CA004874PC	Provider Streaming Video Service: Amazon Prime	Service Providers
267	CA004875PC	Provider Streaming Video Service: Crunchyroll	Service Providers
268	CA004797PC	Provider Streaming Video Service: DirecTV Now	Service Providers
269	CA004876PC	Provider Streaming Video Service: Hulu/Hulu Plus	Service Providers
270	CA004877PC	Provider Streaming Video Service: MLB.TV	Service Providers
271	CA004878PC	Provider Streaming Video Service: NBA.TV	Service Providers
272	CA004879PC	Provider Streaming Video Service: Netflix	Service Providers
273	CA004880PC	Provider Streaming Video Service: NFL Game Pass	Service Providers
274	CA004881PC	Provider Streaming Video Service: NHL.TV	Service Providers
275	CA004796PC	Provider Streaming Video Service: Premium Cable	Service Providers
276	CA004882PC	Provider Streaming Video Service: No Current Service	Service Providers
277	TBT00215PC	Purchased Premium Phone/Cable Service: Hard Drive Backup Service	Service Providers
278	TBT00213PC	Purchased Premium Phone/Cable Service: Hardware Protection	Service Providers
279	TBT00212PC	Purchased Premium Phone/Cable Service: Technical Support Plan	Service Providers
280	TBT00214PC	Purchased Premium Phone/Cable Service: Virus Protection Service	Service Providers
281	TBT00024PC	Bill Payment, Home Internet: Automatic Payment, 3 Months	Service Providers
282	TBT00026PC	Bill Payment, Home Internet: Online Other Website, 3 Months	Service Providers
283	TBT00025PC	Bill Payment, Home Internet: Online Through Provider's Website, 3 Months	Service Providers
284	TBT00027PC	Bill Payment, Home Internet: Over Phone Automated System, 3 Months	Service Providers
285	TBT00028PC	Bill Payment, Home Internet: Over Phone with Live Service Rep., 3 Months	Service Providers
286	TBT00029PC	Bill Payment, Home Internet: Through Mail, 3 Months	Service Providers
287	TBT00030PC	Bill Payment, Home Internet: Through Mobile App, 3 Months	Service Providers
288	TBT00023PC	Bill Payment, Home Internet: Walk-in Service Center, 3 Months	Service Providers
289	TBT00032PC	Bill Payment, Landline: Automatic Payment, 3 Months	Service Providers
290	TBT00034PC	Bill Payment, Landline: Online Other Website, 3 Months	Service Providers
291	TBT00033PC	Bill Payment, Landline: Online Through Provider's Website, 3 Months	Service Providers
292	TBT00035PC	Bill Payment, Landline: Over Phone Automated System, 3 Months	Service Providers
293	TBT00036PC	Bill Payment, Landline: Over Phone with Live Service Rep., 3 Months	Service Providers
294	TBT00037PC	Bill Payment, Landline: Through Mail, 3 Months	Service Providers
295	TBT00031PC	Bill Payment, Landline: Walk-in Service Center, 3 Months	Service Providers
296	TBT00016PC	Bill Payment, Mobile Phone: Automatic Payment, 3 Months	Service Providers
297	TBT00018PC	Bill Payment, Mobile Phone: Online Other Website, 3 Months	Service Providers
298	TBT00017PC	Bill Payment, Mobile Phone: Online Through Provider's Website, 3 Months	Service Providers
299	TBT00019PC	Bill Payment, Mobile Phone: Over Phone Automated System, 3 Months	Service Providers
300	TBT00020PC	Bill Payment, Mobile Phone: Over Phone with Live Service Rep., 3 Months	Service Providers

CLARITAS TECHNOLOGY BEHAVIOR TRACK PROFILES FOR PRIZM PREMIER 2017 - VARIABLES

ORDER	VARIABLE	DESCRIPTION	CATEGORY
301	TBT00021PC	Bill Payment, Mobile Phone: Through Mail, 3 Months	Service Providers
302	TBT00022PC	Bill Payment, Mobile Phone: Through Mobile App, 3 Months	Service Providers
303	TBT00015PC	Bill Payment, Mobile Phone: Walk-in Service Center, 3 Months	Service Providers
304	TBT00039PC	Bill Payment, Television: Automatic Payment, 3 Months	Service Providers
305	TBT00041PC	Bill Payment, Television: Online Other Website, 3 Months	Service Providers
306	TBT00040PC	Bill Payment, Television: Online Through Provider's Website, 3 Months	Service Providers
307	TBT00042PC	Bill Payment, Television: Over Phone Automated System, 3 Months	Service Providers
308	TBT00043PC	Bill Payment, Television: Over Phone with Live Service Rep., 3 Months	Service Providers
309	TBT00044PC	Bill Payment, Television: Through Mail, 3 Months	Service Providers
310	TBT00045PC	Bill Payment, Television: Through Mobile App, 3 Months	Service Providers
311	TBT00038PC	Bill Payment, Television: Walk-in Service Center, 3 Months	Service Providers
312	CA004871PC	Switched Subscription TV Providers In Past Year	Service Providers
313	CA004872PC	Switched Internet Providers In Past Year	Service Providers
314	CA004873PC	Switched Mobile Phone Providers In Past Year	Service Providers
315	CA004831PC	Additional Services, 24-Hour Security Monitoring - 1-10%	Service Providers
316	CA004832PC	Additional Services: 24-Hour Security Monitoring - 11-25%	Service Providers
317	CA004833PC	Additional Services: 24-Hour Security Monitoring - 26-100%	Service Providers
318	CA004838PC	Additional Services: Cameras for Remote Home Monitoring - 1-10%	Service Providers
319	CA004839PC	Additional Services: Cameras for Remote Home Monitoring - 11-25%	Service Providers
320	CA004840PC	Additional Services: Cameras for Remote Home Monitoring - 26-100%	Service Providers
321	CA004845PC	Additional Services: Control Energy Use Remotely - 1-10%	Service Providers
322	CA004846PC	Additional Services: Control Energy Use Remotely - 11-25%	Service Providers
323	CA004847PC	Additional Services: Control Energy Use Remotely - 26-100%	Service Providers
324	CA004836PC	Additional Services: In-Home Monitor - 1-10%	Service Providers
325	CA004837PC	Additional Services: In-Home Monitor - 11-25%	Service Providers
326	CA004841PC	Additional Services: Remote Door Lock Control - 1-10%	Service Providers
327	CA004842PC	Additional Services: Remote Door Lock Control - 11-25%	Service Providers
328	CA004843PC	Additional Services: Remote Garage Door Control - 1-10%	Service Providers
329	CA004844PC	Additional Services: Remote Garage Door Control - 11-25%	Service Providers
330	CA004848PC	Additional Services: Remote Water Monitor, Control - 1-10%	Service Providers
331	CA004849PC	Additional Services: Remote Water Monitor, Control - 11-25%	Service Providers
332	CA004850PC	Additional Services: Remote Window Control - 1-10%	Service Providers
333	CA004851PC	Additional Services: Remote Window Control - 11-25%	Service Providers
334	CA004834PC	Additional Services: Window Break Alert - 1-10%	Service Providers
335	CA004835PC	Additional Services: Window Break Alert - 11-25%	Service Providers
336	TBT00296PC	Phone Service: Mobile Phone Service	Wireless Telecomm
337	TBT00318PC	Has Mobile Phone, Number: 1	Wireless Telecomm
338	TBT00319PC	Has Mobile Phone, Number: 2	Wireless Telecomm
339	TBT00320PC	Has Mobile Phone, Number: 3+	Wireless Telecomm
340	TBT00325PC	Has Mobile Phone: Apple	Wireless Telecomm
341	TBT00327PC	Has Mobile Phone: HTC	Wireless Telecomm
342	TBT00328PC	Has Mobile Phone: LG	Wireless Telecomm
343	TBT00329PC	Has Mobile Phone: Motorola	Wireless Telecomm
344	TBT00331PC	Has Mobile Phone: Samsung	Wireless Telecomm
345	TBT00011PC	Has Mobile Phone Primary Use: Adult Business and Personal Use	Wireless Telecomm
346	TBT00010PC	Has Mobile Phone Primary Use: Adult Business Use Only	Wireless Telecomm
347	TBT00009PC	Has Mobile Phone Primary Use: Adult Personal Use Only	Wireless Telecomm
348	TBT00012PC	Has Mobile Phone Primary Use: Child Personal Use Only	Wireless Telecomm
349	TBT00321PC	Has Mobile Phone Plan: <200 Minutes	Wireless Telecomm
350	TBT00322PC	Has Mobile Phone Plan: 200-499 Minutes	Wireless Telecomm
351	TBT00324PC	Has Mobile Phone Plan: 1000+ Minutes	Wireless Telecomm
352	CA004830PC	Has Mobile Phone Plan: Unlimited Minutes	Wireless Telecomm
353	TBT00336PC	Has Mobile Phone Plan: Add Phone, 3 Months	Wireless Telecomm
354	TBT00338PC	Has Mobile Phone Plan: Increased Data Plan, 3 Months	Wireless Telecomm
355	TBT00008PC	Has Mobile Phone Plan: Pre-paid (e.g. no contract/pre-pay min/data used)	Wireless Telecomm
356	TBT00006PC	Has Mobile Phone Plan: Shared (e.g. set min/data shared monthly)	Wireless Telecomm
357	TBT00007PC	Has Mobile Phone Plan: Unsubsidized (e.g. full price/own device/no contract)	Wireless Telecomm
358	TBT00340PC	Has Mobile Phone Plan: Upgraded Phone, 3 mo	Wireless Telecomm
359	CA000553PC	Prepaid Cell Phone Service Reason: No Lengthy Contract	Wireless Telecomm
360	CA000554PC	Prepaid Cell Phone Service Reason: No Monthly Bill	Wireless Telecomm
361	TBT00341PC	Prepaid Cell Phone Service Reason: Save Money	Wireless Telecomm
362	CA000555PC	Prepaid Cell Phone Service Reason: Simple Plan/Simple to Use	Wireless Telecomm
363	TBT00342PC	Provider Mobile Phone: AT&T	Wireless Telecomm
364	CA004725PC	Provider Mobile Phone: Boost Mobile	Wireless Telecomm
365	CA004728PC	Provider Mobile Phone: Consumer Cellular	Wireless Telecomm
366	TBT00609PC	Provider Mobile Phone: MetroPCS	Wireless Telecomm
367	TBT00343PC	Provider Mobile Phone: Sprint	Wireless Telecomm
368	TBT00344PC	Provider Mobile Phone: Straight Talk	Wireless Telecomm
369	TBT00345PC	Provider Mobile Phone: T-Mobile	Wireless Telecomm
370	TBT00348PC	Provider Mobile Phone: TracFone	Wireless Telecomm
371	TBT00346PC	Provider Mobile Phone: Verizon Wireless	Wireless Telecomm
372	TBT00332PC	Has Mobile Phone: Operating System, Android	Wireless Telecomm
373	TBT00334PC	Has Mobile Phone: Operating System, iOS (Apple)	Wireless Telecomm
374	TBT00349PC	Mobile/Online Service, Mobile Provider: Check Service Consumption, 3 mo	Wireless Telecomm
375	TBT00351PC	Mobile/Online Service, Mobile Provider: Establish/Transfer Service, 3 mo	Wireless Telecomm

CLARITAS TECHNOLOGY BEHAVIOR TRACK PROFILES FOR PRIZM PREMIER 2017 - VARIABLES

ORDER	VARIABLE	DESCRIPTION	CATEGORY
376	TBT00353PC	Mobile/Online Service, Mobile Provider: Get Product/Service Info., 3 mo	Wireless Telecomm
377	TBT00355PC	Mobile/Online Service, Mobile Provider: Monthly Bill via E-mail, 3 mo	Wireless Telecomm
378	TBT00352PC	Mobile/Online Service, Mobile Provider: Order New Product/Service, 3 mo	Wireless Telecomm
379	TBT00357PC	Mobile/Online Service, Mobile Provider: Setup Alerts, 3 mo	Wireless Telecomm
380	CA004750PC	Mobile/Online Service, Mobile Provider: Status Service/Repair Order, 3 mo	Wireless Telecomm
381	TBT00354PC	Mobile/Online Service, Mobile Provider: Submit Customer Question, 3 mo	Wireless Telecomm
382	TBT00350PC	Mobile/Online Service, Mobile Provider: View Account/Bill Status, 3 mo	Wireless Telecomm
383	CA004799PC	Phone Service: Landline	Wireline Telecomm
384	CA004800PC	Phone Service: Internet (VoIP)	Wireline Telecomm
385	TBT00299PC	Dropped Traditional Landline: 6-12 Months ago	Wireline Telecomm
386	TBT00300PC	Dropped Traditional Landline: 12+ Months ago	Wireline Telecomm
387	TBT00301PC	Dropped Traditional Landline: Never Had Service	Wireline Telecomm
388	TBT00310PC	Mobile/Online Service, Landline Provider: Check Service Consumption, 3 mo	Wireline Telecomm
389	TBT00311PC	Mobile/Online Service, Landline Provider: Establish/Transfer Service, 3 mo	Wireline Telecomm
390	TBT00313PC	Mobile/Online Service, Landline Provider: Get Product/Service Info., 3 mo	Wireline Telecomm
391	TBT00316PC	Mobile/Online Service, Landline Provider: Monthly Bill via E-mail, 3 mo	Wireline Telecomm
392	TBT00312PC	Mobile/Online Service, Landline Provider: Order New Product/Service, 3 mo	Wireline Telecomm
393	TBT00315PC	Mobile/Online Service, Landline Provider: Schedule Appointment, 3 mo	Wireline Telecomm
394	TBT00317PC	Mobile/Online Service, Landline Provider: Speak with Service Rep, 3 mo	Wireline Telecomm
395	TBT00581PC	Mobile/Online Service, Landline Provider: Status Service/Repair Order, 3 mo	Wireline Telecomm
396	TBT00314PC	Mobile/Online Service, Landline Provider: Submit Customer Question, 3 mo	Wireline Telecomm
397	TBT00309PC	Mobile/Online Service, Landline Provider: View Account/Bill Status, 3 mo	Wireline Telecomm
398	TBT00302PC	Provider Landline: AT&T	Wireline Telecomm
399	TBT00303PC	Provider Landline: CenturyLink /Century Tel /Embarq/Qwest	Wireline Telecomm
400	TBT00304PC	Provider Landline: Charter Communications	Wireline Telecomm
401	TBT00305PC	Provider Landline: Comcast	Wireline Telecomm
402	TBT00306PC	Provider Landline: Cox	Wireline Telecomm
403	TBT00566PC	Provider Landline: Frontier Communications/Citizens	Wireline Telecomm
404	TBT00307PC	Provider Landline: Time Warner Cable	Wireline Telecomm
405	TBT00308PC	Provider Landline: Verizon	Wireline Telecomm
406	CA004814PC	Reason Dropped Landline: Don't Use Anymore	Wireline Telecomm
407	CA004815PC	Reason Dropped Landline: Don't Want Multiple Phone Numbers	Wireline Telecomm
408	CA004816PC	Reason Dropped Landline: Avoid Telemarketers	Wireline Telecomm
409	CA004817PC	Reason Dropped Landline: Price	Wireline Telecomm
410	CA004818PC	Reason Dropped Landline: Replaced by Mobile Phone	Wireline Telecomm
411	CA004819PC	Reason For Still Having Landline: Don't Own Mobile Phone	Wireline Telecomm
412	CA004820PC	Reason For Still Having Landline: Don't Have Good Cell Service	Wireline Telecomm
413	CA004821PC	Reason For Still Having Landline: Home Office/Business	Wireline Telecomm
414	CA004822PC	Reason For Still Having Landline: Included With Internet, TV Bundle	Wireline Telecomm
415	CA004823PC	Reason For Still Having Landline: Less Expensive To Have With Bundle	Wireline Telecomm
416	CA004825PC	Reason For Still Having Landline: Need For Fax	Wireline Telecomm
417	CA004826PC	Reason For Still Having Landline: Need For Security System	Wireline Telecomm