

ORDER	VARIABLE	DESCRIPTION	CATEGORY	CONSUMPTION
0	TBTPZPHHD	Total Households	Basics	
1	TBT00069PC	Has Working TV, 1 (H)	Cable and Satellite	
2	TBT00070PC	Has Working TV, 2 (H)	Cable and Satellite	
3	TBT00071PC	Has Working TV, 3-4 (H)	Cable and Satellite	
4	TBT00072PC	Has Working TV, 5+ (H)	Cable and Satellite	
5	CA005030PC	Has TV Service: Antenna/Over-The-Air (1Y) (H)	Cable and Satellite	
6	TBT00075PC	Has TV Service: Cable TV (H)	Cable and Satellite	
7	TBT00074PC	Has TV Service: Fiber Optic (e.g. Verizon FiOS, AT&T U-verse) (H)	Cable and Satellite	
8	TBT00073PC	Has TV Service: Satellite Dish (e.g. DISH or DIRECTV) (H)	Cable and Satellite	
9	CA004921PC	Does Not Have TV Service (H)	Cable and Satellite	
10	CA005064PC	Has TV Service, Primary Service: Antenna/Free Over-the-Air TV (1Y) (H)	Cable and Satellite	
11	CA005061PC	Has TV Service, Primary Service: Cable TV (1Y) (H)	Cable and Satellite	
12	CA005063PC	Has TV Service, Primary Service: Fiber Optic TV (1Y) (H)	Cable and Satellite	
13	CA005062PC	Has TV Service, Primary Service: Satellite TV (1Y) (H)	Cable and Satellite	
14	TBT00094PC	Has Cable TV Feature: Broadcast TV (e.g. NBC, PBS, local access) (H)	Cable and Satellite	
15	TBT00095PC	Has Cable TV Feature: Cable TV (e.g. CNN, ESPN, MTV) (H)	Cable and Satellite	
16	TBT00093PC	Has Cable TV Feature: Digital Video Recorder Service (DVR) (H)	Cable and Satellite	
17	TBT00098PC	Has Cable TV Feature: Foreign Language/International Package (H)	Cable and Satellite	
18	TBT00092PC	Has Cable TV Feature: High-definition (HD) Package (H)	Cable and Satellite	
19	TBT00097PC	Has Cable TV Feature: Premium Channels (e.g. HBO, Showtime) (H)	Cable and Satellite	
20	TBT00096PC	Has Cable TV Feature: Sports TV (e.g. NFL RedZone, NHL Center Ice) (H)	Cable and Satellite	
21	CA004922PC	Has Cable TV Feature: Ultra HD/4K Content/4K Channels (H)	Cable and Satellite	
22	TBT00108PC	Has Fiber Optic TV Feature: Broadcast TV (NBC, PBS, local, etc) (H)	Cable and Satellite	
23	TBT00109PC	Has Fiber Optic TV Feature: Cable TV (e.g. CNN, ESPN, MTV) (H)	Cable and Satellite	
24	TBT00107PC	Has Fiber Optic TV Feature: Digital Video Recorder Service (DVR) (H)	Cable and Satellite	
25	TBT00106PC	Has Fiber Optic TV Feature: High-definition (HD) Package (H)	Cable and Satellite	
26	TBT00111PC	Has Fiber Optic TV Feature: Premium Channels (e.g. HBO, Showtime) (H)	Cable and Satellite	
27	TBT00110PC	Has Fiber Optic TV Feature: Sports TV (NFL RedZone, etc) (H)	Cable and Satellite	
28	CA004924PC	Has Fiber Optic TV Feature: Ultra HD/4K Content/4K Channels (H)	Cable and Satellite	
29	TBT00100PC	Has Satellite Dish Feature: Broadcast TV (NBC, PBS, local, etc) (H)	Cable and Satellite	
30	TBT00101PC	Has Satellite Dish Feature: Cable TV (e.g. CNN, ESPN, MTV) (H)	Cable and Satellite	
31	TBT00099PC	Has Satellite Dish Feature: Digital Video Recorder Service (DVR) (H)	Cable and Satellite	
32	TBT00104PC	Has Satellite Dish Feature: Foreign Language/International Package (Household): Estimated Customer Count	Cable and Satellite	
33	TBT00105PC	Has Satellite Dish Feature: High-definition (HD) Package (H)	Cable and Satellite	
34	TBT00103PC	Has Satellite Dish Feature: Premium Channels (e.g. HBO, Showtime) (H)	Cable and Satellite	
35	TBT00102PC	Has Satellite Dish Feature: Sports TV (e.g. NFL RedZone, etc) (H)	Cable and Satellite	
36	CA004923PC	Has Satellite Dish Feature: Ultra HD/4K Content/4K Channels (H)	Cable and Satellite	
37	TBT00166PC	Provider TV Subscription: AT&T (H)	Cable and Satellite	
38	TBT00170PC	Provider TV Subscription: Comcast (H)	Cable and Satellite	
39	TBT00171PC	Provider TV Subscription: Cox (H)	Cable and Satellite	
40	TBT00172PC	Provider TV Subscription: DIRECTV (H)	Cable and Satellite	
41	TBT00173PC	Provider TV Subscription: DISH Network/EchoStar (H)	Cable and Satellite	
42	CA005031PC	Provider TV Subscription: Spectrum (H)	Cable and Satellite	
43	TBT00175PC	Provider TV Subscription: Verizon/FiOS (H)	Cable and Satellite	
44	TBT00177PC	Mobile/Online, Subscription TV: Check Consumption, 3 mos (H)	Cable and Satellite	
45	TBT00178PC	Mobile/Online, Subscription TV: Establish/Transfer, 3 mos (H)	Cable and Satellite	
46	TBT00180PC	Mobile/Online, Subscription TV: Get Product/Service Info., 3 mos (H)	Cable and Satellite	
47	TBT00184PC	Mobile/Online, Subscription TV: Monthly Bill via E-mail, 3 mos (H)	Cable and Satellite	
48	CA005239PC	Mobile/Online Service, Subscription TV: Online Chat with Rep, 3 Months (Household): Estimated Customer Count	Cable and Satellite	
49	TBT00179PC	Mobile/Online Service, Subscription TV: Order New Product/Service, 3 Months (Household): Estimated Customer Count	Cable and Satellite	
50	TBT00182PC	Mobile/Online Service, Subscription TV: Schedule Appointment, 3 Months (Household): Estimated Customer Count	Cable and Satellite	
51	TBT00186PC	Mobile/Online Service, Subscription TV: Setup Alerts, 3 Months (Household): Estimated Customer Count	Cable and Satellite	
52	TBT00183PC	Mobile/Online Service, Subscription TV: Status Service/Repair, 3 Months (Household): Estimated Customer Count	Cable and Satellite	
53	TBT00181PC	Mobile/Online Service, Subscription TV: Submit Customer Question, 3 Months (Household): Estimated Customer Count	Cable and Satellite	
54	TBT00176PC	Mobile/Online Service, Subscription TV: View Account/Bill Status, 3 Months (Household): Estimated Customer Count	Cable and Satellite	
55	CA005240PC	Multitasking While Watching TV: Browsing Internet (1Y) (Household): Estimated Customer Count	Cable and Satellite	
56	CA005245PC	Multitasking While Watching TV: Browsing/Posting Social Networks (1Y) (Household): Estimated Customer Count	Cable and Satellite	
57	CA005244PC	Multitasking While Watching TV: Playing Games (1Y) (Household): Estimated Customer Count	Cable and Satellite	
58	CA005241PC	Multitasking While Watching TV: Reading email (1Y) (Household): Estimated Customer Count	Cable and Satellite	
59	CA005242PC	Multitasking While Watching TV: Shopping (1Y) (Household): Estimated Customer Count	Cable and Satellite	
60	CA005243PC	Multitasking While Watching TV: Watching Videos (1Y) (Household): Estimated Customer Count	Cable and Satellite	
61	TBT00129PC	Use Desktop While Watching TV: Browsing Internet (Household): Estimated Customer Count	Cable and Satellite	
62	TBT00157PC	Use Desktop While Watching TV: Playing Games (Household): Estimated Customer Count	Cable and Satellite	
63	TBT00136PC	Use Desktop While Watching TV: Reading E-mail (Household): Estimated Customer Count	Cable and Satellite	
64	TBT00143PC	Use Desktop While Watching TV: Shopping (Household): Estimated Customer Count	Cable and Satellite	

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65	TBT00158PC	Use Game Console While Watching TV: Playing Games (Household): Estimated Customer Count	Cable and Satellite	
66	CA004778PC	Use Laptop/Netbook While Watching TV: Browsing Internet (Household): Estimated Customer Count	Cable and Satellite	
67	CA004781PC	Use Laptop/Netbook While Watching TV: Reading Email (Household): Estimated Customer Count	Cable and Satellite	
68	CA004782PC	Use Laptop/Netbook While Watching TV: Shopping (Household): Estimated Customer Count	Cable and Satellite	
69	CA004783PC	Use Laptop/Netbook While Watching TV: Watching Video (Household): Estimated Customer Count	Cable and Satellite	
70	TBT00124PC	Use Smartphone While Watching TV: Browsing Internet (Household): Estimated Customer Count	Cable and Satellite	
71	TBT00152PC	Use Smartphone While Watching TV: Playing Games (Household): Estimated Customer Count	Cable and Satellite	
72	TBT00159PC	Use Smartphone While Watching TV: Posting to Social Networks (Household): Estimated Customer Count	Cable and Satellite	
73	TBT00131PC	Use Smartphone While Watching TV: Reading E-mail (Household): Estimated Customer Count	Cable and Satellite	
74	TBT00138PC	Use Smartphone While Watching TV: Shopping (Household): Estimated Customer Count	Cable and Satellite	
75	TBT00145PC	Use Smartphone While Watching TV: Watching Video (Household): Estimated Customer Count	Cable and Satellite	
76	TBT00125PC	Use Tablet While Watching TV: Browsing Internet (Household): Estimated Customer Count	Cable and Satellite	
77	TBT00153PC	Use Tablet While Watching TV: Playing Games (Household): Estimated Customer Count	Cable and Satellite	
78	TBT00132PC	Use Tablet While Watching TV: Reading E-mail (Household): Estimated Customer Count	Cable and Satellite	
79	TBT00139PC	Use Tablet While Watching TV: Shopping (Household): Estimated Customer Count	Cable and Satellite	
80	TBT00146PC	Use Tablet While Watching TV: Watching Video (Household): Estimated Customer Count	Cable and Satellite	
81	TBT00082PC	Watch TV: Digital Video Recorder (e.g. DVR, TiVo), 1-10 hrs/wk (Household): Estimated Customer Count	Cable and Satellite	
82	TBT00083PC	Watch TV: Digital Video Recorder (e.g. DVR, TiVo), 11-25 hrs/wk (Household): Estimated Customer Count	Cable and Satellite	
83	TBT00084PC	Watch TV: Digital Video Recorder (e.g. DVR, TiVo), 26+ hrs/wk (Household): Estimated Customer Count	Cable and Satellite	
84	TBT00088PC	Watch TV: Dwnld Thru Network App/Website (e.g. HBO GO), 1-10 hrs/wk (Household): Estimated Customer Count	Cable and Satellite	
85	CA004286PC	Watch TV: Dwnld Thru Network App/Website (e.g. HBO GO), 11-25 hrs/wk (Household): Estimated Customer Count	Cable and Satellite	
86	TBT00086PC	Watch TV: Dwnld Thru Over-the-Top Service Provider (e.g. Hulu), 1-10 hrs/wk (Household): Estimated Customer Count	Cable and Satellite	
87	TBT00087PC	Watch TV: Dwnld Thru Over-the-Top Service Provider (e.g. Hulu), 11-25 hrs/wk (Household): Estimated Customer Count	Cable and Satellite	
88	CA004284PC	Watch TV: Dwnld Thru Over-the-Top Service Provider (e.g. Hulu), 26+ hrs/wk (Household): Estimated Customer Count	Cable and Satellite	
89	TBT00085PC	Watch TV: Dwnld Thru Service Provider (e.g. U-verse On Demand), 1-10 hrs/wk (Household): Estimated Customer Count	Cable and Satellite	
90	CA004280PC	Watch TV: Dwnld Thru Service Provider (e.g. U-verse On Demand), 11-25 hrs/wk (Household): Estimated Customer Count	Cable and Satellite	
91	CA005221PC	Watch TV: Live TV Programming, 1-10 Hours (Household): Estimated Customer Count	Cable and Satellite	
92	CA005222PC	Watch TV: Live TV Programming, 11-25 Hours (Household): Estimated Customer Count	Cable and Satellite	
93	CA005223PC	Watch TV: Live TV Programming, 26+ Hours (Household): Estimated Customer Count	Cable and Satellite	
94	TBT00089PC	Watch TV: Movies/TV Shows Rented from Kiosk (e.g. RedBox), 1-10 hrs/wk (Household): Estimated Customer Count	Cable and Satellite	
95	TBT00091PC	Watch TV: Movies/TV Shows Rented Thru Mail (e.g. Netflix DVD), 1-10 hrs/wk (Household): Estimated Customer Count	Cable and Satellite	
96	CA004295PC	Watch TV: Movies/TV Shows Rented Thru Mail (e.g. Netflix DVD), 11-25 hrs/wk (Household): Estimated Customer Count	Cable and Satellite	
97	CA004930PC	Watch Video Content on Desktop Computer, 3 Months (Household): Estimated Customer Count	Cable and Satellite	
98	TBT00113PC	Watch Video Content on Digital Media Player (e.g. AppleTV, etc.), 3 Months (Household): Estimated Customer Count	Cable and Satellite	
99	CA005052PC	Watch Video Content on Internet Connected (or Smart) TV, 3 Months (1Y) (Household): Estimated Customer Count	Cable and Satellite	
100	CA000485PC	Watch Video Content on Home Game Console, 3 Months (Household): Estimated Customer Count	Cable and Satellite	
101	CA004931PC	Watch Video Content on Laptop/Netbook Computer, 3 Months (Household): Estimated Customer Count	Cable and Satellite	
102	CA000487PC	Watch Video Content on Portable Media Player, 3 Months (Household): Estimated Customer Count	Cable and Satellite	
103	CA000488PC	Watch Video Content on Portable/Car DVD Player, 3 Months (Household): Estimated Customer Count	Cable and Satellite	
104	CA000483PC	Watch Video Content on Smart Phone, 3 Months (Household): Estimated Customer Count	Cable and Satellite	
105	CA005053PC	Watch Video Content on Tablet, 3 Months (Household): Estimated Customer Count	Cable and Satellite	
106	CA005077PC	Preferred Device for Streaming: Laptop/Notebook Computer (1Y) (Household): Estimated Customer Count	Cable and Satellite	
107	CA005078PC	Preferred Device for Streaming: Smartphone (1Y) (Household): Estimated Customer Count	Cable and Satellite	
108	CA005079PC	Preferred Device for Streaming: Tablet (1Y) (Household): Estimated Customer Count	Cable and Satellite	
109	CA005080PC	Preferred Device for Streaming: Television (1Y) (Household): Estimated Customer Count	Cable and Satellite	
110	CA005081PC	Small Screen Streaming Connection: Mobile Data Only (1Y) (Household): Estimated Customer Count	Cable and Satellite	
111	CA005082PC	Small Screen Streaming Connection: Home WiFi Only (1Y) (Household): Estimated Customer Count	Cable and Satellite	
112	CA005083PC	Small Screen Streaming Connection: Mobile Data and Home WiFi (1Y) (Household): Estimated Customer Count	Cable and Satellite	
113	CA005251PC	Have Protection Plan for Desktop Computer (1Y) (Household): Estimated Customer Count	Cable and Satellite	
114	CA005247PC	Have Protection Plan for Digital Media Player (1Y) (Household): Estimated Customer Count	Cable and Satellite	
115	CA005248PC	Have Protection Plan for Home Game Console (1Y) (Household): Estimated Customer Count	Cable and Satellite	
116	CA005246PC	Have Protection Plan for Internet Enabled/Connected TV (1Y) (Household): Estimated Customer Count	Cable and Satellite	
117	CA005250PC	Have Protection Plan for Laptop Computer/Netbook Computer (1Y) (Household): Estimated Customer Count	Cable and Satellite	
118	CA005253PC	Have Protection Plan for Mobile Phone (No Internet/App Capabilities) (1Y) (Household): Estimated Customer Count	Cable and Satellite	
119	CA005254PC	Have Protection Plan for Smartphone (1Y) (Household): Estimated Customer Count	Cable and Satellite	
120	CA005249PC	Have Protection Plan for Tablet (1Y) (Household): Estimated Customer Count	Cable and Satellite	
121	CA005255PC	Have Protection Plan for Wearable Device (1Y) (Household): Estimated Customer Count	Cable and Satellite	
122	CA005252PC	Have Protection Plan for Wireless Modem/Router (1Y) (Household): Estimated Customer Count	Cable and Satellite	
123	TBT00234PC	Access Internet at Home for Personal Use: 1-5 hours/week (Household): Estimated Customer Count	Home Office Tech	
124	CA005199PC	Access Internet at Home for Personal Use: 6-10 hours/week (Household): Estimated Customer Count	Home Office Tech	
125	CA005200PC	Access Internet at Home for Personal Use: 11-20 hours/week (Household): Estimated Customer Count	Home Office Tech	
126	CA005265PC	Access Internet on Weekly Basis: Fee-based WiFi hotspots Outside Home (1Y) (Household): Estimated Customer Count	Home Office Tech	
127	CA005266PC	Access Internet on Weekly Basis: Free WiFi hotspots outside my home (1Y) (Household): Estimated Customer Count	Home Office Tech	
128	CA005268PC	Access Internet on Weekly Basis: Home WiFi Network (1Y) (Household): Estimated Customer Count	Home Office Tech	
129	CA005267PC	Access Internet on Weekly Basis: Mobile (1Y) (Household): Estimated Customer Count	Home Office Tech	

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130	CA005032PC	Internet at Home for Personal Use: Cable (Household): Estimated Customer Count	Home Office Tech	
131	CA005033PC	Internet at Home for Personal Use: DSL (Household): Estimated Customer Count	Home Office Tech	
132	CA005035PC	Internet at Home for Personal Use: Fiber Optic (Household): Estimated Customer Count	Home Office Tech	
133	CA005036PC	Internet at Home for Personal Use: Mobile (Household): Estimated Customer Count	Home Office Tech	
134	CA005034PC	Internet at Home for Personal Use: Satellite (Household): Estimated Customer Count	Home Office Tech	
135	CA005037PC	Internet at Home for Personal & Business Use: Cable (Household): Estimated Customer Count	Home Office Tech	
136	CA005038PC	Internet at Home for Personal & Business Use: DSL (Household): Estimated Customer Count	Home Office Tech	
137	CA005039PC	Internet at Home for Personal & Business Use: Fiber Optic (Household): Estimated Customer Count	Home Office Tech	
138	CA005040PC	Internet at Home for Personal & Business Use: Mobile (Household): Estimated Customer Count	Home Office Tech	
139	CA005041PC	Internet at Home for Personal & Business Use: Satellite (Household): Estimated Customer Count	Home Office Tech	
140	TBT00242PC	Internet Use: Attend Online Education Course, 1-10 hours/week (Household): Estimated Customer Count	Home Office Tech	
141	CA005056PC	Internet Use: Enable Smart Home Devices (Household): Estimated Customer Count	Home Office Tech	
142	TBT00238PC	Internet Use: GPS, 1-10 hours/week (Household): Estimated Customer Count	Home Office Tech	
143	CA005269PC	Internet Use: Listen to Podcasts, 1-10 hours/week (1Y) (Household): Estimated Customer Count	Home Office Tech	
144	TBT00257PC	Internet Use: Listen to Streaming Audio, 1-10 hours/week (Household): Estimated Customer Count	Home Office Tech	
145	TBT00258PC	Internet Use: Listen to Streaming Audio, 11-25 hours/week (Household): Estimated Customer Count	Home Office Tech	
146	TBT00255PC	Internet Use: Play Video Games Offline (single-player), 1-10 hours/week (Household): Estimated Customer Count	Home Office Tech	
147	TBT00253PC	Internet Use: Play Video Games Online (multi-player), 1-10 hours/week (Household): Estimated Customer Count	Home Office Tech	
148	TBT00254PC	Internet Use: Play Video Games Online (multi-player), 11-25 hours/week (Household): Estimated Customer Count	Home Office Tech	
149	TBT00259PC	Internet Use: Reading eBooks, 1-10 hours/week (Household): Estimated Customer Count	Home Office Tech	
150	TBT00237PC	Internet Use: Shopping, 1-10 hours/week (Household): Estimated Customer Count	Home Office Tech	
151	CA004787PC	Internet Use: Shopping, 11-25 hours/week (Household): Estimated Customer Count	Home Office Tech	
152	CA005057PC	Internet Use: Use Virtual Assistant (Household): Estimated Customer Count	Home Office Tech	
153	TBT00246PC	Internet Use: Video Chatting, 1-10 hours/week (Household): Estimated Customer Count	Home Office Tech	
154	TBT00240PC	Internet Use: Visit Social Networking Sites, 1-10 hours/week (Household): Estimated Customer Count	Home Office Tech	
155	TBT00241PC	Internet Use: Visit Social Networking Sites, 11-25 hours/week (Household): Estimated Customer Count	Home Office Tech	
156	TBT00251PC	Internet Use: Watch Streaming Video, 1-10 hours/week (Household): Estimated Customer Count	Home Office Tech	
157	TBT00252PC	Internet Use: Watch Streaming Video, 11-25 hours/week (Household): Estimated Customer Count	Home Office Tech	
158	TBT00285PC	Mobile/Online Service, Internet Provider: Check Service Consumption, 3 mo (Household): Estimated Customer Count	Home Office Tech	
159	TBT00284PC	Mobile/Online Service, Internet Provider: Establish/Transfer Service, 3 mo (Household): Estimated Customer Count	Home Office Tech	
160	TBT00286PC	Mobile/Online Service, Internet Provider: Get Product/Service Info., 3 mo (Household): Estimated Customer Count	Home Office Tech	
161	TBT00287PC	Mobile/Online Service, Internet Provider: Order New Product/Service, 3 mo (Household): Estimated Customer Count	Home Office Tech	
162	TBT00289PC	Mobile/Online Service, Internet Provider: Schedule Appointment, 3 mo (Household): Estimated Customer Count	Home Office Tech	
163	TBT00290PC	Mobile/Online Service, Internet Provider: Setup Alerts, 3 mo (Household): Estimated Customer Count	Home Office Tech	
164	TBT00283PC	Mobile/Online Service, Internet Provider: Status Service/Repair Order, 3 mo (Household): Estimated Customer Count	Home Office Tech	
165	TBT00291PC	Mobile/Online Service, Internet Provider: Submit Customer Question, 3 mo (Household): Estimated Customer Count	Home Office Tech	
166	TBT00292PC	Mobile/Online Service, Internet Provider: View Account/Bill Status, 3 mo (Household): Estimated Customer Count	Home Office Tech	
167	TBT00273PC	Provider Home Internet: AT&T (Household): Estimated Customer Count	Home Office Tech	
168	TBT00275PC	Provider Home Internet: Cablevision/Optimum/Bresnan (Household): Estimated Customer Count	Home Office Tech	
169	TBT00276PC	Provider Home Internet: CenturyLink/Century Tel/Embarq/Qwest (Household): Estimated Customer Count	Home Office Tech	
170	TBT00278PC	Provider Home Internet: Comcast (Household): Estimated Customer Count	Home Office Tech	
171	TBT00526PC	Provider Home Internet: Frontier Communications/Citizens (Household): Estimated Customer Count	Home Office Tech	
172	CA004886PC	Provider Home Internet: Spectrum (Household): Estimated Customer Count	Home Office Tech	
173	TBT00281PC	Provider Home Internet: Verizon (Household): Estimated Customer Count	Home Office Tech	
174	CA005290PC	Speed of Household Internet Service: 14 Mbps or less (1Y) (Household): Estimated Customer Count	Home Office Tech	
175	CA005291PC	Speed of Household Internet Service: 15-24 Mbps (1Y) (Household): Estimated Customer Count	Home Office Tech	
176	CA005292PC	Speed of Household Internet Service: 25-49 Mbps (1Y) (Household): Estimated Customer Count	Home Office Tech	
177	CA005293PC	Speed of Household Internet Service: 50-99 Mbps (1Y) (Household): Estimated Customer Count	Home Office Tech	
178	CA005294PC	Speed of Household Internet Service: 100-399 Mbps (1Y) (Household): Estimated Customer Count	Home Office Tech	
179	CA005295PC	Speed of Household Internet Service: 400-999 Mbps (T1/fiber high speed) (1Y) (Household): Estimated Customer Count	Home Office Tech	
180	CA005296PC	Speed of Household Internet Service: 1000 Mbps or more (1Gig or more) (1Y) (Household): Estimated Customer Count	Home Office Tech	
181	CA004887PC	Has Home Theater, Including Soundbars (Household): Estimated Customer Count	Home Office Tech	
182	TBT00192PC	Has Blu-ray Player (Household): Estimated Customer Count	Home Office Tech	
183	TBT00210PC	Has Cloud Storage Service (e.g. Apple iCloud, Google Drive, etc.) (Household): Estimated Customer Count	Home Office Tech	
184	TBT00202PC	Has Desktop Computer (Household): Estimated Customer Count	Home Office Tech	
185	TBT00194PC	Has Digital Media Player (e.g. AppleTV, etc.) (Household): Estimated Customer Count	Home Office Tech	
186	TBT00193PC	Has Digital Video Recorder (DVR not VCR) (Household): Estimated Customer Count	Home Office Tech	
187	TBT00191PC	Has DVD Player (Household): Estimated Customer Count	Home Office Tech	
188	TBT00207PC	Has Electronic Reader (e.g. Kindle Paperwhite, Nook, etc.) (Household): Estimated Customer Count	Home Office Tech	
189	TBT00195PC	Has Game Console (e.g. Xbox One, PS4, etc.) (Household): Estimated Customer Count	Home Office Tech	
190	TBT00203PC	Has Home Network Wireless Modem/Router (Household): Estimated Customer Count	Home Office Tech	
191	TBT00190PC	Has Internet Enabled TV (Smart TV) (Household): Estimated Customer Count	Home Office Tech	
192	CA004784PC	Has Laptop/Netbook Computer (Household): Estimated Customer Count	Home Office Tech	
193	CA005238PC	Has Mesh WiFi router system (1Y) (Household): Estimated Customer Count	Home Office Tech	
194	TBT00197PC	Has Portable Media/Game Player (e.g. Nintendo Switch, etc.) (Household): Estimated Customer Count	Home Office Tech	

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195	CA005237PC	Has Premium audio headphones (e.g. Beats, Bose, Sony, etc.) (1Y) (Household): Estimated Customer Count	Home Office Tech	
196	TBT00206PC	Has Smartphone (e.g. iPhone, Samsung Galaxy S, etc.) (Household): Estimated Customer Count	Home Office Tech	
197	TBT00198PC	Has Tablet (e.g. iPad, Kindle Fire, etc.) (Household): Estimated Customer Count	Home Office Tech	
198	TBT00211PC	Has Wearable Device (e.g. FitBit, Nike FuelBand, etc.) (Household): Estimated Customer Count	Home Office Tech	
199	CA004888PC	Has Streaming Music Subscription, Paid (Household): Estimated Customer Count	Home Office Tech	
200	CA004889PC	Has Streaming Music Subscription, Free (Household): Estimated Customer Count	Home Office Tech	
201	CA004890PC	Has Virtual Reality Device (Household): Estimated Customer Count	Home Office Tech	
202	CA004894PC	Has Hi-Res Audio Device/Player (Household): Estimated Customer Count	Home Office Tech	
203	CA005047PC	Has Any Connected Home Device (Household): Estimated Customer Count	Home Office Tech	
204	CA004895PC	Has 3-D Printer (Household): Estimated Customer Count	Home Office Tech	
205	CA005043PC	Has Amazon Connected Home Device (Alexa/Echo/Echo Dot, etc.) (Household): Estimated Customer Count	Home Office Tech	
206	CA005044PC	Has Apple Home Pod Connected Home Device (Household): Estimated Customer Count	Home Office Tech	
207	CA005045PC	Has Google Home Connected Home Device (Household): Estimated Customer Count	Home Office Tech	
208	CA005046PC	Does Not Have Connected Home Device (Household): Estimated Customer Count	Home Office Tech	
209	CA005091PC	First To Try Out New Technology: Agree/Strongly Agree (Household): Estimated Customer Count	Home Office Tech	
210	CA005094PC	Like Technology To Reflect Personal Style: Agree/Strongly Agree (Household): Estimated Customer Count	Home Office Tech	
211	CA005090PC	More Interested In Technology Than Others: Agree/Strongly Agree (Household): Estimated Customer Count	Home Office Tech	
212	CA005092PC	Want Latest Technology Regardless of Price: Agree/Strongly Agree (Household): Estimated Customer Count	Home Office Tech	
213	CA005093PC	Wait For Proven Technology: Agree/Strongly Agree (Household): Estimated Customer Count	Home Office Tech	
214	CA005095PC	Type of Security System: Prof. Installed & Prof. Monitored System (Household): Estimated Customer Count	Home Office Tech	
215	CA005096PC	Type of Security System: Self Installed & Self Monitored (Household): Estimated Customer Count	Home Office Tech	
216	CA005097PC	Smart Home Purchase Stage, Doorbell Cameras: Considering (Household): Estimated Customer Count	Home Office Tech	
217	CA005098PC	Smart Home Purchase Stage, Doorbell Cameras: Purchased (Household): Estimated Customer Count	Home Office Tech	
218	CA005099PC	Smart Home Purchase Stage, Indoor Cameras: Considering (Household): Estimated Customer Count	Home Office Tech	
219	CA005100PC	Smart Home Purchase Stage, Indoor Cameras: Purchased (Household): Estimated Customer Count	Home Office Tech	
220	CA005101PC	Smart Home Purchase Stage, Outdoor Cameras: Considering (Household): Estimated Customer Count	Home Office Tech	
221	CA005102PC	Smart Home Purchase Stage, Outdoor Cameras: Purchased (Household): Estimated Customer Count	Home Office Tech	
222	CA005103PC	Smart Home Purchase Stage, Robot Vacuums: Considering (Household): Estimated Customer Count	Home Office Tech	
223	CA005104PC	Smart Home Purchase Stage, Robot Vacuums: Purchased (Household): Estimated Customer Count	Home Office Tech	
224	CA005105PC	Smart Home Purchase Stage, Smart Appliances: Considering (Household): Estimated Customer Count	Home Office Tech	
225	CA005106PC	Smart Home Purchase Stage, Smart Appliances: Purchased (Household): Estimated Customer Count	Home Office Tech	
226	CA005107PC	Smart Home Purchase Stage, Smart Door Locks: Considering (Household): Estimated Customer Count	Home Office Tech	
227	CA005108PC	Smart Home Purchase Stage, Smart Door Locks: Purchased (Household): Estimated Customer Count	Home Office Tech	
228	CA005109PC	Smart Home Purchase Stage, Smart Garage Door Controller: Considering (Household): Estimated Customer Count	Home Office Tech	
229	CA005110PC	Smart Home Purchase Stage, Smart Garage Door Controller: Purchased (Household): Estimated Customer Count	Home Office Tech	
230	CA005111PC	Smart Home Purchase Stage, Smart Indoor Lights: Considering (Household): Estimated Customer Count	Home Office Tech	
231	CA005112PC	Smart Home Purchase Stage, Smart Indoor Lights: Purchased (Household): Estimated Customer Count	Home Office Tech	
232	CA005113PC	Smart Home Purchase Stage, Smart Outdoor Lights: Considering (Household): Estimated Customer Count	Home Office Tech	
233	CA005114PC	Smart Home Purchase Stage, Smart Outdoor Lights: Purchased (Household): Estimated Customer Count	Home Office Tech	
234	CA005115PC	Smart Home Purchase Stage, Smart Plugs/Switches: Considering (Household): Estimated Customer Count	Home Office Tech	
235	CA005116PC	Smart Home Purchase Stage, Smart Plugs/Switches: Purchased (Household): Estimated Customer Count	Home Office Tech	
236	CA005118PC	Smart Home Purchase Stage, Smart Speakers: Purchased (Household): Estimated Customer Count	Home Office Tech	
237	CA005119PC	Smart Home Purchase Stage, Smart Thermostat: Considering (Household): Estimated Customer Count	Home Office Tech	
238	CA005120PC	Smart Home Purchase Stage, Smart Thermostat: Purchased (Household): Estimated Customer Count	Home Office Tech	
239	CA005121PC	Smart Home Purchase Stage, Smoke/Carbon Monoxide Detectors: Considering (Household): Estimated Customer Count	Home Office Tech	
240	CA005122PC	Smart Home Purchase Stage, Smoke/Carbon Monoxide Detectors: Purchased (Household): Estimated Customer Count	Home Office Tech	
241	CA005140PC	Advertisements on Mobile Phones Are Annoying: Agree/Strongly Agree (Household): Estimated Customer Count	Home Office Tech	
242	CA005141PC	Carry Mobile Phone Everywhere: Agree/Strongly Agree (Household): Estimated Customer Count	Home Office Tech	
243	CA005143PC	Mobile Phone Is A Source of Entertainment: Agree/Strongly Agree (Household): Estimated Customer Count	Home Office Tech	
244	CA005144PC	Mobile Phone Is An Extension of My Personality (Household): Estimated Customer Count	Home Office Tech	
245	CA005142PC	Mobile Phones Are Too Complicated: Agree/Strongly Agree (Household): Estimated Customer Count	Home Office Tech	
246	CA005145PC	One Device To Do Everything Is Convenient: Agree/Strongly Agree (Household): Estimated Customer Count	Home Office Tech	
247	CA005146PC	Use Mobile To Make Calls From Home: Agree/Strongly Agree (Household): Estimated Customer Count	Home Office Tech	
248	CA005224PC	Visit Social Networking Site: Facebook, 1-2 hours/week (1Y) (Household): Estimated Customer Count	Home Office Tech	
249	CA005227PC	Visit Social Networking Site: Facebook, 3-5 hours/week (1Y) (Household): Estimated Customer Count	Home Office Tech	
250	CA005228PC	Visit Social Networking Site: Facebook, 6+ hours/week (1Y) (Household): Estimated Customer Count	Home Office Tech	
251	CA005225PC	Visit Social Networking Site: Instagram, 1-2 hours/week (1Y) (Household): Estimated Customer Count	Home Office Tech	
252	CA005226PC	Visit Social Networking Site: Instagram, 3-5 hours/week (1Y) (Household): Estimated Customer Count	Home Office Tech	
253	CA005202PC	Visit Social Networking Site: Instagram, 6+ hours/week (1Y) (Household): Estimated Customer Count	Home Office Tech	
254	CA005235PC	Visit Social Networking Site: LinkedIn, 1-2 hours/week (1Y) (Household): Estimated Customer Count	Home Office Tech	
255	CA005236PC	Visit Social Networking Site: Pinterest, 1-2 hours/week (1Y) (Household): Estimated Customer Count	Home Office Tech	
256	CA005203PC	Visit Social Networking Site: Pinterest, 3-5 hours/week (1Y) (Household): Estimated Customer Count	Home Office Tech	
257	CA005233PC	Visit Social Networking Site: Reddit, 1-2 hours/week (1Y) (Household): Estimated Customer Count	Home Office Tech	
258	CA005229PC	Visit Social Networking Site: Snapchat, 1-2 hours/week (1Y) (Household): Estimated Customer Count	Home Office Tech	
259	CA005204PC	Visit Social Networking Site: Snapchat, 3-5 hours/week (1Y) (Household): Estimated Customer Count	Home Office Tech	

ORDER	VARIABLE	DESCRIPTION	CATEGORY	CONSUMPTION
260	CA005207PC	Visit Social Networking Site: Tik Tok, 1-2 hours/week (1Y) (Household): Estimated Customer Count	Home Office Tech	
261	CA005208PC	Visit Social Networking Site: Tik Tok, 3-5 hours/week (1Y) (Household): Estimated Customer Count	Home Office Tech	
262	CA005234PC	Visit Social Networking Site: Twitter, 1-2 hours/week (1Y) (Household): Estimated Customer Count	Home Office Tech	
263	CA005205PC	Visit Social Networking Site: Twitter, 3-5 hours/week (1Y) (Household): Estimated Customer Count	Home Office Tech	
264	CA005231PC	Visit Social Networking Site: YouTube, 1-2 hours/week (1Y) (Household): Estimated Customer Count	Home Office Tech	
265	CA005232PC	Visit Social Networking Site: YouTube, 3-5 hours/week (1Y) (Household): Estimated Customer Count	Home Office Tech	
266	CA005210PC	Visit Social Networking Site: YouTube, 6+ hours/week (1Y) (Household): Estimated Customer Count	Home Office Tech	
267	CA005123PC	Excited About 5G Devices/Networks (1Y) (Household): Estimated Customer Count	Home Office Tech	
268	CA005132PC	5G Benefits Excited About: Access to Artificial Intelligence (1Y) (Household): Estimated Customer Count	Home Office Tech	
269	CA005131PC	5G Benefits Excited About: Access to Virtual/Augmented Reality (1Y) (Household): Estimated Customer Count	Home Office Tech	
270	CA005129PC	5G Benefits Excited About: Faster Connections/Speed (1Y) (Household): Estimated Customer Count	Home Office Tech	
271	CA005139PC	5G Benefits Excited About: Gaming (1Y) (Household): Estimated Customer Count	Home Office Tech	
272	CA005220PC	5G Benefits Excited About: Increased Infrastructure Efficiency (Household): Estimated Customer Count	Home Office Tech	
273	CA005130PC	5G Benefits Excited About: Reliable Network Connections (1Y) (Household): Estimated Customer Count	Home Office Tech	
274	CA005136PC	5G Benefits Excited About: Self-Driving Car Technology (1Y) (Household): Estimated Customer Count	Home Office Tech	
275	CA005138PC	5G Benefits Excited About: Smart Home Technology/Devices (1Y) (Household): Estimated Customer Count	Home Office Tech	
276	CA005134PC	5G Benefits Excited About: Streaming HD Movies on Mobile Device (1Y) (Household): Estimated Customer Count	Home Office Tech	
277	CA005135PC	5G Benefits Excited About: Telemedicine or Remote Surgery (1Y) (Household): Estimated Customer Count	Home Office Tech	
278	CA005261PC	Access to 5G Network in Area Live/Work: Yes (1Y) (Household): Estimated Customer Count	Home Office Tech	
279	CA005262PC	Subscribe to 5G Internet in Home: Yes (1Y) (Household): Estimated Customer Count	Home Office Tech	
280	CA005126PC	Excited About Recreational Drones (1Y) (Household): Estimated Customer Count	Home Office Tech	
281	CA005127PC	Excited About Self-Driving Cars (1Y) (Household): Estimated Customer Count	Home Office Tech	
282	CA005128PC	Excited About Virtual/Augmented Reality (1Y) (Household): Estimated Customer Count	Home Office Tech	
283	CA005270PC	Podcasts Listen to: Arts (1Y) (Household): Estimated Customer Count	Home Office Tech	
284	CA005271PC	Podcasts Listen to: Business (1Y) (Household): Estimated Customer Count	Home Office Tech	
285	CA005272PC	Podcasts Listen to: Comedy (1Y) (Household): Estimated Customer Count	Home Office Tech	
286	CA005273PC	Podcasts Listen to: Education (1Y) (Household): Estimated Customer Count	Home Office Tech	
287	CA005274PC	Podcasts Listen to: Fiction (1Y) (Household): Estimated Customer Count	Home Office Tech	
288	CA005275PC	Podcasts Listen to: Government (1Y) (Household): Estimated Customer Count	Home Office Tech	
289	CA005276PC	Podcasts Listen to: Health and Fitness (1Y) (Household): Estimated Customer Count	Home Office Tech	
290	CA005277PC	Podcasts Listen to: History (1Y) (Household): Estimated Customer Count	Home Office Tech	
291	CA005278PC	Podcasts Listen to: Influencers (1Y) (Household): Estimated Customer Count	Home Office Tech	
292	CA005279PC	Podcasts Listen to: Kids and Family (1Y) (Household): Estimated Customer Count	Home Office Tech	
293	CA005280PC	Podcasts Listen to: Leisure (1Y) (Household): Estimated Customer Count	Home Office Tech	
294	CA005281PC	Podcasts Listen to: Music (1Y) (Household): Estimated Customer Count	Home Office Tech	
295	CA005282PC	Podcasts Listen to: News and Politics (1Y) (Household): Estimated Customer Count	Home Office Tech	
296	CA005283PC	Podcasts Listen to: Religion and Spirituality (1Y) (Household): Estimated Customer Count	Home Office Tech	
297	CA005284PC	Podcasts Listen to: Science (1Y) (Household): Estimated Customer Count	Home Office Tech	
298	CA005285PC	Podcasts Listen to: Society and Culture (1Y) (Household): Estimated Customer Count	Home Office Tech	
299	CA005286PC	Podcasts Listen to: Sports (1Y) (Household): Estimated Customer Count	Home Office Tech	
300	CA005287PC	Podcasts Listen to: Technology (1Y) (Household): Estimated Customer Count	Home Office Tech	
301	CA005288PC	Podcasts Listen to: True Crime (1Y) (Household): Estimated Customer Count	Home Office Tech	
302	CA005289PC	Podcasts Listen to: TV and Film (1Y) (Household): Estimated Customer Count	Home Office Tech	
303	CA004925PC	Has Bundled Service (TV and/or Internet and/or Phone) (Household): Estimated Customer Count	Service Providers	
304	CA005211PC	Has Bundled Services: Includes Home Security (1Y) (Household): Estimated Customer Count	Service Providers	
305	TBT00052PC	Has Bundled Services: Includes Internet Access (Household): Estimated Customer Count	Service Providers	
306	TBT00053PC	Has Bundled Services: Includes Landline Phone Service (Household): Estimated Customer Count	Service Providers	
307	TBT00054PC	Has Bundled Services: Includes Mobile Phone Service (Household): Estimated Customer Count	Service Providers	
308	TBT00051PC	Has Bundled Services: Includes TV Service (Household): Estimated Customer Count	Service Providers	
309	CA004926PC	Do Not Have Service Bundle (Household): Estimated Customer Count	Service Providers	
310	CA004971PD	Average Bill Amount: Bundle HH (Household): Demand Potential (Average Dollars)	Service Providers	Dollars
311	CA004971PC	Average Bill Amount: Bundle HH (Household): Estimated Customer Count	Service Providers	
312	CA004974PC	Average Bill Amount: Internet HH (Household): Estimated Customer Count	Service Providers	
313	CA004974PD	Average Bill Amount: Internet HH (Household): Demand Potential (Average Dollars)	Service Providers	Dollars
314	CA004970PC	Average Bill Amount: TV Service HH (Household): Estimated Customer Count	Service Providers	
315	CA004970PD	Average Bill Amount: TV Service HH (Household): Demand Potential (Average Dollars)	Service Providers	Dollars
316	CA005161PC	Average Bill Amount: Mobile Phone HH (1Y) (Household): Estimated Customer Count	Service Providers	
317	CA005161PD	Average Bill Amount: Mobile Phone HH (1Y) (Household): Demand Potential (Average Dollars)	Service Providers	Dollars
318	CA005158PC	Number of Mobile Plans: 1 (1Y) (Household): Estimated Customer Count	Service Providers	
319	CA005159PC	Number of Mobile Plans: 2 (Household): Estimated Customer Count	Service Providers	
320	CA005160PC	Number of Mobile Plans: 3 (Household): Estimated Customer Count	Service Providers	
321	CA005172PC	Has Mobile Phone Plan, Individual Plan (1Y) (Household): Estimated Customer Count	Service Providers	
322	CA005173PC	Has Mobile Phone Plan, Shared Plan (1Y) (Household): Estimated Customer Count	Service Providers	
323	CA005176PC	Has Mobile Phone Plan, Includes Early Upgrade Program (1Y) (Household): Estimated Customer Count	Service Providers	
324	CA005177PC	Has Mobile Phone Plan, Does Not Include Early Upgrade Program (1Y) (Household): Estimated Customer Count	Service Providers	

ORDER	VARIABLE	DESCRIPTION	CATEGORY	CONSUMPTION
325	CA005178PC	Has Mobile Phone Plan, Includes HD Streaming (1Y) (Household): Estimated Customer Count	Service Providers	
326	CA005180PC	Has Mobile Phone Plan, Includes International Talk/Text/Data - Canada (1Y) (Household): Estimated Customer Count	Service Providers	
327	CA005181PC	Has Mobile Phone Plan, Includes International Talk/Text/Data - Global (1Y) (Household): Estimated Customer Count	Service Providers	
328	CA005179PC	Has Mobile Phone Plan, Includes International Talk/Text/Data - Mexico (1Y) (Household): Estimated Customer Count	Service Providers	
329	CA005182PC	Has Mobile Phone Plan, Includes Mobile Hotspot (1Y) (Household): Estimated Customer Count	Service Providers	
330	CA005174PC	Has Mobile Phone Plan, Includes Unlimited Minutes (1Y) (Household): Estimated Customer Count	Service Providers	
331	CA005175PC	Has Mobile Phone Plan, Includes Unlimited Texting (1Y) (Household): Estimated Customer Count	Service Providers	
332	CA005164PC	Has Mobile Phone Plan, Type: Post-Paid (1Y) (Household): Estimated Customer Count	Service Providers	
333	CA005163PC	Has Mobile Phone Plan, Type: Prepaid (1Y) (Household): Estimated Customer Count	Service Providers	
334	CA005166PC	Has Mobile Phone, Data Plan: 1-2 GB (1Y) (Household): Estimated Customer Count	Service Providers	
335	CA005169PC	Has Mobile Phone, Data Plan: 10-19 GB (1Y) (Household): Estimated Customer Count	Service Providers	
336	CA005170PC	Has Mobile Phone, Data Plan: 20 GB or More, But Not Unlimited (1Y) (Household): Estimated Customer Count	Service Providers	
337	CA005165PC	Has Mobile Phone, Data Plan: No Data Plan (1Y) (Household): Estimated Customer Count	Service Providers	
338	CA005171PC	Has Mobile Phone, Data Plan: Unlimited Data (1Y) (Household): Estimated Customer Count	Service Providers	
339	TBT00358PC	Overall Rating for Provider - Home Internet: Excellent (Household): Estimated Customer Count	Service Providers	
340	CA000286PC	Overall Rating for Provider - Home Internet: Good/Very Good (Household): Estimated Customer Count	Service Providers	
341	CA000284PC	Overall Rating for Provider - Mobile Phone: Good/Very Good (Household): Estimated Customer Count	Service Providers	
342	TBT00365PC	Overall Rating for Provider - TV Subscription: Excellent (Household): Estimated Customer Count	Service Providers	
343	CA000290PC	Overall Rating for Provider - TV Subscription: Good/Very Good (Household): Estimated Customer Count	Service Providers	
344	CA004874PC	Provider Streaming Video Service: Amazon Prime (Household): Estimated Customer Count	Service Providers	
345	CA005212PC	Provider Streaming Video Service: Apple TV+ (1Y) (Household): Estimated Customer Count	Service Providers	
346	CA005213PC	Provider Streaming Video Service: CBS All Access (Paramount+) (1Y) (Household): Estimated Customer Count	Service Providers	
347	CA004875PC	Provider Streaming Video Service: Crunchyroll (Household): Estimated Customer Count	Service Providers	
348	CA004891PC	Provider Streaming Video Service: DirecTV Now (Household): Estimated Customer Count	Service Providers	
349	CA005216PC	Provider Streaming Video Service: Discovery + (1Y) (Household): Estimated Customer Count	Service Providers	
350	CA005060PC	Provider Streaming Video Service: Disney+ (Household): Estimated Customer Count	Service Providers	
351	CA005215PC	Provider Streaming Video Service: HBO Max (1Y) (Household): Estimated Customer Count	Service Providers	
352	CA004876PC	Provider Streaming Video Service: Hulu (Household): Estimated Customer Count	Service Providers	
353	CA004877PC	Provider Streaming Video Service: MLB.TV (Household): Estimated Customer Count	Service Providers	
354	CA004879PC	Provider Streaming Video Service: Netflix (Household): Estimated Customer Count	Service Providers	
355	CA004893PC	Provider Streaming Video Service: NBA League Pass (Household): Estimated Customer Count	Service Providers	
356	CA004880PC	Provider Streaming Video Service: NFL Game Pass (Household): Estimated Customer Count	Service Providers	
357	CA004881PC	Provider Streaming Video Service: NHL.TV (Household): Estimated Customer Count	Service Providers	
358	CA005214PC	Provider Streaming Video Service: Peacock/Peacock Premium (1Y) (Household): Estimated Customer Count	Service Providers	
359	CA004892PC	Provider Streaming Video Service: Premium Cable (Household): Estimated Customer Count	Service Providers	
360	CA004901PC	Provider Streaming Video Service: Sling TV (Household): Estimated Customer Count	Service Providers	
361	CA005059PC	Provider Streaming Video Service: Vudu (1Y) (Household): Estimated Customer Count	Service Providers	
362	CA005058PC	Provider Streaming Video Service: YouTube TV (Household): Estimated Customer Count	Service Providers	
363	CA004882PC	Provider Streaming Video Service: No Current Service (Household): Estimated Customer Count	Service Providers	
364	CA005185PC	Streaming Service Included With Mobile Phone Plan (1Y) (Household): Estimated Customer Count	Service Providers	
365	CA005186PC	Streaming Service Not Included With Mobile Phone Plan (1Y) (Household): Estimated Customer Count	Service Providers	
366	TBT00215PC	Purchased Premium Phone/Cable Service: Hard Drive Backup Service (Household): Estimated Customer Count	Service Providers	
367	TBT00213PC	Purchased Premium Phone/Cable Service: Hardware Protection (Household): Estimated Customer Count	Service Providers	
368	TBT00212PC	Purchased Premium Phone/Cable Service: Technical Support Plan (Household): Estimated Customer Count	Service Providers	
369	TBT00214PC	Purchased Premium Phone/Cable Service: Virus Protection Service (Household): Estimated Customer Count	Service Providers	
370	CA004927PC	Switched TV Providers In Past Year (Household): Estimated Customer Count	Service Providers	
371	CA004936PC	TV Provider Change Reason: Better Price (Household): Estimated Customer Count	Service Providers	
372	CA004942PC	TV Provider Change Reason: Better Promotion (Household): Estimated Customer Count	Service Providers	
373	CA004938PC	TV Provider Change Reason: Better Service Bundle Options (Household): Estimated Customer Count	Service Providers	
374	CA004939PC	TV Provider Change Reason: Higher Quality Service/Product (Household): Estimated Customer Count	Service Providers	
375	CA004940PC	TV Provider Change Reason: Move (Household): Estimated Customer Count	Service Providers	
376	CA004943PC	TV Provider Change Reason: Reliability (Household): Estimated Customer Count	Service Providers	
377	CA005075PC	Did Not Switch TV Providers In Past Year (Household): Estimated Customer Count	Service Providers	
378	CA004928PC	Switched Internet Providers In Past Year (Household): Estimated Customer Count	Service Providers	
379	CA004919PC	Internet Provider Change Reason: Better Reliability (Household): Estimated Customer Count	Service Providers	
380	CA004914PC	Internet Provider Change Reason: Better Service Bundle (Household): Estimated Customer Count	Service Providers	
381	CA004920PC	Internet Provider Change Reason: Faster Connection (Household): Estimated Customer Count	Service Providers	
382	CA004915PC	Internet Provider Change Reason: Higher Quality Service/Product (Household): Estimated Customer Count	Service Providers	
383	CA004916PC	Internet Provider Change Reason: Move (Household): Estimated Customer Count	Service Providers	
384	CA005074PC	Did Not Switch Internet Providers In Past Year (Household): Estimated Customer Count	Service Providers	
385	CA004929PC	Switched Mobile Phone Providers In Past Year (Household): Estimated Customer Count	Service Providers	
386	CA005073PC	Mobile Phone Carrier Switch Reason: Better Coverage Area (Household): Estimated Customer Count	Service Providers	
387	CA005070PC	Did Not Switch Mobile Phone Provider In Past Year (Household): Estimated Customer Count	Service Providers	
388	CA005023PC	Likely To Recommend Mobile Carrier (Household): Estimated Customer Count	Service Providers	
389	CA005027PC	Likely To Recommend TV Provider (Household): Estimated Customer Count	Service Providers	

ORDER	VARIABLE	DESCRIPTION	CATEGORY	CONSUMPTION
390	CA005026PC	Not Likely To Recommend TV Provider (Household): Estimated Customer Count	Service Providers	
391	CA005029PC	Likely To Recommend Internet Provider (Household): Estimated Customer Count	Service Providers	
392	CA005084PC	Replaced Subscription TV With Broadcast/Antenna TV (1Y) (Household): Estimated Customer Count	Service Providers	
393	CA005297PC	Replaced Subscription TV With Online streaming content (1Y) (Household): Estimated Customer Count	Service Providers	
394	CA005088PC	Cancelled Subscription TV Reason: Too Expensive (1Y) (Household): Estimated Customer Count	Service Providers	
395	CA005089PC	Cancelled Subscription TV Reason: Unused Channels (1Y) (Household): Estimated Customer Count	Service Providers	
396	CA005183PC	Has Device Insurance (1Y) (Household): Estimated Customer Count	Service Providers	
397	CA005184PC	Does Not Have Device Insurance (1Y) (Household): Estimated Customer Count	Service Providers	
398	TBT00296PC	Phone Service: Mobile Phone Service (Household): Estimated Customer Count	Wireless Telecomm	
399	TBT00318PC	Has Mobile Phone, Number: 1 (Household): Estimated Customer Count	Wireless Telecomm	
400	TBT00319PC	Has Mobile Phone, Number: 2 (Household): Estimated Customer Count	Wireless Telecomm	
401	CA005054PC	Has Mobile Phone, Number: 3 (Household): Estimated Customer Count	Wireless Telecomm	
402	CA005055PC	Has Mobile Phone, Number: 4 + (Household): Estimated Customer Count	Wireless Telecomm	
403	TBT00325PC	Has Mobile Phone: Apple (Household): Estimated Customer Count	Wireless Telecomm	
404	CA005147PC	Has Mobile Phone: Google (Household): Estimated Customer Count	Wireless Telecomm	
405	TBT00328PC	Has Mobile Phone: LG (Household): Estimated Customer Count	Wireless Telecomm	
406	TBT00331PC	Has Mobile Phone: Samsung (Household): Estimated Customer Count	Wireless Telecomm	
407	TBT00332PC	Has Mobile Phone: Operating System, Android (Household): Estimated Customer Count	Wireless Telecomm	
408	TBT00334PC	Has Mobile Phone: Operating System, iOS (Apple) (Household): Estimated Customer Count	Wireless Telecomm	
409	TBT00011PC	Has Mobile Phone Primary Use: Adult Business and Personal Use (Household): Estimated Customer Count	Wireless Telecomm	
410	TBT00010PC	Has Mobile Phone Primary Use: Adult Business Use (Household): Estimated Customer Count	Wireless Telecomm	
411	TBT00009PC	Has Mobile Phone Primary Use: Adult Personal Use (Household): Estimated Customer Count	Wireless Telecomm	
412	TBT00012PC	Has Mobile Phone Primary Use: Child Personal Use (Household): Estimated Customer Count	Wireless Telecomm	
413	TBT00336PC	Has Mobile Phone Plan: Add Phone, 3 Months (Household): Estimated Customer Count	Wireless Telecomm	
414	TBT00338PC	Has Mobile Phone Plan: Increased Data Plan, 3 Months (Household): Estimated Customer Count	Wireless Telecomm	
415	TBT00337PC	Has Mobile Phone Plan: Increased Talk Minutes, 3 Months (Household): Estimated Customer Count	Wireless Telecomm	
416	TBT00340PC	Has Mobile Phone Plan: Upgraded Phone, 3 mo (Household): Estimated Customer Count	Wireless Telecomm	
417	CA000553PC	Prepaid Cell Phone Service Reason: No Lengthy Contract (Household): Estimated Customer Count	Wireless Telecomm	
418	CA000554PC	Prepaid Cell Phone Service Reason: No Monthly Bill (Household): Estimated Customer Count	Wireless Telecomm	
419	TBT00341PC	Prepaid Cell Phone Service Reason: Save Money (Household): Estimated Customer Count	Wireless Telecomm	
420	CA005148PC	Mobile Phone Provider: AT&T (1Y) (Household): Estimated Customer Count	Wireless Telecomm	
421	CA005217PC	Mobile Phone Provider: Boost Mobile (Household): Estimated Customer Count	Wireless Telecomm	
422	CA005218PC	Mobile Phone Provider: Consumer Cellular (Household): Estimated Customer Count	Wireless Telecomm	
423	CA005219PC	Mobile Phone Provider: Cricket (Household): Estimated Customer Count	Wireless Telecomm	
424	CA005152PC	Mobile Phone Provider: MetroPCS/Metro by T-Mobile (1Y) (Household): Estimated Customer Count	Wireless Telecomm	
425	CA005153PC	Mobile Phone Provider: Sprint (1Y) (Household): Estimated Customer Count	Wireless Telecomm	
426	CA005154PC	Mobile Phone Provider: Straight Talk (1Y) (Household): Estimated Customer Count	Wireless Telecomm	
427	CA005155PC	Mobile Phone Provider: T-Mobile (1Y) (Household): Estimated Customer Count	Wireless Telecomm	
428	CA005156PC	Mobile Phone Provider: TracFone (1Y) (Household): Estimated Customer Count	Wireless Telecomm	
429	CA005157PC	Mobile Phone Provider: Verizon Wireless (1Y) (Household): Estimated Customer Count	Wireless Telecomm	
430	TBT00349PC	Mobile/Online Service, Mobile Provider: Check Service Consumption, 3 mo (Household): Estimated Customer Count	Wireless Telecomm	
431	TBT00351PC	Mobile/Online Service, Mobile Provider: Establish/Transfer Service, 3 mo (Household): Estimated Customer Count	Wireless Telecomm	
432	TBT00353PC	Mobile/Online Service, Mobile Provider: Get Product/Service Info., 3 mo (Household): Estimated Customer Count	Wireless Telecomm	
433	TBT00355PC	Mobile/Online Service, Mobile Provider: Monthly Bill via E-mail, 3 mo (Household): Estimated Customer Count	Wireless Telecomm	
434	TBT00356PC	Mobile/Online Service, Mobile Provider: Online Chat with Service Rep, 3 mo (Household): Estimated Customer Count	Wireless Telecomm	
435	TBT00352PC	Mobile/Online Service, Mobile Provider: Order New Product/Service, 3 mo (Household): Estimated Customer Count	Wireless Telecomm	
436	CA004791PC	Mobile/Online Service, Mobile Provider: Schedule Appointment, 3 mo (Household): Estimated Customer Count	Wireless Telecomm	
437	TBT00357PC	Mobile/Online Service, Mobile Provider: Setup Alerts, 3 mo (Household): Estimated Customer Count	Wireless Telecomm	
438	CA004750PC	Mobile/Online Service, Mobile Provider: Status Service/Repair Order, 3 mo (Household): Estimated Customer Count	Wireless Telecomm	
439	TBT00354PC	Mobile/Online Service, Mobile Provider: Submit Customer Question, 3 mo (Household): Estimated Customer Count	Wireless Telecomm	
440	TBT00350PC	Mobile/Online Service, Mobile Provider: View Account/Bill Status, 3 mo (Household): Estimated Customer Count	Wireless Telecomm	
441	CA005187PC	Primary Device Purchase Reason: Contract Expired (1Y) (Household): Estimated Customer Count	Wireless Telecomm	
442	CA005190PC	Primary Device Purchase Reason: Lost/Stolen Phone (Household): Estimated Customer Count	Wireless Telecomm	
443	CA005188PC	Primary Device Purchase Reason: Cracked Screen (1Y) (Household): Estimated Customer Count	Wireless Telecomm	
444	CA005189PC	Primary Device Purchase Reason: Eligible for Upgrade (1Y) (Household): Estimated Customer Count	Wireless Telecomm	
445	CA005192PC	Primary Device Purchase Reason: Switched Providers (1Y) (Household): Estimated Customer Count	Wireless Telecomm	
446	CA005193PC	Primary Device Purchase Reason: Wanted Better Battery Life (1Y) (Household): Estimated Customer Count	Wireless Telecomm	
447	CA005194PC	Primary Device Purchase Reason: Wanted More Storage (1Y) (Household): Estimated Customer Count	Wireless Telecomm	
448	CA005195PC	Primary Device Purchase Reason: Wanted Newest Model (1Y) (Household): Estimated Customer Count	Wireless Telecomm	
449	CA005196PC	Primary Device Purchase Reason: Wanted Upgraded Software/Hardware (1Y) (Household): Estimated Customer Count	Wireless Telecomm	
450	CA005264PC	Currently Own Mobile Device Compatible with 5G Network: Yes (1Y) (Household): Estimated Customer Count	Wireless Telecomm	
451	CA005263PC	Mobile Device with 5G Network: Important/Extremely Important to Have (1Y) (Household): Estimated Customer Count	Wireless Telecomm	
452	CA005259PC	Purchase of Phone: Bought Pre-owned Phone (Household): Estimated Customer Count	Wireless Telecomm	
453	CA005258PC	Purchase of Phone: Paid Full Price (Household): Estimated Customer Count	Wireless Telecomm	
454	CA005256PC	Purchase of Phone: Pay Monthly Payments as Part of Bill (Household): Estimated Customer Count	Wireless Telecomm	

ORDER	VARIABLE	DESCRIPTION	CATEGORY	CONSUMPTION
455	CA005260PC	Purchase of Phone: Received at No Charge/Gift/Donation (Household): Estimated Customer Count	Wireless Telecomm	
456	CA005257PC	Purchase of Phone: Signed up for Contract to Receive Discount (Household): Estimated Customer Count	Wireless Telecomm	
457	CA005066PC	Has No Phone Service, Any Kind (H)	Wireline Telecomm	
458	CA004946PC	Phone Service: Internet (VoIP) (H)	Wireline Telecomm	
459	CA004945PC	Phone Service: Landline (H)	Wireline Telecomm	