

ORDER	VARIABLE	DESCRIPTION	CATEGORY	CONSUMPTION
1	CCPPSPHHD	Total Households	Basics	
2	SB000618SC	Any beer drank past 30 days Any beer (excluding non-alcoholic) past 30 days (A)	Alcohol	
3	SB000773SC	Domestic light beer drank past 30 days Any domestic light beer past 30 days (A)	Alcohol	
4	SB000771SC	Domestic light beer drank past 30 days Bud Light (A)	Alcohol	
5	SB000768SC	Domestic light beer drank past 30 days Busch Light (A)	Alcohol	
6	SB000767SC	Domestic light beer drank past 30 days Coors Light (A)	Alcohol	
7	SB000766SC	Domestic light beer drank past 30 days Michelob Ultra (A)	Alcohol	
8	SB000765SC	Domestic light beer drank past 30 days Miller Lite (A)	Alcohol	
9	SB000764SC	Domestic light beer drank past 30 days Natural Light (A)	Alcohol	
10	SB000777SC	Domestic light beer drink most often Bud Light (A)	Alcohol	
11	SB000774SC	Domestic light beer drink most often Coors Light (A)	Alcohol	
12	SB000775SC	Domestic light beer drink most often Michelob Ultra (A)	Alcohol	
13	SB000776SC	Domestic light beer drink most often Miller Lite (A)	Alcohol	
14	SB000785SC	Domestic regular beer drank past 30 days Any domestic regular beer past 30 days (A)	Alcohol	
15	SB000784SC	Domestic regular beer drank past 30 days Blue Moon (A)	Alcohol	
16	SB003787SC	Domestic regular beer drank past 30 days Leinenkugels (A)	Alcohol	
17	SB003801SC	Domestic regular beer drank past 30 days Pabst Blue Ribbon (A)	Alcohol	
18	SB000799SC	Domestic regular beer drank past 30 days Samuel Adams (A)	Alcohol	
19	SB003803SC	Domestic regular beer drank past 30 days Shock Top (A)	Alcohol	
20	SB000778SC	Domestic regular beer drank past 30 days Yuengling (A)	Alcohol	
21	SB000786SC	Domestic regular beer drink most often Blue Moon (A)	Alcohol	
22	SB000788SC	Domestic regular beer drink most often Samuel Adams (A)	Alcohol	
23	SB000789SC	Domestic regular beer drink most often Yuengling (A)	Alcohol	
24	SB000790SC	Hard cider drank past 30 days Any hard cider (A)	Alcohol	
25	SB000791SC	Imported beer drank past 30 days Any imported beer past 30 days (A)	Alcohol	
26	SB000799SC	Imported beer drank past 30 days Corona Extra (A)	Alcohol	
27	SB000797SC	Imported beer drank past 30 days Dos Equis (A)	Alcohol	
28	SB000796SC	Imported beer drank past 30 days Guinness (A)	Alcohol	
29	SB000795SC	Imported beer drank past 30 days Heineken (A)	Alcohol	
30	SB000794SC	Imported beer drank past 30 days Modelo Especial (A)	Alcohol	
31	SB000793SC	Imported beer drank past 30 days Stella Artois (A)	Alcohol	
32	SB000792SC	Imported beer drank past 30 days Tecate (A)	Alcohol	
33	SB000804SC	Imported beer drink most often Corona Extra (A)	Alcohol	
34	SB004233SC	Imported beer drink most often Dos Equis (A)	Alcohol	
35	SB000802SC	Imported beer drink most often Guinness (A)	Alcohol	
36	SB004246SC	Imported beer drink most often Modelo Especial (A)	Alcohol	
37	SB000800SC	Imported beer drink most often Stella Artois (A)	Alcohol	
38	SB000820SC	Liquor drank past 30 days Any whiskey past 30 days (A)	Alcohol	
39	SB000819SC	Liquor drank past 30 days Any white good past 30 days (A)	Alcohol	
40	SB000818SC	Liquor drank past 30 days Blended or rye whiskey (A)	Alcohol	
41	SB000817SC	Liquor drank past 30 days Bourbon whiskey (A)	Alcohol	
42	SB000814SC	Liquor drank past 30 days Cognac (A)	Alcohol	
43	SB000813SC	Liquor drank past 30 days Cordial - liqueur (A)	Alcohol	
44	SB000812SC	Liquor drank past 30 days Gin (A)	Alcohol	
45	SB000811SC	Liquor drank past 30 days None (A)	Alcohol	
46	SB000810SC	Liquor drank past 30 days Other liquor (A)	Alcohol	
47	SB000809SC	Liquor drank past 30 days Pre-mixed cocktails (with liquor) (A)	Alcohol	
48	SB000808SC	Liquor drank past 30 days Rum (A)	Alcohol	
49	SB000807SC	Liquor drank past 30 days Scotch whisky (A)	Alcohol	
50	SB000806SC	Liquor drank past 30 days Tequila (A)	Alcohol	
51	SB000805SC	Liquor drank past 30 days Vodka (A)	Alcohol	
52	SB004597SC	Malt alternatives drank past 30 days Any malt alternative drank past 30 days (A)	Alcohol	
53	SB004595SC	Malt alternatives drank past 30 days Bud Light Rita (any flavor) (A)	Alcohol	
54	SB004596SC	Malt alternatives drank past 30 days Redds Apple Ale (A)	Alcohol	
55	SB004988SC	Malt alternatives drank past 30 days Other malt alternative (A)	Alcohol	
56	SB004593SC	Malt alternatives drink most often Bud Light Rita (any flavor) (A)	Alcohol	
57	SB004594SC	Malt alternatives drink most often Redds Apple Ale (A)	Alcohol	
58	SB004989SC	Malt alternatives drink most often Other malt alternative (A)	Alcohol	
59	SB004622SC	Malt liquor drank past 30 days Any malt liquor (A)	Alcohol	
60	SB000823SC	Microbrew/craft beer drank past 30 days Any microbrew/craft beer (A)	Alcohol	
61	SB000829SC	No. of liquor types drank past 30 days 1 liquor (A)	Alcohol	
62	SB000828SC	No. of liquor types drank past 30 days 2 liquors (A)	Alcohol	
63	SB000827SC	No. of liquor types drank past 30 days 3 liquors (A)	Alcohol	
64	SB000826SC	No. of liquor types drank past 30 days 4 liquors (A)	Alcohol	
65	SB000825SC	No. of liquor types drank past 30 days 5 or more liquors (A)	Alcohol	
66	SB000824SC	No. of liquor types drank past 30 days None (A)	Alcohol	
67	SB000833SC	Type of alcoholic beverage drink most often Beer (A)	Alcohol	
68	SB004405SC	Type of alcoholic beverage drink most often Hard cider (A)	Alcohol	
69	SB000832SC	Type of alcoholic beverage drink most often Liquor (spirits) (A)	Alcohol	
70	SB000831SC	Type of alcoholic beverage drink most often Wine (A)	Alcohol	
71	SB000830SC	Type of alcoholic beverage drink most often Wine coolers (A)	Alcohol	
72	SB000838SC	Types of alcoholic beverages drank past 7 days Beer (A)	Alcohol	
73	SB000837SC	Types of alcoholic beverages drank past 7 days Hard cider (A)	Alcohol	
74	SB000836SC	Types of alcoholic beverages drank past 7 days Liquor (spirits) (A)	Alcohol	

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75	SB000835SC	Types of alcoholic beverages drank past 7 days Wine (A)	Alcohol	
76	SB000834SC	Types of alcoholic beverages drank past 7 days Wine coolers (A)	Alcohol	
77	SB000843SC	Types of alcoholic beverages drink Beer (A)	Alcohol	
78	SB000842SC	Types of alcoholic beverages drink Hard cider (A)	Alcohol	
79	SB000841SC	Types of alcoholic beverages drink Liquor (spirits) (A)	Alcohol	
80	SB000840SC	Types of alcoholic beverages drink Wine (A)	Alcohol	
81	SB000839SC	Types of alcoholic beverages drink Wine coolers (A)	Alcohol	
82	SB003287SC	Usual price range for bottle of wine bought at a store \$5 - \$9 (A)	Alcohol	
83	SB003288SC	Usual price range for bottle of wine bought at a store \$10 - \$14 (A)	Alcohol	
84	SB003289SC	Usual price range for bottle of wine bought at a store \$15 - \$19 (A)	Alcohol	
85	SB003290SC	Usual price range for bottle of wine bought at a store \$20 or more (A)	Alcohol	
86	SB003291SC	Usual price range for bottle of wine bought at a store Do not buy wine (A)	Alcohol	
87	SB000852SC	Where bought beer past 30 days Club store (Costco, Sams Club, etc.) (A)	Alcohol	
88	SB000851SC	Where bought beer past 30 days Convenience store (A)	Alcohol	
89	SB000849SC	Where bought beer past 30 days Drug store (A)	Alcohol	
90	SB000848SC	Where bought beer past 30 days Grocery store (A)	Alcohol	
91	SB000847SC	Where bought beer past 30 days Liquor store (A)	Alcohol	
92	SB000846SC	Where bought beer past 30 days Nightclub or bar (A)	Alcohol	
93	SB000853SC	Where bought beer past 30 days Sit-down restaurant (A)	Alcohol	
94	SB000844SC	Where bought beer past 30 days Stadium or arena (A)	Alcohol	
95	SB000845SC	Where bought beer past 30 days Other place (A)	Alcohol	
96	SB000850SC	Where bought beer past 30 days Did not buy (A)	Alcohol	
97	SB000854SC	Where bought liquor past 30 days Club store (Costco, Sams Club, etc.) (A)	Alcohol	
98	SB004761SC	Where bought liquor past 30 days Convenience Store (A)	Alcohol	
99	SB000859SC	Where bought liquor past 30 days Grocery store (A)	Alcohol	
100	SB000858SC	Where bought liquor past 30 days Liquor store (A)	Alcohol	
101	SB000857SC	Where bought liquor past 30 days Nightclub or bar (A)	Alcohol	
102	SB000855SC	Where bought liquor past 30 days Sit-down restaurant (A)	Alcohol	
103	SB004406SC	Where bought liquor past 30 days Stadium or arena (A)	Alcohol	
104	SB000856SC	Where bought liquor past 30 days Other place (A)	Alcohol	
105	SB000860SC	Where bought liquor past 30 days Did not buy (A)	Alcohol	
106	SB000861SC	Where bought wine past 30 days Club store (Costco, Sams Club, etc.) (A)	Alcohol	
107	SB000869SC	Where bought wine past 30 days Convenience store (A)	Alcohol	
108	SB000866SC	Where bought wine past 30 days Grocery store (A)	Alcohol	
109	SB000865SC	Where bought wine past 30 days Liquor store (A)	Alcohol	
110	SB000864SC	Where bought wine past 30 days Nightclub or bar (A)	Alcohol	
111	SB000862SC	Where bought wine past 30 days Sit-down restaurant (A)	Alcohol	
112	SB000863SC	Where bought wine past 30 days Other place (A)	Alcohol	
113	SB000868SC	Where bought wine past 30 days Did not buy (A)	Alcohol	
114	SB003996SC	Wine (brands) bought past 3 months 14 Hands (A)	Alcohol	
115	SB003997SC	Wine (brands) bought past 3 months Alamos (A)	Alcohol	
116	SB003998SC	Wine (brands) bought past 3 months Apothic (A)	Alcohol	
117	SB000893SC	Wine (brands) bought past 3 months Arbor Mist (A)	Alcohol	
118	SB004395SC	Wine (brands) bought past 3 months Barefoot (A)	Alcohol	
119	SB000891SC	Wine (brands) bought past 3 months Beringer (A)	Alcohol	
120	SB004000SC	Wine (brands) bought past 3 months Black Box (A)	Alcohol	
121	SB000888SC	Wine (brands) bought past 3 months Chateau Ste. Michelle (A)	Alcohol	
122	SB000887SC	Wine (brands) bought past 3 months Clos du Bois (A)	Alcohol	
123	SB004001SC	Wine (brands) bought past 3 months Cupcake Vineyards (A)	Alcohol	
124	SB004244SC	Wine (brands) bought past 3 months The Dreaming Tree (A)	Alcohol	
125	SB000885SC	Wine (brands) bought past 3 months Ecco Domani (A)	Alcohol	
126	SB004002SC	Wine (brands) bought past 3 months Estancia (A)	Alcohol	
127	SB004003SC	Wine (brands) bought past 3 months Francis Coppola (A)	Alcohol	
128	SB000881SC	Wine (brands) bought past 3 months Kendall-Jackson (A)	Alcohol	
129	SB004242SC	Wine (brands) bought past 3 months Kim Crawford (A)	Alcohol	
130	SB000880SC	Wine (brands) bought past 3 months La Crema (A)	Alcohol	
131	SB004005SC	Wine (brands) bought past 3 months Mark West (A)	Alcohol	
132	SB000879SC	Wine (brands) bought past 3 months Menage a Trois (A)	Alcohol	
133	SB000877SC	Wine (brands) bought past 3 months Robert Mondavi (A)	Alcohol	
134	SB004007SC	Wine (brands) bought past 3 months Rodney Strong (A)	Alcohol	
135	SB000873SC	Wine (brands) bought past 3 months Woodbridge (A)	Alcohol	
136	SB000872SC	Wine (brands) bought past 3 months Yellow Tail (A)	Alcohol	
137	SB000870SC	Wine (brands) bought past 3 months Other brand (A)	Alcohol	
138	SB000871SC	Wine (brands) bought past 3 months None (A)	Alcohol	
139	SB000916SC	Wine (types) bought past 3 months Any blush or rose wine (A)	Alcohol	
140	SB000913SC	Wine (types) bought past 3 months Any champagne or sparkling wine (A)	Alcohol	
141	SB000903SC	Wine (types) bought past 3 months Any red wine (A)	Alcohol	
142	SB000895SC	Wine (types) bought past 3 months Any white wine (A)	Alcohol	
143	SB000915SC	Wine (types) bought past 3 months Brut/Brut Extra Dry (A)	Alcohol	
144	SB000914SC	Wine (types) bought past 3 months Cabernet Sauvignon (A)	Alcohol	
145	SB000912SC	Wine (types) bought past 3 months Chardonnay (A)	Alcohol	
146	SB000911SC	Wine (types) bought past 3 months Malbec (A)	Alcohol	
147	SB000910SC	Wine (types) bought past 3 months Merlot (A)	Alcohol	
148	SB000909SC	Wine (types) bought past 3 months Moscato (A)	Alcohol	

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149	SB000904SC	Wine (types) bought past 3 months Pinot Grigio/Pinot Gris (A)	Alcohol	
150	SB000905SC	Wine (types) bought past 3 months Pinot Noir (A)	Alcohol	
151	SB004399SC	Wine (types) bought past 3 months Prosecco (A)	Alcohol	
152	SB000902SC	Wine (types) bought past 3 months Red Zinfandel (A)	Alcohol	
153	SB000901SC	Wine (types) bought past 3 months Riesling (A)	Alcohol	
154	SB000898SC	Wine (types) bought past 3 months Sauvignon/Fume Blanc (A)	Alcohol	
155	SB000900SC	Wine (types) bought past 3 months Shiraz/Syrah (A)	Alcohol	
156	SB000894SC	Wine (types) bought past 3 months White Zinfandel (A)	Alcohol	
157	SB000897SC	Wine (types) bought past 3 months Other blush or rose wine (A)	Alcohol	
158	SB000896SC	Wine (types) bought past 3 months Other champagne/sparkling wine (A)	Alcohol	
159	SB000907SC	Wine (types) bought past 3 months Other red wine (A)	Alcohol	
160	SB000906SC	Wine (types) bought past 3 months Other white wine (A)	Alcohol	
161	SB000908SC	Wine (types) bought past 3 months None (A)	Alcohol	
162	SB000927SC	Wine (types) drink most often Cabernet Sauvignon (A)	Alcohol	
163	SB000926SC	Wine (types) drink most often Chardonnay (A)	Alcohol	
164	SB004237SC	Wine (types) drink most often Malbec (A)	Alcohol	
165	SB000924SC	Wine (types) drink most often Moscato (A)	Alcohol	
166	SB000923SC	Wine (types) drink most often Pinot Grigio/Pinot Gris (A)	Alcohol	
167	SB004240SC	Wine (types) drink most often Pinot Noir (A)	Alcohol	
168	SB004235SC	Wine (types) drink most often Prosecco (A)	Alcohol	
169	SB000921SC	Wine (types) drink most often Riesling (A)	Alcohol	
170	SB004409SC	Wine (types) drink most often Sauvignon/Fume Blanc (A)	Alcohol	
171	SB000917SC	Wine (types) drink most often White Zinfandel (A)	Alcohol	
172	SB000919SC	Wine (types) drink most often Other red wine (A)	Alcohol	
173	SB000920SC	Wine (types) drink most often None (A)	Alcohol	
174	SB003342SC	Wine how often usually drink 3 times a week or more (A)	Alcohol	
175	SB003343SC	Wine how often usually drink 1 to 2 times a week (A)	Alcohol	
176	SB003345SC	Wine how often usually drink Once a month (A)	Alcohol	
177	SB003344SC	Wine how often usually drink 2 to 3 times a month (A)	Alcohol	
178	SB003346SC	Wine how often usually drink Less than once a month (A)	Alcohol	
179	SB003347SC	Wine how often usually drink Never (A)	Alcohol	
180	MM60415SC	Buy Any Women's Clothing- 1yr (A)	Apparel and Jewelry	
181	MM60422SC	Buy Any Women's Big Ticket Clothing- 1yr (A)	Apparel and Jewelry	
182	MM60442SC	Amount Spent Big Ticket Women's Clothing \$100-\$199- 6mo (A)	Apparel and Jewelry	
183	MM60423SC	Buy Any Women's Low Ticket Clothing- 1yr (A)	Apparel and Jewelry	
184	MM60439SC	Buy Any Women's Low Ticket Clothing - \$1,000 or More- 1yr (A)	Apparel and Jewelry	
185	MM00427SC	Buy Women's Blazer- 1yr (A)	Apparel and Jewelry	
186	MM1731SC	Buy Women's Belt- 1yr (A)	Apparel and Jewelry	
187	MM1721SC	Buy Women's Belt- <\$100- 1yr (A)	Apparel and Jewelry	
188	MM00428SC	Buy Women's Blouse/Shirt- 1yr (A)	Apparel and Jewelry	
189	MM00430SC	Buy Women's Blouses/Shirts- <\$100- 1yr (A)	Apparel and Jewelry	
190	MM00429SC	Buy Women's Blouses/Shirts- \$100+ - 1yr (A)	Apparel and Jewelry	
191	MM00434SC	Buy Women's Casual Slacks- 1yr (A)	Apparel and Jewelry	
192	MM00433SC	Buy Women's Casual Slacks- <\$100- 1yr (A)	Apparel and Jewelry	
193	MM00432SC	Buy Women's Casual Slacks- \$100+ - 1yr (A)	Apparel and Jewelry	
194	MM00441SC	Buy Women's Dress Slacks- 1yr (A)	Apparel and Jewelry	
195	MM00438SC	Buy Women's Designer Jeans- 1yr (A)	Apparel and Jewelry	
196	MM00437SC	Buy Women's Designer Jeans- <\$100- 1yr (A)	Apparel and Jewelry	
197	MM00442SC	Buy Women's Dress- 1yr (A)	Apparel and Jewelry	
198	MM00444SC	Buy Women's Dresses- <\$100- 1yr (A)	Apparel and Jewelry	
199	MM00443SC	Buy Women's Dresses- \$100+ - 1yr (A)	Apparel and Jewelry	
200	MM00445SC	Buy Women's Evening Dress- 1yr (A)	Apparel and Jewelry	
201	MM1706SC	Buy Women's Gloves- 1yr (A)	Apparel and Jewelry	
202	MM1718SC	Buy Women's Gloves- <\$100- 1yr (A)	Apparel and Jewelry	
203	MM00450SC	Buy Women's Jeans- 1yr (A)	Apparel and Jewelry	
204	MM00449SC	Buy Women's Jeans- <\$100- 1yr (A)	Apparel and Jewelry	
205	MM00448SC	Buy Women's Jeans- \$100+ - 1yr (A)	Apparel and Jewelry	
206	MM00455SC	Buy Women's Purse/Handbag- 1yr (A)	Apparel and Jewelry	
207	MM00453SC	Buy Women's Purse/Handbag- \$100+ - 1yr (A)	Apparel and Jewelry	
208	MM00456SC	Buy Women's Raincoat- 1yr (A)	Apparel and Jewelry	
209	MM60418SC	Buy Women's Socks- 1yr (A)	Apparel and Jewelry	
210	MM60432SC	Buy Women's Socks- <\$100- 1yr (A)	Apparel and Jewelry	
211	MM00459SC	Buy Women's Skirts- 1yr (A)	Apparel and Jewelry	
212	MM00458SC	Buy Women's Skirts- <\$100- 1yr (A)	Apparel and Jewelry	
213	MM00465SC	Buy Women's Sweater- 1yr (A)	Apparel and Jewelry	
214	MM00467SC	Buy Women's Sweaters- <\$100- 1yr (A)	Apparel and Jewelry	
215	MM00466SC	Buy Women's Sweaters- \$100+ - 1yr (A)	Apparel and Jewelry	
216	MM00468SC	Buy Women's Sweatpants- 1yr (A)	Apparel and Jewelry	
217	MM1715SC	Buy Women's Sweatpants- <\$100- 1yr (A)	Apparel and Jewelry	
218	MM00469SC	Buy Women's Sweatshirt- 1yr (A)	Apparel and Jewelry	
219	MM60436SC	Buy Women's Sweatshirt- <\$100- 1yr (A)	Apparel and Jewelry	
220	MM00470SC	Buy Women's Swimsuit- 1yr (A)	Apparel and Jewelry	
221	MM60438SC	Buy Women's Swimsuit- <\$100- 1yr (A)	Apparel and Jewelry	
222	MM00471SC	Buy Women's T-Shirt- 1yr (A)	Apparel and Jewelry	

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223	MM60441SC Buy Women's T-Shirt- <\$100- 1yr (A)	Apparel and Jewelry	
224	MM70195SC Buy Women's Adidas Clothing- 1yr (A)	Apparel and Jewelry	
225	MM60447SC Buy Women's Ann Taylor Clothing- 1yr (A)	Apparel and Jewelry	
226	MM60448SC Buy Women's Banana Republic Clothing- 1yr (A)	Apparel and Jewelry	
227	MM60449SC Buy Women's Calvin Klein Clothing- 1yr (A)	Apparel and Jewelry	
228	MM1724SC Buy Women's Champion Clothing- 1yr (A)	Apparel and Jewelry	
229	MM60453SC Buy Women's Express Clothing- 1yr (A)	Apparel and Jewelry	
230	MM60455SC Buy Women's H&M Clothing- 1yr (A)	Apparel and Jewelry	
231	MM60457SC Buy Women's Jones New York Clothing- 1yr (A)	Apparel and Jewelry	
232	MM60419SC Buy Women's Leather Coat, Jacket- 1yr (A)	Apparel and Jewelry	
233	MM1722SC Buy Women's Levi's Clothing- 1yr (A)	Apparel and Jewelry	
234	MM60462SC Buy Women's Liz Claiborne Clothing- 1yr (A)	Apparel and Jewelry	
235	MM70198SC Buy Women's LOFT Clothing- 1yr (A)	Apparel and Jewelry	
236	MM60463SC Buy Women's Lucky Brand Clothing- 1yr (A)	Apparel and Jewelry	
237	MM00451SC Buy Women's Nightwear- 1yr (A)	Apparel and Jewelry	
238	MM65004SC Buy Women's Nike Clothing- 1yr (A)	Apparel and Jewelry	
239	MM60465SC Buy Women's Old Navy Clothing- 1yr (A)	Apparel and Jewelry	
240	MM60466SC Buy Women's Other Clothing- 1yr (A)	Apparel and Jewelry	
241	MM60468SC Buy Women's Ralph Lauren Clothing- 1yr (A)	Apparel and Jewelry	
242	MM60471SC Buy Women's The Gap Clothing- 1yr (A)	Apparel and Jewelry	
243	MM70199SC Buy Women's The North Face Clothing- 1yr (A)	Apparel and Jewelry	
244	MM70200SC Buy Women's Under Armour Clothing- 1yr (A)	Apparel and Jewelry	
245	MM60343SC Buy Any Men's Clothing- 1yr (A)	Apparel and Jewelry	
246	MM60342SC Buy Men's Big Ticket Clothing- 1yr (A)	Apparel and Jewelry	
247	MM60362SC Amount Spent Big Ticket Men's Clothing \$100-\$199- 6mo (A)	Apparel and Jewelry	
248	MM60363SC Amount Spent Big Ticket Men's Clothing \$200-\$299- 6mo (A)	Apparel and Jewelry	
249	MM60350SC Buy Any Men's Low Ticket Clothing- 1yr (A)	Apparel and Jewelry	
250	MM00367SC Buy Men's All-Weather Coat- 1yr (A)	Apparel and Jewelry	
251	MM70135SC Buy Men's All-Weather Coats- <\$100- 1yr (A)	Apparel and Jewelry	
252	MM70134SC Buy Men's All-Weather Coats- \$100+- 1yr (A)	Apparel and Jewelry	
253	MM00368SC Buy Men's Belt- 1yr (A)	Apparel and Jewelry	
254	MM60351SC Buy Men's Belt- <\$100- 1yr (A)	Apparel and Jewelry	
255	MM00371SC Buy Men's Business Suit- 1yr (A)	Apparel and Jewelry	
256	MM70136SC Buy Men's Business Suit- \$100+- 1yr (A)	Apparel and Jewelry	
257	MM00374SC Buy Men's Casual Slacks- 1yr (A)	Apparel and Jewelry	
258	MM00373SC Buy Men's Casual Slacks- <\$100- 1yr (A)	Apparel and Jewelry	
259	MM00377SC Buy Men's Designer Jeans- 1yr (A)	Apparel and Jewelry	
260	MM00376SC Buy Men's Designer Jeans- <\$100- 1yr (A)	Apparel and Jewelry	
261	MM00380SC Buy Men's Dress Shirt- 1yr (A)	Apparel and Jewelry	
262	MM00379SC Buy Men's Dress Shirt- <\$100- 1yr (A)	Apparel and Jewelry	
263	MM00378SC Buy Men's Dress Shirt- \$100+- 1yr (A)	Apparel and Jewelry	
264	MM00383SC Buy Men's Dress Slacks- 1yr (A)	Apparel and Jewelry	
265	MM00382SC Buy Men's Dress Slacks- <\$100- 1yr (A)	Apparel and Jewelry	
266	MM00385SC Buy Men's Gloves- 1yr (A)	Apparel and Jewelry	
267	MM60353SC Buy Men's Gloves- <\$100- 1yr (A)	Apparel and Jewelry	
268	MM60345SC Buy Men's Hat- 1yr (A)	Apparel and Jewelry	
269	MM60354SC Buy Men's Hat- <\$100- 1yr (A)	Apparel and Jewelry	
270	MM00388SC Buy Men's Jeans- 1yr (A)	Apparel and Jewelry	
271	MM00387SC Buy Men's Jeans- <\$100- 1yr (A)	Apparel and Jewelry	
272	MM00386SC Buy Men's Jeans- \$100+- 1yr (A)	Apparel and Jewelry	
273	MM00389SC Buy Men's Lightweight Jacket- 1yr (A)	Apparel and Jewelry	
274	MM60355SC Buy Men's Lightweight Jacket- <\$100- 1yr (A)	Apparel and Jewelry	
275	MM00390SC Buy Men's Necktie- 1yr (A)	Apparel and Jewelry	
276	MM60356SC Buy Men's Necktie- <\$100- 1yr (A)	Apparel and Jewelry	
277	MM60349SC Buy Men's Socks- 1yr (A)	Apparel and Jewelry	
278	MM60358SC Buy Men's Socks- <\$100- 1yr (A)	Apparel and Jewelry	
279	MM00395SC Buy Men's Sports Jacket- 1yr (A)	Apparel and Jewelry	
280	MM70140SC Buy Men's Sports Jacket- <\$100- 1yr (A)	Apparel and Jewelry	
281	MM70139SC Buy Men's Sports Jacket- \$100+- 1yr (A)	Apparel and Jewelry	
282	MM00398SC Buy Men's Sports Shirt- 1yr (A)	Apparel and Jewelry	
283	MM00397SC Buy Men's Sports Shirt- <\$100- 1yr (A)	Apparel and Jewelry	
284	MM00401SC Buy Men's Sweater- 1yr (A)	Apparel and Jewelry	
285	MM00400SC Buy Men's Sweater- <\$100- 1yr (A)	Apparel and Jewelry	
286	MM00402SC Buy Men's Sweatpants- 1yr (A)	Apparel and Jewelry	
287	MM60359SC Buy Men's Sweatpants- <\$100- 1yr (A)	Apparel and Jewelry	
288	MM00403SC Buy Men's Sweatshirt- 1yr (A)	Apparel and Jewelry	
289	MM60360SC Buy Men's Sweatshirt- <\$100- 1yr (A)	Apparel and Jewelry	
290	MM00404SC Buy Men's Swimsuit- 1yr (A)	Apparel and Jewelry	
291	MM60361SC Buy Men's Swimsuit- <\$100- 1yr (A)	Apparel and Jewelry	
292	MM1728SC Buy Men's T-Shirt (Not Undershirt)- 1yr (A)	Apparel and Jewelry	
293	MM60369SC Buy Men's T-Shirt (Not Undershirt)- <\$100- 1yr (A)	Apparel and Jewelry	
294	MM60368SC Buy Men's T-Shirt (Not Undershirt)- \$100 or More- 1yr (A)	Apparel and Jewelry	
295	MM00406SC Buy Men's Underwear- 1yr (A)	Apparel and Jewelry	
296	MM60366SC Buy Men's Underwear- <\$100- 1yr (A)	Apparel and Jewelry	

ORDER	VARIABLE	DESCRIPTION	CATEGORY	CONSUMPTION
297	MM00407SC	Buy Men's Wallet- 1yr (A)	Apparel and Jewelry	
298	MM60367SC	Buy Men's Wallet- <\$100- 1yr (A)	Apparel and Jewelry	
299	MM70141SC	Buy Men's Adidas Clothing- 1yr (A)	Apparel and Jewelry	
300	MM60371SC	Buy Men's Banana Republic Clothing- 1yr (A)	Apparel and Jewelry	
301	MM60373SC	Buy Men's Calvin Klein Clothing- 1yr (A)	Apparel and Jewelry	
302	MM70142SC	Buy Men's Carhartt Clothing- 1yr (A)	Apparel and Jewelry	
303	MM60375SC	Buy Men's Dockers Clothing- 1yr (A)	Apparel and Jewelry	
304	MM60376SC	Buy Men's Eddie Bauer Clothing- 1yr (A)	Apparel and Jewelry	
305	MM60378SC	Buy Men's H&M Clothing- 1yr (A)	Apparel and Jewelry	
306	MM60379SC	Buy Men's Hagggar Clothing- 1yr (A)	Apparel and Jewelry	
307	MM60380SC	Buy Men's Hanes Clothing- 1yr (A)	Apparel and Jewelry	
308	MM70145SC	Buy Men's Jockey Clothing- 1yr (A)	Apparel and Jewelry	
309	MM60381SC	Buy Men's Kenneth Cole Clothing- 1yr (A)	Apparel and Jewelry	
310	MM70148SC	Buy Men's Lee Clothing- 1yr (A)	Apparel and Jewelry	
311	MM60384SC	Buy Men's Levi's Clothing- 1yr (A)	Apparel and Jewelry	
312	MM65001SC	Buy Men's Nike Clothing- 1yr (A)	Apparel and Jewelry	
313	MM60386SC	Buy Men's Old Navy Clothing- 1yr (A)	Apparel and Jewelry	
314	MM60387SC	Buy Men's Other Clothing- 1yr (A)	Apparel and Jewelry	
315	MM60388SC	Buy Men's Polo Clothing- 1yr (A)	Apparel and Jewelry	
316	MM60389SC	Buy Men's Ralph Lauren Clothing- 1yr (A)	Apparel and Jewelry	
317	MM60390SC	Buy Men's The Gap Clothing- 1yr (A)	Apparel and Jewelry	
318	MM70150SC	Buy Men's The North Face Clothing- 1yr (A)	Apparel and Jewelry	
319	MM70151SC	Buy Men's Under Armour Clothing- 1yr (A)	Apparel and Jewelry	
320	MM60392SC	Buy Men's Wrangler Clothing- 1yr (A)	Apparel and Jewelry	
321	MM60297SC	Buy Clothing for Baby <1 Year Old, Any- 6mo (H)	Apparel and Jewelry	
322	MM60299SC	Buy Clothing for Baby <1 Year Old, Any Sleepwear- 6mo (H)	Apparel and Jewelry	
323	MM60298SC	Buy Clothing for Baby <1 Year Old, Any Outerwear- 6mo (H)	Apparel and Jewelry	
324	MM00318SC	Buy Children's Athletic Shoes- 6mo (H)	Apparel and Jewelry	
325	MM00318SD	Buy Children's Athletic Shoes- 6mo (H) - (Pairs/6mos)	Apparel and Jewelry	Pairs
326	MM00321SC	Buy Children's Canvas Shoes- 6mo (H)	Apparel and Jewelry	
327	MM00321SD	Buy Children's Canvas Shoes- 6mo (H) - (Pairs/6mos)	Apparel and Jewelry	Pairs
328	MM00324SC	Buy Children's Casual/Leisure Shoes- 6mo (H)	Apparel and Jewelry	
329	MM00324SD	Buy Children's Casual/Leisure Shoes- 6mo (H) - (Pairs/6mos)	Apparel and Jewelry	Pairs
330	MM60302SC	Buy Children's Clothes (Age 1-2 Years)- 6mo (H)	Apparel and Jewelry	
331	MM60311SC	Buy Children's Clothes (Age 3-5 Years)- 6mo (H)	Apparel and Jewelry	
332	MM60320SC	Buy Children's Clothes (Age 6-12 Years), Any- 6mo (H)	Apparel and Jewelry	
333	MM00327SC	Buy Children's Clothes- 6mo (H)	Apparel and Jewelry	
334	MM00328SC	Buy Children's Dress Shoes- 6mo (H)	Apparel and Jewelry	
335	MM00328SD	Buy Children's Dress Shoes- 6mo (H) - (Pairs/6mos)	Apparel and Jewelry	Pairs
336	MM60303SC	Buy Children's Jeans/Slacks (Age1-2 Years)- 6mo (H)	Apparel and Jewelry	
337	MM60312SC	Buy Children's Jeans/Slacks (Age 3-5 Years)- 6mo (H)	Apparel and Jewelry	
338	MM60321SC	Buy Children's Jeans (Age 6-12 Years)- 6mo (H)	Apparel and Jewelry	
339	MM60304SC	Buy Children's Outerwear (Age 1-2 Years)- 6mo (H)	Apparel and Jewelry	
340	MM60313SC	Buy Children's Outerwear (Age 3-5 Years)- 6mo (H)	Apparel and Jewelry	
341	MM60322SC	Buy Children's Outerwear (Age 6-12 Years)- 6mo (H)	Apparel and Jewelry	
342	MM00334SC	Buy Children's Rain/Snow Boots- 6mo (H)	Apparel and Jewelry	
343	MM00334SD	Buy Children's Rain/Snow Boots- 6mo (H) - (Pairs/6mos)	Apparel and Jewelry	Pairs
344	MM00337SC	Buy Children's Sandals- 6mo (H)	Apparel and Jewelry	
345	MM00337SD	Buy Children's Sandals- 6mo (H) - (Pairs/6mos)	Apparel and Jewelry	Pairs
346	MM00340SC	Buy Children's Shoes- 6mo (H)	Apparel and Jewelry	
347	MM00340SD	Buy Children's Shoes- 6mo (H) - (Pairs/6mos)	Apparel and Jewelry	Pairs
348	MM60285SC	Amount Spent Children's Shoes \$26-\$50- 6mo (H)	Apparel and Jewelry	
349	MM60286SC	Amount Spent Children's Shoes \$51-\$99- 6mo (H)	Apparel and Jewelry	
350	MM60282SC	Amount Spent Children's Shoes \$100-\$199- 6mo (H)	Apparel and Jewelry	
351	MM60283SC	Amount Spent Children's Shoes \$200 or more- 6mo (H)	Apparel and Jewelry	
352	MM60305SC	Buy Children's Shorts (Age 1-2 Years)- 6mo (H)	Apparel and Jewelry	
353	MM60314SC	Buy Children's Shorts (Age 3-5 Years)- 6mo (H)	Apparel and Jewelry	
354	MM60323SC	Buy Children's Shorts (Age 6-12 Years)- 6mo (H)	Apparel and Jewelry	
355	MM60324SC	Buy Children's Slacks (Age 6-12 Years)- 6mo (H)	Apparel and Jewelry	
356	MM60306SC	Buy Children's Sleepwear (Age 1-2 Years)- 6mo (H)	Apparel and Jewelry	
357	MM60315SC	Buy Children's Sleepwear (Age 3-5 Years)- 6mo (H)	Apparel and Jewelry	
358	MM60325SC	Buy Children's Sleepwear (Age 6-12 Years)- 6mo (H)	Apparel and Jewelry	
359	MM00343SC	Buy Children's Slippers- 6mo (H)	Apparel and Jewelry	
360	MM00343SD	Buy Children's Slippers- 6mo (H) - (Pairs/6mos)	Apparel and Jewelry	Pairs
361	MM60307SC	Buy Children's Suits/Dresses (Age 1-2 Years)- 6mo (H)	Apparel and Jewelry	
362	MM60316SC	Buy Children's Suits/Dresses (Age 3-5 Years)- 6mo (H)	Apparel and Jewelry	
363	MM60326SC	Buy Children's Suits/Dresses (Age 6-12 Years)- 6mo (H)	Apparel and Jewelry	
364	MM60327SC	Buy Children's Sweaters (Age 6-12 Years)- 6mo (H)	Apparel and Jewelry	
365	MM60308SC	Buy Children's Sweatsuits (Age 1-2 Years)- 6mo (H)	Apparel and Jewelry	
366	MM60317SC	Buy Children's Sweatsuits (Age 3-5 Years)- 6mo (H)	Apparel and Jewelry	
367	MM60328SC	Buy Children's Sweatsuits (Age 6-12 Years)- 6mo (H)	Apparel and Jewelry	
368	MM60309SC	Buy Children's Tops/Shirts (Age 1-2 Years)- 6mo (H)	Apparel and Jewelry	
369	MM60318SC	Buy Children's Tops/Shirts (Age 3-5 Years)- 6mo (H)	Apparel and Jewelry	
370	MM60329SC	Buy Children's Tops/Shirts (Age 6-12 Years)- 6mo (H)	Apparel and Jewelry	

ORDER	VARIABLE	DESCRIPTION	CATEGORY	CONSUMPTION
371	MM60330SC	Buy Children's Underwear (Age 6-12 Years)- 6mo (H)	Apparel and Jewelry	
372	MM60319SC	Buy Children's Underwear (ex Diapers) (Age 3-5 Years)- 6mo (H)	Apparel and Jewelry	
373	MM00346SC	Buy Clothing by Internet- 1yr (A)	Apparel and Jewelry	
374	MM60296SC	Amount Spent on Clothing \$99 or Less- 1yr (A)	Apparel and Jewelry	
375	MM60290SC	Amount Spent on Clothing \$100 - \$299- 1yr (A)	Apparel and Jewelry	
376	MM60294SC	Amount Spent on Clothing \$300 - \$499- 1yr (A)	Apparel and Jewelry	
377	MM60295SC	Amount Spent on Clothing \$500 - \$999- 1yr (A)	Apparel and Jewelry	
378	MM60289SC	Amount Spent on Clothing \$1,000 - \$1,999- 1yr (A)	Apparel and Jewelry	
379	MM60292SC	Amount Spent on Clothing \$2,000 or More- 1yr (A)	Apparel and Jewelry	
380	MM1723SC	Amount Spent on Children's Clothing \$50 or Less- 6mo (H)	Apparel and Jewelry	
381	MM60335SC	Amount Spent on Children's Clothing \$51-\$99- 6mo (H)	Apparel and Jewelry	
382	MM60331SC	Amount Spent on Children's Clothing \$100-\$199- 6mo (H)	Apparel and Jewelry	
383	MM60332SC	Amount Spent on Children's Clothing \$200-\$399- 6mo (H)	Apparel and Jewelry	
384	MM60333SC	Amount Spent on Children's Clothing \$400 or More- 6mo (H)	Apparel and Jewelry	
385	MM70175SC	Amount Spent on Athletic/Workout Wear: <\$100- 1yr (A)	Apparel and Jewelry	
386	MM70174SC	Amount Spent on Athletic/Workout Wear: \$100+- 1yr (A)	Apparel and Jewelry	
387	MM70173SC	Amount Spent on Any Sports Clothing: <\$100- 1yr (A)	Apparel and Jewelry	
388	MM70171SC	Amount Spent on Any Sports Clothing: \$100+- 1yr (A)	Apparel and Jewelry	
389	MM70172SC	Amount Spent on Any Sports Clothing: \$300+- 1yr (A)	Apparel and Jewelry	
390	MM70176SC	Amount Spent on Bicycle Clothing: <\$100- 1yr (A)	Apparel and Jewelry	
391	MM70161SC	Amount Spent on Casual/Leisure- < \$100- 1yr (A)	Apparel and Jewelry	
392	MM70160SC	Amount Spent on Casual/Leisure- \$100+- 1yr (A)	Apparel and Jewelry	
393	MM70177SC	Amount Spent on Golf Clothing: <\$100- 1yr (A)	Apparel and Jewelry	
394	MM70180SC	Amount Spent on Hiking/Backpacking Clothing: <\$100- 1yr (A)	Apparel and Jewelry	
395	MM70183SC	Amount Spent on Marine/Boat Attire: <\$100- 1yr (A)	Apparel and Jewelry	
396	MM70185SC	Amount Spent on Running Clothing: <\$100- 1yr (A)	Apparel and Jewelry	
397	MM70184SC	Amount Spent on Running Clothing: \$100+- 1yr (A)	Apparel and Jewelry	
398	MM70186SC	Amount Spent on Ski Clothing: <\$100- 1yr (A)	Apparel and Jewelry	
399	MM70188SC	Amount Spent on Team Sports Clothing: <\$100- 1yr (A)	Apparel and Jewelry	
400	MM70187SC	Amount Spent on Team Sports Clothing: \$100+- 1yr (A)	Apparel and Jewelry	
401	MM00311SC	Buy Any Shoes (Not Athletic)- 1yr (A)	Apparel and Jewelry	
402	MM70158SC	Amount Spent on Any Shoes- < \$100- 1yr (A)	Apparel and Jewelry	
403	MM70157SC	Amount Spent on Any Shoes- \$100+- 1yr (A)	Apparel and Jewelry	
404	MM00306SC	Buy Aerobic/Fitness Shoes- 1yr (A)	Apparel and Jewelry	
405	MM70106SC	Amount Spent on Aerobic/Fitness Shoes- < \$75 (A)	Apparel and Jewelry	
406	MM70105SC	Amount Spent on Aerobic/Fitness Shoes- \$75+ (A)	Apparel and Jewelry	
407	MM60264SC	Buy Athletic Shoes- 1yr (A)	Apparel and Jewelry	
408	MM70107SC	Amount Spent on Any Athletic Shoes- \$75+ (A)	Apparel and Jewelry	
409	MM00314SC	Buy Basketball Shoes- 1yr (A)	Apparel and Jewelry	
410	MM70109SC	Amount Spent on Basketball Shoes- \$75+ (A)	Apparel and Jewelry	
411	MM00315SC	Buy Canvas Shoes- 1yr (A)	Apparel and Jewelry	
412	MM70159SC	Amount Spent on Canvas Shoes- < \$100- 1yr (A)	Apparel and Jewelry	
413	MM00317SC	Buy Casual/Leisure Shoes- 1yr (A)	Apparel and Jewelry	
414	MM00353SC	Buy Cross Training Shoes- 1yr (A)	Apparel and Jewelry	
415	MM70113SC	Amount Spent on Cross Training Shoes- < \$75 (A)	Apparel and Jewelry	
416	MM70112SC	Amount Spent on Cross Training Shoes- \$75+ (A)	Apparel and Jewelry	
417	MM00354SC	Buy Dress Boots- 1yr (A)	Apparel and Jewelry	
418	MM70163SC	Amount Spent on Dress Boots- < \$100- 1yr (A)	Apparel and Jewelry	
419	MM70162SC	Amount Spent on Dress Boots- \$100+- 1yr (A)	Apparel and Jewelry	
420	MM00355SC	Buy Dress Shoes- 1yr (A)	Apparel and Jewelry	
421	MM70165SC	Amount Spent on Dress Shoes- < \$100- 1yr (A)	Apparel and Jewelry	
422	MM70164SC	Amount Spent on Dress Shoes- \$100+- 1yr (A)	Apparel and Jewelry	
423	MM60268SC	Buy Hiking/Backpacking Boots- 1yr (A)	Apparel and Jewelry	
424	MM00413SC	Buy Running/Jogging Shoes- 1yr (A)	Apparel and Jewelry	
425	MM70117SC	Amount Spent on Running/Jogging Shoes- < \$75 (A)	Apparel and Jewelry	
426	MM70116SC	Amount Spent on Running/Jogging Shoes- \$75+ (A)	Apparel and Jewelry	
427	MM00414SC	Buy Sandals- 1yr (A)	Apparel and Jewelry	
428	MM70168SC	Amount Spent on Sandals- < \$100- 1yr (A)	Apparel and Jewelry	
429	MM70167SC	Amount Spent on Sandals- \$100+- 1yr (A)	Apparel and Jewelry	
430	MM1716SC	Buy Sports Sandals- 1yr (A)	Apparel and Jewelry	
431	MM1733SC	Amount Spent on Sports Sandals- < \$75 (A)	Apparel and Jewelry	
432	MM70101SC	Buy Tennis Shoes- 1yr (A)	Apparel and Jewelry	
433	MM70120SC	Amount Spent on Tennis Shoes- < \$75 (A)	Apparel and Jewelry	
434	MM00423SC	Buy Walking Shoes- 1yr (A)	Apparel and Jewelry	
435	MM70121SC	Amount Spent on Walking Shoes- \$75+ (A)	Apparel and Jewelry	
436	MM00473SC	Buy Work Boots- 1yr (A)	Apparel and Jewelry	
437	MM70170SC	Amount Spent on Work Boots- < \$100- 1yr (A)	Apparel and Jewelry	
438	MM70169SC	Amount Spent on Work Boots- \$100+- 1yr (A)	Apparel and Jewelry	
439	MM1719SC	Buy Other Type of Shoes- 1yr (A)	Apparel and Jewelry	
440	MM00305SC	Buy Adidas Shoes- 1yr (A)	Apparel and Jewelry	
441	MM07280SC	Buy Any Skechers Shoes- 1yr (A)	Apparel and Jewelry	
442	MM70104SC	Buy Any Under Armour Shoes- 1yr (A)	Apparel and Jewelry	
443	MM00313SC	Buy Asics Shoes- 1yr (A)	Apparel and Jewelry	
444	MM60272SC	Buy Brooks Shoes- 1yr (A)	Apparel and Jewelry	

ORDER VARIABLE	DESCRIPTION	CATEGORY	CONSUMPTION
445	MM70154SC Buy Clarks Shoes- 1yr (A)	Apparel and Jewelry	
446	MM42443SC Buy Cole Haan Shoes- 1yr (A)	Apparel and Jewelry	
447	MM08100SC Buy Converse Shoes- 1yr (A)	Apparel and Jewelry	
448	MM41755SC Buy Jordan Shoes- 1yr (A)	Apparel and Jewelry	
449	MM50083SC Buy Merrell Shoes- 1yr (A)	Apparel and Jewelry	
450	MM00408SC Buy New Balance Shoes- 1yr (A)	Apparel and Jewelry	
451	MM00409SC Buy Nike Shoes- 1yr (A)	Apparel and Jewelry	
452	MM08090SC Buy Puma Shoes- 1yr (A)	Apparel and Jewelry	
453	MM00415SC Buy Shoes/Footwear by Internet- 1yr (A)	Apparel and Jewelry	
454	MM1727SC Buy Skechers Shoes- 1yr (A)	Apparel and Jewelry	
455	MM42451SC Buy Sperry Shoes- 1yr (A)	Apparel and Jewelry	
456	MM42452SC Buy Steve Madden Shoes- 1yr (A)	Apparel and Jewelry	
457	MM08055SC Buy Vans Shoes- 1yr (A)	Apparel and Jewelry	
458	MM60276SC Buy Other Athletic Shoes- 1yr (A)	Apparel and Jewelry	
459	MM42448SC Buy Other Brand of Shoes- 1yr (A)	Apparel and Jewelry	
460	MM50079SC Buy Any Jewelry or Watch- 1yr (A)	Apparel and Jewelry	
461	MM60414SC Own Watch (A)	Apparel and Jewelry	
462	MM42437SC Buy Any Watch- 1yr (A)	Apparel and Jewelry	
463	MM1726SC Buy Dress Watch- 1yr (A)	Apparel and Jewelry	
464	MM42440SC Buy Sport Watch- 1yr (A)	Apparel and Jewelry	
465	MM70190SC Buy Watches- \$300+ - 1yr (A)	Apparel and Jewelry	
466	MM00349SC Buy Costume Bracelet- 1yr (A)	Apparel and Jewelry	
467	MM00350SC Buy Costume Earrings- 1yr (A)	Apparel and Jewelry	
468	MM00351SC Buy Costume Necklace- 1yr (A)	Apparel and Jewelry	
469	MM70125SC Amount Spent on Costume Jewelry <\$100- 1yr (A)	Apparel and Jewelry	
470	MM70124SC Amount Spent on Costume Jewelry \$100+ - 1yr (A)	Apparel and Jewelry	
471	MM50349SC Buy Any Fine Jewelry- 1yr Any (A)	Apparel and Jewelry	
472	MM00358SC Buy Fine Bracelet- 1yr (A)	Apparel and Jewelry	
473	MM60337SC Buy Fine Diamond Jewelry- 1yr (A)	Apparel and Jewelry	
474	MM60338SC Buy Fine Gold Jewelry- 1yr (A)	Apparel and Jewelry	
475	MM00360SC Buy Fine Jewelry- \$400+ - 1yr (A)	Apparel and Jewelry	
476	MM00362SC Buy Fine Necklace- 1yr (A)	Apparel and Jewelry	
477	MM1720SC Buy Fine Sterling Jewelry- 1yr (A)	Apparel and Jewelry	
478	MM00364SC Buy Jewelry/Watches by Internet- 1yr (A)	Apparel and Jewelry	
479	MM41539SC Use Barber Shop- 6mo (A)	Apparel and Jewelry	
480	MM41540SC Use Beauty Parlor/Salon- 6mo (A)	Apparel and Jewelry	
481	MM00475SC Use Dry Cleaning- 6mo (A)	Apparel and Jewelry	
482	MM00474SC Dry Cleaning- \$100+ - 6mo (A)	Apparel and Jewelry	
483	MM00476SC Use Laundry/Laundromat- 6mo (A)	Apparel and Jewelry	
484	SB003281SC Amount plans to pay for new vehicle next 12 mos Under \$10,000 (H)	Automotive	
485	SB003285SC Amount plans to pay for new vehicle next 12 mos \$30,000 + (H)	Automotive	
486	SB003305SC Amount plans to pay for used vehicle next 12 mos Under \$10,000 (H)	Automotive	
487	SB003306SC Amount plans to pay for used vehicle next 12 mos \$10,000 - \$14,999 (H)	Automotive	
488	SB003308SC Amount plans to pay for used vehicle next 12 mos \$20,000 + (H)	Automotive	
489	SB003309SC Amt plans to pay for leased vehicle next 12 mos Under \$14,999 (H)	Automotive	
490	SB003310SC Amt plans to pay for leased vehicle next 12 mos \$15,000 + (H)	Automotive	
491	SB003311SC Amt plans to pay for new/leased vehicle next 12 mo Under \$14,999 (H)	Automotive	
492	SB003312SC Amt plans to pay for new/leased vehicle next 12 mo \$15,000 - \$34,999 (H)	Automotive	
493	SB003313SC Amt plans to pay for new/leased vehicle next 12 mo \$35,000 + (H)	Automotive	
494	SB003679SC Auto insurance - plan to switch provider next 12 mths No (H)	Automotive	
495	SB003678SC Auto insurance - plan to switch provider next 12 mths Yes (H)	Automotive	
496	SB000166SC Auto insurance provider for household AAA Insurance (H)	Automotive	
497	SB000165SC Auto insurance provider for household Allstate (H)	Automotive	
498	SB000163SC Auto insurance provider for household Erie Insurance (H)	Automotive	
499	SB000161SC Auto insurance provider for household GEICO (H)	Automotive	
500	SB000154SC Auto insurance provider for household The Hartford (H)	Automotive	
501	SB000160SC Auto insurance provider for household Liberty Mutual (H)	Automotive	
502	SB000157SC Auto insurance provider for household Progressive (H)	Automotive	
503	SB000155SC Auto insurance provider for household State Farm (H)	Automotive	
504	SB000153SC Auto insurance provider for household Travelers (H)	Automotive	
505	SB000152SC Auto insurance provider for household USAA (H)	Automotive	
506	SB000158SC Auto insurance provider for household None (H)	Automotive	
507	SB000180SC Auto repair/service on HHLD vehicle past 12 months Anti-freeze/coolant (H)	Automotive	
508	SB000167SC Auto repair/service on HHLD vehicle past 12 months Auto glass replacement (H)	Automotive	
509	SB000179SC Auto repair/service on HHLD vehicle past 12 months Brake repair (H)	Automotive	
510	SB000178SC Auto repair/service on HHLD vehicle past 12 months Car battery (H)	Automotive	
511	SB000177SC Auto repair/service on HHLD vehicle past 12 months Car radio equipment (H)	Automotive	
512	SB000175SC Auto repair/service on HHLD vehicle past 12 months New tires (H)	Automotive	
513	SB000173SC Auto repair/service on HHLD vehicle past 12 months Oil filter/oil change (H)	Automotive	
514	SB000171SC Auto repair/service on HHLD vehicle past 12 months Paint/body work (H)	Automotive	
515	SB000170SC Auto repair/service on HHLD vehicle past 12 months Shocks/struts (H)	Automotive	
516	SB000168SC Auto repair/service on HHLD vehicle past 12 months Tune-up/spark plugs (H)	Automotive	
517	SB000174SC Auto repair/service on HHLD vehicle past 12 months None (H)	Automotive	
518	SB000172SC Auto repair/service on HHLD vehicle past 12 months Other car repair (H)	Automotive	

ORDER	VARIABLE	DESCRIPTION	CATEGORY	CONSUMPTION
519	SB000181SC	Auto repair/srvc on vehicle past 12 mo (pd labor) Auto glass replacement (H)	Automotive	
520	SB000192SC	Auto repair/srvc on vehicle past 12 mo (pd labor) Brake repair (H)	Automotive	
521	SB000188SC	Auto repair/srvc on vehicle past 12 mo (pd labor) New tires (H)	Automotive	
522	SB000187SC	Auto repair/srvc on vehicle past 12 mo (pd labor) Oil filter/oil change (H)	Automotive	
523	SB000185SC	Auto repair/srvc on vehicle past 12 mo (pd labor) Paint/body work (H)	Automotive	
524	SB000182SC	Auto repair/srvc on vehicle past 12 mo (pd labor) Tune-up/spark plugs (H)	Automotive	
525	SB000194SC	Auto repair/srvc on vehicle past 12 mo (unpd labor) Anti-freeze/coolant (H)	Automotive	
526	SB000195SC	Auto repair/srvc on vehicle past 12 mo (unpd labor) Brake repair (H)	Automotive	
527	SB000196SC	Auto repair/srvc on vehicle past 12 mo (unpd labor) Car battery (H)	Automotive	
528	SB003855SC	Auto repair/srvc on vehicle past 12 mo (unpd labor) Car radio/stereo (H)	Automotive	
529	SB003854SC	Auto repair/srvc on vehicle past 12 mo (unpd labor) Muffler (H)	Automotive	
530	SB000197SC	Auto repair/srvc on vehicle past 12 mo (unpd labor) New tires (H)	Automotive	
531	SB000198SC	Auto repair/srvc on vehicle past 12 mo (unpd labor) Oil filter/oil change (H)	Automotive	
532	SB000199SC	Auto repair/srvc on vehicle past 12 mo (unpd labor) Shocks/struts (H)	Automotive	
533	SB000200SC	Auto repair/srvc on vehicle past 12 mo (unpd labor) Tune-up/spark plugs (H)	Automotive	
534	SB000201SC	Auto repair/srvc on vehicle past 12 mo (unpd labor) Other car repair (H)	Automotive	
535	SB000205SC	Dealers/websites might shop to buy/lease new/usd vhcl Any Chevy dealer (H)	Automotive	
536	SB000206SC	Dealers/websites might shop to buy/lease new/usd vhcl Any Dodge dealer (H)	Automotive	
537	SB000204SC	Dealers/websites might shop to buy/lease new/usd vhcl Any Ford dealer (H)	Automotive	
538	SB000203SC	Dealers/websites might shop to buy/lease new/usd vhcl Any Honda dealer (H)	Automotive	
539	SB000202SC	Dealers/websites might shop to buy/lease new/usd vhcl Any Toyota dealer (H)	Automotive	
540	SB000207SC	Dealers/websites might shop to buy/lease new/usd vhcl None (H)	Automotive	
541	SB003958SC	Features in any household vehicle Advanced Safety Features (H)	Automotive	
542	SB003958SC	Features in any household vehicle Blu-ray/DVD player (H)	Automotive	
543	SB004410SC	Features in any household vehicle Bluetooth capability (H)	Automotive	
544	SB003960SC	Features in any household vehicle GPS (H)	Automotive	
545	SB003961SC	Features in any household vehicle Satellite radio capability (H)	Automotive	
546	SB005386SC	Features in any household vehicle Smartphone Interface (H)	Automotive	
547	SB003962SC	Features in any household vehicle Subscr-based safety/security svc (H)	Automotive	
548	SB004411SC	Features in any household vehicle Wi-Fi capability (H)	Automotive	
549	SB000209SC	Hybrid vehicles Own or lease hybrid vehicle (H)	Automotive	
550	SB005267SC	Make of any vehicle Acura (H)	Automotive	
551	SB005268SC	Make of any vehicle Audi (H)	Automotive	
552	SB005269SC	Make of any vehicle BMW (H)	Automotive	
553	SB005270SC	Make of any vehicle Buick (H)	Automotive	
554	SB005272SC	Make of any vehicle Chevrolet (H)	Automotive	
555	SB005273SC	Make of any vehicle Chrysler (H)	Automotive	
556	SB005274SC	Make of any vehicle Dodge (H)	Automotive	
557	SB005275SC	Make of any vehicle Ford (H)	Automotive	
558	SB005276SC	Make of any vehicle GMC (H)	Automotive	
559	SB005277SC	Make of any vehicle Honda (H)	Automotive	
560	SB005278SC	Make of any vehicle Hyundai (H)	Automotive	
561	SB005279SC	Make of any vehicle Infiniti (H)	Automotive	
562	SB005280SC	Make of any vehicle Jeep (H)	Automotive	
563	SB005282SC	Make of any vehicle Lexus (H)	Automotive	
564	SB005283SC	Make of any vehicle Lincoln (H)	Automotive	
565	SB005284SC	Make of any vehicle Mazda (H)	Automotive	
566	SB005285SC	Make of any vehicle Mercedes-Benz (H)	Automotive	
567	SB005289SC	Make of any vehicle Nissan (H)	Automotive	
568	SB005292SC	Make of any vehicle Ram (H)	Automotive	
569	SB005294SC	Make of any vehicle Subaru (H)	Automotive	
570	SB005295SC	Make of any vehicle Toyota (H)	Automotive	
571	SB005296SC	Make of any vehicle Volkswagen (H)	Automotive	
572	SB005297SC	Make of any vehicle Volvo (H)	Automotive	
573	SB005298SC	Make of new vehicle Acura (H)	Automotive	
574	SB005299SC	Make of new vehicle Audi (H)	Automotive	
575	SB005300SC	Make of new vehicle BMW (H)	Automotive	
576	SB005301SC	Make of new vehicle Buick (H)	Automotive	
577	SB005302SC	Make of new vehicle Cadillac (H)	Automotive	
578	SB005303SC	Make of new vehicle Chevrolet (H)	Automotive	
579	SB005304SC	Make of new vehicle Chrysler (H)	Automotive	
580	SB005305SC	Make of new vehicle Dodge (H)	Automotive	
581	SB005306SC	Make of new vehicle Ford (H)	Automotive	
582	SB005307SC	Make of new vehicle GMC (H)	Automotive	
583	SB005308SC	Make of new vehicle Honda (H)	Automotive	
584	SB005309SC	Make of new vehicle Hyundai (H)	Automotive	
585	SB005310SC	Make of new vehicle Jeep (H)	Automotive	
586	SB005311SC	Make of new vehicle Kia (H)	Automotive	
587	SB005312SC	Make of new vehicle Lexus (H)	Automotive	
588	SB005314SC	Make of new vehicle Mazda (H)	Automotive	
589	SB005315SC	Make of new vehicle Mercedes-Benz (H)	Automotive	
590	SB005317SC	Make of new vehicle Nissan (H)	Automotive	
591	SB005318SC	Make of new vehicle Ram (H)	Automotive	
592	SB005319SC	Make of new vehicle Subaru (H)	Automotive	

ORDER	VARIABLE	DESCRIPTION	CATEGORY	CONSUMPTION
593	SB005320SC	Make of new vehicle Toyota (H)	Automotive	
594	SB005321SC	Make of new vehicle Volkswagen (H)	Automotive	
595	SB003314SC	Miles traveled one way to buy/lease last new vehicle Less than 10 miles (H)	Automotive	
596	SB003315SC	Miles traveled one way to buy/lease last new vehicle 10 - 19 miles (H)	Automotive	
597	SB003316SC	Miles traveled one way to buy/lease last new vehicle 20 - 29 miles (H)	Automotive	
598	SB003317SC	Miles traveled one way to buy/lease last new vehicle 30 miles or more (H)	Automotive	
599	SB003319SC	Miles traveled one way to buy/lease last used vehicle 10 - 19 miles (H)	Automotive	
600	SB003320SC	Miles traveled one way to buy/lease last used vehicle 20 - 29 miles (H)	Automotive	
601	SB003321SC	Miles traveled one way to buy/lease last used vehicle 30 miles or more (H)	Automotive	
602	SB005368SC	Segment of any domestic vehicle - summary Compact (H)	Automotive	
603	SB005369SC	Segment of any domestic vehicle - summary CUV (H)	Automotive	
604	SB005370SC	Segment of any domestic vehicle - summary Full Size (H)	Automotive	
605	SB005371SC	Segment of any domestic vehicle - summary Mid Size (H)	Automotive	
606	SB005372SC	Segment of any domestic vehicle - summary Pickup (H)	Automotive	
607	SB005373SC	Segment of any domestic vehicle - summary Sport (H)	Automotive	
608	SB005375SC	Segment of any domestic vehicle - summary SUV (H)	Automotive	
609	SB005376SC	Segment of any domestic vehicle - summary Van (H)	Automotive	
610	SB005359SC	Segment of any foreign vehicle - summary Compact (H)	Automotive	
611	SB005360SC	Segment of any foreign vehicle - summary CUV (H)	Automotive	
612	SB005361SC	Segment of any foreign vehicle - summary Full Size (H)	Automotive	
613	SB005362SC	Segment of any foreign vehicle - summary Mid Size (H)	Automotive	
614	SB005363SC	Segment of any foreign vehicle - summary Pickup (H)	Automotive	
615	SB005364SC	Segment of any foreign vehicle - summary Sport (H)	Automotive	
616	SB005366SC	Segment of any foreign vehicle - summary SUV (H)	Automotive	
617	SB005367SC	Segment of any foreign vehicle - summary Van (H)	Automotive	
618	SB005324SC	Segment of new domestic vehicle - summary CUV (H)	Automotive	
619	SB005325SC	Segment of new domestic vehicle - summary Full Size (H)	Automotive	
620	SB005326SC	Segment of new domestic vehicle - summary Mid Size (H)	Automotive	
621	SB005327SC	Segment of new domestic vehicle - summary Pickup (H)	Automotive	
622	SB005330SC	Segment of new domestic vehicle - summary SUV (H)	Automotive	
623	SB005331SC	Segment of new domestic vehicle - summary Van (H)	Automotive	
624	SB005332SC	Segment of new foreign vehicle - summary Compact (H)	Automotive	
625	SB005333SC	Segment of new foreign vehicle - summary CUV (H)	Automotive	
626	SB005334SC	Segment of new foreign vehicle - summary Full Size (H)	Automotive	
627	SB005335SC	Segment of new foreign vehicle - summary Mid Size (H)	Automotive	
628	SB005336SC	Segment of new foreign vehicle - summary Pickup (H)	Automotive	
629	SB005337SC	Segment of new foreign vehicle - summary Sport (H)	Automotive	
630	SB005339SC	Segment of new foreign vehicle - summary SUV (H)	Automotive	
631	SB005340SC	Segment of new foreign vehicle - summary Van (H)	Automotive	
632	SB005341SC	Segment of any used domestic vehicle - summary Compact (H)	Automotive	
633	SB005342SC	Segment of any used domestic vehicle - summary CUV (H)	Automotive	
634	SB005343SC	Segment of any used domestic vehicle - summary Full Size (H)	Automotive	
635	SB005344SC	Segment of any used domestic vehicle - summary Mid Size (H)	Automotive	
636	SB005345SC	Segment of any used domestic vehicle - summary Pickup (H)	Automotive	
637	SB005346SC	Segment of any used domestic vehicle - summary Sport (H)	Automotive	
638	SB005348SC	Segment of any used domestic vehicle - summary SUV (H)	Automotive	
639	SB005349SC	Segment of any used domestic vehicle - summary Van (H)	Automotive	
640	SB005350SC	Segment of any used foreign vehicle - summary Compact (H)	Automotive	
641	SB005351SC	Segment of any used foreign vehicle - summary CUV (H)	Automotive	
642	SB005354SC	Segment of any used foreign vehicle - summary Pickup (H)	Automotive	
643	SB005355SC	Segment of any used foreign vehicle - summary Sport (H)	Automotive	
644	SB005357SC	Segment of any used foreign vehicle - summary SUV (H)	Automotive	
645	SB005358SC	Segment of any used foreign vehicle - summary Van (H)	Automotive	
646	SB000433SC	No. auto repairs/services on vehicle past 12 months 1 repair/service (H)	Automotive	
647	SB000431SC	No. auto repairs/services on vehicle past 12 months 3 repairs/services (H)	Automotive	
648	SB000430SC	No. auto repairs/services on vehicle past 12 months 4 repairs/services (H)	Automotive	
649	SB000428SC	No. auto repairs/services on vehicle past 12 months 6 or more repairs (H)	Automotive	
650	SB000427SC	No. auto repairs/services on vehicle past 12 months None (H)	Automotive	
651	SB000439SC	No. auto repairs/srvcs on vchle past 12 mo (pd labor) 1 repair/service (H)	Automotive	
652	SB000438SC	No. auto repairs/srvcs on vchle past 12 mo (pd labor) 2 repairs/services (H)	Automotive	
653	SB000437SC	No. auto repairs/srvcs on vchle past 12 mo (pd labor) 3 repairs/services (H)	Automotive	
654	SB000436SC	No. auto repairs/srvcs on vchle past 12 mo (pd labor) 4 repairs/services (H)	Automotive	
655	SB000443SC	No. auto repairs/srvcs on vchle past 12 mo (unpd labor)1 repair/service (H)	Automotive	
656	SB000442SC	No. auto repairs/srvcs on vchle past 12 mo (unpd labor)2 repairs/services (H)	Automotive	
657	SB000441SC	No. auto repairs/srvcs on vchle past 12 mo (unpd labor)3 repairs/services (H)	Automotive	
658	SB000440SC	No. auto repairs/srvcs on vchle past 12 mo (unpd labor)4 repairs/services (H)	Automotive	
659	SB005194SC	No. auto repairs/srvcs on vchle past 12 mo (unpd labor)6 or more repairs (H)	Automotive	
660	SB005238SC	Number of cars 2 Cars (H)	Automotive	
661	SB005239SC	Number of cars 3 Cars (H)	Automotive	
662	SB005240SC	Number of cars 4 or more Cars (H)	Automotive	
663	SB005241SC	Number of cars None (H)	Automotive	
664	SB005242SC	Number of new cars 1 New car (H)	Automotive	
665	SB005243SC	Number of new cars 2 New cars (H)	Automotive	
666	SB005244SC	Number of new cars 3 New cars (H)	Automotive	

ORDER	VARIABLE	DESCRIPTION	CATEGORY	CONSUMPTION
667	SB005246SC	Number of new cars None (H)	Automotive	
668	SB005247SC	Number of used cars 1 Used car (H)	Automotive	
669	SB005248SC	Number of used cars 2 Used cars (H)	Automotive	
670	SB005251SC	Number of used cars None (H)	Automotive	
671	SB005252SC	Number of vehicles 1 Vehicle (H)	Automotive	
672	SB005253SC	Number of vehicles 2 Vehicles (H)	Automotive	
673	SB005254SC	Number of vehicles 3.Vehicles (H)	Automotive	
674	SB005255SC	Number of vehicles 4 or more Vehicles (H)	Automotive	
675	SB005256SC	Number of vehicles None (H)	Automotive	
676	SB005257SC	Number of new vehicles 1 New vehicle (H)	Automotive	
677	SB005258SC	Number of new vehicles 2 New vehicles (H)	Automotive	
678	SB005259SC	Number of new vehicles 3 New vehicles (H)	Automotive	
679	SB005260SC	Number of new vehicles 4 or more New vehicles (H)	Automotive	
680	SB005261SC	Number of new vehicles None (H)	Automotive	
681	SB005262SC	Number of used vehicles 1 Used vehicle (H)	Automotive	
682	SB005263SC	Number of used vehicles 2 Used vehicles (H)	Automotive	
683	SB005264SC	Number of used vehicles 3 Used vehicles (H)	Automotive	
684	SB005265SC	Number of used vehicles 4 or more Used vehicles (H)	Automotive	
685	SB005266SC	Number of used vehicles None (H)	Automotive	
686	SB000457SC	Primary reasons use dealer to buy/leas last used vhcl Financing w dealer (H)	Automotive	
687	SB000458SC	Primary reasons use dealer to buy/leas last used vhcl Location (H)	Automotive	
688	SB000459SC	Primary reasons use dealer to buy/leas last used vhcl Prev bus. w dealer (H)	Automotive	
689	SB000460SC	Primary reasons use dealer to buy/leas last used vhcl Price - value (H)	Automotive	
690	SB000461SC	Primary reasons use dealer to buy/leas last used vhcl Selection of models (H)	Automotive	
691	SB003634SC	Primary reasons use dealer to buy/lease last new vhcl Location (H)	Automotive	
692	SB003635SC	Primary reasons use dealer to buy/lease last new vhcl Prev bus. w dealer (H)	Automotive	
693	SB003636SC	Primary reasons use dealer to buy/lease last new vhcl Price - value (H)	Automotive	
694	SB003637SC	Primary reasons use dealer to buy/lease last new vhcl Rep. of dealer (H)	Automotive	
695	SB003638SC	Primary reasons use dealer to buy/lease last new vhcl Selection of models (H)	Automotive	
696	SB003639SC	Primary reasons use dealer to buy/lease last new vhcl Service (H)	Automotive	
697	SB003640SC	Primary reasons use dealer to buy/lease last new vhcl Warranty (H)	Automotive	
698	SB000458SC	Primary reasons use dealer to buy/leas last used vhcl Did not buy (H)	Automotive	
699	SB000474SC	Stores HHLD shopped for auto products/srvcs pst 12 mo Any auto store (H)	Automotive	
700	SB000475SC	Stores HHLD shopped for auto products/srvcs pst 12 mo Advance Auto Parts (H)	Automotive	
701	SB000476SC	Stores HHLD shopped for auto products/srvcs pst 12 mo Auto dealership (H)	Automotive	
702	SB000477SC	Stores HHLD shopped for auto products/srvcs pst 12 mo AutoZone (H)	Automotive	
703	SB000478SC	Stores HHLD shopped for auto products/srvcs pst 12 mo Costco (H)	Automotive	
704	SB000479SC	Stores HHLD shopped for auto products/srvcs pst 12 mo Discount Tire Co. (H)	Automotive	
705	SB000480SC	Stores HHLD shopped for auto products/srvcs pst 12 mo Firestone Auto Care (H)	Automotive	
706	SB000481SC	Stores HHLD shopped for auto products/srvcs pst 12 mo Jiffy Lube (H)	Automotive	
707	SB000482SC	Stores HHLD shopped for auto products/srvcs pst 12 mo NAPA Auto Parts (H)	Automotive	
708	SB000483SC	Stores HHLD shopped for auto products/srvcs pst 12 mo O'Reilly Auto Parts (H)	Automotive	
709	SB000484SC	Stores HHLD shopped for auto products/srvcs pst 12 mo Pep Boys (H)	Automotive	
710	SB000485SC	Stores HHLD shopped for auto products/srvcs pst 12 mo Walmart (H)	Automotive	
711	SB000486SC	Stores HHLD shopped for auto products/srvcs pst 12 mo Did not shop (H)	Automotive	
712	SB000487SC	Stores where HHLD usually buys tires Auto dealership (H)	Automotive	
713	SB000488SC	Stores where HHLD usually buys tires Costco (H)	Automotive	
714	SB000489SC	Stores where HHLD usually buys tires Discount Tire Co. (H)	Automotive	
715	SB000490SC	Stores where HHLD usually buys tires Walmart (H)	Automotive	
716	SB000491SC	Vehicle HHLD plans to buy new next 12 months Any New Vehicle (H)	Automotive	
717	SB000492SC	Vehicle HHLD plans to buy new next 12 months Luxury vehicle (any size) (H)	Automotive	
718	SB000493SC	Vehicle HHLD plans to buy new next 12 months Sport utility vehicle (H)	Automotive	
719	SB000494SC	Vehicle HHLD plans to buy new/lease next 12 months Hybrid or electric (H)	Automotive	
720	SB000495SC	Vehicle HHLD plans to buy new/lease next 12 months Luxury vhcl (any size) (H)	Automotive	
721	SB000496SC	Vehicle HHLD plans to buy new/lease next 12 months Sport utility vehicle (H)	Automotive	
722	SB000503SC	Vehicle HHLD plans to buy new/used/lease next 12 mon Compact car (H)	Automotive	
723	SB000504SC	Vehicle HHLD plans to buy new/used/lease next 12 mon Full-size car (H)	Automotive	
724	SB000505SC	Vehicle HHLD plans to buy new/used/lease next 12 mon Hybrid or electric (H)	Automotive	
725	SB000506SC	Vehicle HHLD plans to buy new/used/lease next 12 mon Luxury vehicle (H)	Automotive	
726	SB000507SC	Vehicle HHLD plans to buy new/used/lease next 12 mon Midsize car (H)	Automotive	
727	SB000499SC	Vehicle HHLD plans to buy new/used/lease next 12 mon Pickup truck (H)	Automotive	
728	SB000498SC	Vehicle HHLD plans to buy new/used/lease next 12 mon Sport utility vhcl (H)	Automotive	
729	SB000497SC	Vehicle HHLD plans to buy new/used/lease next 12 mon Van or mini-van (H)	Automotive	
730	SB000509SC	Vehicle HHLD plans to buy used next 12 months Compact car (H)	Automotive	
731	SB000508SC	Vehicle HHLD plans to buy used next 12 months Full-size car (H)	Automotive	
732	SB000507SC	Vehicle HHLD plans to buy used next 12 months Midsize car (H)	Automotive	
733	SB000506SC	Vehicle HHLD plans to buy used next 12 months Pickup truck (H)	Automotive	
734	SB000504SC	Vehicle HHLD plans to buy used next 12 months Van or mini-van (H)	Automotive	
735	SB000510SC	Vehicle HHLD plans to buy used next 12 months Any Used Vehicle (H)	Automotive	
736	SB003880SC	Vehicle HHLD plans to lease next 12 months Sport utility vehicle (H)	Automotive	
737	SB003882SC	Vehicle HHLD plans to lease next 12 months Any Leased Vehicle (H)	Automotive	
738	SB000521SC	Websites/apps used to gather info to shop new/usd vhclAutoNation (H)	Automotive	
739	SB000520SC	Websites/apps used to gather info to shop new/usd vhclAutoTrader (H)	Automotive	
740	SB003992SC	Websites/apps used to gather info to shop new/usd vhclCARFAX (H)	Automotive	

ORDER	VARIABLE	DESCRIPTION	CATEGORY	CONSUMPTION
741	SB000519SC	Websites/apps used to gather info to shop new/usd vhcCarMax.com (H)	Automotive	
742	SB000518SC	Websites/apps used to gather info to shop new/usd vhcCars.com (H)	Automotive	
743	SB000516SC	Websites/apps used to gather info to shop new/usd vhcEdmunds (H)	Automotive	
744	SB000515SC	Websites/apps used to gather info to shop new/usd vhcKelley Blue Book (H)	Automotive	
745	SB000512SC	Websites/apps used to gather info to shop new/usd vhcAny auto manufactr (H)	Automotive	
746	SB0005387SC	Websites/apps might use to shop for new/usd vhcOther site/app (H)	Automotive	
747	SB000514SC	Websites/apps used to gather info to shop new/usd vhcNone (H)	Automotive	
748	SB0005388SC	Model year of any vehicle (HHL): 2009 or earlier (H)	Automotive	
749	SB0005203SC	Model year of any vehicle (HHL): 2010 (H)	Automotive	
750	SB0005204SC	Model year of any vehicle (HHL): 2011 (H)	Automotive	
751	SB0005205SC	Model year of any vehicle (HHL): 2012 (H)	Automotive	
752	SB0005206SC	Model year of any vehicle (HHL): 2013 (H)	Automotive	
753	SB0005207SC	Model year of any vehicle (HHL): 2014 (H)	Automotive	
754	SB0005208SC	Model year of any vehicle (HHL): 2015 (H)	Automotive	
755	SB0005209SC	Model year of any vehicle (HHL): 2016 (H)	Automotive	
756	SB0005210SC	Model year of any vehicle (HHL): 2017 (H)	Automotive	
757	SB0005211SC	Model year of any vehicle (HHL): 2018 (H)	Automotive	
758	SB0005212SC	Model year of any vehicle (HHL): 2019 (H)	Automotive	
759	SB0005389SC	Model year of any vehicle (HHL): 2020 (H)	Automotive	
760	SB0005390SC	Model year of new vehicle (HHL): 2009 or earlier (H)	Automotive	
761	SB0005215SC	Model year of new vehicle (HHL): 2010 (H)	Automotive	
762	SB0005216SC	Model year of new vehicle (HHL): 2011 (H)	Automotive	
763	SB0005217SC	Model year of new vehicle (HHL): 2012 (H)	Automotive	
764	SB0005218SC	Model year of new vehicle (HHL): 2013 (H)	Automotive	
765	SB0005219SC	Model year of new vehicle (HHL): 2014 (H)	Automotive	
766	SB0005220SC	Model year of new vehicle (HHL): 2015 (H)	Automotive	
767	SB0005221SC	Model year of new vehicle (HHL): 2016 (H)	Automotive	
768	SB0005222SC	Model year of new vehicle (HHL): 2017 (H)	Automotive	
769	SB0005223SC	Model year of new vehicle (HHL): 2018 (H)	Automotive	
770	SB0005224SC	Model year of new vehicle (HHL): 2019 (H)	Automotive	
771	SB0005391SC	Model year of new vehicle (HHL): 2020 (H)	Automotive	
772	SB0005392SC	Model year of used vehicle (HHL): 2009 or earlier (H)	Automotive	
773	SB0005227SC	Model year of used vehicle (HHL): 2010 (H)	Automotive	
774	SB0005228SC	Model year of used vehicle (HHL): 2011 (H)	Automotive	
775	SB0005229SC	Model year of used vehicle (HHL): 2012 (H)	Automotive	
776	SB0005230SC	Model year of used vehicle (HHL): 2013 (H)	Automotive	
777	SB0005231SC	Model year of used vehicle (HHL): 2014 (H)	Automotive	
778	SB0005232SC	Model year of used vehicle (HHL): 2015 (H)	Automotive	
779	SB0005233SC	Model year of used vehicle (HHL): 2016 (H)	Automotive	
780	SB0005234SC	Model year of used vehicle (HHL): 2017 (H)	Automotive	
781	SB0003428SC	Distance walked in town, city or downtown area past 7 days Less than 1 mile (A)	Commuting and Transportation	
782	SB0003429SC	Distance walked in town, city or downtown area past 7 days 1 to 3 miles (A)	Commuting and Transportation	
783	SB0003430SC	Distance walked in town, city or downtown area past 7 days 3 miles or more (A)	Commuting and Transportation	
784	SB0003431SC	Distance walked in town, city or downtown area past 7 days Did not walk (A)	Commuting and Transportation	
785	SB0003432SC	Minutes spent traveling to work one way Less than 10 minutes (A)	Commuting and Transportation	
786	SB0003433SC	Minutes spent traveling to work one way 10 - 19 minutes (A)	Commuting and Transportation	
787	SB0003434SC	Minutes spent traveling to work one way 20 - 29 minutes (A)	Commuting and Transportation	
788	SB0003435SC	Minutes spent traveling to work one way 30 - 59 minutes (A)	Commuting and Transportation	
789	SB0003436SC	Minutes spent traveling to work one way One hour or more (A)	Commuting and Transportation	
790	SB0003437SC	Minutes spent traveling to work one way Do not usually commute (A)	Commuting and Transportation	
791	SB0003438SC	Minutes spent traveling to work one way Not employed (A)	Commuting and Transportation	
792	SB0002233SC	Mode of transportation past 7 days (any purpose) Bus (A)	Commuting and Transportation	
793	SB0002234SC	Mode of transportation past 7 days (any purpose) Carpool (A)	Commuting and Transportation	
794	SB0004465SC	Mode of transportation past 7 days (any purpose) On-demand car service (A)	Commuting and Transportation	
795	SB0002235SC	Mode of transportation past 7 days (any purpose) Drive (not carpool) (A)	Commuting and Transportation	
796	SB0002237SC	Mode of transportation past 7 days (any purpose) Taxi (A)	Commuting and Transportation	
797	SB0003439SC	Total miles traveled in car, van, truck, or bus past 7 days Less than 50 mi (A)	Commuting and Transportation	
798	SB0003440SC	Total miles traveled in car, van, truck, or bus past 7 days 50 - 99 miles (A)	Commuting and Transportation	
799	SB0003441SC	Total miles traveled in car, van, truck, or bus past 7 days 100 - 199 miles (A)	Commuting and Transportation	
800	SB0003442SC	Total miles traveled in car, van, truck, or bus past 7 days 200 - 249 miles (A)	Commuting and Transportation	
801	SB0003443SC	Total miles traveled in car, van, truck, or bus past 7 days 250 - 499 miles (A)	Commuting and Transportation	
802	SB0003444SC	Total miles traveled in car, van, truck, or bus past 7 days 500 mi or more (A)	Commuting and Transportation	
803	SB0003445SC	Total miles traveled in car, van, truck, or bus past 7 days None (A)	Commuting and Transportation	
804	SB0004078SC	Digital video display Quintile 1st Quintile (heaviest) (A)	Digital Video Displays	
805	SB0004079SC	Digital video display Quintile 2nd Quintile (heavy) (A)	Digital Video Displays	
806	SB0004080SC	Digital video display Quintile 3rd Quintile (medium) (A)	Digital Video Displays	
807	SB0004082SC	Digital video display Quintile 4th Quintile (light) (A)	Digital Video Displays	
808	SB0004084SC	Digital video display Quintile 5th Quintile (lightest) (A)	Digital Video Displays	
809	SB000962SC	No. of places viewed digital video displays past 30 days 1 place (A)	Digital Video Displays	
810	SB000963SC	No. of places viewed digital video displays past 30 days 1 or more places (A)	Digital Video Displays	
811	SB000961SC	No. of places viewed digital video displays past 30 days 2 places (A)	Digital Video Displays	
812	SB000960SC	No. of places viewed digital video displays past 30 days 3 places (A)	Digital Video Displays	
813	SB000958SC	No. of places viewed digital video displays past 30 days 4 places (A)	Digital Video Displays	
814	SB000959SC	No. of places viewed digital video displays past 30 days 4 or more places (A)	Digital Video Displays	

ORDER	VARIABLE	DESCRIPTION	CATEGORY	CONSUMPTION
815	SB000957SC	No. of places viewed digital video displays past 30 days 5 or more places (A)	Digital Video Displays	
816	SB000956SC	No. of places viewed digital video displays past 30 days None (A)	Digital Video Displays	
817	SB000970SC	No. of places viewed digital video displays past 6 months 1 place (A)	Digital Video Displays	
818	SB000971SC	No. of places viewed digital video displays past 6 months 1 or more places (A)	Digital Video Displays	
819	SB000969SC	No. of places viewed digital video displays past 6 months 2 places (A)	Digital Video Displays	
820	SB000968SC	No. of places viewed digital video displays past 6 months 3 places (A)	Digital Video Displays	
821	SB000966SC	No. of places viewed digital video displays past 6 months 4 places (A)	Digital Video Displays	
822	SB000967SC	No. of places viewed digital video displays past 6 months 4 or more places (A)	Digital Video Displays	
823	SB000965SC	No. of places viewed digital video displays past 6 months 5 or more places (A)	Digital Video Displays	
824	SB000964SC	No. of places viewed digital video displays past 6 months None (A)	Digital Video Displays	
825	SB003897SC	Places viewed digital video displays past 30 days Airplanes (A)	Digital Video Displays	
826	SB000982SC	Places viewed digital video displays past 30 days Airports (A)	Digital Video Displays	
827	SB000981SC	Places viewed digital video displays past 30 days Doctors offices/hospitals (A)	Digital Video Displays	
828	SB000978SC	Places viewed digital video displays past 30 days Gas stations (A)	Digital Video Displays	
829	SB000977SC	Places viewed digital video displays past 30 days Grocery stores (A)	Digital Video Displays	
830	SB000976SC	Places viewed digital video displays past 30 days Health clubs/fitness cntrs (A)	Digital Video Displays	
831	SB003896SC	Places viewed digital video displays past 30 days Office lobbies/elevators (A)	Digital Video Displays	
832	SB000974SC	Places viewed digital video displays past 30 days Restaurants/bars (A)	Digital Video Displays	
833	SB000973SC	Places viewed digital video displays past 30 days Retail stores (A)	Digital Video Displays	
834	SB000972SC	Places viewed digital video displays past 30 days Shopping malls (A)	Digital Video Displays	
835	SB000975SC	Places viewed digital video displays past 30 days None (A)	Digital Video Displays	
836	SB003898SC	Places viewed digital video displays past 6 months Airplanes (A)	Digital Video Displays	
837	SB000993SC	Places viewed digital video displays past 6 months Airports (A)	Digital Video Displays	
838	SB000992SC	Places viewed digital video displays past 6 months Doctors offices/hospitals (A)	Digital Video Displays	
839	SB000989SC	Places viewed digital video displays past 6 months Gas stations (A)	Digital Video Displays	
840	SB000988SC	Places viewed digital video displays past 6 months Grocery stores (A)	Digital Video Displays	
841	SB000987SC	Places viewed digital video displays past 6 mo Health clubs/fitness centers (A)	Digital Video Displays	
842	SB003899SC	Places viewed digital video displays past 6 months Office lobbies/elevators (A)	Digital Video Displays	
843	SB000985SC	Places viewed digital video displays past 6 months Restaurants/bars (A)	Digital Video Displays	
844	SB000984SC	Places viewed digital video displays past 6 months Retail stores (A)	Digital Video Displays	
845	SB000983SC	Places viewed digital video displays past 6 months Shopping malls (A)	Digital Video Displays	
846	SB000986SC	Places viewed digital video displays past 6 months None (A)	Digital Video Displays	
847	SB001008SC	Ecofriendly activities done on a regular basis Buy eco-friendly cleaning prducts (A)	Environment	
848	SB001005SC	Ecofriendly activities done on a regular basis Donate to environmental causes (A)	Environment	
849	SB001000SC	Ecofriendly activities done on a regular basis Pay more for eco-friendly prducts (A)	Environment	
850	SB001004SC	Ecofriendly activities done on a regular basis Use alternative transportation (A)	Environment	
851	SB000997SC	Ecofriendly activities done on a regular basis Use cloth/reusable shopping bags (A)	Environment	
852	SB001007SC	Ecofriendly activities done on a regular basis Buy locally grown food (A)	Environment	
853	SB001006SC	Ecofriendly activities done on a regular basis Buy organic food (A)	Environment	
854	SB003716SC	Ecofriendly activities done on a regular basis Participate in energy-saving (A)	Environment	
855	SB000998SC	Ecofriendly activities done on a regular basis Recycle electronics (A)	Environment	
856	SB003717SC	Ecofriendly activities done on a regular basis Support politicians (A)	Environment	
857	SB000994SC	Ecofriendly activities done on a regular basis Use rechargeable batteries (A)	Environment	
858	SB001001SC	Ecofriendly activities done on a regular basis Other (A)	Environment	
859	SB001002SC	Ecofriendly activities done on a regular basis None (A)	Environment	
860	SB004086SC	Eco-friendly activities Quintile 1st Quintile (heaviest) (A)	Environment	
861	SB004088SC	Eco-friendly activities Quintile 2nd Quintile (heavy) (A)	Environment	
862	SB004090SC	Eco-friendly activities Quintile 4th Quintile (light) (A)	Environment	
863	SB004091SC	Eco-friendly activities Quintile 5th Quintile (lightest) (A)	Environment	
864	SB001021SC	Number of ecofriendly activities done on a regular basis 1 or more activities (A)	Environment	
865	SB001018SC	Number of ecofriendly activities done on a regular basis 3 or more activities (A)	Environment	
866	SB001015SC	Number of ecofriendly activities done on a regular basis 5 or more activities (A)	Environment	
867	SB001012SC	Number of ecofriendly activities done on a regular basis 7 or more activities (A)	Environment	
868	SB001023SC	Num of ecofriendly activities done on a regular basis 10 or more activities (A)	Environment	
869	SB001022SC	Number of ecofriendly activities done on a regular basis 1 activity (A)	Environment	
870	SB001020SC	Number of ecofriendly activities done on a regular basis 2 activities (A)	Environment	
871	SB001019SC	Number of ecofriendly activities done on a regular basis 3 activities (A)	Environment	
872	SB001017SC	Number of ecofriendly activities done on a regular basis 4 activities (A)	Environment	
873	SB001016SC	Number of ecofriendly activities done on a regular basis 5 activities (A)	Environment	
874	SB001014SC	Number of ecofriendly activities done on a regular basis 6 activities (A)	Environment	
875	SB001013SC	Number of ecofriendly activities done on a regular basis 7 activities (A)	Environment	
876	SB001011SC	Number of ecofriendly activities done on a regular basis 8 activities (A)	Environment	
877	SB001010SC	Number of ecofriendly activities done on a regular basis 9 activities (A)	Environment	
878	SB001009SC	Number of ecofriendly activities done on a regular basis None (A)	Environment	
879	SB000530SC	Banks HHLd uses Bank of America (H)	Financial	
880	SB000529SC	Banks HHLd uses Chase (H)	Financial	
881	SB000528SC	Banks HHLd uses Citibank (H)	Financial	
882	SB000527SC	Banks HHLd uses Fifth Third Bank (H)	Financial	
883	SB000524SC	Banks HHLd uses PNC Bank (H)	Financial	
884	SB000522SC	Banks HHLd uses Wells Fargo (H)	Financial	
885	SB000526SC	Banks HHLd uses Internet bank (such as EtradeBank, etc.) (H)	Financial	
886	SB000531SC	Banks HHLd uses Any credit union (H)	Financial	
887	SB000525SC	Banks HHLd uses None (H)	Financial	
888	SB000538SC	Banks HHLd uses (primary bank) Bank of America (H)	Financial	

ORDER	VARIABLE	DESCRIPTION	CATEGORY	CONSUMPTION
889	SB000537SC	Banks HHLd uses (primary bank) Chase (H)	Financial	
890	SB003848SC	Banks HHLd uses (primary bank) Citibank (H)	Financial	
891	SB000539SC	Banks HHLd uses (primary bank) Any credit union (H)	Financial	
892	SB000535SC	Banks HHLd uses (primary bank) None (H)	Financial	
893	SB005395SC	Company purchasing decisions participated in past 12 mo Any Purch Decision (A)	Financial	
894	SB000005SC	Company purchasing decisions participated in past 12 mo Business travel (A)	Financial	
895	SB000004SC	Company purchasing decisions participated in past 12 mo Computer hardware (A)	Financial	
896	SB000002SC	Company purchasing decisions participated in past 12 mo Information tech. (A)	Financial	
897	SB000003SC	Company purchasing decisions participated in past 12 mo Office equipment (A)	Financial	
898	SB000001SC	Company purchasing decisions participated in past 12 mo Overnight delivery (A)	Financial	
899	SB005394SC	Company purchasing decisions participated in past 12 mo Other Purch Decision (A)	Financial	
900	SB005396SC	Company purchasing decisions participated in past 12 mo None (A)	Financial	
901	SB000950SC	Credit cards used past 3 months American Express (A)	Financial	
902	SB000948SC	Credit cards used past 3 months Discover (A)	Financial	
903	SB000947SC	Credit cards used past 3 months Gasoline credit card (A)	Financial	
904	SB000945SC	Credit cards used past 3 months MasterCard (A)	Financial	
905	SB000942SC	Credit cards used past 3 months VISA (A)	Financial	
906	SB005397SC	Credit cards/payment methods used past 3 months Apple Pay (A)	Financial	
907	SB005398SC	Credit cards/payment methods used past 3 months Google Pay (A)	Financial	
908	SB005399SC	Credit cards/payment methods used past 3 months PayPal (A)	Financial	
909	SB004958SC	Credit cards/payment methods used past 3 months Store credit card (A)	Financial	
910	SB004960SC	Credit cards/payment methods used past 3 months Any credit card/method (A)	Financial	
911	SB005400SC	Credit cards/payment methods used past 3 months Other mobile/online payment (A)	Financial	
912	SB000552SC	Financial services HHLd has/use Auto loan (H)	Financial	
913	SB000551SC	Financial services HHLd has/use Certificates of Deposit (CDs) (H)	Financial	
914	SB000550SC	Financial services HHLd has/use Checking account (H)	Financial	
915	SB003718SC	Financial services HHLd has/use Credit card (H)	Financial	
916	SB000549SC	Financial services HHLd has/use Debit/ATM card (H)	Financial	
917	SB000548SC	Financial services HHLd has/use Home improvement loan or home equity loan (H)	Financial	
918	SB000547SC	Financial services HHLd has/use Home mortgage (H)	Financial	
919	SB003719SC	Financial services HHLd has/use Mobile banking (H)	Financial	
920	SB000545SC	Financial services HHLd has/use Money market account (H)	Financial	
921	SB000543SC	Financial services HHLd has/use Online banking (H)	Financial	
922	SB000544SC	Financial services HHLd has/use Online bill paying (H)	Financial	
923	SB000542SC	Financial services HHLd has/use Personal loan (H)	Financial	
924	SB000541SC	Financial services HHLd has/use Refinance home mortgage (H)	Financial	
925	SB000540SC	Financial services HHLd has/use Savings account (H)	Financial	
926	SB003720SC	Financial services HHLd has/use Student loan (H)	Financial	
927	SB000567SC	Financial services HHLd has/uses at primary bank Auto loan (H)	Financial	
928	SB000566SC	Financial services HHLd has/uses at primary bank Certificates of Deposit (H)	Financial	
929	SB000565SC	Financial services HHLd has/uses at primary bank Checking account (H)	Financial	
930	SB003721SC	Financial services HHLd has/uses at primary bank Credit card (H)	Financial	
931	SB000564SC	Financial services HHLd has/uses at primary bank Debit/ATM card (H)	Financial	
932	SB000563SC	Financial services HHLd has/uses at primary bank Home improvement loan (H)	Financial	
933	SB000562SC	Financial services HHLd has/uses at primary bank Home mortgage (H)	Financial	
934	SB003722SC	Financial services HHLd has/uses at primary bank Mobile banking (H)	Financial	
935	SB000560SC	Financial services HHLd has/uses at primary bank Money market account (H)	Financial	
936	SB000558SC	Financial services HHLd has/uses at primary bank Online banking (H)	Financial	
937	SB000559SC	Financial services HHLd has/uses at primary bank Online bill paying (H)	Financial	
938	SB000557SC	Financial services HHLd has/uses at primary bank Personal loan (H)	Financial	
939	SB000556SC	Financial services HHLd has/uses at primary bank Refinance home mortgage (H)	Financial	
940	SB000555SC	Financial services HHLd has/uses at primary bank Savings account (H)	Financial	
941	SB003723SC	Financial services HHLd has/uses at primary bank Student loan (H)	Financial	
942	SB003969SC	Home/rent insurance-plan to switch provider next 12 mo Yes (H)	Financial	
943	SB005528SC	Home/rent insurance-plan to switch provider next 12 mo No (H)	Financial	
944	SB000584SC	Homeowners/renters insurance provider for household AAA Insurance (H)	Financial	
945	SB000583SC	Homeowners/renters insurance provider for household Allstate (H)	Financial	
946	SB000581SC	Homeowners/renters insurance provider for household Erie Insurance (H)	Financial	
947	SB000579SC	Homeowners/renters insurance provider for household Farmers Insurance (H)	Financial	
948	SB004204SC	Homeowners/renters insurance provider for household GEICO (H)	Financial	
949	SB000572SC	Homeowners/renters insurance provider for household The Hartford (H)	Financial	
950	SB000578SC	Homeowners/renters insurance provider for household Liberty Mutual (H)	Financial	
951	SB000575SC	Homeowners/renters insurance provider for household Progressive (H)	Financial	
952	SB000573SC	Homeowners/renters insurance provider for household State Farm (H)	Financial	
953	SB000571SC	Homeowners/renters insurance provider for household Travelers (H)	Financial	
954	SB000570SC	Homeowners/renters insurance provider for household USAA (H)	Financial	
955	SB000576SC	Homeowners/renters insurance provider for household None (H)	Financial	
956	SB004108SC	Household income Quintile 1st Quintile (heaviest) (H)	Financial	
957	SB004109SC	Household income Quintile 2nd Quintile (heavy) (H)	Financial	
958	SB004110SC	Household income Quintile 3rd Quintile (medium) (H)	Financial	
959	SB004111SC	Household income Quintile 4th Quintile (light) (H)	Financial	
960	SB004112SC	Household income Quintile 5th Quintile (lightest) (H)	Financial	
961	SB005195SC	Insurance shopped for on the Internet in the past 6 months Auto (A)	Financial	
962	SB005196SC	Insurance shopped for on the Internet in the past 6 months Health (A)	Financial	

ORDER	VARIABLE	DESCRIPTION	CATEGORY	CONSUMPTION
963	SB005197SC	Insurance shopped for on the Internet in the past 6 months Home (A)	Financial	
964	SB005198SC	Insurance shopped for on the Internet in the past 6 months Life (A)	Financial	
965	SB003760SC	Investments household has 401k plan (H)	Financial	
966	SB003761SC	Investments household has 529 plan/college savings plan (H)	Financial	
967	SB000591SC	Investments household has Bonds (H)	Financial	
968	SB003762SC	Investments household has IRA (Individual Retirement Account) (H)	Financial	
969	SB000590SC	Investments household has Money market funds (H)	Financial	
970	SB000589SC	Investments household has Mutual funds (H)	Financial	
971	SB000586SC	Investments household has Second home or real estate property (H)	Financial	
972	SB000585SC	Investments household has Stocks or stock options (H)	Financial	
973	SB000592SC	Investments household has Any investment (H)	Financial	
974	SB000587SC	Investments household has Other security or investment (H)	Financial	
975	SB000588SC	Investments household has None (H)	Financial	
976	SB000955SC	No. of credit cards used past 3 months 1 credit card (A)	Financial	
977	SB000954SC	No. of credit cards used past 3 months 2 credit cards (A)	Financial	
978	SB000953SC	No. of credit cards used past 3 months 3 credit cards (A)	Financial	
979	SB000952SC	No. of credit cards used past 3 months 4 or more credit cards (A)	Financial	
980	SB000951SC	No. of credit cards used past 3 months None (A)	Financial	
981	SB000601SC	Organizations (types) contributed money to past 12 mo Arts/cultural (H)	Financial	
982	SB003895SC	Organizations (types) contributed money to past 12 mo Educational (H)	Financial	
983	SB000599SC	Organizations (types) contributed money to past 12 mo Healthcare/medical (H)	Financial	
984	SB000598SC	Organizations (types) contributed money to past 12 mo Military/veterans (H)	Financial	
985	SB000593SC	Organizations (types) contributed money to past 12 mo Other organization (H)	Financial	
986	SB000596SC	Organizations (types) contributed money to past 12 mo Political (H)	Financial	
987	SB000595SC	Organizations (types) contributed money to past 12 mo Religious (H)	Financial	
988	SB000594SC	Organizations (types) contributed money to past 12 mo Social care/welfare (H)	Financial	
989	SB000597SC	Organizations (types) contributed money to past 12 mo None (H)	Financial	
990	SB000617SC	Professional services used by HHLd past 12 months Accountant (H)	Financial	
991	SB000616SC	Professional services used by HHLd past 12 months Bankruptcy attorney (H)	Financial	
992	SB005401SC	Professional services used by HHLd past 12 months Check/Cash/TitleLn (A) (H)	Financial	
993	SB000614SC	Professional services used by HHLd past 12 months Coin cashing service (H)	Financial	
994	SB000612SC	Professional services used by HHLd past 12 months Financial planner (H)	Financial	
995	SB000611SC	Professional services used by HHLd past 12 months Funeral pre-planning (H)	Financial	
996	SB000610SC	Professional services used by HHLd past 12 months Ins agent at office (H)	Financial	
997	SB000609SC	Professional services used by HHLd past 12 months Online investing (H)	Financial	
998	SB003901SC	Professional services used by HHLd past 12 months Real estate agent (H)	Financial	
999	SB000604SC	Professional services used by HHLd past 12 months Stockbroker (H)	Financial	
1000	SB003902SC	Professional services used by HHLd past 12 months Tax preparation service (H)	Financial	
1001	SB000603SC	Professional services used by HHLd past 12 months Travel agent (H)	Financial	
1002	SB003903SC	Professional services used by HHLd past 12 months Tutoring service (H)	Financial	
1003	SB000602SC	Professional services used by HHLd past 12 months Wire transfer (H)	Financial	
1004	SB000608SC	Professional services used by HHLd past 12 months Other attorney (H)	Financial	
1005	SB004071SC	Amount household spent on groceries Quintile 1st Quintile (heaviest) (H)	Food and Beverages	
1006	SB004073SC	Amount household spent on groceries Quintile 2nd Quintile (heavy) (H)	Food and Beverages	
1007	SB004077SC	Amount household spent on groceries Quintile 5th Quintile (lightest) (H)	Food and Beverages	
1008	SB003360SC	Amount household spent on groceries past 7 days Less than \$50 (H)	Food and Beverages	
1009	SB003361SC	Amount household spent on groceries past 7 days \$50 - \$74 (H)	Food and Beverages	
1010	SB003362SC	Amount household spent on groceries past 7 days \$75 - \$99 (H)	Food and Beverages	
1011	SB003365SC	Amount household spent on groceries past 7 days \$150 - \$199 (H)	Food and Beverages	
1012	SB003366SC	Amount household spent on groceries past 7 days \$200 or more (H)	Food and Beverages	
1013	SB000623SC	Beverages (bottled water) drank past 7 days Any flavored water (A)	Food and Beverages	
1014	SB000632SC	Beverages (bottled water) drank past 7 days Aquafina (A)	Food and Beverages	
1015	SB000631SC	Beverages (bottled water) drank past 7 days Arrowhead (A)	Food and Beverages	
1016	SB000630SC	Beverages (bottled water) drank past 7 days Crystal Geyser (A)	Food and Beverages	
1017	SB000629SC	Beverages (bottled water) drank past 7 days Dasani (A)	Food and Beverages	
1018	SB000626SC	Beverages (bottled water) drank past 7 days Glaceau Smartwater (A)	Food and Beverages	
1019	SB000625SC	Beverages (bottled water) drank past 7 days Glaceau Vitaminwater (A)	Food and Beverages	
1020	SB000624SC	Beverages (bottled water) drank past 7 days Ice Mountain (A)	Food and Beverages	
1021	SB000622SC	Beverages (bottled water) drank past 7 days Ozarka (A)	Food and Beverages	
1022	SB000621SC	Beverages (bottled water) drank past 7 days Poland Spring (A)	Food and Beverages	
1023	SB000636SC	Beverages (bottled water) drink most often Any flavored water (A)	Food and Beverages	
1024	SB000642SC	Beverages (bottled water) drink most often Aquafina (A)	Food and Beverages	
1025	SB000641SC	Beverages (bottled water) drink most often Arrowhead (A)	Food and Beverages	
1026	SB000639SC	Beverages (bottled water) drink most often Dasani (A)	Food and Beverages	
1027	SB004469SC	Beverages (bottled water) drink most often Glaceau Smartwater (A)	Food and Beverages	
1028	SB004470SC	Beverages (bottled water) drink most often Glaceau Vitaminwater (A)	Food and Beverages	
1029	SB000634SC	Beverages (bottled water) drink most often Poland Spring (A)	Food and Beverages	
1030	SB000658SC	Beverages (diet soft drinks) drank past 7 days Caffeine Free Diet Coke (A)	Food and Beverages	
1031	SB000657SC	Beverages (diet soft drinks) drank past 7 days Caffeine Free Diet Pepsi (A)	Food and Beverages	
1032	SB004712SC	Beverages (diet soft drinks) drank past 7 days Coca-Cola Zero Sugar (A)	Food and Beverages	
1033	SB000653SC	Beverages (diet soft drinks) drank past 7 days Diet Coke (A)	Food and Beverages	
1034	SB000651SC	Beverages (diet soft drinks) drank past 7 days Diet Mountain Dew (A)	Food and Beverages	
1035	SB000650SC	Beverages (diet soft drinks) drank past 7 days Diet Pepsi (A)	Food and Beverages	
1036	SB000646SC	Beverages (diet soft drinks) drank past 7 days Fresca (A)	Food and Beverages	

ORDER	VARIABLE	DESCRIPTION	CATEGORY	CONSUMPTION
1037	SB000671SC	Beverages (diet soft drinks) drink most often Caffeine Free Diet Coke (A)	Food and Beverages	
1038	SB004713SC	Beverages (diet soft drinks) drink most often Coca-Cola Zero Sugar (A)	Food and Beverages	
1039	SB000666SC	Beverages (diet soft drinks) drink most often Diet Coke (A)	Food and Beverages	
1040	SB000664SC	Beverages (diet soft drinks) drink most often Diet Mountain Dew (A)	Food and Beverages	
1041	SB004478SC	Beverages (diet soft drinks) drink most often Fresca (A)	Food and Beverages	
1042	SB000675SC	Beverages (energy drinks) drank past 7 days Monster (A)	Food and Beverages	
1043	SB004490SC	Beverages (energy drinks) drank past 7 days NOS (A)	Food and Beverages	
1044	SB000674SC	Beverages (energy drinks) drank past 7 days Red Bull (A)	Food and Beverages	
1045	SB000673SC	Beverages (energy drinks) drank past 7 days RockStar (A)	Food and Beverages	
1046	SB000672SC	Beverages (energy drinks) drank past 7 days Other energy drink (A)	Food and Beverages	
1047	SB000679SC	Beverages (energy drinks) drink most often Monster (A)	Food and Beverages	
1048	SB004488SC	Beverages (energy drinks) drink most often RockStar (A)	Food and Beverages	
1049	SB000678SC	Beverages (energy drinks) drink most often Red Bull (A)	Food and Beverages	
1050	SB000677SC	Beverages (energy drinks) drink most often Other energy drink (A)	Food and Beverages	
1051	SB000685SC	Beverages (orange juice) drank past 7 days Minute Maid (A)	Food and Beverages	
1052	SB000683SC	Beverages (orange juice) drank past 7 days Simply (A)	Food and Beverages	
1053	SB000681SC	Beverages (orange juice) drank past 7 days Tropicana (A)	Food and Beverages	
1054	SB000691SC	Beverages (orange juice) drink most often Minute Maid (A)	Food and Beverages	
1055	SB000687SC	Beverages (orange juice) drink most often Tropicana (A)	Food and Beverages	
1056	SB000703SC	Beverages (other juices/juice drinks) drank past 7 days Campbells/V8 (A)	Food and Beverages	
1057	SB000702SC	Beverages (other juices/juice drinks) drank past 7 days Capri Sun (A)	Food and Beverages	
1058	SB004489SC	Beverages (other juices/juice drinks) drank past 7 days Fuze (A)	Food and Beverages	
1059	SB000700SC	Beverages (other juices/juice drinks) drank past 7 days Hawaiian Punch (A)	Food and Beverages	
1060	SB000699SC	Beverages (other juices/juice drinks) drank past 7 days Hi-C (A)	Food and Beverages	
1061	SB000698SC	Beverages (other juices/juice drinks) drank past 7 days Minute Maid (A)	Food and Beverages	
1062	SB000697SC	Beverages (other juices/juice drinks) drank past 7 days Ocean Spray (A)	Food and Beverages	
1063	SB000693SC	Beverages (other juices/juice drinks) drank past 7 days Sunny Delight (A)	Food and Beverages	
1064	SB000714SC	Beverages (other juices/juice drinks) drink most often Campbells/V8 (A)	Food and Beverages	
1065	SB000713SC	Beverages (other juices/juice drinks) drink most often Capri Sun (A)	Food and Beverages	
1066	SB000711SC	Beverages (other juices/juice drinks) drink most often Hawaiian Punch (A)	Food and Beverages	
1067	SB000710SC	Beverages (other juices/juice drinks) drink most often Hi-C (A)	Food and Beverages	
1068	SB000709SC	Beverages (other juices/juice drinks) drink most often Minute Maid (A)	Food and Beverages	
1069	SB000704SC	Beverages (other juices/juice drinks) drink most often Sunny Delight (A)	Food and Beverages	
1070	SB003823SC	Beverages (regular soft drinks) drank past 7 days 7Up (A)	Food and Beverages	
1071	SB003821SC	Beverages (regular soft drinks) drank past 7 days A&W Root Beer (A)	Food and Beverages	
1072	SB003817SC	Beverages (regular soft drinks) drank past 7 days Cherry Coke (A)	Food and Beverages	
1073	SB000726SC	Beverages (regular soft drinks) drank past 7 days Coca-Cola (A)	Food and Beverages	
1074	SB000725SC	Beverages (regular soft drinks) drank past 7 days Crush (A)	Food and Beverages	
1075	SB000724SC	Beverages (regular soft drinks) drank past 7 days Dr Pepper (A)	Food and Beverages	
1076	SB000723SC	Beverages (regular soft drinks) drank past 7 days Fanta (A)	Food and Beverages	
1077	SB000722SC	Beverages (regular soft drinks) drank past 7 days Mello Yello (A)	Food and Beverages	
1078	SB000721SC	Beverages (regular soft drinks) drank past 7 days Mountain Dew (A)	Food and Beverages	
1079	SB000719SC	Beverages (regular soft drinks) drank past 7 days Pepsi (A)	Food and Beverages	
1080	SB004483SC	Beverages (regular soft drinks) drank past 7 days Seagrams (A)	Food and Beverages	
1081	SB005024SC	Beverages (regular soft drinks) drank past 7 days Sierra Mist (A)	Food and Beverages	
1082	SB000717SC	Beverages (regular soft drinks) drank past 7 days Sprite (A)	Food and Beverages	
1083	SB000715SC	Beverages (regular soft drinks) drank past 7 days Sunkist (A)	Food and Beverages	
1084	SB000720SC	Beverages (regular soft drinks) drank past 7 days Any Mexican imprtd soft drink (A)	Food and Beverages	
1085	SB000716SC	Beverages (regular soft drinks) drank past 7 days Store brand regular soft drink (A)	Food and Beverages	
1086	SB005402SC	Beverages (regular soft drinks) drank past 7 days Other regular soft drink (A)	Food and Beverages	
1087	SB000741SC	Beverages (regular soft drinks) drink most often 7Up (A)	Food and Beverages	
1088	SB000737SC	Beverages (regular soft drinks) drink most often Cherry Coke (A)	Food and Beverages	
1089	SB000736SC	Beverages (regular soft drinks) drink most often Coca-Cola (A)	Food and Beverages	
1090	SB000735SC	Beverages (regular soft drinks) drink most often Crush (A)	Food and Beverages	
1091	SB000734SC	Beverages (regular soft drinks) drink most often Dr Pepper (A)	Food and Beverages	
1092	SB000733SC	Beverages (regular soft drinks) drink most often Fanta (A)	Food and Beverages	
1093	SB004206SC	Beverages (regular soft drinks) drink most often Mello Yello (A)	Food and Beverages	
1094	SB000732SC	Beverages (regular soft drinks) drink most often Mountain Dew (A)	Food and Beverages	
1095	SB000731SC	Beverages (regular soft drinks) drink most often Pepsi (A)	Food and Beverages	
1096	SB000729SC	Beverages (regular soft drinks) drink most often Sprite (A)	Food and Beverages	
1097	SB000727SC	Beverages (regular soft drinks) drink most often Sunkist (A)	Food and Beverages	
1098	SB005403SC	Beverages (regular soft drinks) drink most often Other regular soft drink (A)	Food and Beverages	
1099	SB004487SC	Beverages (regular soft drinks) drink most often Store brand regular soft drink (A)	Food and Beverages	
1100	SB004968SC	Beverages (regular soft drinks) drink most often Any Mexican imported soft drink (A)	Food and Beverages	
1101	SB000745SC	Beverages (specialty coffee) drink most often Iced specialty coffee (A)	Food and Beverages	
1102	SB000742SC	Beverages (specialty coffee) drank past 7 days Hot specialty coffee (A)	Food and Beverages	
1103	SB000743SC	Beverages (specialty coffee) drank past 7 days Iced specialty coffee (A)	Food and Beverages	
1104	SB000744SC	Beverages (specialty coffee) drink most often Hot specialty coffee (A)	Food and Beverages	
1105	SB000748SC	Beverages (sports drinks) drank past 7 days Gatorade (A)	Food and Beverages	
1106	SB000746SC	Beverages (sports drinks) drank past 7 days PowerAde (A)	Food and Beverages	
1107	SB000750SC	Beverages (sports drinks) drink most often Gatorade (A)	Food and Beverages	
1108	SB000749SC	Beverages (sports drinks) drink most often PowerAde (A)	Food and Beverages	
1109	SB005025SC	Beverages (sports drinks) drink most often Other sports drink (A)	Food and Beverages	
1110	SB000757SC	Beverages (tea in bottles/cans) drank past 7 days Arizona (A)	Food and Beverages	

ORDER	VARIABLE	DESCRIPTION	CATEGORY	CONSUMPTION
1111	SB004491SC	Beverages (tea in bottles/cans) drank past 7 days Fuze (A)	Food and Beverages	
1112	SB000755SC	Beverages (tea in bottles/cans) drank past 7 days Honest Tea (A)	Food and Beverages	
1113	SB000754SC	Beverages (tea in bottles/cans) drank past 7 days Lipton (A)	Food and Beverages	
1114	SB000752SC	Beverages (tea in bottles/cans) drank past 7 days Snapple (A)	Food and Beverages	
1115	SB000762SC	Beverages (tea in bottles/cans) drink most often Arizona (A)	Food and Beverages	
1116	SB000761SC	Beverages (tea in bottles/cans) drink most often Gold Peak (A)	Food and Beverages	
1117	SB004207SC	Beverages (tea in bottles/cans) drink most often Honest Tea (A)	Food and Beverages	
1118	SB000760SC	Beverages (tea in bottles/cans) drink most often Lipton (A)	Food and Beverages	
1119	SB000758SC	Beverages (tea in bottles/cans) drink most often Snapple (A)	Food and Beverages	
1120	SB003680SC	Convenience stores bought alcohol past 7 days 7-Eleven (H)	Food and Beverages	
1121	SB004214SC	Convenience stores bought alcohol past 7 days Circle K (H)	Food and Beverages	
1122	SB004215SC	Convenience stores bought alcohol past 7 days Speedway (H)	Food and Beverages	
1123	SB003681SC	Convenience stores bought alcohol past 7 days None (H)	Food and Beverages	
1124	SB003682SC	Convenience stores bought any item past 7 days 7-Eleven (H)	Food and Beverages	
1125	SB003683SC	Convenience stores bought any item past 7 days Circle K (H)	Food and Beverages	
1126	SB004216SC	Convenience stores bought any item past 7 days Speedway (H)	Food and Beverages	
1127	SB003684SC	Convenience stores bought any item past 7 days Any convenience store (H)	Food and Beverages	
1128	SB003685SC	Convenience stores bought cigarette/tobacco past 7 days 7-Eleven (H)	Food and Beverages	
1129	SB003686SC	Convenience stores bought cigarette/tobacco past 7 days Circle K (H)	Food and Beverages	
1130	SB004217SC	Convenience stores bought cigarette/tobacco past 7 days Speedway (H)	Food and Beverages	
1131	SB003687SC	Convenience stores bought cigarette/tobacco past 7 days None (H)	Food and Beverages	
1132	SB003688SC	Convenience stores bought gas past 7 days 7-Eleven (H)	Food and Beverages	
1133	SB003689SC	Convenience stores bought gas past 7 days Circle K (H)	Food and Beverages	
1134	SB004218SC	Convenience stores bought gas past 7 days Speedway (H)	Food and Beverages	
1135	SB003690SC	Convenience stores bought gas past 7 days None (H)	Food and Beverages	
1136	SB003691SC	Convenience stores bought lottery ticket past 7 days 7-Eleven (H)	Food and Beverages	
1137	SB003692SC	Convenience stores bought lottery ticket past 7 days Circle K (H)	Food and Beverages	
1138	SB004219SC	Convenience stores bought lottery ticket past 7 days Speedway (H)	Food and Beverages	
1139	SB003693SC	Convenience stores bought lottery ticket past 7 days None (H)	Food and Beverages	
1140	SB003694SC	Convenience stores bought other drink past 7 days 7-Eleven (H)	Food and Beverages	
1141	SB003695SC	Convenience stores bought other drink past 7 days Circle K (H)	Food and Beverages	
1142	SB004220SC	Convenience stores bought other drink past 7 days Speedway (H)	Food and Beverages	
1143	SB003696SC	Convenience stores bought other drink past 7 days None (H)	Food and Beverages	
1144	SB003697SC	Convenience stores bought other food past 7 days 7-Eleven (H)	Food and Beverages	
1145	SB004222SC	Convenience stores bought other food past 7 days Speedway (H)	Food and Beverages	
1146	SB003698SC	Convenience stores bought other food past 7 days None (H)	Food and Beverages	
1147	SB003699SC	Convenience stores bought other item past 7 days 7-Eleven (H)	Food and Beverages	
1148	SB003700SC	Convenience stores bought other item past 7 days None (H)	Food and Beverages	
1149	SB003701SC	Convenience stores bought snack/candy past 7 days 7-Eleven (H)	Food and Beverages	
1150	SB003702SC	Convenience stores bought snack/candy past 7 days Circle K (H)	Food and Beverages	
1151	SB004225SC	Convenience stores bought snack/candy past 7 days Speedway (H)	Food and Beverages	
1152	SB003703SC	Convenience stores bought snack/candy past 7 days None (H)	Food and Beverages	
1153	SB003349SC	Coupons frequency of use for groceries Once a week (H)	Food and Beverages	
1154	SB003353SC	Coupons frequency of use for groceries Never (H)	Food and Beverages	
1155	SB003358SC	Coupons frequency of use for other products/service Less than once a month (H)	Food and Beverages	
1156	SB003359SC	Coupons frequency of use for other products/service Never (H)	Food and Beverages	
1157	SB005640SC	Food delivery services household used past 30 days Grocery delivery (H)	Food and Beverages	
1158	SB005641SC	Food delivery services household used past 30 days Meal kit (H)	Food and Beverages	
1159	SB005642SC	Food delivery services household used past 30 days Restaurant delivery (H)	Food and Beverages	
1160	SB001039SC	Food products household used past 7 days Baby food (H)	Food and Beverages	
1161	SB001038SC	Food products household used past 7 days Candy (H)	Food and Beverages	
1162	SB001037SC	Food products household used past 7 days Coffee (H)	Food and Beverages	
1163	SB001033SC	Food products household used past 7 days Energy bars/nutrition bars (H)	Food and Beverages	
1164	SB001036SC	Food products household used past 7 days Fresh meat (H)	Food and Beverages	
1165	SB001035SC	Food products household used past 7 days Frozen pizza (H)	Food and Beverages	
1166	SB001032SC	Food products household used past 7 days Nuts (H)	Food and Beverages	
1167	SB001030SC	Food products household used past 7 days Packaged meat (H)	Food and Beverages	
1168	SB003724SC	Food products household used past 7 days Prepared foods (H)	Food and Beverages	
1169	SB001029SC	Food products household used past 7 days Pretzels, chips, popcorn (H)	Food and Beverages	
1170	SB001028SC	Food products household used past 7 days Ready-to-eat cereal (H)	Food and Beverages	
1171	SB001027SC	Food products household used past 7 days Salsa (H)	Food and Beverages	
1172	SB001026SC	Food products household used past 7 days Soup (canned or dry mix) (H)	Food and Beverages	
1173	SB001025SC	Food products household used past 7 days Tortillas (H)	Food and Beverages	
1174	SB001024SC	Food products household used past 7 days Yogurt (not frozen) (H)	Food and Beverages	
1175	SB001058SC	Grocery stores shopped past 7 days ALDI (H)	Food and Beverages	
1176	SB001056SC	Grocery stores shopped past 7 days BJ's Wholesale Club (H)	Food and Beverages	
1177	SB001055SC	Grocery stores shopped past 7 days Costco (H)	Food and Beverages	
1178	SB001049SC	Grocery stores shopped past 7 days Publix (H)	Food and Beverages	
1179	SB001048SC	Grocery stores shopped past 7 days Safeway (H)	Food and Beverages	
1180	SB001047SC	Grocery stores shopped past 7 days Sams Club (H)	Food and Beverages	
1181	SB001046SC	Grocery stores shopped past 7 days Save-a-Lot (H)	Food and Beverages	
1182	SB001044SC	Grocery stores shopped past 7 days Target/SuperTarget (H)	Food and Beverages	
1183	SB001045SC	Grocery stores shopped past 7 days Trader Joes (H)	Food and Beverages	
1184	SB001042SC	Grocery stores shopped past 7 days Walmart Neighborhood Market (H)	Food and Beverages	

ORDER	VARIABLE	DESCRIPTION	CATEGORY	CONSUMPTION
1185	SB001043SC	Grocery stores shopped past 7 days Walmart Supercenter (H)	Food and Beverages	
1186	SB001041SC	Grocery stores shopped past 7 days Whole Foods Market (H)	Food and Beverages	
1187	SB001051SC	Grocery stores shopped past 7 days Any Hispanic grocery store (H)	Food and Beverages	
1188	SB001073SC	Grocery stores where most groceries bought ALDI (H)	Food and Beverages	
1189	SB001072SC	Grocery stores where most groceries bought BJ's Wholesale Club (H)	Food and Beverages	
1190	SB001071SC	Grocery stores where most groceries bought Costco (H)	Food and Beverages	
1191	SB001067SC	Grocery stores where most groceries bought Publix (H)	Food and Beverages	
1192	SB001066SC	Grocery stores where most groceries bought Safeway (H)	Food and Beverages	
1193	SB003731SC	Grocery stores where most groceries bought Save-a-Lot (H)	Food and Beverages	
1194	SB001064SC	Grocery stores where most groceries bought Trader Joes (H)	Food and Beverages	
1195	SB001062SC	Grocery stores where most groceries bought Walmart Neighborhood Market (H)	Food and Beverages	
1196	SB001063SC	Grocery stores where most groceries bought Walmart Supercenter (H)	Food and Beverages	
1197	SB001061SC	Grocery stores where most groceries bought Whole Foods Market (H)	Food and Beverages	
1198	SB001069SC	Grocery stores where most groceries bought Any Hispanic grocery store (H)	Food and Beverages	
1199	SB004685SC	How household usually obtains coupons E-mail (H)	Food and Beverages	
1200	SB004684SC	How household usually obtains coupons In-store circulars (H)	Food and Beverages	
1201	SB004683SC	How household usually obtains coupons In-store coupons (H)	Food and Beverages	
1202	SB004682SC	How household usually obtains coupons Websites/apps (H)	Food and Beverages	
1203	SB004681SC	How household usually obtains coupons Magazines (H)	Food and Beverages	
1204	SB004680SC	How household usually obtains coupons Mail (H)	Food and Beverages	
1205	SB004679SC	How household usually obtains coupons Never use coupons (H)	Food and Beverages	
1206	SB004677SC	How household usually obtains coupons Preferred customer/loyalty card (H)	Food and Beverages	
1207	SB004675SC	How household usually obtains coupons QR code (mobile device barcode) (H)	Food and Beverages	
1208	SB004674SC	How household usually obtains coupons Sunday newspaper (H)	Food and Beverages	
1209	SB004673SC	How household usually obtains coupons Text messages (H)	Food and Beverages	
1210	SB004672SC	How household usually obtains coupons Weekday newspaper (H)	Food and Beverages	
1211	MM02072SC	Buy Gas- <\$50- 1mo (A)	Gas, Credit Cards and Chains	
1212	MM02070SC	Buy Gas- \$50-\$74- 1mo (A)	Gas, Credit Cards and Chains	
1213	MM02071SC	Buy Gas- \$75-\$99- 1mo (A)	Gas, Credit Cards and Chains	
1214	MM02115SC	Spend on Gas- \$100+- 1mo (A)	Gas, Credit Cards and Chains	
1215	MM02073SC	Buy Gas- 1wk (A)	Gas, Credit Cards and Chains	
1216	MM02073SD	Buy Gas- 1wk (A) - (Gallons/1wk)	Gas, Credit Cards and Chains	Gallons
1217	MM02077SC	Buy Gas- 6mo (A)	Gas, Credit Cards and Chains	
1218	MM02076SC	Buy Gas- 21+ Gallons- 1wk (A)	Gas, Credit Cards and Chains	
1219	MM70210SC	Buy Gas Less than 1 time per week (A)	Gas, Credit Cards and Chains	
1220	MM70207SC	Buy Gas 1 time per week (A)	Gas, Credit Cards and Chains	
1221	MM70208SC	Buy Gas 2 times per week (A)	Gas, Credit Cards and Chains	
1222	MM70209SC	Buy Gas 3 times per week (A)	Gas, Credit Cards and Chains	
1223	MM70211SC	Buy Gas More than 3 times per week (A)	Gas, Credit Cards and Chains	
1224	MM70202SC	Buy Full-Service Gas- 1wk (A)	Gas, Credit Cards and Chains	
1225	MM70202SD	Buy Full-Service Gas- 1wk (A) - (Gallons/1wk)	Gas, Credit Cards and Chains	Gallons
1226	MM02065SC	Buy Full-Service Gas- 6mo (A)	Gas, Credit Cards and Chains	
1227	MM02090SC	Buy Self-Service Gas- 1wk (A)	Gas, Credit Cards and Chains	
1228	MM02090SD	Buy Self-Service Gas- 1wk (A) - (Gallons/1wk)	Gas, Credit Cards and Chains	Gallons
1229	MM42079SC	Buy Self-Service Gas- 6mo (A)	Gas, Credit Cards and Chains	
1230	MM02086SC	Buy Regular Gas- 1wk (A)	Gas, Credit Cards and Chains	
1231	MM02086SD	Buy Regular Gas- 1wk (A) - (Gallons/1wk)	Gas, Credit Cards and Chains	Gallons
1232	MM42078SC	Buy Regular Grade Gas- 6mo (A)	Gas, Credit Cards and Chains	
1233	MM02078SC	Buy Mid-Grade Gas- 1wk (A)	Gas, Credit Cards and Chains	
1234	MM02078SD	Buy Mid-Grade Gas- 1wk (A) - (Gallons/1wk)	Gas, Credit Cards and Chains	Gallons
1235	MM42076SC	Buy Mid-Grade Gas- 6mo (A)	Gas, Credit Cards and Chains	
1236	MM02082SC	Buy Premium/Super Gas- 1wk (A)	Gas, Credit Cards and Chains	
1237	MM02082SD	Buy Premium/Super Gas- 1wk (A) - (Gallons/1wk)	Gas, Credit Cards and Chains	Gallons
1238	MM42077SC	Buy Premium/Super Gas- 6mo (A)	Gas, Credit Cards and Chains	
1239	MM61327SC	Buy Unleaded Gas- 1wk (A)	Gas, Credit Cards and Chains	
1240	MM61327SD	Buy Unleaded Gas- 1wk (A) - (Gallons/1wk)	Gas, Credit Cards and Chains	Gallons
1241	MM61329SC	Buy Unleaded Type Gas- 6mo (A)	Gas, Credit Cards and Chains	
1242	MM02060SC	Buy Diesel Gas- 6mo (A)	Gas, Credit Cards and Chains	
1243	MM42060SC	Buy 7-Eleven Gas- 6mo (A)	Gas, Credit Cards and Chains	
1244	MM42061SC	Buy Arco Gas- 6mo (A)	Gas, Credit Cards and Chains	
1245	MM02049SC	Buy Chevron Gas- 6mo (A)	Gas, Credit Cards and Chains	
1246	MM61352SC	Buy Mobil Gas- 1wk (A)	Gas, Credit Cards and Chains	
1247	MM61352SD	Buy Mobil Gas- 1wk (A) - (Gallons/1wk)	Gas, Credit Cards and Chains	Gallons
1248	MM61351SC	Buy Mobil Gas- 6mo (A)	Gas, Credit Cards and Chains	
1249	MM42062SC	Buy Exxon Gas- 6mo (A)	Gas, Credit Cards and Chains	
1250	MM61350SC	Buy Marathon Gas- 6mo (A)	Gas, Credit Cards and Chains	
1251	MM70204SC	Buy Quik Trip Gas- 1wk (A)	Gas, Credit Cards and Chains	
1252	MM70204SD	Buy Quik Trip Gas- 1wk (A) - (Gallons/1wk)	Gas, Credit Cards and Chains	Gallons
1253	MM61360SC	Buy Quik Trip Gas- 6mo (A)	Gas, Credit Cards and Chains	
1254	MM02094SC	Buy Shell Gas- 1wk (A)	Gas, Credit Cards and Chains	
1255	MM02094SD	Buy Shell Gas- 1wk (A) - (Gallons/1wk)	Gas, Credit Cards and Chains	Gallons
1256	MM42063SC	Buy Shell Gas- 6mo (A)	Gas, Credit Cards and Chains	
1257	MM61369SC	Buy Speedway Gas- 6mo (A)	Gas, Credit Cards and Chains	
1258	MM61375SC	Buy Walmart Gas- 1wk (A)	Gas, Credit Cards and Chains	

ORDER	VARIABLE	DESCRIPTION	CATEGORY	CONSUMPTION
1259	MM61375SD	Buy Walmart Gas- 1wk (A) - (Gallons/1wk)	Gas, Credit Cards and Chains	Gallons
1260	MM61377SC	Buy Walmart Gas- 6mo (A)	Gas, Credit Cards and Chains	
1261	MM61354SC	Buy Other Brand Gas- 1wk (A)	Gas, Credit Cards and Chains	
1262	MM61354SD	Buy Other Brand Gas- 1wk (A) - (Gallons/1wk)	Gas, Credit Cards and Chains	Gallons
1263	MM61356SC	Buy Other Brand Gas- 6mo (A)	Gas, Credit Cards and Chains	
1264	MM1761SC	Gasoline: Total Users: Gallons/Last 7d: 7-Eleven (A)	Gas, Credit Cards and Chains	
1265	MM1761SD	Gasoline: Total Users: Gallons/Last 7d: 7-Eleven (A) - (Gallons/1wk)	Gas, Credit Cards and Chains	ount
1266	MM1757SC	Gasoline: Total Users: Gallons/Last 7d: Arco (A)	Gas, Credit Cards and Chains	
1267	MM1757SD	Gasoline: Total Users: Gallons/Last 7d: Arco (A) - (Gallons/1wk)	Gas, Credit Cards and Chains	ount
1268	MM1758SC	Gasoline: Total Users: Gallons/Last 7d: BP (A)	Gas, Credit Cards and Chains	
1269	MM1758SD	Gasoline: Total Users: Gallons/Last 7d: BP (A) - (Gallons/1wk)	Gas, Credit Cards and Chains	ount
1270	MM1759SC	Gasoline: Total Users: Gallons/Last 7d: Chevron (A)	Gas, Credit Cards and Chains	
1271	MM1759SD	Gasoline: Total Users: Gallons/Last 7d: Chevron (A) - (Gallons/1wk)	Gas, Credit Cards and Chains	ount
1272	MM1762SC	Gasoline: Total Users: Gallons/Last 7d: Speedway (A)	Gas, Credit Cards and Chains	
1273	MM1762SD	Gasoline: Total Users: Gallons/Last 7d: Speedway (A) - (Gallons/1wk)	Gas, Credit Cards and Chains	ount
1274	MM1763SC	Gasoline: Total Users: Gallons/Last 7d: Sunoco (A)	Gas, Credit Cards and Chains	
1275	MM1763SD	Gasoline: Total Users: Gallons/Last 7d: Sunoco (A) - (Gallons/1wk)	Gas, Credit Cards and Chains	ount
1276	MM1764SC	Gasoline: Total Users: Gallons/Last 7d: Valero (A)	Gas, Credit Cards and Chains	
1277	MM1764SD	Gasoline: Total Users: Gallons/Last 7d: Valero (A) - (Gallons/1wk)	Gas, Credit Cards and Chains	ount
1278	MM1765SC	Gasoline: Total Users: Gallons/Last 7d: Warehouse/Club Store (A)	Gas, Credit Cards and Chains	
1279	MM1765SD	Gasoline: Total Users: Gallons/Last 7d: Warehouse/Club Store (A) - (Gallons/1wk)	Gas, Credit Cards and Chains	ount
1280	MM1760SC	Gasoline: Total Users: Gallons/Last 7d: Exxon (A)	Gas, Credit Cards and Chains	
1281	MM1760SD	Gasoline: Total Users: Gallons/Last 7d: Exxon (A) - (Gallons/1wk)	Gas, Credit Cards and Chains	ount
1282	SB003667SC	Actions taken as result of health ads pst 12 mths Made appointment with Dr (A)	Health	
1283	SB003704SC	Current health description Excellent (A)	Health	
1284	SB003705SC	Current health description Very good (A)	Health	
1285	SB003706SC	Current health description Good (A)	Health	
1286	SB003707SC	Current health description Fair (A)	Health	
1287	SB003708SC	Current health description Poor (A)	Health	
1288	SB005598SC	Health insurance carrier - All types Aetna/Coventry Health Care (A)	Health	
1289	SB005599SC	Health insurance carrier - All types Aflac (A)	Health	
1290	SB005600SC	Health insurance carrier - All types BlueCross BlueShield (A)	Health	
1291	SB005601SC	Health insurance carrier - All types Cigna (A)	Health	
1292	SB005602SC	Health insurance carrier - All types Humana (A)	Health	
1293	SB005603SC	Health insurance carrier - All types State Farm (A)	Health	
1294	SB005604SC	Health insurance carrier - All types UnitedHealthcare (A)	Health	
1295	SB005605SC	Health insurance carrier - All types Any health insurance (A)	Health	
1296	SB005606SC	Health insurance carrier - Employer sponsored Aetna/Coventry Health Care (A)	Health	
1297	SB005608SC	Health insurance carrier - Employer sponsored BlueCross BlueShield (A)	Health	
1298	SB005609SC	Health insurance carrier - Employer sponsored Cigna (A)	Health	
1299	SB005610SC	Health insurance carrier - Employer sponsored Humana (A)	Health	
1300	SB005611SC	Health insurance carrier - Employer sponsored State Farm (A)	Health	
1301	SB005612SC	Health insurance carrier - Employer sponsored UnitedHealthcare (A)	Health	
1302	SB005613SC	Health insurance carrier - Individually purchased Aetna/Coventry Health Care (A)	Health	
1303	SB005615SC	Health insurance carrier - Individually purchased BlueCross BlueShield (A)	Health	
1304	SB005616SC	Health insurance carrier - Individually purchased Cigna (A)	Health	
1305	SB005617SC	Health insurance carrier - Individually purchased Humana (A)	Health	
1306	SB005618SC	Health insurance carrier - Individually purchased State Farm (A)	Health	
1307	SB005619SC	Health insurance carrier - Individually purchased UnitedHealthcare (A)	Health	
1308	SB003973SC	How often usually smoke cigarettes Every day (A)	Health	
1309	SB003974SC	How often usually smoke cigarettes Some days (A)	Health	
1310	SB003975SC	How often usually smoke cigarettes Not at all (A)	Health	
1311	SB001170SC	Medical services HHLd received past 3 years Any overnight stay procedure (H)	Health	
1312	SB001183SC	Medical services HHLd received past 3 years Cancer/oncology (H)	Health	
1313	SB001181SC	Medical services HHLd received past 3 years Cardiac care (H)	Health	
1314	SB001180SC	Medical services HHLd received past 3 years Corrective eye surgery (H)	Health	
1315	SB001178SC	Medical services HHLd received past 3 years Maternity care (H)	Health	
1316	SB001177SC	Medical services HHLd received past 3 years Mental healthcare (H)	Health	
1317	SB001174SC	Medical services HHLd received past 3 years Orthopedics (H)	Health	
1318	SB001173SC	Medical services HHLd received past 3 years Pediatrics (H)	Health	
1319	SB001175SC	Medical services HHLd received past 3 years Teeth whitening, veneers (H)	Health	
1320	SB001172SC	Medical services HHLd received past 3 years Treatment for substance abuse (H)	Health	
1321	SB001171SC	Medical services HHLd received past 3 years Urgent care facility (H)	Health	
1322	SB005404SC	Medical services HHLd received past 3 years Other medical service (H)	Health	
1323	SB001196SC	Medical services HHLd used at hospital past 3 years Any hospital service (H)	Health	
1324	SB001184SC	Medical services HHLd used at hospital past 3 years Any overnight stay (H)	Health	
1325	SB001195SC	Medical services HHLd used at hospital past 3 years Cancer/oncology (H)	Health	
1326	SB001194SC	Medical services HHLd used at hospital past 3 years Cardiac care (H)	Health	
1327	SB001193SC	Medical services HHLd used at hospital past 3 years Corrective eye srgery (H)	Health	
1328	SB001191SC	Medical services HHLd used at hospital past 3 years Maternity care (H)	Health	
1329	SB001190SC	Medical services HHLd used at hospital past 3 years Mental healthcare (H)	Health	
1330	SB001187SC	Medical services HHLd used at hospital past 3 years Orthopedics (H)	Health	
1331	SB001186SC	Medical services HHLd used at hospital past 3 years Pediatrics (H)	Health	
1332	SB001185SC	Medical services HHLd used at hospital past 3 years Urgent care facility (H)	Health	

ORDER	VARIABLE	DESCRIPTION	CATEGORY	CONSUMPTION
1333	SB005405SC	Medical services HHLD used at hospital past 3 years Other medical service (H)	Health	
1334	SB001188SC	Medical services HHLD used at hospital past 3 years None (H)	Health	
1335	SB001208SC	Medical svcs HHLD used at oth med facility pst 3 yrs Cancer/oncology (H)	Health	
1336	SB001207SC	Medical svcs HHLD used at oth med facility pst 3 yrs Cardiac care (H)	Health	
1337	SB001206SC	Medical svcs HHLD used at oth med facility pst 3 yrs Corrective eye surg (H)	Health	
1338	SB004990SC	Medical svcs HHLD used at oth med facility pst 3 yrs Cosmetic surgery (H)	Health	
1339	SB001205SC	Medical svcs HHLD used at oth med facility pst 3 yrs Maternity care (H)	Health	
1340	SB001204SC	Medical svcs HHLD used at oth med facility pst 3 yrs Mental healthcare (H)	Health	
1341	SB001200SC	Medical svcs HHLD used at oth med facility pst 3 yrs Orthopedics (H)	Health	
1342	SB001209SC	Medical svcs HHLD used at oth med facility pst 3 yrs Other med facility (H)	Health	
1343	SB001199SC	Medical svcs HHLD used at oth med facility pst 3 yrs Pediatrics (H)	Health	
1344	SB001202SC	Medical svcs HHLD used at oth med facility pst 3 yrs Teeth whitening (H)	Health	
1345	SB004985SC	Medical svcs HHLD used at oth med facility pst 3 yrs Treatment for Subst (H)	Health	
1346	SB001198SC	Medical svcs HHLD used at oth med facility pst 3 yrs Urgent care facility (H)	Health	
1347	SB001201SC	Medical svcs HHLD used at oth med facility pst 3 yrs None (H)	Health	
1348	SB005406SC	Medical svcs HHLD used at oth med facility pst 3 yrs Other medical servc (H)	Health	
1349	SB001110SC	Medications reasons bought past 12 months Allergies (A)	Health	
1350	SB004178SC	Medications reasons bought past 12 months Anxiety/depression (A)	Health	
1351	SB001109SC	Medications reasons bought past 12 months Arthritis (A)	Health	
1352	SB001108SC	Medications reasons bought past 12 months Asthma (A)	Health	
1353	SB001106SC	Medications reasons bought past 12 months Cholesterol (A)	Health	
1354	SB001102SC	Medications reasons bought past 12 months Diabetes (A)	Health	
1355	SB001103SC	Medications reasons bought past 12 months Digestive disorder (A)	Health	
1356	SB005407SC	Medications reasons bought past 12 months Hair loss (A)	Health	
1357	SB001101SC	Medications reasons bought past 12 months High blood pressure (A)	Health	
1358	SB001097SC	Medications reasons bought past 12 months Weight loss (A)	Health	
1359	SB001122SC	NonRX/health/beauty items:Stores bought past 30 days Any drug store bought (A)	Health	
1360	SB001120SC	NonRX/health/beauty items:Stores bought past 30 days By mail order (A)	Health	
1361	SB001119SC	NonRX/health/beauty items:Stores bought past 30 days Costco (A)	Health	
1362	SB001118SC	NonRX/health/beauty items:Stores bought past 30 days CVS (A)	Health	
1363	SB001115SC	NonRX/health/beauty items:Stores bought past 30 days Rite Aid (A)	Health	
1364	SB001114SC	NonRX/health/beauty items:Stores bought past 30 days Sams Club (A)	Health	
1365	SB001113SC	NonRX/health/beauty items:Stores bought past 30 days Target (A)	Health	
1366	SB001111SC	NonRX/health/beauty items:Stores bought past 30 days Walgreens (A)	Health	
1367	SB001112SC	NonRX/health/beauty items:Stores bought past 30 days Walmart (A)	Health	
1368	SB001117SC	NonRX/health/beauty items:Stores bought past 30 days Did not buy (A)	Health	
1369	SB005133SC	NonRX/health/beauty items:Stores bought past 30 days Any marijuana dispnsary (A)	Health	
1370	SB001133SC	Prescription drugs (RX):Stores bought past 30 days Any drug store bought (A)	Health	
1371	SB001132SC	Prescription drugs (RX):Stores bought past 30 days By mail order (A)	Health	
1372	SB001131SC	Prescription drugs (RX):Stores bought past 30 days Costco (A)	Health	
1373	SB001130SC	Prescription drugs (RX):Stores bought past 30 days CVS (A)	Health	
1374	SB001127SC	Prescription drugs (RX):Stores bought past 30 days Rite Aid (A)	Health	
1375	SB001123SC	Prescription drugs (RX):Stores bought past 30 days Walgreens (A)	Health	
1376	SB001124SC	Prescription drugs (RX):Stores bought past 30 days Walmart (A)	Health	
1377	SB001129SC	Prescription drugs (RX):Stores bought past 30 days Did not buy (A)	Health	
1378	SB001142SC	RX/nonRX/health/beauty items:Stores bought past 30 days Any drug store (A)	Health	
1379	SB001141SC	RX/nonRX/health/beauty items:Stores bought past 30 days By mail order (A)	Health	
1380	SB001140SC	RX/nonRX/health/beauty items:Stores bought past 30 days Costco (A)	Health	
1381	SB001139SC	RX/nonRX/health/beauty items:Stores bought past 30 days CVS (A)	Health	
1382	SB001137SC	RX/nonRX/health/beauty items:Stores bought past 30 days Rite Aid (A)	Health	
1383	SB003995SC	RX/nonRX/health/beauty items:Stores bought past 30 days Sams Club (A)	Health	
1384	SB001136SC	RX/nonRX/health/beauty items:Stores bought past 30 days Target (A)	Health	
1385	SB001134SC	RX/nonRX/health/beauty items:Stores bought past 30 days Walgreens (A)	Health	
1386	SB001135SC	RX/nonRX/health/beauty items:Stores bought past 30 days Walmart (A)	Health	
1387	SB005135SC	RX/nonRX/health/beauty items:Stores bought pst 30 days Any marijuana dspnsry (A)	Health	
1388	SB001152SC	Specialists used past 12 months Cardiologist (A)	Health	
1389	SB001151SC	Specialists used past 12 months Chiropractor (A)	Health	
1390	SB001150SC	Specialists used past 12 months Dentist (A)	Health	
1391	SB001149SC	Specialists used past 12 months Eye doctor (ophthalmologist) (A)	Health	
1392	SB001148SC	Specialists used past 12 months Eye examiner (optometrist) (A)	Health	
1393	SB001145SC	Specialists used past 12 months OB/GYN (A)	Health	
1394	SB003947SC	Specialists used past 12 months Orthopedist (A)	Health	
1395	SB001144SC	Specialists used past 12 months Other specialist (A)	Health	
1396	SB003948SC	Specialists used past 12 months Physical therapist (A)	Health	
1397	SB001143SC	Specialists used past 12 months Skin doctor (dermatologist) (A)	Health	
1398	SB001146SC	Specialists used past 12 months None (A)	Health	
1399	SB001161SC	Stores bought glasses/contacts for self past 12 months Americas Best (A)	Health	
1400	SB001160SC	Stores bought glasses/contacts for self past 12 months A doctors office (A)	Health	
1401	SB001158SC	Stores bought glasses/contacts for self past 12 months Costco Optical (A)	Health	
1402	SB001156SC	Stores bought glasses/contacts for self past 12 months LensCrafters (A)	Health	
1403	SB004499SC	Stores bought glasses/contacts for self past 12 months Target Optical (A)	Health	
1404	SB001154SC	Stores bought glasses/contacts for self past 12 months Visionworks (A)	Health	
1405	SB001153SC	Stores bought glasses/contacts for self past 12 months Walmart Vision Center (A)	Health	
1406	SB001159SC	Stores bought glasses/contacts for self past 12 mo Mail order/phone/online (A)	Health	

ORDER	VARIABLE	DESCRIPTION	CATEGORY	CONSUMPTION
1407	SB001157SC	Stores bought glasses/contacts for self past 12 months Did not buy (A)	Health	
1408	SB003804SC	Tobacco/other nicotine products used past 30 days Chewing tobacco, etc. (A)	Health	
1409	SB003806SC	Tobacco/other nicotine products used past 30 days Cigarette (A)	Health	
1410	SB003807SC	Tobacco/other nicotine products used past 30 days Electronic cigarette (A)	Health	
1411	SB005136SC	Tobacco/other related products used past 30 days Marijuana/cannabis (A)	Health	
1412	SB003812SC	Tobacco/other nicotine products used past 30 days None (A)	Health	
1413	SB005054SC	Tried to quit smoking past 12 months Yes (A)	Health	
1414	SB005055SC	Tried to quit smoking past 12 months No (A)	Health	
1415	SB005408SC	Type of health insurance Medicaid (A)	Health	
1416	SB001167SC	Type of health insurance Medicare (Social Security health insurance program) (A)	Health	
1417	SB005409SC	Type of health insurance Military (TRICARE/VA) (A)	Health	
1418	SB005410SC	Type of health insurance Other type of health insurance (A)	Health	
1419	SB001165SC	Type of health insurance None (A)	Health	
1420	NFTHH002SC	Household Income: < \$10K	Household Detailed Demographics	
1421	NFTHH003SC	Household Income: \$10K-\$19K	Household Detailed Demographics	
1422	NFTHH004SC	Household Income: \$20K-\$29K	Household Detailed Demographics	
1423	NFTHH005SC	Household Income: \$30K-\$39K	Household Detailed Demographics	
1424	NFTHH006SC	Household Income: \$40K-\$49K	Household Detailed Demographics	
1425	NFTHH007SC	Household Income: \$50K-\$74K	Household Detailed Demographics	
1426	NFTHH008SC	Household Income: \$75K-\$99K	Household Detailed Demographics	
1427	NFTHH009SC	Household Income: \$100K-\$149K	Household Detailed Demographics	
1428	NFTHH010SC	Household Income: \$150K-\$199K	Household Detailed Demographics	
1429	NFTHH011SC	Household Income: \$200K-\$249K	Household Detailed Demographics	
1430	NFTHH012SC	Household Income: \$250K-\$499K	Household Detailed Demographics	
1431	NFTHH013SC	Household Income: \$500K+	Household Detailed Demographics	
1432	NFTHH018SC	Age: 18-24	Household Detailed Demographics	
1433	NFTHH019SC	Age: 25-34	Household Detailed Demographics	
1434	NFTHH020SC	Age: 35-44	Household Detailed Demographics	
1435	NFTHH021SC	Age: 45-54	Household Detailed Demographics	
1436	NFTHH022SC	Age: 55-64	Household Detailed Demographics	
1437	NFTHH023SC	Age: 65-74	Household Detailed Demographics	
1438	NFTHH024SC	Age: 75+	Household Detailed Demographics	
1439	NFTHH104SC	Household Origin/Descent: Hispanic	Household Detailed Demographics	
1440	NFTHH105SC	Race: Caucasian	Household Detailed Demographics	
1441	NFTHH106SC	Race: Black/African-American	Household Detailed Demographics	
1442	NFTHH107SC	Race: Asian	Household Detailed Demographics	
1443	NFTHH108SC	Race: American Indian or Alaska Native	Household Detailed Demographics	
1444	NFTHH109SC	Race: Other	Household Detailed Demographics	
1445	NFTHH028SC	Marital Status: Married	Household Detailed Demographics	
1446	NFTHH029SC	Marital Status: Single/Never Married	Household Detailed Demographics	
1447	NFTHH110SC	Marital Status: Divorced or Separated	Household Detailed Demographics	
1448	NFTHH031SC	Marital Status: Widowed	Household Detailed Demographics	
1449	NFTHH032SC	Marital Status: Other	Household Detailed Demographics	
1450	NFTHH033SC	Household Size: 1 Person	Household Detailed Demographics	
1451	NFTHH034SC	Household Size: 2 People	Household Detailed Demographics	
1452	NFTHH035SC	Household Size: 3 or 4 People	Household Detailed Demographics	
1453	NFTHH036SC	Household Size: 5+ People	Household Detailed Demographics	
1454	NFTHH037SC	Number of children in Household: 1 Child	Household Detailed Demographics	
1455	NFTHH038SC	Number of children in Household: 2 Children	Household Detailed Demographics	
1456	NFTHH039SC	Number of children in Household: 3 Children	Household Detailed Demographics	
1457	NFTHH040SC	Number of children in Household: 4 or More Children	Household Detailed Demographics	
1458	NFTHH042SC	Households with Children	Household Detailed Demographics	
1459	NFTHH043SC	Households with No Children	Household Detailed Demographics	
1460	NFTHH044SC	Households with Children <6 Years	Household Detailed Demographics	
1461	NFTHH045SC	Households with Children 6-12 Years	Household Detailed Demographics	
1462	NFTHH046SC	Households with Children 13-17 Years	Household Detailed Demographics	
1463	NFTHH048SC	Tenure: Owns Home	Household Detailed Demographics	
1464	NFTHH049SC	Tenure: Rents Home	Household Detailed Demographics	
1465	NFTHH050SC	Home Value: <\$50K	Household Detailed Demographics	
1466	NFTHH051SC	Home Value: \$50K-\$99K	Household Detailed Demographics	
1467	NFTHH052SC	Home Value: \$100K-\$149K	Household Detailed Demographics	
1468	NFTHH053SC	Home Value: \$150K-\$199K	Household Detailed Demographics	
1469	NFTHH054SC	Home Value: \$200K-\$499K	Household Detailed Demographics	
1470	NFTHH055SC	Home Value: \$500K-\$999K	Household Detailed Demographics	
1471	NFTHH056SC	Home Value: \$1 Million+	Household Detailed Demographics	
1472	NFTHH058SC	Length of Residence: < 1 Year	Household Detailed Demographics	
1473	NFTHH059SC	Length of Residence: 1-4 Years	Household Detailed Demographics	
1474	NFTHH060SC	Length of Residence: 5-9 Years	Household Detailed Demographics	
1475	NFTHH061SC	Length of Residence: 10+ Years	Household Detailed Demographics	
1476	NFTHH062SC	Education: Some High School	Household Detailed Demographics	
1477	NFTHH063SC	Education: High School Graduate	Household Detailed Demographics	
1478	NFTHH064SC	Education: Some College	Household Detailed Demographics	
1479	NFTHH065SC	Education: Undergraduate Degree	Household Detailed Demographics	
1480	NFTHH111SC	Education: Some Postgraduate Work	Household Detailed Demographics	

ORDER	VARIABLE	DESCRIPTION	CATEGORY	CONSUMPTION
1481	NFTHH066SC	Education: Graduate Degree	Household Detailed Demographics	
1482	NFTHH118SC	Employment Status: Employed Full Time	Household Detailed Demographics	
1483	NFTHH113SC	Employment Status: Employed Part Time	Household Detailed Demographics	
1484	NFTHH114SC	Employment Status: Self-Employed	Household Detailed Demographics	
1485	NFTHH115SC	Employment Status: Unemployed	Household Detailed Demographics	
1486	NFTHH116SC	Employment Status: Retired	Household Detailed Demographics	
1487	NFTHH117SC	Employment Status: Student	Household Detailed Demographics	
1488	NFTHH112SC	Employment Status: Homemaker	Household Detailed Demographics	
1489	NFTHH073SC	Occupation Category: Management/Business/Financial	Household Detailed Demographics	
1490	NFTHH074SC	Occupation Category: Professional	Household Detailed Demographics	
1491	NFTHH075SC	Occupation Category: Sales/Office Worker	Household Detailed Demographics	
1492	NFTHH076SC	Occupation Category: Natural Resources/Construction/Maintenance	Household Detailed Demographics	
1493	NFTHH077SC	Occupation Category: Other	Household Detailed Demographics	
1494	NFTHH078SC	Occupation: Management (Chief Executive, Upper Managers, Superintendent)	Household Detailed Demographics	
1495	NFTHH079SC	Occupation: Business/Financial Operations (Agent, Accountant, Financial Analyst)	Household Detailed Demographics	
1496	NFTHH080SC	Occupation: Computer and Mathematical (Programmer, DBA, Actuary, Statistician)	Household Detailed Demographics	
1497	NFTHH081SC	Occupation: Architecture and Engineering (Architect, Engineer)	Household Detailed Demographics	
1498	NFTHH083SC	Occupation: Community/Social Services (Counselor, Social/Religious Worker)	Household Detailed Demographics	
1499	NFTHH084SC	Occupation: Legal (Lawyer, Paralegal, Judge)	Household Detailed Demographics	
1500	NFTHH085SC	Occupation: Education (Teacher, Professor, Librarian)	Household Detailed Demographics	
1501	NFTHH086SC	Occupation: Art, Design, Entertainment, Media (Artist, Entertainer, Writer, PR)	Household Detailed Demographics	
1502	NFTHH087SC	Occupation: Healthcare Practitioners (Doctor, Nurse, Chiropractor, Dentist)	Household Detailed Demographics	
1503	NFTHH088SC	Occupation: Healthcare Support (Nursing Aide, Dental Asst, Massage Therapist)	Household Detailed Demographics	
1504	NFTHH089SC	Occupation: Protective Service (Police, Fire Fighter, Detective)	Household Detailed Demographics	
1505	NFTHH090SC	Occupation: Food Preparation and Service (Chef, Cook, Waiter, Food Service)	Household Detailed Demographics	
1506	NFTHH091SC	Occupation: Building and Grounds Service (Landscaping, Housekeeping, Janitor)	Household Detailed Demographics	
1507	NFTHH092SC	Occupation: Personal Care and Service (Barber, Child Care, Animal Trainer)	Household Detailed Demographics	
1508	NFTHH093SC	Occupation: Sales (Cashier, Sales Representative, Telemarketer)	Household Detailed Demographics	
1509	NFTHH094SC	Occupation: Office/Administrative Support (Secretary, Clerk, Bank Teller)	Household Detailed Demographics	
1510	NFTHH096SC	Occupation: Construction (Mason, Carpenter, Electrician)	Household Detailed Demographics	
1511	NFTHH097SC	Occupation: Installation, Maintenance, and Repair (Electrical, HVAC, Mechanic)	Household Detailed Demographics	
1512	NFTHH098SC	Occupation: Production (Baker, Metal/Woodworker, Assembler, Plant Operator)	Household Detailed Demographics	
1513	NFTHH099SC	Occupation: Transportation (Pilot, Driver, Railway worker)	Household Detailed Demographics	
1514	NFTHH014SC	Household Income: < \$30K	Summary Demographics	
1515	NFTHH015SC	Household Income: \$30K-\$74K	Summary Demographics	
1516	NFTHS008SC	Household Income: \$75K-\$99K	Summary Demographics	
1517	NFTHH016SC	Household Income: \$100K+	Summary Demographics	
1518	NFTHH025SC	Age: 18-34	Summary Demographics	
1519	NFTHH026SC	Age: 35-54	Summary Demographics	
1520	NFTHH027SC	Age: 55+	Summary Demographics	
1521	NFTHS042SC	Households with Children	Summary Demographics	
1522	NFTHS043SC	Households with No Children	Summary Demographics	
1523	NFTHS044SC	Households with Children <6 Years	Summary Demographics	
1524	NFTHH047SC	Households with Children 6 to 17 Years	Summary Demographics	
1525	NFTHS048SC	Tenure: Owns Home	Summary Demographics	
1526	NFTHS049SC	Tenure: Rents Home	Summary Demographics	
1527	MMO2235SC	Buy Any Household Appliances- 1yr (H)	Hardware and Appliances	
1528	MM61394SC	Buy Any Large Kitchen/Cooking Appliance- 1yr (H)	Hardware and Appliances	
1529	MMO2236SC	Buy Any Lawn Mower- 1yr (H)	Hardware and Appliances	
1530	MM61395SC	Buy Any Small Kitchen Appliances- 1yr (H)	Hardware and Appliances	
1531	MMO2238SC	Buy Automatic Dishwasher- 1yr (H)	Hardware and Appliances	
1532	MM1710SC	Buy Central Air Conditioner- 1yr (H)	Hardware and Appliances	
1533	MMO2256SC	Buy Electric Blender- 1yr (H)	Hardware and Appliances	
1534	MM1709SC	Buy Gas Lawn Mower- 1yr (H)	Hardware and Appliances	
1535	MM1711SC	Buy Microwave Cookware- 1yr (H)	Hardware and Appliances	
1536	MMO2285SC	Buy Refrigerator- 1yr (H)	Hardware and Appliances	
1537	MM1713SC	Buy Smoke/Fire Detector- 1yr (H)	Hardware and Appliances	
1538	MM1714SC	Buy Upright Vacuum Cleaner- 1yr (H)	Hardware and Appliances	
1539	MM1708SC	Own AC-separate room (H)	Hardware and Appliances	
1540	MM70301SC	Own Air Cleaner - Electronic (H)	Hardware and Appliances	
1541	MM61398SC	Own Air Compressor (Not 12 Volt Inflator)- (H)	Hardware and Appliances	
1542	MM61399SC	Own Air Conditioner (H)	Hardware and Appliances	
1543	MMO2296SC	Own Air Purifier Machine (H)	Hardware and Appliances	
1544	MM61400SC	Own Any Appliance for Climate Control (H)	Hardware and Appliances	
1545	MMO2298SC	Own Any Lawn Mower (H)	Hardware and Appliances	
1546	MM61403SC	Own Any Tools (H)	Hardware and Appliances	
1547	MM61404SC	Own Attic/Whole House Fan (H)	Hardware and Appliances	
1548	MMO2301SC	Own Automatic Setback Thermostat (H)	Hardware and Appliances	
1549	MMO2303SC	Own Automotive Tools (H)	Hardware and Appliances	
1550	MMO2304SC	Own Bread Machine (H)	Hardware and Appliances	
1551	MMO2305SC	Own Built-in Electric Range Oven (H)	Hardware and Appliances	
1552	MMO2306SC	Own Built-in Gas Range Oven (H)	Hardware and Appliances	
1553	MMO2308SC	Own Canister Vacuum Cleaner (H)	Hardware and Appliances	
1554	MMO2309SC	Own Car Vacuum (H)	Hardware and Appliances	

ORDER	VARIABLE	DESCRIPTION	CATEGORY	CONSUMPTION
1555	MM02310SC	Own Carpet Steam Cleaner (H)	Hardware and Appliances	
1556	MM02311SC	Own Ceiling Fan (H)	Hardware and Appliances	
1557	MM02312SC	Own Central Air Conditioner (H)	Hardware and Appliances	
1558	MM02313SC	Own Central Heating- Electric (H)	Hardware and Appliances	
1559	MM70302SC	Own Central Heating - Natural Gas (H)	Hardware and Appliances	
1560	MM61405SC	Own Central Heating- Oil (H)	Hardware and Appliances	
1561	MM70303SC	Own Central Heating - Propane (H)	Hardware and Appliances	
1562	MM02315SC	Own Charcoal Grill (H)	Hardware and Appliances	
1563	MM61406SC	Own Chipper/Shredder (H)	Hardware and Appliances	
1564	MM61407SC	Own Coal/Wood Stove(H)	Hardware and Appliances	
1565	MM61408SC	Own Coffee Maker - Automatic Drip (H)	Hardware and Appliances	
1566	MM70213SC	Own Coffee Maker -French Press (H)	Hardware and Appliances	
1567	MM61410SC	Own Coffee Maker - Single Cup/Pod Brewing System (H)	Hardware and Appliances	
1568	MM02317SC	Own Combination Range/Microwave Oven (H)	Hardware and Appliances	
1569	MM61412SC	Own Continuous Cleaning Oven (H)	Hardware and Appliances	
1570	MM61413SC	Own Convection Oven (H)	Hardware and Appliances	
1571	MM02318SC	Own Cook Top Stove (H)	Hardware and Appliances	
1572	MM61414SC	Own Decorative Paint Tolls/Kits (H)	Hardware and Appliances	
1573	MM02322SC	Own Deep Fryer (H)	Hardware and Appliances	
1574	MM02323SC	Own Dehumidifier (H)	Hardware and Appliances	
1575	MM02300SC	Own Dishwasher (H)	Hardware and Appliances	
1576	MM61415SC	Own Driver Bits (H)	Hardware and Appliances	
1577	MM02325SC	Own Electric Blender (H)	Hardware and Appliances	
1578	MM02326SC	Own Electric Can Opener (H)	Hardware and Appliances	
1579	MM61416SC	Own Electric Car Polisher (H)	Hardware and Appliances	
1580	MM02327SC	Own Electric Chain Saw (H)	Hardware and Appliances	
1581	MM02328SC	Own Electric Clothes Dryer (H)	Hardware and Appliances	
1582	MM02329SC	Own Electric Coffee Grinder (H)	Hardware and Appliances	
1583	MM02319SC	Own Electric Corded Drill (H)	Hardware and Appliances	
1584	MM02320SC	Own Electric Cordless Drill (H)	Hardware and Appliances	
1585	MM02321SC	Own Electric Cordless Screwdriver (H)	Hardware and Appliances	
1586	MM02330SC	Own Electric Food Processor (H)	Hardware and Appliances	
1587	MM02331SC	Own Electric Fry Pan (H)	Hardware and Appliances	
1588	MM61417SC	Own Electric Grill- Outdoor (H)	Hardware and Appliances	
1589	MM02332SC	Own Electric Indoor Grill (H)	Hardware and Appliances	
1590	MM02334SC	Own Electric Juicer (H)	Hardware and Appliances	
1591	MM61418SC	Own Electric Knife (H)	Hardware and Appliances	
1592	MM02335SC	Own Electric Lawn Mower (H)	Hardware and Appliances	
1593	MM02336SC	Own Electric Popcorn Maker (H)	Hardware and Appliances	
1594	MM61419SC	Own Electric Router (H)	Hardware and Appliances	
1595	MM61420SC	Own Electric Sander (H)	Hardware and Appliances	
1596	MM02337SC	Own Electric Slow Cooker (H)	Hardware and Appliances	
1597	MM02338SC	Own Electric Space Heater (H)	Hardware and Appliances	
1598	MM02339SC	Own Electric Steam Cooker (H)	Hardware and Appliances	
1599	MM02340SC	Own Electric Stove/Range (H)	Hardware and Appliances	
1600	MM02341SC	Own Electric Toaster (H)	Hardware and Appliances	
1601	MM02342SC	Own Electric Toaster Oven (H)	Hardware and Appliances	
1602	MM02343SC	Own Electric Trimmer/Edger (H)	Hardware and Appliances	
1603	MM1712SC	Own Electric Wok (H)	Hardware and Appliances	
1604	MM02345SC	Own Electric/Gas Chain Saw (H)	Hardware and Appliances	
1605	MM02346SC	Own Espresso/Cappuccino Maker (H)	Hardware and Appliances	
1606	MM61421SC	Own Fan (H)	Hardware and Appliances	
1607	MM02347SC	Own Fireplace (H)	Hardware and Appliances	
1608	MM02348SC	Own Garage Door Opener (H)	Hardware and Appliances	
1609	MM02349SC	Own Garbage Disposer (H)	Hardware and Appliances	
1610	MM02350SC	Own Gas Chain Saw (H)	Hardware and Appliances	
1611	MM02351SC	Own Gas Clothes Dryer (H)	Hardware and Appliances	
1612	MM02352SC	Own Gas Grill (H)	Hardware and Appliances	
1613	MM02353SC	Own Gas Lawn Mower (H)	Hardware and Appliances	
1614	MM02354SC	Own Gas Stove/Range (H)	Hardware and Appliances	
1615	MM02355SC	Own Gas Trimmer/Edger (H)	Hardware and Appliances	
1616	MM61422SC	Own Glue Gun (H)	Hardware and Appliances	
1617	MM02356SC	Own Hand Held Electric Mixer (H)	Hardware and Appliances	
1618	MM61423SC	Own Hand Tools (H)	Hardware and Appliances	
1619	MM02357SC	Own Hand-Held Vacuum Cleaner (H)	Hardware and Appliances	
1620	MM02358SC	Own Heat Pump (H)	Hardware and Appliances	
1621	MM50179SC	Own High Efficiency Washing Machine (H)	Hardware and Appliances	
1622	MM61424SC	Own Home Fire Extinguisher (H)	Hardware and Appliances	
1623	MM02359SC	Own Hot Tub/Whirlpool Spa (H)	Hardware and Appliances	
1624	MM02360SC	Own Hot Water Heater (H)	Hardware and Appliances	
1625	MM02361SC	Own Humidifier (H)	Hardware and Appliances	
1626	MM02362SC	Own Ice Cream Maker (H)	Hardware and Appliances	
1627	MM02333SC	Own Iron (H)	Hardware and Appliances	
1628	MM61425SC	Own Jig/Sabre saw (portable) (H)	Hardware and Appliances	

ORDER	VARIABLE	DESCRIPTION	CATEGORY	CONSUMPTION
1629	MM61426SC	Own Lawn or garden tractor (H)	Hardware and Appliances	
1630	MM61427SC	Own Lawn sprinkler (H)	Hardware and Appliances	
1631	MM61428SC	Own Leaf shredder (H)	Hardware and Appliances	
1632	MM02364SC	Own Microwave Cookware (H)	Hardware and Appliances	
1633	MM02365SC	Own Microwave Oven (H)	Hardware and Appliances	
1634	MM61430SC	Own Outdoor blower (electric) (H)	Hardware and Appliances	
1635	MM61431SC	Own Outdoor blower (gas) (H)	Hardware and Appliances	
1636	MM02366SC	Own Paint Sprayer (H)	Hardware and Appliances	
1637	MM02367SC	Own Pasta Machine (H)	Hardware and Appliances	
1638	MM61432SC	Own Pliers (H)	Hardware and Appliances	
1639	MM61433SC	Own Pneumatic tools (H)	Hardware and Appliances	
1640	MM02368SC	Own Portable Circular Saw (H)	Hardware and Appliances	
1641	MM50441SC	Own Portable Generator (H)	Hardware and Appliances	
1642	MM61434SC	Own Power ratchet, cordless (H)	Hardware and Appliances	
1643	MM02370SC	Own Range Hood (H)	Hardware and Appliances	
1644	MM02371SC	Own Rechargeable Flashlight (H)	Hardware and Appliances	
1645	MM02372SC	Own Refrigerator (H)	Hardware and Appliances	
1646	MM02373SC	Own Riding Lawn Mower (H)	Hardware and Appliances	
1647	MM61435SC	Own Saw blades (H)	Hardware and Appliances	
1648	MM02374SC	Own Separate Freezer (H)	Hardware and Appliances	
1649	MM02375SC	Own Sewing Machine (H)	Hardware and Appliances	
1650	MM61436SC	Own Shears (non-electric) (H)	Hardware and Appliances	
1651	MM61437SC	Own Shovel (H)	Hardware and Appliances	
1652	MM70304SC	Owens "Smart" or Wi-Fi connected thermostat (H)	Hardware and Appliances	
1653	MM02376SC	Own Smoke/Fire Detector (H)	Hardware and Appliances	
1654	MM02377SC	Own Snow Blower (H)	Hardware and Appliances	
1655	MM70214SC	Own Smoker (H)	Hardware and Appliances	
1656	MM50180SC	Own Standard Washing Machine (H)	Hardware and Appliances	
1657	MM61438SC	Own Staple gun (H)	Hardware and Appliances	
1658	MM61439SC	Own Stationary band saw (H)	Hardware and Appliances	
1659	MM61440SC	Own Stationary drill press (H)	Hardware and Appliances	
1660	MM02379SC	Own Stationary Electric Mixer (H)	Hardware and Appliances	
1661	MM61441SC	Own Stationary radial arm saw (H)	Hardware and Appliances	
1662	MM02380SC	Own Stationary Table Saw (H)	Hardware and Appliances	
1663	MM61442SC	Own Tiller (garden) (H)	Hardware and Appliances	
1664	MM1729SC	Own Trash Compactor (H)	Hardware and Appliances	
1665	MM02382SC	Own Upright Vacuum Cleaner (H)	Hardware and Appliances	
1666	MM61443SC	Own Vacuum Sealer (H)	Hardware and Appliances	
1667	MM02384SC	Own Water Filter (H)	Hardware and Appliances	
1668	MM02385SC	Own Water Softener (H)	Hardware and Appliances	
1669	MM61444SC	Own Welder (H)	Hardware and Appliances	
1670	MM02386SC	Own Wet-Dry Shop Vacuum (H)	Hardware and Appliances	
1671	MM70305SC	Own WiFi Security System (H)	Hardware and Appliances	
1672	MM70306SC	Own Wired Security System (H)	Hardware and Appliances	
1673	MM02387SC	Own Workbench (portable) (H)	Hardware and Appliances	
1674	MM70307SC	Shop Menard's - 30d (A)	Hardware and Appliances	
1675	MM02713SC	Any Home Remodeling- \$500+- 1yr (H)	Home Improvements	
1676	MM02717SC	Buy Any Interior Paint- 1yr (A)	Home Improvements	
1677	MM02717SD	Buy Any Interior Paint- 1yr (A) - (Gallons/1yr)	Home Improvements	Gallons
1678	MM02720SC	Buy Any Paint/Stain- 1yr (A)	Home Improvements	
1679	MM02720SD	Buy Any Paint/Stain- 1yr (A) - (Gallons/1yr)	Home Improvements	Gallons
1680	MM61695SC	Buy Clean-Air Filter- 1yr (H)	Home Improvements	
1681	MM70215SC	Buy Down spouts/gutters- 1yr (H)	Home Improvements	
1682	MM61697SC	Buy Exterior Painting- 1yr (H)	Home Improvements	
1683	MM61699SC	Buy Interior Painting- 1yr (H)	Home Improvements	
1684	MM04452SC	Definitely/Probably Add Rooms- Exterior Additions- 1yr (A)	Home Improvements	
1685	MM04451SC	Definitely/Probably Convert Room To Home Office- 1yr (A)	Home Improvements	
1686	MM04450SC	Definitely/Probably Remodel Bathroom- 1yr (A)	Home Improvements	
1687	MM04448SC	Definitely/Probably Remodel Home- 1yr (A)	Home Improvements	
1688	MM04449SC	Definitely/Probably Remodel Kitchen- 1yr (A)	Home Improvements	
1689	MM42203SC	Definitely/Probably Remodel Other Part of Home- 1yr (A)	Home Improvements	
1690	MM61702SC	Has Garden (H)	Home Improvements	
1691	MM61703SC	Has Garden (Size <250 Square Feet) (H)	Home Improvements	
1692	MM61705SC	Has Garden (Size 250-499 Square Feet) (H)	Home Improvements	
1693	MM61706SC	Has Garden (Size 500-1,999 Square Feet) (H)	Home Improvements	
1694	MM61707SC	Home Improvements by Contractor: Any- 1yr (H)	Home Improvements	
1695	MM61708SC	Home Improvements by You or Other Family Member: Any (H)	Home Improvements	
1696	MM02726SC	Home Remodeling- Any- 1yr (H)	Home Improvements	
1697	MM02729SC	Home Remodeling- Bathroom- 1yr (H)	Home Improvements	
1698	MM02730SC	Home Remodeling- Bedroom- 1yr (H)	Home Improvements	
1699	MM02732SC	Home Remodeling- Carpeting- 1yr (H)	Home Improvements	
1700	MM02739SC	Home Remodeling- Kitchen- 1yr (H)	Home Improvements	
1701	MM70218SC	Home Remodeling- Other Rooms- 1yr (H)	Home Improvements	
1702	MM02743SC	Home Remodeling- Roofing- \$1,000+- 1yr (H)	Home Improvements	

ORDER	VARIABLE	DESCRIPTION	CATEGORY	CONSUMPTION
1703	MM02744SC	Home Remodeling- Roofing- 1yr (H)	Home Improvements	
1704	MM02748SC	Home Remodeling- Work by Professional- 1yr (H)	Home Improvements	
1705	MM02749SC	Home Remodeling- Work by Self- 1yr (H)	Home Improvements	
1706	MM02752SC	Make Any Home Improvement- 1yr (H)	Home Improvements	
1707	MM02753SC	Make Home Improvements- \$500+ - 1yr (H)	Home Improvements	
1708	MM02754SC	Make Home Improvements- <\$500- 1yr (H)	Home Improvements	
1709	MM61709SC	Number of Home Improvements: 1- 1yr (H)	Home Improvements	
1710	MM61710SC	Number of Home Improvements: 2- 1yr (H)	Home Improvements	
1711	MM61713SC	Number of Home Remodeling Jobs: 1- 1yr (H)	Home Improvements	
1712	MM02765SC	Property/Garden Maintenance- \$100-\$500- 1yr (H)	Home Improvements	
1713	MM08453SC	Property/Garden Maintenance- \$500+ - 1yr (H)	Home Improvements	
1714	MM02755SC	Remodel Any Climate Control Appliance- 1yr (H)	Home Improvements	
1715	MM02756SC	Remodel Any Paint/Stain/Stain- 4+ Gallons- 1yr (A)	Home Improvements	
1716	MM02757SC	Remodel Indoor Light Fixtures- 1yr (H)	Home Improvements	
1717	MM02758SC	Remodel Kitchen/Bathroom Faucets- 1yr (H)	Home Improvements	
1718	MM02759SC	Remodel Other Bathroom/Kitchen Plumbing- 1yr (H)	Home Improvements	
1719	MM02760SC	Remodel Outdoor Light Fixtures- 1yr (H)	Home Improvements	
1720	MM61715SC	Use Any Environmentally Friendly/Green Products for Home Improvements- 1yr (H)	Home Improvements	
1721	MM02768SC	Use Any Housekeeping Service- 1yr (H)	Home Improvements	
1722	MM61720SC	Use Carpet/Run Cleaners- 6 mo (H)	Home Improvements	
1723	MM02770SC	Use Maid/Housekeeper- 1yr (H)	Home Improvements	
1724	MM02772SC	Use Oven Cleaners- 6mo (H)	Home Improvements	
1725	MM61722SC	Use Professional Exterminator- Other (H)	Home Improvements	
1726	MM02773SC	Use Professional Carpet Cleaning Service- 1yr (H)	Home Improvements	
1727	MM02774SC	Use Professional Exterminator- 1yr (H)	Home Improvements	
1728	MM02774SD	Use Professional Exterminator- 1yr (H) - (Times/1yr)	Home Improvements	Times
1729	MM02778SC	Use Professional Housecleaning Service- 1yr (H)	Home Improvements	
1730	MM02779SC	Use Property/Garden Maintenance Svc- 1yr (H)	Home Improvements	
1731	MM02780SC	Use Rubber Gloves- 6mo (H)	Home Improvements	
1732	MM02781SC	Use Spray Starch- 6mo (H)	Home Improvements	
1733	MM1011SC	Activities done using a social media, etc in last 30 days: Sent message, email (A)	Internet	
1734	MM1008SC	Activities done using social media, etc in last 30d: Comment on friend's post (A)	Internet	
1735	MM1004SC	Activities using soc media, photo, video share in last 30d: Used picture filter (A)	Internet	
1736	MM1018SC	Activities using social media, etc in last 30d: Clicked on advertisement (A)	Internet	
1737	MM1009SC	Activities using social media, etc in last 30d: Posted blog entry (A)	Internet	
1738	MM1016SC	Activities using social media, etc in last 30d: Posted that you (A)	Internet	
1739	MM1010SC	Activities using social media, etc in last 30d: Rated a product or service (A)	Internet	
1740	MM1021SC	Activities using social media, etc in last 30d: Re-post, share someone's post (A)	Internet	
1741	MM1012SC	Activities using social media, etc in last 30d: Used Instant Messaging (A)	Internet	
1742	MM1007SC	Activities using social media, etc in last 30d: Visit friend's profile (A)	Internet	
1743	MM1017SC	Activities using social media, etc last 30d: Follow/become (A)	Internet	
1744	MM1020SC	Activities using social media, photo share in last 30d: Posted current location (A)	Internet	
1745	MM1013SC	Activities using social media, photo, video-sharing in last 30d: Play a game (A)	Internet	
1746	MM1003SC	Activities using social media, photo, video-sharing in last 30d: Post picture(s) (A)	Internet	
1747	MM1005SC	Activities using social media, photo, video-sharing in last 30d: Post video(s) (A)	Internet	
1748	MM1006SC	Activities using social media, photo, video-sharing in last 30d: Post web link (A)	Internet	
1749	MM1015SC	Activities using social media, photo, video-sharing in last 30d: Sent gift (A)	Internet	
1750	MM1002SC	Activities using social media, photo, video-sharing in last 30d: Update profile (A)	Internet	
1751	MM1001SC	Activities using social media, photo, video-sharing in last 30d: Update status (A)	Internet	
1752	MM1019SC	Activities using social media, photo, video-sharing in last 30d: Watched a video (A)	Internet	
1753	MM1014SC	Activities using social media, photo-sharing in last 30d: Invite people to event (A)	Internet	
1754	MM1023SC	Chat, Instant Messenger, or video chat, used in last 30 days: Facebook Messenger (A)	Internet	
1755	MM1024SC	Chat, Instant Messenger, or video chat, used in last 30 days: FaceTime (A)	Internet	
1756	MM1025SC	Chat, Instant Messenger, or video chat, used in last 30 days: Google Hangouts (A)	Internet	
1757	MM1026SC	Chat, Instant Messenger, video chat used in last 30 days: Skype (A)	Internet	
1758	MM1027SC	Chat, Instant Messenger, video chat used in last 30 days: Snap Chat (A)	Internet	
1759	MM1028SC	Chat, Instant Messenger, video chat used in last 30 days: WhatsApp (A)	Internet	
1760	MM1029SC	How respondent connects to the Internet from home: DSL Connection (A)	Internet	
1761	MM1030SC	How respondent connects to the Internet from home: Satellite Service (A)	Internet	
1762	MM1060SC	Internet - Activities Done: Downloaded a movie in last 30 days (A)	Internet	
1763	MM1058SC	Internet - Activities Done: Downloaded a TV program in last 30 days (A)	Internet	
1764	MM1041SC	Internet - Activities Done: Downloaded a video game in last 30 days (A)	Internet	
1765	MM1051SC	Internet - Activities Done: Found info about entertainment in last 30d (A)	Internet	
1766	MM1056SC	Internet - Activities Done: Looked at TV listings on-line in last 30 days (A)	Internet	
1767	MM1052SC	Internet - Activities Done: Looked for employment in last 30 days (A)	Internet	
1768	MM1053SC	Internet - Activities Done: Looked for recipes in last 30 days (A)	Internet	
1769	MM1057SC	Internet - Activities Done: Looked up movie listings, showtimes in last 30 days (A)	Internet	
1770	MM1065SC	Internet - Activities Done: Made a phone call in last 30 days (A)	Internet	
1771	MM1037SC	Internet - Activities Done: Made a purchase for business use in last 30 days (A)	Internet	
1772	MM1036SC	Internet - Activities Done: Made a purchase for personal use (A)	Internet	
1773	MM1039SC	Internet - Activities Done: Made personal/ business travel plans in last 30 days (A)	Internet	
1774	MM1050SC	Internet - Activities Done: Obtained childcare or parenting info in last 30 days (A)	Internet	
1775	MM1043SC	Internet - Activities Done: Obtained financial information in last 30 days (A)	Internet	
1776	MM1048SC	Internet - Activities Done: Obtained info about real estate in last 30 days (A)	Internet	

ORDER	VARIABLE	DESCRIPTION	CATEGORY	CONSUMPTION
1777	MM1047SC	Internet - Activities Done: Obtained info for new/used car purchase in last 30d (A)	Internet	
1778	MM1038SC	Internet - Activities Done: Obtained info to help make purchase in last 30 days (A)	Internet	
1779	MM1045SC	Internet - Activities Done: Obtained latest news/current events in last 30 days (A)	Internet	
1780	MM1049SC	Internet - Activities Done: Obtained medical information in last 30 days (A)	Internet	
1781	MM1046SC	Internet - Activities Done: Obtained sports news/Information (A)	Internet	
1782	MM1044SC	Internet - Activities Done: Paid bills online in last 30 days (A)	Internet	
1783	MM1035SC	Internet - Activities Done: Participated in on-line dating in last 30 days (A)	Internet	
1784	MM1040SC	Internet - Activities Done: Played games online in last 30 days (A)	Internet	
1785	MM1064SC	Internet - Activities Done: Posted comment on blog, online forum in last 30d (A)	Internet	
1786	MM1068SC	Internet - Activities Done: Sent an electronic greeting card in last 30 days (A)	Internet	
1787	MM1776SC	Internet - Activities Done: Shared photos via Internet site in last 30 days (A)	Internet	
1788	MM1067SC	Internet - Activities Done: Shared photos via Internet website in last 30 days (A)	Internet	
1789	MM1054SC	Internet - Activities Done: Took an online class or course in last 30 days (A)	Internet	
1790	MM1033SC	Internet - Activities Done: Used email in last 30 days (A)	Internet	
1791	MM1034SC	Internet - Activities Done: Used instant messenger/IM in last 30 days (A)	Internet	
1792	MM1066SC	Internet - Activities Done: Used video chat in last 30 days (A)	Internet	
1793	MM1032SC	Internet - Activities Done: Visited a chat room in last 30 days (A)	Internet	
1794	MM1063SC	Internet - Activities Done: Visited online blogs last 30 days (A)	Internet	
1795	MM1055SC	Internet - Activities Done: Visited TV network or TV show website in last 30d (A)	Internet	
1796	MM1061SC	Internet - Activities Done: Watched a movie online in last 30 days (A)	Internet	
1797	MM1059SC	Internet - Activities Done: Watched a program online in last 30 days (A)	Internet	
1798	MM1062SC	Internet - Activities Done: Watched other online video in last 30 days (A)	Internet	
1799	MM1073SC	Internet - Devices Used To Look At Or Use: Any Computer in last 30 days (A)	Internet	
1800	MM1075SC	Internet - Devices Used To Look At Or Use: Cellphone/Smartphone in last 30 days (A)	Internet	
1801	MM1071SC	Internet - Devices Used To Look At Or Use: Desktop Computer in last 30 days (A)	Internet	
1802	MM1076SC	Internet - Devices Used To Look At Or Use: e-Reader in last 30 days (A)	Internet	
1803	MM1074SC	Internet - Devices Used To Look At Or Use: iPad or other Tablet in last 30 days (A)	Internet	
1804	MM1072SC	Internet - Devices Used To Look At Or Use: Laptop/Netbook in last 30 days (A)	Internet	
1805	MM1078SC	Internet - Devices Used To Look At Or Use: Television in last 30 days (A)	Internet	
1806	MM1077SC	Internet - Devices Used To Look At Or Use: Video game console in last 30 days (A)	Internet	
1807	MM1084SC	Internet - Total Time Spent Using Last Saturday: Less than .5 hour (A)	Internet	
1808	MM1083SC	Internet - Total Time Spent Using Last Saturday: .5 - 1 hours (A)	Internet	
1809	MM1082SC	Internet - Total Time Spent Using Last Saturday: 1 - 2 hours (A)	Internet	
1810	MM1081SC	Internet - Total Time Spent Using Last Saturday: 2 - 5 hours (A)	Internet	
1811	MM1080SC	Internet - Total Time Spent Using Last Saturday: 5 - 10 hours (A)	Internet	
1812	MM1090SC	Internet - Total Time Spent Using Last Sunday: Less than .5 hour (A)	Internet	
1813	MM1089SC	Internet - Total Time Spent Using Last Sunday: .5 - 1 hour (A)	Internet	
1814	MM1088SC	Internet - Total Time Spent Using Last Sunday: 1 - 2 hours (A)	Internet	
1815	MM1087SC	Internet - Total Time Spent Using Last Sunday: 2 - 5 hours (A)	Internet	
1816	MM1086SC	Internet - Total Time Spent Using Last Sunday: 5 - 10 hours (A)	Internet	
1817	MM1085SC	Internet - Total Time Spent Using Last Sunday: 10 or more hours (A)	Internet	
1818	MM1096SC	Internet - Total Time Spent Using Yesterday: Less than .5 hour (A)	Internet	
1819	MM1095SC	Internet - Total Time Spent Using Yesterday: .5 - 1 hour (A)	Internet	
1820	MM1094SC	Internet - Total Time Spent Using Yesterday: 1 - 2 hours (A)	Internet	
1821	MM1093SC	Internet - Total Time Spent Using Yesterday: 2 - 5 hours (A)	Internet	
1822	MM1092SC	Internet - Total Time Spent Using Yesterday: 5 - 10 hours (A)	Internet	
1823	MM1091SC	Internet - Total Time Spent Using Yesterday: 10 or more hours (A)	Internet	
1824	MM1099SC	Internet - Where Looked/Used in last 30 days: Another place (A)	Internet	
1825	MM1097SC	Internet - Where Looked/Used in last 30 days: At home (A)	Internet	
1826	MM1098SC	Internet - Where Looked/Used in last 30 days: At work (A)	Internet	
1827	MM1022SC	You or your household currently pay a subscription for Amazon Prime: Yes (A)	Internet	
1828	MM1101SC	Internet Service Providers - Household: AT&T (U-Verse or DSL) (H)	Internet	
1829	MM1102SC	Internet Service Providers - Household: CenturyLink (H)	Internet	
1830	MM1779SC	Internet Service Providers - Household: Frontier (A)	Internet	
1831	MM1103SC	Internet Service Providers - Household: Frontier (H)	Internet	
1832	MM1105SC	Internet Service Providers - Household: Spectrum (including Time Warner Cable) (A)	Internet	
1833	MM1780SC	Internet Service Providers - Household: Xfinity/Comcast (A)	Internet	
1834	MM1106SC	Internet Service Providers - Household: Xfinity/Comcast (H)	Internet	
1835	MM1121SC	Social Media, Photo,Video-Sharing Services Used In The Last 30 Days: Any (A)	Internet	
1836	MM1108SC	Social Media, Photo,Video-Sharing Services Used In The Last 30 Days: Facebook (A)	Internet	
1837	MM1109SC	Social Media, Photo,Video-Sharing Services Used In The Last 30d: Google Photos (A)	Internet	
1838	MM1110SC	Social Media, Photo,Video-Sharing Services Used In The Last 30 Days: Instagram (A)	Internet	
1839	MM1111SC	Social Media, Photo,Video-Sharing Services Used In The Last 30 Days: LinkedIn (A)	Internet	
1840	MM1112SC	Social Media, Photo,Video-Sharing Services Used In The Last 30 Days: Pinterest (A)	Internet	
1841	MM1113SC	Social Media, Photo,Video-Sharing Services Used In The Last 30 Days: Shutterfly (A)	Internet	
1842	MM1781SC	Social Media, Photo/Video Sharing Visited/Used In Last 30d: Shutterfly (A)	Internet	
1843	MM1114SC	Social Media, Photo,Video-Sharing Services Used In The Last 30 Days: Snapchat (A)	Internet	
1844	MM1115SC	Social Media, Photo,Video-Sharing Services Used In The Last 30 Days: Tumblr (A)	Internet	
1845	MM1116SC	Social Media, Photo,Video-Sharing Services Used In The Last 30 Days: Twitch (A)	Internet	
1846	MM1117SC	Social Media, Photo,Video-Sharing Services Used In The Last 30 Days: Twitter (A)	Internet	
1847	MM1118SC	Social Media, Photo,Video-Sharing Services Used In The Last 30 Days: Vimeo (A)	Internet	
1848	MM1119SC	Social Media, Photo,Video-Sharing Services Used In The Last 30 Days: Yelp (A)	Internet	
1849	MM1120SC	Social Media, Photo,Video-Sharing Services Used In The Last 30 Days: YouTube (A)	Internet	
1850	MM1126SC	Websites Visited Or Apps Used In The Last 30 Days: ABC (A)	Internet	

ORDER	VARIABLE	DESCRIPTION	CATEGORY	CONSUMPTION
1851	MM1153SC	Websites Visited Or Apps Used In The Last 30 Days: ABCNews (A)	Internet	
1852	MM1201SC	Websites Visited Or Apps Used In The Last 30 Days: AccuWeather (A)	Internet	
1853	MM1186SC	Websites Visited Or Apps Used In The Last 30 Days: Airbnb (A)	Internet	
1854	MM1166SC	Websites Visited Or Apps Used In The Last 30 Days: Amazon (A)	Internet	
1855	MM1143SC	Websites Visited Or Apps Used In The Last 30 Days: Answers.com/WikiAnswers (A)	Internet	
1856	MM1122SC	Websites Visited Or Apps Used In The Last 30 Days: AOL Mail (A)	Internet	
1857	MM1154SC	Websites Visited Or Apps Used In The Last 30 Days: BBC.com (A)	Internet	
1858	MM1187SC	Websites Visited Or Apps Used In The Last 30 Days: Bing Maps (A)	Internet	
1859	MM1174SC	Websites Visited Or Apps Used In The Last 30 Days: BleacherReport.com or B-R (A)	Internet	
1860	MM1127SC	Websites Visited Or Apps Used In The Last 30 Days: BuzzFeed (A)	Internet	
1861	MM1150SC	Websites Visited Or Apps Used In The Last 30 Days: CareerBuilder (A)	Internet	
1862	MM1128SC	Websites Visited Or Apps Used In The Last 30 Days: CBS (A)	Internet	
1863	MM1155SC	Websites Visited Or Apps Used In The Last 30 Days: CBSNews (A)	Internet	
1864	MM1175SC	Websites Visited Or Apps Used In The Last 30 Days: CBSsports (A)	Internet	
1865	MM1188SC	Websites Visited Or Apps Used In The Last 30 Days: CheapTickets (A)	Internet	
1866	MM1140SC	Websites Visited Or Apps Used In The Last 30 Days: CNBC (A)	Internet	
1867	MM1185SC	Websites Visited Or Apps Used In The Last 30 Days: CNET (A)	Internet	
1868	MM1156SC	Websites Visited Or Apps Used In The Last 30 Days: CNN (A)	Internet	
1869	MM1167SC	Websites Visited Or Apps Used In The Last 30 Days: Coupons (A)	Internet	
1870	MM1129SC	Websites Visited Or Apps Used In The Last 30 Days: Disney.com (A)	Internet	
1871	MM1168SC	Websites Visited Or Apps Used In The Last 30 Days: eBay (A)	Internet	
1872	MM1144SC	Websites Visited Or Apps Used In The Last 30 Days: eHow (A)	Internet	
1873	MM1176SC	Websites Visited Or Apps Used In The Last 30 Days: ESPN (A)	Internet	
1874	MM1189SC	Websites Visited Or Apps Used In The Last 30 Days: Expedia (A)	Internet	
1875	MM1130SC	Websites Visited Or Apps Used In The Last 30 Days: Fandango (A)	Internet	
1876	MM1157SC	Websites Visited Or Apps Used In The Last 30 Days: Fox News (A)	Internet	
1877	MM1177SC	Websites Visited Or Apps Used In The Last 30 Days: FOX Sports (A)	Internet	
1878	MM1131SC	Websites Visited Or Apps Used In The Last 30 Days: Fox.com/FOX NOW (A)	Internet	
1879	MM1123SC	Websites Visited Or Apps Used In The Last 30 Days: Gmail (A)	Internet	
1880	MM1190SC	Websites Visited Or Apps Used In The Last 30 Days: Google Maps (A)	Internet	
1881	MM1169SC	Websites Visited Or Apps Used In The Last 30 Days: Groupon (A)	Internet	
1882	MM1191SC	Websites Visited Or Apps Used In The Last 30 Days: Hotels.com (A)	Internet	
1883	MM1192SC	Websites Visited Or Apps Used In The Last 30 Days: Hotwire (A)	Internet	
1884	MM1158SC	Websites Visited Or Apps Used In The Last 30 Days: HuffPost (A)	Internet	
1885	MM1132SC	Websites Visited Or Apps Used In The Last 30 Days: IMDb (A)	Internet	
1886	MM1151SC	Websites Visited Or Apps Used In The Last 30 Days: Indeed.com or Indeed Jobs (A)	Internet	
1887	MM1193SC	Websites Visited Or Apps Used In The Last 30 Days: Lyft (A)	Internet	
1888	MM1194SC	Websites Visited Or Apps Used In The Last 30 Days: MapQuest (A)	Internet	
1889	MM1178SC	Websites Visited Or Apps Used In The Last 30 Days: MLB.com/MLB.com At Bat (A)	Internet	
1890	MM1152SC	Websites Visited Or Apps Used In The Last 30 Days: Monster (A)	Internet	
1891	MM1133SC	Websites Visited Or Apps Used In The Last 30 Days: MSN Entertainment (A)	Internet	
1892	MM1141SC	Websites Visited Or Apps Used In The Last 30 Days: MSN Money (A)	Internet	
1893	MM1134SC	Websites Visited Or Apps Used In The Last 30 Days: MTV (A)	Internet	
1894	MM1179SC	Websites Visited Or Apps Used In The Last 30 Days: NASCAR (A)	Internet	
1895	MM1180SC	Websites Visited Or Apps Used In The Last 30 Days: NBA (A)	Internet	
1896	MM1135SC	Websites Visited Or Apps Used In The Last 30 Days: NBC (A)	Internet	
1897	MM1159SC	Websites Visited Or Apps Used In The Last 30 Days: NBCNews (A)	Internet	
1898	MM1181SC	Websites Visited Or Apps Used In The Last 30 Days: NBCSports.com (A)	Internet	
1899	MM1182SC	Websites Visited Or Apps Used In The Last 30 Days: NFL.com or NFL/NFL Mobile (A)	Internet	
1900	MM1195SC	Websites Visited Or Apps Used In The Last 30 Days: Orbitz (A)	Internet	
1901	MM1124SC	Websites Visited Or Apps Used In The Last 30 Days: Outlook (A)	Internet	
1902	MM1170SC	Websites Visited Or Apps Used In The Last 30 Days: Overstock (A)	Internet	
1903	MM1136SC	Websites Visited Or Apps Used In The Last 30 Days: PBS.org or PBS Video (A)	Internet	
1904	MM1196SC	Websites Visited Or Apps Used In The Last 30 Days: Priceline (A)	Internet	
1905	MM1161SC	Websites Visited Or Apps Used In The Last 30 Days: Reuters (A)	Internet	
1906	MM1171SC	Websites Visited Or Apps Used In The Last 30 Days: Telemundo.com (A)	Internet	
1907	MM1162SC	Websites Visited Or Apps Used In The Last 30 Days: The Washington Post (A)	Internet	
1908	MM1137SC	Websites Visited Or Apps Used In The Last 30 Days: Ticketmaster (A)	Internet	
1909	MM1197SC	Websites Visited Or Apps Used In The Last 30 Days: Travelocity (A)	Internet	
1910	MM1198SC	Websites Visited Or Apps Used In The Last 30 Days: TripAdvisor (A)	Internet	
1911	MM1199SC	Websites Visited Or Apps Used In The Last 30 Days: Uber (A)	Internet	
1912	MM1172SC	Websites Visited Or Apps Used In The Last 30 Days: Univision.com/Univision NOW (A)	Internet	
1913	MM1163SC	Websites Visited Or Apps Used In The Last 30 Days: USA Today.com (A)	Internet	
1914	MM1138SC	Websites Visited Or Apps Used In The Last 30 Days: Vevo.com (A)	Internet	
1915	MM1203SC	Websites Visited Or Apps Used In The Last 30 Days: WeatherBug (A)	Internet	
1916	MM1202SC	Websites Visited Or Apps Used In Last 30 Days: The Weather Channel (Weather.com) (A)	Internet	
1917	MM1204SC	Websites Visited Or Apps Used In Last 30 Days: Weather Underground (A)	Internet	
1918	MM1145SC	Websites Visited Or Apps Used In The Last 30 Days: WebMD (A)	Internet	
1919	MM1146SC	Websites Visited Or Apps Used In The Last 30 Days: Whitepages (A)	Internet	
1920	MM1147SC	Websites Visited Or Apps Used In The Last 30 Days: Wikipedia (A)	Internet	
1921	MM1164SC	Websites Visited Or Apps Used In The Last 30 Days: WSJ.com (A)	Internet	
1922	MM1183SC	Websites Visited Or Apps Used In The Last 30 Days: WWE (A)	Internet	
1923	MM1148SC	Websites Visited Or Apps Used In The Last 30 Days: Yahoo! Answers (A)	Internet	
1924	MM1139SC	Websites Visited Or Apps Used In The Last 30 Days: Yahoo! Entertainment (A)	Internet	

ORDER	VARIABLE	DESCRIPTION	CATEGORY	CONSUMPTION
1925	MM1142SC	Websites Visited Or Apps Used In The Last 30 Days: Yahoo! Finance (A)	Internet	
1926	MM1125SC	Websites Visited Or Apps Used In The Last 30 Days: Yahoo! Mail (A)	Internet	
1927	MM1200SC	Websites Visited Or Apps Used In The Last 30 Days: Yahoo! Maps (A)	Internet	
1928	MM1165SC	Websites Visited Or Apps Used In The Last 30 Days: Yahoo! News (A)	Internet	
1929	MM1184SC	Websites Visited Or Apps Used In The Last 30 Days: Yahoo! Sports (A)	Internet	
1930	MM1149SC	Websites Visited Or Apps Used In The Last 30 Days: Zillow (A)	Internet	
1931	MM1205SC	Websites/Search Engines - Used In Last 30 Days: AOL/AOL.com (A)	Internet	
1932	MM1206SC	Websites/Search Engines - Used In Last 30 Days: Bing.com (A)	Internet	
1933	MM1207SC	Websites/Search Engines - Used In Last 30 Days: Google.com (A)	Internet	
1934	MM1208SC	Websites/Search Engines - Used In Last 30 Days: Yahoo.com (A)	Internet	
1935	SB001547SC	Carpet/floor covering:Stores bought past 12 months Any carpet store (H)	Items in the Home	
1936	SB001544SC	Carpet/floor covering:Stores bought past 12 months The Home Depot (H)	Items in the Home	
1937	SB001545SC	Carpet/floor covering:Stores bought past 12 months Lowes (H)	Items in the Home	
1938	SB001551SC	Carpet/floor covering:Stores shopped past 12 months Any carpet store (H)	Items in the Home	
1939	SB001548SC	Carpet/floor covering:Stores shopped past 12 months The Home Depot (H)	Items in the Home	
1940	SB001549SC	Carpet/floor covering:Stores shopped past 12 months Lowes (H)	Items in the Home	
1941	SB001546SC	Carpet/floor covering:Stores bought past 12 months Did not buy (H)	Items in the Home	
1942	SB001550SC	Carpet/floor covering:Stores shopped past 12 months Did not shop (H)	Items in the Home	
1943	SB001568SC	Consumer electronics:Stores bought past 12 months Any electronic store (H)	Items in the Home	
1944	SB001569SC	Consumer electronics:Stores bought past 12 months Amazon (H)	Items in the Home	
1945	SB001567SC	Consumer electronics:Stores bought past 12 months Apple Store (H)	Items in the Home	
1946	SB001566SC	Consumer electronics:Stores bought past 12 months Best Buy (H)	Items in the Home	
1947	SB001565SC	Consumer electronics:Stores bought past 12 months Costco (H)	Items in the Home	
1948	SB001556SC	Consumer electronics:Stores bought past 12 months Sams Club (H)	Items in the Home	
1949	SB001553SC	Consumer electronics:Stores bought past 12 months Target (H)	Items in the Home	
1950	SB001552SC	Consumer electronics:Stores bought past 12 months Walmart (H)	Items in the Home	
1951	SB001563SC	Consumer electronics:Stores bought past 12 months Did not buy (H)	Items in the Home	
1952	SB001587SC	Consumer electronics:Stores shopped past 12 months Any consumer store (H)	Items in the Home	
1953	SB001588SC	Consumer electronics:Stores shopped past 12 months Amazon (H)	Items in the Home	
1954	SB001586SC	Consumer electronics:Stores shopped past 12 months Apple Store (H)	Items in the Home	
1955	SB001585SC	Consumer electronics:Stores shopped past 12 months Best Buy (H)	Items in the Home	
1956	SB001583SC	Consumer electronics:Stores shopped past 12 months Costco (H)	Items in the Home	
1957	SB004686SC	Consumer electronics:Stores shopped past 12 months Office Depot/OfficeMax (H)	Items in the Home	
1958	SB001574SC	Consumer electronics:Stores shopped past 12 months Sams Club (H)	Items in the Home	
1959	SB001572SC	Consumer electronics:Stores shopped past 12 months Staples (H)	Items in the Home	
1960	SB001571SC	Consumer electronics:Stores shopped past 12 months Target (H)	Items in the Home	
1961	SB001570SC	Consumer electronics:Stores shopped past 12 months Walmart (H)	Items in the Home	
1962	SB001581SC	Consumer electronics:Stores shopped past 12 months Did not shop (H)	Items in the Home	
1963	SB001595SC	Furniture/mattress:Stores bought past 12 months Any furn/mattress store (H)	Items in the Home	
1964	SB001596SC	Furniture/mattress:Stores bought past 12 months Ashley HomeStore (H)	Items in the Home	
1965	SB004500SC	Furniture/mattress:Stores bought past 12 months Crate & Barrel (H)	Items in the Home	
1966	SB001593SC	Furniture/mattress:Stores bought past 12 months IKEA (H)	Items in the Home	
1967	SB004501SC	Furniture/mattress:Stores bought past 12 months La-Z-Boy Furn. Galleries (H)	Items in the Home	
1968	SB001591SC	Furniture/mattress:Stores bought past 12 months Macys (H)	Items in the Home	
1969	SB004502SC	Furniture/mattress:Stores bought past 12 months Mattress Firm (H)	Items in the Home	
1970	SB001590SC	Furniture/mattress:Stores bought past 12 months Pier 1 imports (H)	Items in the Home	
1971	SB001594SC	Furniture/mattress:Stores bought past 12 months Did not buy (H)	Items in the Home	
1972	SB001609SC	Furniture/mattress:Stores shopped past 12 months Any furn/mattress store (H)	Items in the Home	
1973	SB001608SC	Furniture/mattress:Stores shopped past 12 months Ashley HomeStore (H)	Items in the Home	
1974	SB001607SC	Furniture/mattress:Stores shopped past 12 months Crate & Barrel (H)	Items in the Home	
1975	SB004504SC	Furniture/mattress:Stores shopped past 12 months Ethan Allen (H)	Items in the Home	
1976	SB001605SC	Furniture/mattress:Stores shopped past 12 months IKEA (H)	Items in the Home	
1977	SB001603SC	Furniture/mattress:Stores shopped past 12 months La-Z-Boy Furniture (H)	Items in the Home	
1978	SB001602SC	Furniture/mattress:Stores shopped past 12 months Macys (H)	Items in the Home	
1979	SB001601SC	Furniture/mattress:Stores shopped past 12 months Mattress Firm (H)	Items in the Home	
1980	SB001600SC	Furniture/mattress:Stores shopped past 12 months Pier 1 imports (H)	Items in the Home	
1981	SB001606SC	Furniture/mattress:Stores shopped past 12 months Did not shop for furn (H)	Items in the Home	
1982	SB001621SC	Hardware/paint/lawn/garden:Stores bought past 12 mo Any hardware store (H)	Items in the Home	
1983	SB001622SC	Hardware/paint/lawn/garden:Stores bought past 12 mo Ace Hardware (H)	Items in the Home	
1984	SB001613SC	Hardware/paint/lawn/garden:Stores bought past 12 mo The Home Depot (H)	Items in the Home	
1985	SB001618SC	Hardware/paint/lawn/garden:Stores bought past 12 mo Lowes (H)	Items in the Home	
1986	SB001615SC	Hardware/paint/lawn/garden:Stores bought past 12 mo Sherwin-Williams (H)	Items in the Home	
1987	SB001614SC	Hardware/paint/lawn/garden:Stores bought past 12 mo Target (H)	Items in the Home	
1988	SB001612SC	Hardware/paint/lawn/garden:Stores bought past 12 mo Tractor Supply Co (H)	Items in the Home	
1989	SB001611SC	Hardware/paint/lawn/garden:Stores bought past 12 mo True Value (H)	Items in the Home	
1990	SB001610SC	Hardware/paint/lawn/garden:Stores bought past 12 mo Walmart (H)	Items in the Home	
1991	SB001620SC	Hardware/paint/lawn/garden:Stores bought past 12 mo Did not buy (H)	Items in the Home	
1992	SB001634SC	Hardware/paint/lawn/garden:Stores shopped past 12 mo Any hardware store (H)	Items in the Home	
1993	SB001635SC	Hardware/paint/lawn/garden:Stores shopped past 12 mo Ace Hardware (H)	Items in the Home	
1994	SB001626SC	Hardware/paint/lawn/garden:Stores shopped past 12 mo The Home Depot (H)	Items in the Home	
1995	SB001631SC	Hardware/paint/lawn/garden:Stores shopped past 12 mo Lowes (H)	Items in the Home	
1996	SB001628SC	Hardware/paint/lawn/garden:Stores shopped past 12 mo Sherwin-Williams (H)	Items in the Home	
1997	SB001627SC	Hardware/paint/lawn/garden:Stores shopped past 12 mo Target (H)	Items in the Home	
1998	SB001625SC	Hardware/paint/lawn/garden:Stores shopped past 12 mo Tractor Supply Co (H)	Items in the Home	

ORDER	VARIABLE	DESCRIPTION	CATEGORY	CONSUMPTION
1999	SB001624SC	Hardware/paint/lawn/garden:Stores shopped past 12 mo True Value (H)	Items in the Home	
2000	SB001623SC	Hardware/paint/lawn/garden:Stores shopped past 12 mo Walmart (H)	Items in the Home	
2001	SB001633SC	Hardware/paint/lawn/garden:Stores shopped past 12 mo Did not shop (H)	Items in the Home	
2002	SB003751SC	HHLd items bought past 12 mths (amt spent) cons. electronics:\$100 - \$249 (H)	Items in the Home	
2003	SB003752SC	HHLd items bought past 12 mths (amt spent) cons. electronics:\$250 - \$499 (H)	Items in the Home	
2004	SB003753SC	HHLd items bought past 12 mths (amt spent) cons. electronics:\$500 - \$999 (H)	Items in the Home	
2005	SB003754SC	HHLd items bought past 12 mths (amt spent) cons. electronics:\$1000-\$2999 (H)	Items in the Home	
2006	SB005100SC	HHLd items bought past 12 mths (amt spent) cons. electronics:\$3000or more (H)	Items in the Home	
2007	SB003389SC	HHLd items bought past 12 mths (amt spent) Draperies:Under \$100 (H)	Items in the Home	
2008	SB003390SC	HHLd items bought past 12 mths (amt spent) Draperies:\$100-\$249 (H)	Items in the Home	
2009	SB003391SC	HHLd items bought past 12 mths (amt spent) Draperies:\$250-\$499 (H)	Items in the Home	
2010	SB004692SC	HHLd items bought past 12 mths (amt spent) Draperies:\$500-\$999 (H)	Items in the Home	
2011	SB004693SC	HHLd items bought past 12 mths (amt spent) Draperies:\$1000 or more (H)	Items in the Home	
2012	SB004691SC	HHLd items bought past 12 mths (amt spent) Floor covering:Under \$100 (H)	Items in the Home	
2013	SB003386SC	HHLd items bought past 12 mths (amt spent) Floor covering:\$500-\$999 (H)	Items in the Home	
2014	SB003387SC	HHLd items bought past 12 mths (amt spent) Floor covering:\$1000-\$2999 (H)	Items in the Home	
2015	SB003388SC	HHLd items bought past 12 mths (amt spent) Floor covering:\$3000 or more (H)	Items in the Home	
2016	SB003392SC	HHLd items bought past 12 mths (amt spent) Furniture:Under \$100 (H)	Items in the Home	
2017	SB003393SC	HHLd items bought past 12 mths (amt spent) Furniture:\$100-\$249 (H)	Items in the Home	
2018	SB003395SC	HHLd items bought past 12 mths (amt spent) Furniture:\$500-\$999 (H)	Items in the Home	
2019	SB003396SC	HHLd items bought past 12 mths (amt spent) Furniture:\$1000-\$2999 (H)	Items in the Home	
2020	SB003397SC	HHLd items bought past 12 mths (amt spent) Furniture:\$3000 or more (H)	Items in the Home	
2021	SB003739SC	HHLd items bought past 12 mths (amt spent) Hardware, etc.:\$100 - \$249 (H)	Items in the Home	
2022	SB003740SC	HHLd items bought past 12 mths (amt spent) Hardware, etc.:\$250 - \$499 (H)	Items in the Home	
2023	SB003741SC	HHLd items bought past 12 mths (amt spent) Hardware, etc.:\$500 - \$999 (H)	Items in the Home	
2024	SB003742SC	HHLd items bought past 12 mths (amt spent) Hardware, etc.:\$1000 - \$2999 (H)	Items in the Home	
2025	SB003743SC	HHLd items bought past 12 mths (amt spent) Hardware, etc.:\$3000 or more (H)	Items in the Home	
2026	SB003744SC	HHLd items bought past 12 mths (amt spent) Lawn or garden:Under \$100 (H)	Items in the Home	
2027	SB003745SC	HHLd items bought past 12 mths (amt spent) Lawn or garden:\$100 - \$249 (H)	Items in the Home	
2028	SB003746SC	HHLd items bought past 12 mths (amt spent) Lawn or garden:\$250 - \$499 (H)	Items in the Home	
2029	SB003747SC	HHLd items bought past 12 mths (amt spent) Lawn or garden:\$500 - \$999 (H)	Items in the Home	
2030	SB003748SC	HHLd items bought past 12 mths (amt spent) Lawn or garden:\$1000 - \$2999 (H)	Items in the Home	
2031	SB003749SC	HHLd items bought past 12 mths (amt spent) Lawn or garden:\$3000 or more (H)	Items in the Home	
2032	SB004737SC	HHLd items bought past 12 mths (amt spent) Mattress:Under \$100 (H)	Items in the Home	
2033	SB003398SC	HHLd items bought past 12 mths (amt spent) Mattress:\$100-\$249 (H)	Items in the Home	
2034	SB003401SC	HHLd items bought past 12 mths (amt spent) Mattress:\$1000-\$2999 (H)	Items in the Home	
2035	SB004738SC	HHLd items bought past 12 mths (amt spent) Mattress:\$3,000 or more (H)	Items in the Home	
2036	SB004739SC	HHLd items bought past 12 mths (amt spent) Television:Under \$100 (H)	Items in the Home	
2037	SB003403SC	HHLd items bought past 12 mths (amt spent) Television:\$100-\$249 (H)	Items in the Home	
2038	SB003405SC	HHLd items bought past 12 mths (amt spent) Television:\$500-\$999 (H)	Items in the Home	
2039	SB003406SC	HHLd items bought past 12 mths (amt spent) Television:\$1000-\$2999 (H)	Items in the Home	
2040	SB001646SC	Household items bought past 12 months Carpeting or floor covering (H)	Items in the Home	
2041	SB001645SC	Household items bought past 12 months Curtains, blinds, etc. (H)	Items in the Home	
2042	SB001644SC	Household items bought past 12 months Furniture (H)	Items in the Home	
2043	SB003736SC	Household items bought past 12 months Hardware, building, or paint (H)	Items in the Home	
2044	SB003737SC	Household items bought past 12 months Lawn or garden items (H)	Items in the Home	
2045	SB001642SC	Household items bought past 12 months Mattress (H)	Items in the Home	
2046	SB001641SC	Household items bought past 12 months Television (H)	Items in the Home	
2047	SB001640SC	Household items bought past 12 months Other consumer electronics (H)	Items in the Home	
2048	SB005413SC	Items/services HHLd plans to buy in next 12 months Amazon Prime (H)	Items in the Home	
2049	SB001666SC	Items/services HHLd plans to buy in next 12 months Computer (H)	Items in the Home	
2050	SB003766SC	Items/services HHLd plans to buy in next 12 months Day care service (H)	Items in the Home	
2051	SB001656SC	Items/services HHLd plans to buy in next 12 months Energy saving appliance (H)	Items in the Home	
2052	SB001664SC	Items/services HHLd plans to buy in next 12 months Furniture (H)	Items in the Home	
2053	SB004505SC	Items/services HHLd plans to buy in next 12 months Game console (H)	Items in the Home	
2054	SB001662SC	Items/services HHLd plans to buy in next 12 months Home security system (H)	Items in the Home	
2055	SB001660SC	Items/services HHLd plans to buy in next 12 months Major appliance (H)	Items in the Home	
2056	SB001659SC	Items/services HHLd plans to buy in next 12 months Mattress (H)	Items in the Home	
2057	SB004755SC	Items/services HHLd plans to buy in next 12 months Mobile/mftrd home (H)	Items in the Home	
2058	SB001658SC	Items/services HHLd plans to buy in next 12 months Motorcycle (H)	Items in the Home	
2059	SB003768SC	Items/services HHLd plans to buy in next 12 months Office in the home (H)	Items in the Home	
2060	SB001654SC	Items/services HHLd plans to buy in next 12 months Pool, hot tub, or spa (H)	Items in the Home	
2061	SB001653SC	Items/services HHLd plans to buy in next 12 months Primary house or condo (H)	Items in the Home	
2062	SB003769SC	Items/services HHLd plans to buy in next 12 months Primary Resid New (H)	Items in the Home	
2063	SB004756SC	Items/services HHLd plans to buy in next 12 months Smart speaker (H)	Items in the Home	
2064	SB003774SC	Items/services HHLd plans to buy in next 12 months Smart TV (H)	Items in the Home	
2065	SB001652SC	Items/services HHLd plans to buy in next 12 months Smartphone (H)	Items in the Home	
2066	SB004343SC	Items/services HHLd plans to buy in next 12 months Smartwatch (H)	Items in the Home	
2067	SB001650SC	Items/services HHLd plans to buy in next 12 months Solar panels (H)	Items in the Home	
2068	SB001661SC	Items/services HHLd plans to buy in next 12 months Tablet (H)	Items in the Home	
2069	SB004757SC	Items/services HHLd plans to buy in next 12 months Virtual reality headset (H)	Items in the Home	
2070	SB005414SC	Items/services household currently has Amazon Prime (H)	Items in the Home	
2071	SB001668SC	Items/services household currently has ATV (all-terrain vehicle) (H)	Items in the Home	
2072	SB001670SC	Items/services household currently has Boat (H)	Items in the Home	

ORDER	VARIABLE	DESCRIPTION	CATEGORY	CONSUMPTION
2073	SB001671SC	Items/services household currently has Computer (desktop or laptop) (H)	Items in the Home	
2074	SB004018SC	Items/services household currently has Day care service (H)	Items in the Home	
2075	SB001674SC	Items/services household currently has Energy saving appliance (H)	Items in the Home	
2076	SB001675SC	Items/services household currently has eReader (Kindle, Nook, etc.) (H)	Items in the Home	
2077	SB001676SC	Items/services household currently has HD Radio (H)	Items in the Home	
2078	SB001677SC	Items/services household currently has High-definition TV (H)	Items in the Home	
2079	SB001678SC	Items/services household currently has Home security system (H)	Items in the Home	
2080	SB001679SC	Items/services household currently has Mobile/manufactured home (H)	Items in the Home	
2081	SB001680SC	Items/services household currently has Motorcycle (H)	Items in the Home	
2082	SB001682SC	Items/services household currently has Office in the home (H)	Items in the Home	
2083	SB001684SC	Items/services household currently has Pest control service (H)	Items in the Home	
2084	SB001685SC	Items/services household currently has Pool, hot tub, or spa (H)	Items in the Home	
2085	SB001686SC	Items/services household currently has Primary house or condo existing (H)	Items in the Home	
2086	SB001687SC	Items/services household currently has Primary house or condo new (H)	Items in the Home	
2087	SB004019SC	Items/services household currently has RV (motor home) (H)	Items in the Home	
2088	SB001688SC	Items/services household currently has Satellite radio (Sirius XM) (H)	Items in the Home	
2089	SB001689SC	Items/services household currently has Satellite TV subscription (H)	Items in the Home	
2090	SB001690SC	Items/services household currently has Second home (H)	Items in the Home	
2091	SB004760SC	Items/services household currently has Smart speaker (Amazon Echo, etc.) (H)	Items in the Home	
2092	SB004020SC	Items/services household currently has Smart TV (H)	Items in the Home	
2093	SB001691SC	Items/services household currently has Smartphone (H)	Items in the Home	
2094	SB004345SC	Items/services household currently has Smartwatch (H)	Items in the Home	
2095	SB001692SC	Items/services household currently has Solar panels (H)	Items in the Home	
2096	SB001693SC	Items/services household currently has Tablet (H)	Items in the Home	
2097	SB004759SC	Items/services household currently has Virtual reality (VR) headset (H)	Items in the Home	
2098	SB001697SC	Large appliance:Stores bought past 12 months Any large appliance store (H)	Items in the Home	
2099	SB001698SC	Large appliance:Stores bought past 12 months Best Buy (H)	Items in the Home	
2100	SB001703SC	Large appliance:Stores bought past 12 months The Home Depot (H)	Items in the Home	
2101	SB001701SC	Large appliance:Stores bought past 12 months Lowes (H)	Items in the Home	
2102	SB001699SC	Large appliance:Stores bought past 12 months Did not buy (H)	Items in the Home	
2103	SB001704SC	Large appliance:Stores shopped past 12 months Any large appliance store (H)	Items in the Home	
2104	SB001705SC	Large appliance:Stores shopped past 12 months Best Buy (H)	Items in the Home	
2105	SB001710SC	Large appliance:Stores shopped past 12 months The Home Depot (H)	Items in the Home	
2106	SB001708SC	Large appliance:Stores shopped past 12 months Lowes (H)	Items in the Home	
2107	SB001706SC	Large appliance:Stores shopped past 12 months Did not shop (H)	Items in the Home	
2108	SB004353SC	Type of home improvement done past 12 mo (amt) Any addition:Over \$5,000 (H)	Items in the Home	
2109	SB004358SC	Type of home improvement done past 12 mo (amt) Carpeting:Under \$500 (H)	Items in the Home	
2110	SB004357SC	Type of home improvement done past 12 mo (amt) Carpeting:\$500 - \$4,999 (H)	Items in the Home	
2111	SB004356SC	Type of home improvement done past 12 mo (amt) Carpeting:Over \$5,000 (H)	Items in the Home	
2112	SB004361SC	Type of home improvement done past 12 mo (amt) Ext. paint:Under \$500 (H)	Items in the Home	
2113	SB004360SC	Type of home improvement done past 12 mo (amt) Ext. paint:\$500 - \$4,999 (H)	Items in the Home	
2114	SB004363SC	Type of home improvement done past 12 mo (amt) Heat or AC:\$500 - \$4,999 (H)	Items in the Home	
2115	SB004362SC	Type of home improvement done past 12 mo (amt) Heat or AC:Over \$5,000 (H)	Items in the Home	
2116	SB004370SC	Type of home improvement done past 12 mo (amt) Int. paint:Under \$500 (H)	Items in the Home	
2117	SB004369SC	Type of home improvement done past 12 mo (amt) Int. paint:\$500 - \$4,999 (H)	Items in the Home	
2118	SB004373SC	Type of home improvement done past 12 mo (amt) Landscaping:Under \$500 (H)	Items in the Home	
2119	SB004372SC	Type of home improvement done past 12 mo (amt) Landscaping:\$500 - \$4,999 (H)	Items in the Home	
2120	SB004371SC	Type of home improvement done past 12 mo (amt) Landscaping:Over \$5,000 (H)	Items in the Home	
2121	SB004376SC	Type of home improvement done past 12 mo (amt) Plumbing:Under \$500 (H)	Items in the Home	
2122	SB004375SC	Type of home improvement done past 12 mo (amt) Plumbing:\$500 - \$4,999 (H)	Items in the Home	
2123	SB004374SC	Type of home improvement done past 12 mo (amt) Plumbing:Over \$5,000 (H)	Items in the Home	
2124	SB004379SC	Type of home improvement done past 12 mo (amt) Remodel bath:Under \$500 (H)	Items in the Home	
2125	SB004378SC	Type of home improvement done past 12 mo (amt) Remodel bath:\$500 - \$4,999 (H)	Items in the Home	
2126	SB004377SC	Type of home improvement done past 12 mo (amt) Remodel bath:Over \$5,000 (H)	Items in the Home	
2127	SB005103SC	Type of home improvement done past 12 mo (amt) Remodel kitchn:Under \$500 (H)	Items in the Home	
2128	SB005102SC	Type of home improvement done past 12 mo (amt) Remodel kitchn:\$500-4999 (H)	Items in the Home	
2129	SB005101SC	Type of home improvement done past 12 mo (amt) Remodel kitchn:Over \$5,000 (H)	Items in the Home	
2130	SB004387SC	Type of home improvement done past 12 mo (amt) Repair roof:\$500 - \$4,999 (H)	Items in the Home	
2131	SB004386SC	Type of home improvement done past 12 mo (amt) Repair roof:Over \$5,000 (H)	Items in the Home	
2132	SB005415SC	Type of home improvement done past 12 mo (amt) Other home imp:Under \$500 (H)	Items in the Home	
2133	SB005416SC	Type of home improvement done past 12 mo (amt) Other home imp:\$500-\$4,999 (H)	Items in the Home	
2134	SB005417SC	Type of home improvement done past 12 mo (amt) Other home imp:Over \$5,000 (H)	Items in the Home	
2135	SB005418SC	Type of home improvement done past 12 mo (amt) Other remod:Under \$500 (H)	Items in the Home	
2136	SB005419SC	Type of home improvement done past 12 mo (amt) Other remod:\$500-4,999 (H)	Items in the Home	
2137	SB005420SC	Type of home improvement done past 12 mo (amt) Other remod:Over \$5,000 (H)	Items in the Home	
2138	SB004385SC	Type of home improvement done past 12 mo (amt) Total spend:Under \$500 (H)	Items in the Home	
2139	SB004384SC	Type of home improvement done past 12 mo (amt) Total spend:\$500 - \$4,999 (H)	Items in the Home	
2140	SB004383SC	Type of home improvement done past 12 mo (amt) Total spend:Over \$5,000 (H)	Items in the Home	
2141	SB001711SC	Type of home improvement done past 12 months Any addition (H)	Items in the Home	
2142	SB001712SC	Type of home improvement done past 12 months Any home improvement (H)	Items in the Home	
2143	SB001713SC	Type of home improvement done past 12 months Carpeting or floor covering (H)	Items in the Home	
2144	SB001714SC	Type of home improvement done past 12 months Exterior paint (H)	Items in the Home	
2145	SB001715SC	Type of home improvement done past 12 months Heating or air conditioning (H)	Items in the Home	
2146	SB001716SC	Type of home improvement done past 12 months Interior paint or wallpaper (H)	Items in the Home	

ORDER	VARIABLE	DESCRIPTION	CATEGORY	CONSUMPTION
2147	SB001717SC	Type of home improvement done past 12 months Landscaping (H)	Items in the Home	
2148	SB001721SC	Type of home improvement done past 12 months Plumbing (H)	Items in the Home	
2149	SB004817SC	Type of home improvement done past 12 months Pool, hot tub or spa (H)	Items in the Home	
2150	SB001722SC	Type of home improvement done past 12 months Remodeled bathroom (H)	Items in the Home	
2151	SB001723SC	Type of home improvement done past 12 months Remodeled kitchen (H)	Items in the Home	
2152	SB001724SC	Type of home improvement done past 12 months Replaced, Repair roof (H)	Items in the Home	
2153	SB001726SC	Type of home improvement done past 12 months Siding (H)	Items in the Home	
2154	SB001719SC	Type of home improvement done past 12 months Other home improvement (H)	Items in the Home	
2155	SB001720SC	Type of home improvement done past 12 months Other remodeling (H)	Items in the Home	
2156	SB001718SC	Type of home improvement done past 12 months None (H)	Items in the Home	
2157	SB005104SC	Type of home improvement plan to do next 12 months Any addition (H)	Items in the Home	
2158	SB005105SC	Type of home improvement plan to do next 12 months Carpet/floor covering (H)	Items in the Home	
2159	SB005106SC	Type of home improvement plan to do next 12 months Exterior paint (H)	Items in the Home	
2160	SB005107SC	Type of home improvement plan to do next 12 months Heating or AC (H)	Items in the Home	
2161	SB005109SC	Type of home improvement plan to do next 12 months Int. paint, wallpaper (H)	Items in the Home	
2162	SB005110SC	Type of home improvement plan to do next 12 months Landscaping (H)	Items in the Home	
2163	SB005111SC	Type of home improvement plan to do next 12 months Plumbing (H)	Items in the Home	
2164	SB005108SC	Type of home improvement plan to do next 12 months Pool, hot tub or spa (H)	Items in the Home	
2165	SB005112SC	Type of home improvement plan to do next 12 months Remodeled bathroom (H)	Items in the Home	
2166	SB005113SC	Type of home improvement plan to do next 12 months Remodeled kitchen (H)	Items in the Home	
2167	SB005114SC	Type of home improvement plan to do next 12 months Replaced, repair roof (H)	Items in the Home	
2168	SB005116SC	Type of home improvement plan to do next 12 months Siding (H)	Items in the Home	
2169	SB005117SC	Type of home improvement plan to do next 12 months Other home improvement (H)	Items in the Home	
2170	SB005118SC	Type of home improvement plan to do next 12 months Other remodeling (H)	Items in the Home	
2171	SB005119SC	Type of home improvement plan to do next 12 months None (H)	Items in the Home	
2172	MM61724SC	Actions Taken from Reading Newspaper: Cut Out an Ad for Later Reference- 1mo (A)	Magazines and Newspapers	
2173	MM61725SC	Actions Taken from Reading Newspaper: Purchased an Ad Product- 1mo (A)	Magazines and Newspapers	
2174	MM61727SC	Actions Taken from Reading Newspaper: Shopped at an Advertised Store- 1mo (A)	Magazines and Newspapers	
2175	MM1701SC	Read any magazines - paper or electronic version, last 6 mos (A)	Magazines and Newspapers	
2176	MM1565SC	Read The Atlantic (print & digital) (A)	Magazines and Newspapers	
2177	MM1571SC	Read AARP The Magazine (print & digital) (A)	Magazines and Newspapers	
2178	MM1638SC	Read AARP The Magazine (print only) (A)	Magazines and Newspapers	
2179	MM1566SC	Read Allrecipes (print & digital) (A)	Magazines and Newspapers	
2180	MM1705SC	Read Allrecipes (print only) (A)	Magazines and Newspapers	
2181	MM1570SC	Read Allure (print & digital) (A)	Magazines and Newspapers	
2182	MM1704SC	Read Allure (print only) (A)	Magazines and Newspapers	
2183	MM1569SC	Read American Rifleman (print & digital) (A)	Magazines and Newspapers	
2184	MM1703SC	Read American Rifleman (print only) (A)	Magazines and Newspapers	
2185	MM1568SC	Read American Way (print & digital) (A)	Magazines and Newspapers	
2186	MM1702SC	Read American Way (print only) (A)	Magazines and Newspapers	
2187	MM1567SC	Read Architectural Digest (print & digital) (A)	Magazines and Newspapers	
2188	MM1735SC	Read Architectural Digest (print only) (A)	Magazines and Newspapers	
2189	MM1562SC	Read Better Homes & Gardens (print & digital) (A)	Magazines and Newspapers	
2190	MM1699SC	Read Better Homes & Gardens (print only) (A)	Magazines and Newspapers	
2191	MM1563SC	Read Birds & Blooms (print & digital) (A)	Magazines and Newspapers	
2192	MM1698SC	Read Birds & Blooms (print only) (A)	Magazines and Newspapers	
2193	MM1561SC	Read Bloomberg Businessweek (print & digital) (A)	Magazines and Newspapers	
2194	MM1564SC	Read Bon Appetit (print & digital) (A)	Magazines and Newspapers	
2195	MM1696SC	Read Bon Appetit (print only) (A)	Magazines and Newspapers	
2196	MM1694SC	Read Bonnier Marine and Aviation Group magazines (digital/print) (A)	Magazines and Newspapers	
2197	MM1737SC	Read Bonnier Marine and Aviation Group magazines (print only) (A)	Magazines and Newspapers	
2198	MM1493SC	Read Road & Track (print & digital) (A)	Magazines and Newspapers	
2199	MM1692SC	Read Bonnier Outdoor Group magazines (digital/print) (A)	Magazines and Newspapers	
2200	MM1736SC	Read Bonnier Outdoor Group magazines (print only) (A)	Magazines and Newspapers	
2201	MM1560SC	Read Car and Driver (print & digital) (A)	Magazines and Newspapers	
2202	MM1690SC	Read Car and Driver (print only) (A)	Magazines and Newspapers	
2203	MM1688SC	Read Conde Nast Package magazines (digital/print) (A)	Magazines and Newspapers	
2204	MM1738SC	Read Conde Nast Package magazines (print only) (A)	Magazines and Newspapers	
2205	MM1556SC	Read Conde Nast Traveler (print & digital) (A)	Magazines and Newspapers	
2206	MM1687SC	Read Conde Nast Traveler (print only) (A)	Magazines and Newspapers	
2207	MM1555SC	Read Consumer Reports (print & digital) (A)	Magazines and Newspapers	
2208	MM1686SC	Read Consumer Reports (print only) (A)	Magazines and Newspapers	
2209	MM1557SC	Read Cosmopolitan (print & digital) (A)	Magazines and Newspapers	
2210	MM1685SC	Read Cosmopolitan (print only) (A)	Magazines and Newspapers	
2211	MM1559SC	Read Costco Connection (print & digital) (A)	Magazines and Newspapers	
2212	MM1684SC	Read Costco Connection (print only) (A)	Magazines and Newspapers	
2213	MM1558SC	Read Country Living (print & digital) (A)	Magazines and Newspapers	
2214	MM1683SC	Read Country Living (print only) (A)	Magazines and Newspapers	
2215	MM1554SC	Read Diabetes Forecast (print & digital) (A)	Magazines and Newspapers	
2216	MM1682SC	Read Diabetes Forecast (print only) (A)	Magazines and Newspapers	
2217	MM1552SC	Read Diabetes Self-Management (print & digital) (A)	Magazines and Newspapers	
2218	MM1681SC	Read Diabetes Self-Management (print only) (A)	Magazines and Newspapers	
2219	MM1553SC	Read Diabetic Living (print & digital) (A)	Magazines and Newspapers	
2220	MM1680SC	Read Diabetic Living (print only) (A)	Magazines and Newspapers	

ORDER	VARIABLE	DESCRIPTION	CATEGORY	CONSUMPTION
2221	MM1551SC	Read Discover (print & digital) (A)	Magazines and Newspapers	
2222	MM1679SC	Read Discover (print only) (A)	Magazines and Newspapers	
2223	MM1544SC	Read EatingWell (print & digital) (A)	Magazines and Newspapers	
2224	MM1678SC	Read EatingWell (print only) (A)	Magazines and Newspapers	
2225	MM1549SC	Read Elle (print & digital) (A)	Magazines and Newspapers	
2226	MM1676SC	Read Elle (print only) (A)	Magazines and Newspapers	
2227	MM1548SC	Read Entertainment Weekly (print & digital) (A)	Magazines and Newspapers	
2228	MM1675SC	Read Entertainment Weekly (print only) (A)	Magazines and Newspapers	
2229	MM1545SC	Read Entrepreneur (print & digital) (A)	Magazines and Newspapers	
2230	MM1674SC	Read Entrepreneur (print only) (A)	Magazines and Newspapers	
2231	MM1547SC	Read Esquire (print & digital) (A)	Magazines and Newspapers	
2232	MM1546SC	Read Essence (print & digital) (A)	Magazines and Newspapers	
2233	MM1672SC	Read Essence (print only) (A)	Magazines and Newspapers	
2234	MM1543SC	Read Family Handyman (print & digital) (A)	Magazines and Newspapers	
2235	MM1671SC	Read Family Handyman (print only) (A)	Magazines and Newspapers	
2236	MM1541SC	Read Field & Stream (print & digital) (A)	Magazines and Newspapers	
2237	MM1670SC	Read Field & Stream (print only) (A)	Magazines and Newspapers	
2238	MM1538SC	Read Food & Wine (print & digital) (A)	Magazines and Newspapers	
2239	MM1668SC	Read Food & Wine (print only) (A)	Magazines and Newspapers	
2240	MM1540SC	Read Food Network Magazine (print & digital) (A)	Magazines and Newspapers	
2241	MM1667SC	Read Food Network Magazine (print only) (A)	Magazines and Newspapers	
2242	MM1542SC	Read Forbes (print & digital) (A)	Magazines and Newspapers	
2243	MM1666SC	Read Forbes (print only) (A)	Magazines and Newspapers	
2244	MM1539SC	Read Fortune (A)	Magazines and Newspapers	
2245	MM1537SC	Read Game Informer (print & digital) (A)	Magazines and Newspapers	
2246	MM1663SC	Read Game Informer (print only) (A)	Magazines and Newspapers	
2247	MM1534SC	Read Golf Digest (print & digital) (A)	Magazines and Newspapers	
2248	MM1661SC	Read Golf Digest (print only) (A)	Magazines and Newspapers	
2249	MM1536SC	Read Golf Magazine (print & digital) (A)	Magazines and Newspapers	
2250	MM1660SC	Read Golf Magazine (print only) (A)	Magazines and Newspapers	
2251	MM1659SC	Read Good Housekeeping - Special Edition (GH Your Good House) (A)	Magazines and Newspapers	
2252	MM1533SC	Read Good Housekeeping (print & digital) (A)	Magazines and Newspapers	
2253	MM1658SC	Read Good Housekeeping (print only) (A)	Magazines and Newspapers	
2254	MM1535SC	Read GQ (Gentlemen's Quarterly) (print & digital) (A)	Magazines and Newspapers	
2255	MM1657SC	Read GQ (Gentlemen's Quarterly) (print only) (A)	Magazines and Newspapers	
2256	MM1532SC	Read Guideposts (print & digital) (A)	Magazines and Newspapers	
2257	MM1656SC	Read Guideposts (print only) (A)	Magazines and Newspapers	
2258	MM1531SC	Read Guns & Ammo (print & digital) (A)	Magazines and Newspapers	
2259	MM1655SC	Read Guns & Ammo (print only) (A)	Magazines and Newspapers	
2260	MM1530SC	Read Harper's Bazaar (print & digital) (A)	Magazines and Newspapers	
2261	MM1526SC	Read Health (print & digital) (A)	Magazines and Newspapers	
2262	MM1652SC	Read Health (print only) (A)	Magazines and Newspapers	
2263	MM1650SC	Read Hearst Design Group magazines (digital/print) (A)	Magazines and Newspapers	
2264	MM1740SC	Read Hearst Design Group magazines (print only) (A)	Magazines and Newspapers	
2265	MM1648SC	Read Hearst Magazine Group magazines (digital/print) (A)	Magazines and Newspapers	
2266	MM1741SC	Read Hearst Magazine Group magazines (print only) (A)	Magazines and Newspapers	
2267	MM1646SC	Read Hearst Men's Group magazines (digital/print) (A)	Magazines and Newspapers	
2268	MM1742SC	Read Hearst Men's Group magazines (print only) (A)	Magazines and Newspapers	
2269	MM1529SC	Read HGTV Magazine (print & digital) (A)	Magazines and Newspapers	
2270	MM1645SC	Read HGTV Magazine (print only) (A)	Magazines and Newspapers	
2271	MM1528SC	Read Hot Rod (print & digital) (A)	Magazines and Newspapers	
2272	MM1643SC	Read Hot Rod (print only) (A)	Magazines and Newspapers	
2273	MM1527SC	Read House Beautiful (print & digital) (A)	Magazines and Newspapers	
2274	MM1642SC	Read House Beautiful (print only) (A)	Magazines and Newspapers	
2275	MM1525SC	Read In Touch (print & digital) (A)	Magazines and Newspapers	
2276	MM1577SC	Read Wired (print only) (A)	Magazines and Newspapers	
2277	MM1641SC	Read In Touch (print only) (A)	Magazines and Newspapers	
2278	MM1578SC	Read Wine Spectator (print only) (A)	Magazines and Newspapers	
2279	MM1584SC	Read Inc. Group Trusted Media Brands (digital/print) (A)	Magazines and Newspapers	
2280	MM1746SC	Read Inc. Group Trusted Media Brands (print only) (A)	Magazines and Newspapers	
2281	MM1524SC	Read InStyle (print & digital) (A)	Magazines and Newspapers	
2282	MM1640SC	Read InStyle (print only) (A)	Magazines and Newspapers	
2283	MM1523SC	Read Life & Style Weekly (print & digital) (A)	Magazines and Newspapers	
2284	MM1521SC	Read Magnolia Journal (print & digital) (A)	Magazines and Newspapers	
2285	MM1637SC	Read Magnolia Journal (print only) (A)	Magazines and Newspapers	
2286	MM1518SC	Read Marie Claire (print & digital) (A)	Magazines and Newspapers	
2287	MM1516SC	Read Martha Stewart Living (print & digital) (A)	Magazines and Newspapers	
2288	MM1635SC	Read Martha Stewart Living (print only) (A)	Magazines and Newspapers	
2289	MM1522SC	Read Maxim (print & digital) (A)	Magazines and Newspapers	
2290	MM1634SC	Read Maxim (print only) (A)	Magazines and Newspapers	
2291	MM1517SC	Read Men's Health (print & digital) (A)	Magazines and Newspapers	
2292	MM1632SC	Read Men's Health (print only) (A)	Magazines and Newspapers	
2293	MM1520SC	Read Men's Journal (print & digital) (A)	Magazines and Newspapers	
2294	MM1631SC	Read Men's Journal (print only) (A)	Magazines and Newspapers	

ORDER	VARIABLE	DESCRIPTION	CATEGORY	CONSUMPTION
2295	MM1519SC	Read MotorTrend (print & digital) (A)	Magazines and Newspapers	
2296	MM1628SC	Read MotorTrend (print only) (A)	Magazines and Newspapers	
2297	MM1629SC	Read MotorTrend Group magazines (digital/print) (A)	Magazines and Newspapers	
2298	MM1743SC	Read MotorTrend Group magazines (print only) (A)	Magazines and Newspapers	
2299	MM1515SC	Read National Enquirer (print & digital) (A)	Magazines and Newspapers	
2300	MM1627SC	Read National Enquirer (print only) (A)	Magazines and Newspapers	
2301	MM1513SC	Read National Geographic (print & digital) (A)	Magazines and Newspapers	
2302	MM1625SC	Read National Geographic (print only) (A)	Magazines and Newspapers	
2303	MM1512SC	Read National Geographic Kids (print & digital) (A)	Magazines and Newspapers	
2304	MM1626SC	Read National Geographic Kids (print only) (A)	Magazines and Newspapers	
2305	MM1510SC	Read National Wildlife (print & digital) (A)	Magazines and Newspapers	
2306	MM1624SC	Read National Wildlife (print only) (A)	Magazines and Newspapers	
2307	MM1509SC	Read New York Magazine (print & digital) (A)	Magazines and Newspapers	
2308	MM1623SC	Read New York Magazine (print only) (A)	Magazines and Newspapers	
2309	MM1508SC	Read New York Times (Daily) (print & digital) (A)	Magazines and Newspapers	
2310	MM1507SC	Read OK! (print & digital) (A)	Magazines and Newspapers	
2311	MM1617SC	Read OK! (print only) (A)	Magazines and Newspapers	
2312	MM1504SC	Read Outdoor Life (print & digital) (A)	Magazines and Newspapers	
2313	MM1615SC	Read Outdoor Life (print only) (A)	Magazines and Newspapers	
2314	MM1505SC	Read Outside (print & digital) (A)	Magazines and Newspapers	
2315	MM1500SC	Read Parents (print & digital) (A)	Magazines and Newspapers	
2316	MM1610SC	Read Parents (print only) (A)	Magazines and Newspapers	
2317	MM1503SC	Read People (print & digital) (A)	Magazines and Newspapers	
2318	MM1608SC	Read People (print only) (A)	Magazines and Newspapers	
2319	MM1502SC	Read People en Espanol (print & digital) (A)	Magazines and Newspapers	
2320	MM1609SC	Read People en Espanol (print only) (A)	Magazines and Newspapers	
2321	MM1501SC	Read Popular Mechanics (print & digital) (A)	Magazines and Newspapers	
2322	MM1607SC	Read Popular Mechanics (print only) (A)	Magazines and Newspapers	
2323	MM1498SC	Read Popular Science (print & digital) (A)	Magazines and Newspapers	
2324	MM1606SC	Read Popular Science (print only) (A)	Magazines and Newspapers	
2325	MM1499SC	Read Prevention (print & digital) (A)	Magazines and Newspapers	
2326	MM1605SC	Read Prevention (print only) (A)	Magazines and Newspapers	
2327	MM1497SC	Read Psychology Today (print & digital) (A)	Magazines and Newspapers	
2328	MM1604SC	Read Psychology Today (print only) (A)	Magazines and Newspapers	
2329	MM1496SC	Read Reader's Digest (print & digital) (A)	Magazines and Newspapers	
2330	MM1603SC	Read Reader's Digest (print only) (A)	Magazines and Newspapers	
2331	MM1494SC	Read Real Simple (print & digital) (A)	Magazines and Newspapers	
2332	MM1639SC	Read Life & Style Weekly (print only) (A)	Magazines and Newspapers	
2333	MM1602SC	Read Real Simple (print only) (A)	Magazines and Newspapers	
2334	MM1495SC	Read Rolling Stone (print & digital) (A)	Magazines and Newspapers	
2335	MM1601SC	Read Rolling Stone (print only) (A)	Magazines and Newspapers	
2336	MM1492SC	Read Scientific American (print & digital) (A)	Magazines and Newspapers	
2337	MM1491SC	Read Shape (print & digital) (A)	Magazines and Newspapers	
2338	MM1599SC	Read Shape (print only) (A)	Magazines and Newspapers	
2339	MM1489SC	Read Smithsonian (print & digital) (A)	Magazines and Newspapers	
2340	MM1598SC	Read Smithsonian (print only) (A)	Magazines and Newspapers	
2341	MM1488SC	Read Southern Living (print & digital) (A)	Magazines and Newspapers	
2342	MM1597SC	Read Southern Living (print only) (A)	Magazines and Newspapers	
2343	MM1490SC	Read Sports Illustrated (print & digital) (A)	Magazines and Newspapers	
2344	MM1595SC	Read Sports Illustrated (print only) (A)	Magazines and Newspapers	
2345	MM1487SC	Read Star (print & digital) (A)	Magazines and Newspapers	
2346	MM1654SC	Read Harper's Bazaar (print only) (A)	Magazines and Newspapers	
2347	MM1594SC	Read Star (print only) (A)	Magazines and Newspapers	
2348	MM1486SC	Read Sunset (print & digital) (A)	Magazines and Newspapers	
2349	MM1593SC	Read Sunset (print only) (A)	Magazines and Newspapers	
2350	MM1480SC	Read Taste of Home (print & digital) (A)	Magazines and Newspapers	
2351	MM1592SC	Read Taste of Home (print only) (A)	Magazines and Newspapers	
2352	MM1550SC	Read The Economist (print & digital) (A)	Magazines and Newspapers	
2353	MM1514SC	Read The New Yorker (print & digital) (A)	Magazines and Newspapers	
2354	MM1621SC	Read The New Yorker (print only) (A)	Magazines and Newspapers	
2355	MM1506SC	Read The Oprah Magazine O (print & digital) (A)	Magazines and Newspapers	
2356	MM1618SC	Read The Oprah Magazine O (print only) (A)	Magazines and Newspapers	
2357	MM1612SC	Read The Outdoor Sportsman Trophy Group (digital/print) (A)	Magazines and Newspapers	
2358	MM1744SC	Read The Outdoor Sportsman Trophy Group (print only) (A)	Magazines and Newspapers	
2359	MM1483SC	Read This Old House (print & digital) (A)	Magazines and Newspapers	
2360	MM1591SC	Read This Old House (print only) (A)	Magazines and Newspapers	
2361	MM1484SC	Read Time (print & digital) (A)	Magazines and Newspapers	
2362	MM1590SC	Read Time (print only) (A)	Magazines and Newspapers	
2363	MM1485SC	Read Town & Country (print & digital) (A)	Magazines and Newspapers	
2364	MM1589SC	Read Town & Country (print only) (A)	Magazines and Newspapers	
2365	MM1482SC	Read Traditional Home (print & digital) (A)	Magazines and Newspapers	
2366	MM1588SC	Read Traditional Home (print only) (A)	Magazines and Newspapers	
2367	MM1481SC	Read Travel + Leisure (print & digital) (A)	Magazines and Newspapers	
2368	MM1586SC	Read Travel + Leisure (print only) (A)	Magazines and Newspapers	

ORDER	VARIABLE	DESCRIPTION	CATEGORY	CONSUMPTION
2369	MM1479SC	Read TV Guide Magazine (print & digital) (A)	Magazines and Newspapers	
2370	MM1616SC	Read other magazines - paper or electronic version, last 6 months (A)	Magazines and Newspapers	
2371	MM42651SC	Read Weekday Newspaper- Advertisements Section (A)	Magazines and Newspapers	
2372	MM42633SC	Read Weekday Newspaper- Business/Finance Section (A)	Magazines and Newspapers	
2373	MM42634SC	Read Weekday Newspaper- Circulars/Inserts/Fliers Section (A)	Magazines and Newspapers	
2374	MM42635SC	Read Weekday Newspaper- Classified Advertising Section (A)	Magazines and Newspapers	
2375	MM42636SC	Read Weekday Newspaper- Comics Section (A)	Magazines and Newspapers	
2376	MM42637SC	Read Weekday Newspaper- Editorial Section (A)	Magazines and Newspapers	
2377	MM1583SC	Read TV Guide Magazine (print only) (A)	Magazines and Newspapers	
2378	MM1477SC	Read Us Weekly (print & digital) (A)	Magazines and Newspapers	
2379	MM1582SC	Read Us Weekly (print only) (A)	Magazines and Newspapers	
2380	MM1478SC	Read USA Today (print & digital) (A)	Magazines and Newspapers	
2381	MM1476SC	Read Vanity Fair (print & digital) (A)	Magazines and Newspapers	
2382	MM1581SC	Read Vanity Fair (print only) (A)	Magazines and Newspapers	
2383	MM1475SC	Read Vogue (print & digital) (A)	Magazines and Newspapers	
2384	MM1580SC	Read Vogue (print only) (A)	Magazines and Newspapers	
2385	MM1469SC	Read Wall Street Journal (print & digital) (A)	Magazines and Newspapers	
2386	MM1474SC	Read WebMD Magazine (print & digital) (A)	Magazines and Newspapers	
2387	MM1579SC	Read WebMD Magazine (print only) (A)	Magazines and Newspapers	
2388	MM1472SC	Read Wine Spectator (print & digital) (A)	Magazines and Newspapers	
2389	MM1471SC	Read Wired (print & digital) (A)	Magazines and Newspapers	
2390	MM1470SC	Read Woman's Day (print & digital) (A)	Magazines and Newspapers	
2391	MM1576SC	Read Woman's Day (print only) (A)	Magazines and Newspapers	
2392	MM1575SC	Read Woman's World (print only) (A)	Magazines and Newspapers	
2393	MM1468SC	Read Woman's World(print & digital) (A)	Magazines and Newspapers	
2394	MM1473SC	Read Women's Health (print & digital) (A)	Magazines and Newspapers	
2395	MM1572SC	Read Women's Health (print only) (A)	Magazines and Newspapers	
2396	MM42652SC	Read Weekday Newspaper- Entertainment/Lifestyle Section (A)	Magazines and Newspapers	
2397	MM42638SC	Read Weekday Newspaper- Fashion Section (A)	Magazines and Newspapers	
2398	MM05545SC	Read Weekday Newspaper- Food/Cooking Section (A)	Magazines and Newspapers	
2399	MM61728SC	Read Weekday Newspaper- Health Section (A)	Magazines and Newspapers	
2400	MM42639SC	Read Weekday Newspaper- Home/Home Design/Furnishings/Garden Section (A)	Magazines and Newspapers	
2401	MM42653SC	Read Weekday Newspaper- International/National News Section (A)	Magazines and Newspapers	
2402	MM42654SC	Read Weekday Newspaper- Local News Section (A)	Magazines and Newspapers	
2403	MM42655SC	Read Weekday Newspaper- Main News/Front Page Section (A)	Magazines and Newspapers	
2404	MM42640SC	Read Weekday Newspaper- Movie Listings/Reviews Section (A)	Magazines and Newspapers	
2405	MM42641SC	Read Weekday Newspaper- Science/Technology Section (A)	Magazines and Newspapers	
2406	MM42642SC	Read Weekday Newspaper- Sports Section (A)	Magazines and Newspapers	
2407	MM42643SC	Read Weekday Newspaper- Travel Section (A)	Magazines and Newspapers	
2408	MM42656SC	Read Weekday Newspaper- TV Listings Section (A)	Magazines and Newspapers	
2409	MM50473SC	Read Weekday Newspaper- Weather Section (A)	Magazines and Newspapers	
2410	MM05670SC	Read Weekend Newspaper- Advertisements Section (A)	Magazines and Newspapers	
2411	MM05610SC	Read Weekend Newspaper- Business/Finance Section (A)	Magazines and Newspapers	
2412	MM05675SC	Read Weekend Newspaper- Circulars/Inserts/Flyer Section (A)	Magazines and Newspapers	
2413	MM05615SC	Read Weekend Newspaper- Classified Section (A)	Magazines and Newspapers	
2414	MM05590SC	Read Weekend Newspaper- Comics Section (A)	Magazines and Newspapers	
2415	MM05620SC	Read Weekend Newspaper- Editorial Section (A)	Magazines and Newspapers	
2416	MM05625SC	Read Weekend Newspaper- Entertainment/Lifestyle Section (A)	Magazines and Newspapers	
2417	MM05630SC	Read Weekend Newspaper- Fashion Section (A)	Magazines and Newspapers	
2418	MM05635SC	Read Weekend Newspaper- Food/Cooking Section (A)	Magazines and Newspapers	
2419	MM61729SC	Read Weekend Newspaper- Health Section (A)	Magazines and Newspapers	
2420	MM05640SC	Read Weekend Newspaper- Home Design/Gardening Section (A)	Magazines and Newspapers	
2421	MM05600SC	Read Weekend Newspaper- International/National News Section (A)	Magazines and Newspapers	
2422	MM05605SC	Read Weekend Newspaper- Local News Section (A)	Magazines and Newspapers	
2423	MM05595SC	Read Weekend Newspaper- Main News/Front Page Section (A)	Magazines and Newspapers	
2424	MM05645SC	Read Weekend Newspaper- Movie Listings/Reviews Section (A)	Magazines and Newspapers	
2425	MM05650SC	Read Weekend Newspaper- Science/Technology Section (A)	Magazines and Newspapers	
2426	MM05655SC	Read Weekend Newspaper- Sports Section (A)	Magazines and Newspapers	
2427	MM05660SC	Read Weekend Newspaper- Travel Section (A)	Magazines and Newspapers	
2428	MM05665SC	Read Weekend Newspaper- TV Listings Section (A)	Magazines and Newspapers	
2429	MM51000SC	Read Weekend Newspaper- Weather Section (A)	Magazines and Newspapers	
2430	MM61734SC	Weekday Newspaper Advertising: Not at All Useful (A)	Magazines and Newspapers	
2431	MM61735SC	Weekday Newspaper Advertising: Somewhat Useful (A)	Magazines and Newspapers	
2432	MM61736SC	Weekday Newspaper Advertising: Very Useful (A)	Magazines and Newspapers	
2433	MM61737SC	Weekend Newspaper Advertising: Not at All Useful (A)	Magazines and Newspapers	
2434	MM61738SC	Weekend Newspaper Advertising: Somewhat Useful (A)	Magazines and Newspapers	
2435	MM61739SC	Weekend Newspaper Advertising: Very Useful (A)	Magazines and Newspapers	
2436	MM02963SC	Magazine Quintile: I (Heavy) (A)	Print Media Usage and Alternative Advertising	
2437	MM02964SC	Magazine Quintile: II (A)	Print Media Usage and Alternative Advertising	
2438	MM02965SC	Magazine Quintile: III (A)	Print Media Usage and Alternative Advertising	
2439	MM02967SC	Magazine Quintile: V (Light) (A)	Print Media Usage and Alternative Advertising	
2440	MM02984SC	Newspaper Quintile: I (Heavy) (A)	Print Media Usage and Alternative Advertising	
2441	MM02985SC	Newspaper Quintile: II (A)	Print Media Usage and Alternative Advertising	
2442	MM02986SC	Newspaper Quintile: III (A)	Print Media Usage and Alternative Advertising	

ORDER	VARIABLE	DESCRIPTION	CATEGORY	CONSUMPTION
2443	MM02987SC	Newspaper Quintile: IV (A)	Print Media Usage and Alternative Advertising	
2444	MM02988SC	Newspaper Quintile: V (Light) (A)	Print Media Usage and Alternative Advertising	
2445	MM50749SC	Read Any Newspaper (electronic edition)-1mo (A)	Print Media Usage and Alternative Advertising	
2446	MM02954SC	Read Daily Newspaper (A)	Print Media Usage and Alternative Advertising	
2447	MM61795SC	Read Daily Newspaper: 1 (A)	Print Media Usage and Alternative Advertising	
2448	MM61796SC	Read Daily Newspaper: 2 or More (A)	Print Media Usage and Alternative Advertising	
2449	MM03000SC	Read Sunday Newspaper (A)	Print Media Usage and Alternative Advertising	
2450	MM61797SC	Read Sunday Newspaper: 1 (A)	Print Media Usage and Alternative Advertising	
2451	MM61798SC	Read Sunday Newspaper: 2 or More (A)	Print Media Usage and Alternative Advertising	
2452	MM1747SC	Read New York Times (Sunday) (print only) (A)	Print Media Usage and Alternative Advertising	
2453	MM1443SC	Read New York Times (Sunday): Print & Digital Audience (A)	Print Media Usage and Alternative Advertising	
2454	MM02982SC	Read Newspaper- Lower Half (A)	Print Media Usage and Alternative Advertising	
2455	MM02993SC	Read Newspaper- Upper Half (A)	Print Media Usage and Alternative Advertising	
2456	MM1445SC	Read Parade Carrier Newspapers (A)	Print Media Usage and Alternative Advertising	
2457	MM1467SC	Read Magazine: Magazine Types [Print/Paper/Hard-Copy]: Airline (A)	Print Media Usage and Alternative Advertising	
2458	MM1466SC	Read Magazine: Magazine Types [Print/Paper/Hard-Copy]: Automotive (A)	Print Media Usage and Alternative Advertising	
2459	MM1465SC	Read Magazine: Magazine Types [Print/Paper/Hard-Copy]: Boating (A)	Print Media Usage and Alternative Advertising	
2460	MM1464SC	Read Magazine: Magazine Types [Print/Paper/Hard-Copy]: Business/Finance (A)	Print Media Usage and Alternative Advertising	
2461	MM1463SC	Read Magazine: Magazine Types [Print/Paper/Hard-Copy]: Epicurean (A)	Print Media Usage and Alternative Advertising	
2462	MM1462SC	Read Magazine: Magazine Types [Print/Paper/Hard-Copy]: Fishing/Hunting (A)	Print Media Usage and Alternative Advertising	
2463	MM1461SC	Read Magazine: Magazine Types [Print/Paper/Hard-Copy]: Fraternal (A)	Print Media Usage and Alternative Advertising	
2464	MM1460SC	Read Magazine: Magazine Types [Print/Paper/Hard-Copy]: General Editorial (A)	Print Media Usage and Alternative Advertising	
2465	MM1459SC	Read Magazine: Magazine Types [Print/Paper/Hard-Copy]: Health (A)	Print Media Usage and Alternative Advertising	
2466	MM1458SC	Read Magazine: Magazine Types [Print/Paper/Hard-Copy]: Home Service (A)	Print Media Usage and Alternative Advertising	
2467	MM1457SC	Read Magazine: Magazine Types [Print/Paper/Hard-Copy]: Men (A)	Print Media Usage and Alternative Advertising	
2468	MM1455SC	Read Magazine: Magazine Types [Print/Paper/Hard-Copy]: Newspaper Distributed (A)	Print Media Usage and Alternative Advertising	
2469	MM1454SC	Read Magazine: Magazine Types [Print/Paper/Hard-Copy]: Outdoor Recreation (A)	Print Media Usage and Alternative Advertising	
2470	MM1453SC	Read Magazine: Magazine Types [Print/Paper/Hard-Copy]: Parenthood (A)	Print Media Usage and Alternative Advertising	
2471	MM1452SC	Read Magazine: Magazine Types [Print/Paper/Hard-Copy]: Science/Technology (A)	Print Media Usage and Alternative Advertising	
2472	MM1451SC	Read Magazine: Magazine Types [Print/Paper/Hard-Copy]: Sports (A)	Print Media Usage and Alternative Advertising	
2473	MM1450SC	Read Magazine: Magazine Types [Print/Paper/Hard-Copy]: Travel (A)	Print Media Usage and Alternative Advertising	
2474	MM1449SC	Read Magazine: Magazine Types [Print/Paper/Hard-Copy]: Women (A)	Print Media Usage and Alternative Advertising	
2475	MM1448SC	Read Magazine: Magazine Types [Print/Paper/Hard-Copy]: Women's Fashion (A)	Print Media Usage and Alternative Advertising	
2476	MM1456SC	Read Magazine: Magazine Types [Print/Paper/HrdCopy]: News & Entertainment Weekly (A)	Print Media Usage and Alternative Advertising	
2477	MM02962SC	Read Magazines- Lower Half (A)	Print Media Usage and Alternative Advertising	
2478	MM02968SC	Read Magazines- Upper Half (A)	Print Media Usage and Alternative Advertising	
2479	MM1324SC	Ads at an airport: Considerable Interest (A)	Print Media Usage and Alternative Advertising	
2480	MM1325SC	Ads at an airport: Some Interest (A)	Print Media Usage and Alternative Advertising	
2481	MM1326SC	Ads at an airport: Not Much Interest (A)	Print Media Usage and Alternative Advertising	
2482	MM1312SC	Ads at bus stops or train stations: Some Interest (A)	Print Media Usage and Alternative Advertising	
2483	MM1313SC	Ads at bus stops or train stations: Not Much Interest (A)	Print Media Usage and Alternative Advertising	
2484	MM1333SC	Ads at sports or entertainment events: Considerable Interest (A)	Print Media Usage and Alternative Advertising	
2485	MM1334SC	Ads at sports or entertainment events: Some Interest (A)	Print Media Usage and Alternative Advertising	
2486	MM1335SC	Ads at sports or entertainment events: Not Much Interest (A)	Print Media Usage and Alternative Advertising	
2487	MM1362SC	Ads in shopping malls (not video ads): Have seen in the last 30 days (A)	Print Media Usage and Alternative Advertising	
2488	MM1361SC	Ads in shopping malls (not video ads): Have seen in the last 6 months (A)	Print Media Usage and Alternative Advertising	
2489	MM1363SC	Ads in shopping malls (not video ads): Considerable Interest (A)	Print Media Usage and Alternative Advertising	
2490	MM1364SC	Ads in shopping malls (not video ads): Some Interest (A)	Print Media Usage and Alternative Advertising	
2491	MM1365SC	Ads in shopping malls (not video ads): Not Much Interest (A)	Print Media Usage and Alternative Advertising	
2492	MM1358SC	Ads in store (not video ads): Considerable Interest (A)	Print Media Usage and Alternative Advertising	
2493	MM1359SC	Ads in store (not video ads): Some Interest (A)	Print Media Usage and Alternative Advertising	
2494	MM1360SC	Ads in store (not video ads): Not Much Interest (A)	Print Media Usage and Alternative Advertising	
2495	MM1316SC	Ads inside taxis: Some Interest (A)	Print Media Usage and Alternative Advertising	
2496	MM1317SC	Ads inside taxis: Not Much Interest (A)	Print Media Usage and Alternative Advertising	
2497	MM1307SC	Ads on buses/trains: Considerable Interest (A)	Print Media Usage and Alternative Advertising	
2498	MM1308SC	Ads on buses/trains: Some Interest (A)	Print Media Usage and Alternative Advertising	
2499	MM1309SC	Ads on buses/trains: Not Much Interest (A)	Print Media Usage and Alternative Advertising	
2500	MM1329SC	Ads on phone booths: Some Interest (A)	Print Media Usage and Alternative Advertising	
2501	MM1330SC	Ads on phone booths: Not Much Interest (A)	Print Media Usage and Alternative Advertising	
2502	MM1343SC	Ads on posters at movie theaters: Considerable Interest (A)	Print Media Usage and Alternative Advertising	
2503	MM1344SC	Ads on posters at movie theaters: Some Interest (A)	Print Media Usage and Alternative Advertising	
2504	MM1345SC	Ads on posters at movie theaters: Not Much Interest (A)	Print Media Usage and Alternative Advertising	
2505	MM1353SC	Ads on shopping carts: Considerable Interest (A)	Print Media Usage and Alternative Advertising	
2506	MM1354SC	Ads on shopping carts: Some Interest (A)	Print Media Usage and Alternative Advertising	
2507	MM1355SC	Ads on shopping carts: Not Much Interest (A)	Print Media Usage and Alternative Advertising	
2508	MM1320SC	Ads on top of taxis: Some Interest (A)	Print Media Usage and Alternative Advertising	
2509	MM1321SC	Ads on top of taxis: Not Much Interest (A)	Print Media Usage and Alternative Advertising	
2510	MM1338SC	Ads sent to a cellphone or other mobile device: Considerable Interest (A)	Print Media Usage and Alternative Advertising	
2511	MM1339SC	Ads sent to a cellphone or other mobile device: Some Interest (A)	Print Media Usage and Alternative Advertising	
2512	MM1340SC	Ads sent to a cellphone or other mobile device: Not Much Interest (A)	Print Media Usage and Alternative Advertising	
2513	MM1348SC	Ads shown on-screen before the start of a movie: Considerable Interest (A)	Print Media Usage and Alternative Advertising	
2514	MM1349SC	Ads shown on-screen before the start of a movie: Some Interest (A)	Print Media Usage and Alternative Advertising	
2515	MM1350SC	Ads shown on-screen before the start of a movie: Not Much Interest (A)	Print Media Usage and Alternative Advertising	
2516	MM1302SC	Billboards: Considerable Interest (A)	Print Media Usage and Alternative Advertising	

ORDER	VARIABLE	DESCRIPTION	CATEGORY	CONSUMPTION
2517	MM1304SC	Billboards: Not Much Interest (A)	Print Media Usage and Alternative Advertising	
2518	MM1303SC	Billboards: Some Interest (A)	Print Media Usage and Alternative Advertising	
2519	MM50497SC	Saw Infomercials- 6mo (A)	Print Media Usage and Alternative Advertising	
2520	MM1367SC	Infomercials: Have seen in the last 30 days (A)	Print Media Usage and Alternative Advertising	
2521	MM1368SC	Infomercials: Considerable Interest (A)	Print Media Usage and Alternative Advertising	
2522	MM1370SC	Infomercials: Not Much Interest (A)	Print Media Usage and Alternative Advertising	
2523	MM1369SC	Infomercials: Some Interest (A)	Print Media Usage and Alternative Advertising	
2524	MM1373SC	Offers or Ads sent to your home by mail: Considerable Interest (A)	Print Media Usage and Alternative Advertising	
2525	MM1374SC	Offers or Ads sent to your home by mail: Some Interest (A)	Print Media Usage and Alternative Advertising	
2526	MM1375SC	Offers or Ads sent to your home by mail: Not Much Interest (A)	Print Media Usage and Alternative Advertising	
2527	MM1388SC	Product placement in movies: Considerable Interest (A)	Print Media Usage and Alternative Advertising	
2528	MM1389SC	Product placement in movies: Some Interest (A)	Print Media Usage and Alternative Advertising	
2529	MM1390SC	Product placement in movies: Not Much Interest (A)	Print Media Usage and Alternative Advertising	
2530	MM1383SC	Product placement in TV shows: Considerable Interest (A)	Print Media Usage and Alternative Advertising	
2531	MM1384SC	Product placement in TV shows: Some Interest (A)	Print Media Usage and Alternative Advertising	
2532	MM1385SC	Product placement in TV shows: Not Much Interest (A)	Print Media Usage and Alternative Advertising	
2533	MM1378SC	Product placement in video games: Considerable Interest (A)	Print Media Usage and Alternative Advertising	
2534	MM1379SC	Product placement in video games: Some Interest (A)	Print Media Usage and Alternative Advertising	
2535	MM1380SC	Product placement in video games: Not Much Interest (A)	Print Media Usage and Alternative Advertising	
2536	MM1284SC	Video Ads at gas stations: Considerable Interest (A)	Print Media Usage and Alternative Advertising	
2537	MM1285SC	Video Ads at gas stations: Some Interest (A)	Print Media Usage and Alternative Advertising	
2538	MM1286SC	Video Ads at gas stations: Not Much Interest (A)	Print Media Usage and Alternative Advertising	
2539	MM1275SC	Video Ads in airports: Considerable Interest (A)	Print Media Usage and Alternative Advertising	
2540	MM1276SC	Video Ads in airports: Some Interest (A)	Print Media Usage and Alternative Advertising	
2541	MM1277SC	Video Ads in airports: Not Much Interest (A)	Print Media Usage and Alternative Advertising	
2542	MM1251SC	Video Ads in bars/pubs: Some Interest (A)	Print Media Usage and Alternative Advertising	
2543	MM1252SC	Video Ads in bars/pubs: Not Much Interest (A)	Print Media Usage and Alternative Advertising	
2544	MM1260SC	Video Ads in coffee shops, cafes or delis: Considerable Interest (A)	Print Media Usage and Alternative Advertising	
2545	MM1261SC	Video Ads in coffee shops, cafes or delis: Some Interest (A)	Print Media Usage and Alternative Advertising	
2546	MM1262SC	Video Ads in coffee shops, cafes or delis: Not Much Interest (A)	Print Media Usage and Alternative Advertising	
2547	MM1221SC	Video Ads in convenience stores: Considerable Interest (A)	Print Media Usage and Alternative Advertising	
2548	MM1222SC	Video Ads in convenience stores: Some Interest (A)	Print Media Usage and Alternative Advertising	
2549	MM1223SC	Video Ads in convenience stores: Not Much Interest (A)	Print Media Usage and Alternative Advertising	
2550	MM1216SC	Video Ads in drug stores: Considerable Interest (A)	Print Media Usage and Alternative Advertising	
2551	MM1217SC	Video Ads in drug stores: Some Interest (A)	Print Media Usage and Alternative Advertising	
2552	MM1218SC	Video Ads in drug stores: Not Much Interest (A)	Print Media Usage and Alternative Advertising	
2553	MM1255SC	Video Ads in fast food or family restaurants: Considerable Interest (A)	Print Media Usage and Alternative Advertising	
2554	MM1256SC	Video Ads in fast food or family restaurants: Some Interest (A)	Print Media Usage and Alternative Advertising	
2555	MM1257SC	Video Ads in fast food or family restaurants: Not Much Interest (A)	Print Media Usage and Alternative Advertising	
2556	MM1211SC	Video Ads in grocery stores: Considerable Interest (A)	Print Media Usage and Alternative Advertising	
2557	MM1212SC	Video Ads in grocery stores: Some Interest (A)	Print Media Usage and Alternative Advertising	
2558	MM1213SC	Video Ads in grocery stores: Not Much Interest (A)	Print Media Usage and Alternative Advertising	
2559	MM1265SC	Video Ads in gym/health clubs: Considerable Interest (A)	Print Media Usage and Alternative Advertising	
2560	MM1266SC	Video Ads in gym/health clubs: Some Interest (A)	Print Media Usage and Alternative Advertising	
2561	MM1267SC	Video Ads in gym/health clubs: Not Much Interest (A)	Print Media Usage and Alternative Advertising	
2562	MM1226SC	Video Ads in large discount/department stores: Considerable Interest (A)	Print Media Usage and Alternative Advertising	
2563	MM1227SC	Video Ads in large discount/department stores: Some Interest (A)	Print Media Usage and Alternative Advertising	
2564	MM1228SC	Video Ads in large discount/department stores: Not Much Interest (A)	Print Media Usage and Alternative Advertising	
2565	MM1269SC	Video Ads in medical offices: Have seen in the last 30 days (A)	Print Media Usage and Alternative Advertising	
2566	MM1270SC	Video Ads in medical offices: Considerable Interest (A)	Print Media Usage and Alternative Advertising	
2567	MM1271SC	Video Ads in medical offices: Some Interest (A)	Print Media Usage and Alternative Advertising	
2568	MM1272SC	Video Ads in medical offices: Not Much Interest (A)	Print Media Usage and Alternative Advertising	
2569	MM1297SC	Video Ads in movie theater lobbies: Considerable Interest (A)	Print Media Usage and Alternative Advertising	
2570	MM1298SC	Video Ads in movie theater lobbies: Some Interest (A)	Print Media Usage and Alternative Advertising	
2571	MM1299SC	Video Ads in movie theater lobbies: Not Much Interest (A)	Print Media Usage and Alternative Advertising	
2572	MM1293SC	Video Ads in office building elevators: Some Interest (A)	Print Media Usage and Alternative Advertising	
2573	MM1294SC	Video Ads in office building elevators: Not Much Interest (A)	Print Media Usage and Alternative Advertising	
2574	MM1289SC	Video Ads in office building lobbies: Some Interest (A)	Print Media Usage and Alternative Advertising	
2575	MM1290SC	Video Ads in office building lobbies: Not Much Interest (A)	Print Media Usage and Alternative Advertising	
2576	MM1236SC	Video Ads in other stores: Considerable Interest (A)	Print Media Usage and Alternative Advertising	
2577	MM1237SC	Video Ads in other stores: Some Interest (A)	Print Media Usage and Alternative Advertising	
2578	MM1238SC	Video Ads in other stores: Not Much Interest (A)	Print Media Usage and Alternative Advertising	
2579	MM1246SC	Video Ads in shopping mall food courts: Considerable Interest (A)	Print Media Usage and Alternative Advertising	
2580	MM1247SC	Video Ads in shopping mall food courts: Some Interest (A)	Print Media Usage and Alternative Advertising	
2581	MM1248SC	Video Ads in shopping mall food courts: Not Much Interest (A)	Print Media Usage and Alternative Advertising	
2582	MM1241SC	Video Ads in shopping malls: Considerable Interest (A)	Print Media Usage and Alternative Advertising	
2583	MM1242SC	Video Ads in shopping malls: Some Interest (A)	Print Media Usage and Alternative Advertising	
2584	MM1243SC	Video Ads in shopping malls: Not Much Interest (A)	Print Media Usage and Alternative Advertising	
2585	MM1280SC	Video Ads in taxis: Some Interest (A)	Print Media Usage and Alternative Advertising	
2586	MM1281SC	Video Ads in taxis: Not Much Interest (A)	Print Media Usage and Alternative Advertising	
2587	MM1231SC	Video Ads in warehouse/club stores: Considerable Interest (A)	Print Media Usage and Alternative Advertising	
2588	MM1232SC	Video Ads in warehouse/club stores: Some Interest (A)	Print Media Usage and Alternative Advertising	
2589	MM1233SC	Video Ads in warehouse/club stores: Not Much Interest (A)	Print Media Usage and Alternative Advertising	
2590	MM70236SC	Saw Alternative Ads at an airport- 1mo (A)	Print Media Usage and Alternative Advertising	

ORDER	VARIABLE	DESCRIPTION	CATEGORY	CONSUMPTION
2591	MM70237SC	Saw Alternative Ads at an airport- 6mo (A)	Print Media Usage and Alternative Advertising	
2592	MM50474SC	Saw Alternative Ads at bus stops or train stations- 1mo (A)	Print Media Usage and Alternative Advertising	
2593	MM50475SC	Saw Alternative Ads at bus stops or train stations- 6mo (A)	Print Media Usage and Alternative Advertising	
2594	MM50476SC	Saw Alternative Ads at sports or entertainment events- 1mo (A)	Print Media Usage and Alternative Advertising	
2595	MM50477SC	Saw Alternative Ads at sports or entertainment events- 6mo (A)	Print Media Usage and Alternative Advertising	
2596	MM50480SC	Saw Alternative Ads in stores (not video ads)- 1mo (A)	Print Media Usage and Alternative Advertising	
2597	MM50481SC	Saw Alternative Ads in stores (not video ads)- 6mo (A)	Print Media Usage and Alternative Advertising	
2598	MM50482SC	Saw Alternative Ads inside taxis- 1mo (A)	Print Media Usage and Alternative Advertising	
2599	MM50483SC	Saw Alternative Ads inside taxis- 6mo (A)	Print Media Usage and Alternative Advertising	
2600	MM50484SC	Saw Alternative Ads on Billboards - 1mo (A)	Print Media Usage and Alternative Advertising	
2601	MM50485SC	Saw Alternative Ads on Billboards- 6mo (A)	Print Media Usage and Alternative Advertising	
2602	MM50486SC	Saw Alternative Ads on buses/trains- 1mo (A)	Print Media Usage and Alternative Advertising	
2603	MM50487SC	Saw Alternative Ads on buses/trains- 6mo (A)	Print Media Usage and Alternative Advertising	
2604	MM70238SC	Saw Alternative Ads on phone booths- 1mo (A)	Print Media Usage and Alternative Advertising	
2605	MM50489SC	Saw Alternative Ads on phone booths- 6mo (A)	Print Media Usage and Alternative Advertising	
2606	MM50490SC	Saw Alternative Ads on postcards- 1mo (A)	Print Media Usage and Alternative Advertising	
2607	MM50491SC	Saw Alternative Ads on postcards- 6mo (A)	Print Media Usage and Alternative Advertising	
2608	MM61799SC	Saw Alternative Ads on posters at movie theaters- 1mo (A)	Print Media Usage and Alternative Advertising	
2609	MM61800SC	Saw Alternative Ads on posters at movie theaters- 6mo (A)	Print Media Usage and Alternative Advertising	
2610	MM70239SC	Saw Alternative Ads on shopping carts- 1mo (A)	Print Media Usage and Alternative Advertising	
2611	MM70240SC	Saw Alternative Ads on shopping carts- 6mo (A)	Print Media Usage and Alternative Advertising	
2612	MM50492SC	Saw Alternative Ads on top of taxis- 1mo (A)	Print Media Usage and Alternative Advertising	
2613	MM50493SC	Saw Alternative Ads on top of taxis- 6mo (A)	Print Media Usage and Alternative Advertising	
2614	MM50494SC	Saw Alternative Ads sent to a cell phone or mobile device- 1mo (A)	Print Media Usage and Alternative Advertising	
2615	MM50495SC	Saw Alternative Ads sent to a cell phone or mobile device- 6mo (A)	Print Media Usage and Alternative Advertising	
2616	MM61801SC	Saw Alternative Ads shown on-screen before the start of a movie- 1mo (A)	Print Media Usage and Alternative Advertising	
2617	MM61802SC	Saw Alternative Ads shown on-screen before the start of a movie- 6mo (A)	Print Media Usage and Alternative Advertising	
2618	MM61803SC	Saw Alternative Product placement in movies- 1mo (A)	Print Media Usage and Alternative Advertising	
2619	MM61804SC	Saw Alternative Product placement in movies- 6mo (A)	Print Media Usage and Alternative Advertising	
2620	MM61805SC	Saw Alternative Product placement in TV shows- 1mo (A)	Print Media Usage and Alternative Advertising	
2621	MM61806SC	Saw Alternative Product placement in TV shows- 6mo (A)	Print Media Usage and Alternative Advertising	
2622	MM61807SC	Saw Alternative Product placement in video games- 1mo (A)	Print Media Usage and Alternative Advertising	
2623	MM61808SC	Saw Alternative Product placement in video games- 6mo (A)	Print Media Usage and Alternative Advertising	
2624	MM61809SC	Saw Digital/Video Ads at coffee shops, cafes or delis- 1mo (A)	Print Media Usage and Alternative Advertising	
2625	MM50500SC	Saw Digital/Video Ads at gas stations- 1mo (A)	Print Media Usage and Alternative Advertising	
2626	MM50501SC	Saw Digital/Video Ads at gas stations- 6mo (A)	Print Media Usage and Alternative Advertising	
2627	MM50502SC	Saw Digital/Video Ads in airports- 1mo (A)	Print Media Usage and Alternative Advertising	
2628	MM50503SC	Saw Digital/Video Ads in airports- 6mo (A)	Print Media Usage and Alternative Advertising	
2629	MM50504SC	Saw Digital/Video Ads in bars/pubs - 6mo (A)	Print Media Usage and Alternative Advertising	
2630	MM50505SC	Saw Digital/Video Ads in bars/pubs- 1mo (A)	Print Media Usage and Alternative Advertising	
2631	MM61810SC	Saw Digital/Video Ads in coffee shops, cafes or delis- 6mo (A)	Print Media Usage and Alternative Advertising	
2632	MM61811SC	Saw Digital/Video Ads in convenience stores- 1mo (A)	Print Media Usage and Alternative Advertising	
2633	MM61812SC	Saw Digital/Video Ads in convenience stores- 6mo (A)	Print Media Usage and Alternative Advertising	
2634	MM61813SC	Saw Digital/Video Ads in drug stores- 1mo (A)	Print Media Usage and Alternative Advertising	
2635	MM61814SC	Saw Digital/Video Ads in drug stores- 6mo (A)	Print Media Usage and Alternative Advertising	
2636	MM61815SC	Saw Digital/Video Ads in fast food or family restaurants- 1mo (A)	Print Media Usage and Alternative Advertising	
2637	MM61816SC	Saw Digital/Video Ads in fast food or family restaurants- 6mo (A)	Print Media Usage and Alternative Advertising	
2638	MM61817SC	Saw Digital/Video Ads in grocery stores- 1mo (A)	Print Media Usage and Alternative Advertising	
2639	MM61818SC	Saw Digital/Video Ads in grocery stores- 6mo (A)	Print Media Usage and Alternative Advertising	
2640	MM50506SC	Saw Digital/Video Ads in gym/health clubs- 1mo (A)	Print Media Usage and Alternative Advertising	
2641	MM50507SC	Saw Digital/Video Ads in gym/health clubs- 6mo (A)	Print Media Usage and Alternative Advertising	
2642	MM61819SC	Saw Digital/Video Ads in large discount/department stores- 1mo (A)	Print Media Usage and Alternative Advertising	
2643	MM61820SC	Saw Digital/Video Ads in large discount/department stores- 6mo (A)	Print Media Usage and Alternative Advertising	
2644	MM50509SC	Saw Digital/Video Ads in medical offices- 6mo (A)	Print Media Usage and Alternative Advertising	
2645	MM61821SC	Saw Digital/Video Ads in movie theater lobbies- 1mo (A)	Print Media Usage and Alternative Advertising	
2646	MM61822SC	Saw Digital/Video Ads in movie theater lobbies- 6mo (A)	Print Media Usage and Alternative Advertising	
2647	MM50510SC	Saw Digital/Video Ads in office building elevators- 1mo (A)	Print Media Usage and Alternative Advertising	
2648	MM50511SC	Saw Digital/Video Ads in office building elevators- 6mo (A)	Print Media Usage and Alternative Advertising	
2649	MM61823SC	Saw Digital/Video Ads in office building lobbies- 1mo (A)	Print Media Usage and Alternative Advertising	
2650	MM61824SC	Saw Digital/Video Ads in office building lobbies- 6mo (A)	Print Media Usage and Alternative Advertising	
2651	MM61825SC	Saw Digital/Video Ads in other stores- 1mo (A)	Print Media Usage and Alternative Advertising	
2652	MM61826SC	Saw Digital/Video Ads in other stores- 6mo (A)	Print Media Usage and Alternative Advertising	
2653	MM70241SC	Saw Digital/Video Ads in shopping mall food courts- 1mo (A)	Print Media Usage and Alternative Advertising	
2654	MM70242SC	Saw Digital/Video Ads in shopping mall food courts- 6mo (A)	Print Media Usage and Alternative Advertising	
2655	MM50514SC	Saw Digital/Video Ads in shopping malls- 1mo (A)	Print Media Usage and Alternative Advertising	
2656	MM50515SC	Saw Digital/Video Ads in shopping malls- 6mo (A)	Print Media Usage and Alternative Advertising	
2657	MM70243SC	Saw Digital/Video Ads in taxis- 1mo (A)	Print Media Usage and Alternative Advertising	
2658	MM70244SC	Saw Digital/Video Ads in taxis- 6mo (A)	Print Media Usage and Alternative Advertising	
2659	MM61827SC	Saw Digital/Video Ads in warehouse/club stores- 1mo (A)	Print Media Usage and Alternative Advertising	
2660	MM61828SC	Saw Digital/Video Ads in warehouse/club stores- 6mo (A)	Print Media Usage and Alternative Advertising	
2661	MM50498SC	Saw Offers or Ads sent to your home by mail - 1mo (A)	Print Media Usage and Alternative Advertising	
2662	MM50499SC	Saw Offers or Ads sent to your home by mail- 6mo (A)	Print Media Usage and Alternative Advertising	
2663	MM61831SC	Use Any Print Yellow Pages- 1wk (A)	Print Media Usage and Alternative Advertising	
2664	MM41435SC	Use Paper Yellow Pages-Any Reference (Net)- 1yr (A)	Print Media Usage and Alternative Advertising	

ORDER	VARIABLE	DESCRIPTION	CATEGORY	CONSUMPTION
2665	MM1396SC	Websites visited or apps used in last 30 days: nytimes.com: News/Commentary (A)	Print Media Usage and Alternative Advertising	
2666	MM04551SC	Ads Are More Manipulative Than Informative- Agree (A)	Psychographics	
2667	MM66024SC	Ads on mobile phones provides meaningful info on others product use -Agree (A)	Psychographics	
2668	MM66025SC	Ads on mobile phones provides useful info about bargains- Agree (A)	Psychographics	
2669	MM66026SC	Ads on mobile phones provides useful info on new products/services- Agree (A)	Psychographics	
2670	MM42672SC	Advertisements on Cell Phones are Annoying- Agree (A)	Psychographics	
2671	MM42741SC	Always Looking for New Ways to Live Healthier Life- Agree (A)	Psychographics	
2672	MM04476SC	Annoyed by all of the Signs in Stores- Agree (A)	Psychographics	
2673	MM70248SC	Apps have Made My Life so Much More Convenient- Agree (A)	Psychographics	
2674	MM66061SC	Before taking any drug, I look for as much info. about it as possible- Agree (A)	Psychographics	
2675	MM65099SC	Being Able to Customize an Item Makes Me More Willing to Purchase It- Agree (A)	Psychographics	
2676	MM41450SC	Better to Put Money in Low-risk- Even if Return not as Great- Agree (A)	Psychographics	
2677	MM66032SC	Borrowing money makes me feel uncomfortable- Agree (A)	Psychographics	
2678	MM04502SC	Brand Name is the Best Indication of Quality- Agree (A)	Psychographics	
2679	MM66116SC	Building electronics is a hobby of mine- Agree (A)	Psychographics	
2680	MM04468SC	Buy Based on Quality- Not Price- Agree (A)	Psychographics	
2681	MM04480SC	Buy Brands that Reflect My Style- Agree (A)	Psychographics	
2682	MM04483SC	Buy the Brands I Grew Up With- Agree (A)	Psychographics	
2683	MM04503SC	Buy Things My Friends/Neighbors Approve of- Agree (A)	Psychographics	
2684	MM04461SC	Buying American Products Is Important to Me- Agree (A)	Psychographics	
2685	MM04708SC	Buying Electronics- Do As Much Research as Possible- Agree (A)	Psychographics	
2686	MM04474SC	Celebrity Endorsement May Influence Buying Product- Agree (A)	Psychographics	
2687	MM42673SC	Cell Phones are too Complicated these Days- Agree (A)	Psychographics	
2688	MM04492SC	Change Brands Often for Variety/Novelty- Agree (A)	Psychographics	
2689	MM04485SC	Check Ingredients/Nutrition of Food Before Buy- Agree (A)	Psychographics	
2690	MM70249SC	Checking My Phone is the First Thing I do in the Morning- Agree (A)	Psychographics	
2691	MM42701SC	Children have a Right to be Spoiled- Agree (A)	Psychographics	
2692	MM04494SC	Choose Store Because Store Personnel Service- Agree (A)	Psychographics	
2693	MM42670SC	Choosing Cell Phone Provider- Available Phone Models- Important (A)	Psychographics	
2694	MM42671SC	Choosing Cell Phone Provider- Service Coverage Area- Important (A)	Psychographics	
2695	MM42669SC	Choosing Cell Phone Provider-Customer Service- Important (A)	Psychographics	
2696	MM42668SC	Choosing Cell Phone Provider-Service Plans- Important (A)	Psychographics	
2697	MM65100SC	Comfort is One of the Most Important Factors in Selecting Fashion- Agree (A)	Psychographics	
2698	MM42702SC	Company's Environment Record Important in Purchase Decisions- Agree (A)	Psychographics	
2699	MM66117SC	Computers are too confusing to be of much use to me- Agree (A)	Psychographics	
2700	MM66118SC	Computers can be a good source of entertainment- Agree (A)	Psychographics	
2701	MM50197SC	Concerned about Environment When Buying Natural Products- Agree (A)	Psychographics	
2702	MM50196SC	Concerned about Family Health When Buying Natural Products- Agree (A)	Psychographics	
2703	MM65082SC	Concerns about Security Issues Have Made Me Less Likely to Travel- Agree (A)	Psychographics	
2704	MM65015SC	Dinners in My Home Are Usually Planned Ahead of Time- Agree (A)	Psychographics	
2705	MM04465SC	Don't Buy Based on Advertising- Agree (A)	Psychographics	
2706	MM04486SC	Don't Have Time to Save Coupons- Agree (A)	Psychographics	
2707	MM65016SC	During a Given Week, I Cook Meals Frequently- Agree (A)	Psychographics	
2708	MM65017SC	Eating at a Fast Food Restaurant Is Fun- Agree (A)	Psychographics	
2709	MM50198SC	Enjoy Wandering Store for New and Interesting Products- Agree (A)	Psychographics	
2710	MM04478SC	Environmental Safety More Important than Convenience- Agree (A)	Psychographics	
2711	MM42703SC	Even if Things Look Messy- I Know Where Everything is- Agree (A)	Psychographics	
2712	MM50199SC	Expect Brands I Buy to support Social Causes-Agree (A)	Psychographics	
2713	MM65018SC	Fast Food Is Junk Food- Agree (A)	Psychographics	
2714	MM04473SC	Favorite Grocery Store Offers Low Prices every day- Agree (A)	Psychographics	
2715	MM41451SC	Find Financial Products/Services I like- Recommend to Others- Agree (A)	Psychographics	
2716	MM41455SC	Find Food Product Like- I Recommend to Others- Agree (A)	Psychographics	
2717	MM41462SC	Find Tech/Electronics Product I like- I Recommend to Others- Agree (A)	Psychographics	
2718	MM41444SC	Find Vehicle I Like- Recommend to People I Know- Agree (A)	Psychographics	
2719	MM04496SC	First of My Friends to Try New Products/Services- Agree (A)	Psychographics	
2720	MM65019SC	Food Is a Comfort to Me- Agree (A)	Psychographics	
2721	MM66200SC	For me, ads in magazines is amusing- Agree (A)	Psychographics	
2722	MM66027SC	For me, ads on mobile phones appears at inconvenient moments - Agree (A)	Psychographics	
2723	MM66028SC	For me, advertising on mobile phones has no credibility - Agree (A)	Psychographics	
2724	MM66029SC	For me, advertising on mobile phones is amusing - Agree (A)	Psychographics	
2725	MM66030SC	For me, advertising on mobile phones is repeated too often - Agree (A)	Psychographics	
2726	MM66031SC	For me, all ads on mobile phones are alike- Agree (A)	Psychographics	
2727	MM50526SC	Frequently Wish I Had More Time to Spend With My Family- Agree (A)	Psychographics	
2728	MM65020SC	Frozen Dinners Are a Convenient Alternative For a Meal- Agree (A)	Psychographics	
2729	MM41445SC	Fun to Drive a Top Consideration in my Purchasing Decision- Agree (A)	Psychographics	
2730	MM41471SC	Generic Medications as Effective as Brand-Name RX drugs- Agree (A)	Psychographics	
2731	MM50200SC	Generic/store brand products are as effective as brand-name products-Agree (A)	Psychographics	
2732	MM42704SC	Given the Choice- I Would be My Own Boss- Agree (A)	Psychographics	
2733	MM42705SC	Global Warming is a Serious Threat- Agree (A)	Psychographics	
2734	MM50541SC	Going online is one of my favorite things to do with my free time- Agree (A)	Psychographics	
2735	MM42706SC	Government Should Pay More Attention to Environmental Issues- Agree (A)	Psychographics	
2736	MM65083SC	Group Tours are Fun and a Good Way to Meet People- Agree (A)	Psychographics	
2737	MM66201SC	Having a versatile vehicle for my busy lifestyle is important to me- Agree (A)	Psychographics	
2738	MM66048SC	How I deal with my finances reflects how my parents dealt with theirs- Agree (A)	Psychographics	

ORDER	VARIABLE	DESCRIPTION	CATEGORY	CONSUMPTION
2739	MM66002SC	I always follow the advice of my mechanic- Agree (A)	Psychographics	
2740	MM66033SC	I always know broadly how much is in my bank acct. at any one time- Agree (A)	Psychographics	
2741	MM66003SC	I always maintain my vehicle as recommended by the mfg's manual- Agree (A)	Psychographics	
2742	MM41463SC	I am Among First of my Friends to try new Technology Products- Agree (A)	Psychographics	
2743	MM50206SC	I am Happy with my Weight- Agree (A)	Psychographics	
2744	MM42731SC	I am Interested in Finding Out How I Can Help the Environment- Agree (A)	Psychographics	
2745	MM70262SC	I am Loyal to My Food Brand and Stick with Them- Agree (A)	Psychographics	
2746	MM65101SC	I Am Loyal to Only a Few Fashion Brands and Stick with Them- Agree (A)	Psychographics	
2747	MM66052SC	I am more connected to my ethnic heritage than my parents are- Agree (A)	Psychographics	
2748	MM65102SC	I Am More Likely to Buy a Brand That I Know Supports a Charity- Agree (A)	Psychographics	
2749	MM50202SC	I am more likely to buy brands that support a cause that I care about-Agree (A)	Psychographics	
2750	MM41477SC	I am Often First to try the Most Advanced Medicines- Agree (A)	Psychographics	
2751	MM42707SC	I am so Busy I Often can't Finish Everything I Need to do in a Day- Agree (A)	Psychographics	
2752	MM42708SC	I am Typically Willing to Pay More for High-Quality Items- Agree (A)	Psychographics	
2753	MM42709SC	I am Very Interested in the Fine Arts- Agree (A)	Psychographics	
2754	MM41464SC	I am Willing to Pay More for Top Quality Electronics- Agree (A)	Psychographics	
2755	MM70001SC	I am willing to take charge to get things done- Agree (A)	Psychographics	
2756	MM42710SC	I Attend Religious Services Regularly- Agree (A)	Psychographics	
2757	MM66053SC	I avoid confrontation whenever possible- Agree (A)	Psychographics	
2758	MM65103SC	I Buy New Clothes at the Beginning of Each Season- Agree (A)	Psychographics	
2759	MM41446SC	I Buy Vehicles that Reflect my Commitment to the Environment- Agree (A)	Psychographics	
2760	MM70002SC	I can tell my home is clean by the way it smells- Agree (A)	Psychographics	
2761	MM66054SC	I choose a small group of friends vs a large group of acquaintances-Agree (A)	Psychographics	
2762	MM66055SC	I consider my work to be a career, not just a job- Agree (A)	Psychographics	
2763	MM42711SC	I Consider Myself a Spiritual Person- Agree (A)	Psychographics	
2764	MM50527SC	I Consider Myself Outspoken- Agree (A)	Psychographics	
2765	MM42712SC	I Consider Myself Sophisticated- Agree (A)	Psychographics	
2766	MM66004SC	I consider myself to be an automotive enthusiast- Agree (A)	Psychographics	
2767	MM50205SC	I Consider Myself to be Very Sociable- Agree (A)	Psychographics	
2768	MM66005SC	I consider safety first when shopping for a new vehicle- Agree (A)	Psychographics	
2769	MM50536SC	I consult my pharmacist for health advice- Agree (A)	Psychographics	
2770	MM41456SC	I Don't Allow Junk Food in my Home- Agree (A)	Psychographics	
2771	MM65021SC	I Don't Have Very Much Interest In Cooking- Agree (A)	Psychographics	
2772	MM42713SC	I Don't Mind Giving Up My Personal Time for Work- Agree (A)	Psychographics	
2773	MM65022SC	I Don't Pay Much Attention to My Intake of Fat- Agree (A)	Psychographics	
2774	MM65023SC	I Enjoy Being Creative In the Kitchen- Agree (A)	Psychographics	
2775	MM42714SC	I Enjoy Being the Center of Attention- Agree (A)	Psychographics	
2776	MM70263SC	I Enjoy Celebrating Special Occasions at Home w/Family & Friends- Agree (A)	Psychographics	
2777	MM42678SC	I Enjoy Customizing the Look and Sound of My Cell Phone- Agree (A)	Psychographics	
2778	MM66006SC	I enjoy learning about automobiles from others- Agree (A)	Psychographics	
2779	MM66034SC	I enjoy learning about financial products or services from others- Agree (A)	Psychographics	
2780	MM66119SC	I enjoy learning about tech. or electronic products from others- Agree (A)	Psychographics	
2781	MM50528SC	I Enjoy Maintaining Traditions- Agree (A)	Psychographics	
2782	MM66007SC	I enjoy personalizing my vehicle to reflect my individual tastes- Agree (A)	Psychographics	
2783	MM66120SC	I enjoy reading about new technology products- Agree (A)	Psychographics	
2784	MM42715SC	I Enjoy Showing Off My Home to Guests- Agree (A)	Psychographics	
2785	MM65024SC	I Enjoy Trying Different Types of Food- Agree (A)	Psychographics	
2786	MM65025SC	I Evaluate the Nutrition of Menu Items When Ordering at a Restaurant- Agree (A)	Psychographics	
2787	MM42674SC	I Expect quality of video on cell phone to be equal to TV- Agree (A)	Psychographics	
2788	MM42716SC	I Feel I am More Environmentally Conscious than Most- Agree (A)	Psychographics	
2789	MM66035SC	I feel overwhelmed by financial burdens- Agree (A)	Psychographics	
2790	MM65060SC	I Feel Really Good Seeing Celebrities that Share My Ethnic Background- Agree (A)	Psychographics	
2791	MM41452SC	I Find the Ups and Downs of the Financial Markets Exciting- Agree (A)	Psychographics	
2792	MM42742SC	I Follow a Regular Exercise Routine- Agree (A)	Psychographics	
2793	MM65085SC	I Frequently Choose Active Vacations with Lots to Do- Agree (A)	Psychographics	
2794	MM66121SC	I give others advice when they're looking to buy tech. or elec prods- Agree (A)	Psychographics	
2795	MM41472SC	I Go to the Doctor Regularly for Check-Ups- Agree (A)	Psychographics	
2796	MM66036SC	I hate having to go to the branch of my bank or savings institution- Agree (A)	Psychographics	
2797	MM66037SC	I hate to borrow money; I would much rather save up for a purchase- Agree (A)	Psychographics	
2798	MM65026SC	I Indulge My Cravings For Sweets- Agree (A)	Psychographics	
2799	MM65027SC	I Let My Children Make Their Own Decisions Ordering at a Restaurant- Agree (A)	Psychographics	
2800	MM66122SC	I like to be connected, either by phone or Internet, at all times- Agree (A)	Psychographics	
2801	MM70246SC	I Like to Connect with Brands through Social-Networking Sites- Agree (A)	Psychographics	
2802	MM42717SC	I Like to Give the Impression that My Life is Under Control- Agree (A)	Psychographics	
2803	MM66123SC	I like to have a lot of gadgets- Agree (A)	Psychographics	
2804	MM50542SC	I like to keep my personal Internet pgs updated w/ info about my life- Agree (A)	Psychographics	
2805	MM42718SC	I Like to Learn About Foreign Cultures- Agree (A)	Psychographics	
2806	MM42719SC	I Like to Live a Lifestyle that Impresses Others- Agree (A)	Psychographics	
2807	MM66124SC	I like to read reviews before buying technology or electronics- Agree (A)	Psychographics	
2808	MM70251SC	I Like to Receive Coupons on My Cell Phone Based on My Location- Agree (A)	Psychographics	
2809	MM66051SC	I Like to See Healthier Options at Fast Food Restaurants- Agree (A)	Psychographics	
2810	MM42720SC	I Like to Shower my Loved Ones with Gifts- Agree (A)	Psychographics	
2811	MM70264SC	I Like to Try New Recipes When I Entertain- Agree (A)	Psychographics	
2812	MM66008SC	I look for vehicles that offer higher performance and acceleration- Agree (A)	Psychographics	

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2813	MM66009SC	I look forward to technology advances in new vehicles- Agree (A)	Psychographics	
2814	MM65086SC	I Love Doing Research on a Location Before I Go on Vacation- Agree (A)	Psychographics	
2815	MM66056SC	I love keeping up with celebrity news and gossip- Agree (A)	Psychographics	
2816	MM50529SC	I Make Sure I Take Time for Myself Each Day- Agree (A)	Psychographics	
2817	MM42721SC	I Must Admit that I Work Most Weekends- Agree (A)	Psychographics	
2818	MM66038SC	I often ask the advice of others about to financial prods/services- Agree (A)	Psychographics	
2819	MM66010SC	I often ask the advice of others when it comes to automobiles- Agree (A)	Psychographics	
2820	MM65087SC	I Often Ask The Advice of Others When It Comes to Vacation Travel- Agree (A)	Psychographics	
2821	MM42722SC	I Often Feel Like My Life is Slipping Out of Control- Agree (A)	Psychographics	
2822	MM42723SC	I Often Find Myself in a Leadership Position- Agree (A)	Psychographics	
2823	MM66125SC	I often others advice when it comes to tech. or electronic prods-Agree (A)	Psychographics	
2824	MM65104SC	I Often Spend More Money Than I Expected to On My Fashion Purchases- Agree (A)	Psychographics	
2825	MM66039SC	I often take opp. to discuss my knowledge of financial prods/services- Agree (A)	Psychographics	
2826	MM66126SC	I often take opp. to discuss my knowledge of tech/elec prods w/others-Agree (A)	Psychographics	
2827	MM66011SC	I often take the opp. to discuss my knowledge of vehicles with others-Agree (A)	Psychographics	
2828	MM65105SC	I Often Use Natural or Organic Beauty Products- Agree (A)	Psychographics	
2829	MM65028SC	I Often Use Recipes When Preparing a meal- Agree (A)	Psychographics	
2830	MM42680SC	I Only Answer My Cell Phone When I Know Who is Calling- Agree (A)	Psychographics	
2831	MM65106SC	I Only Buy Shoes and Clothing When I Have to Replace Something- Agree (A)	Psychographics	
2832	MM65029SC	I Only Eat Fast Food When I'm in a Rush- Agree (A)	Psychographics	
2833	MM66063SC	I only go to the doctor when I'm very ill- Agree (A)	Psychographics	
2834	MM66040SC	I only save for a specific purpose- Agree (A)	Psychographics	
2835	MM65107SC	I Only Spend What I Budget on Fashion Items- Agree (A)	Psychographics	
2836	MM66012SC	I plan to buy vehicle that best meets my needs, no care who/where made-Agree (A)	Psychographics	
2837	MM42724SC	I Prefer a Set Routine in My Daily Life- Agree (A)	Psychographics	
2838	MM41473SC	I Prefer Alternative Medicine to Traditional Practices- Agree (A)	Psychographics	
2839	MM66013SC	I prefer buying models of vehicles I or folks I know owned and like- Agree (A)	Psychographics	
2840	MM65030SC	I Prefer Cooking With Fresh Food Rather Than Canned or Frozen- Agree (A)	Psychographics	
2841	MM65108SC	I Prefer Fashion that is Classic and Timeless as Opposed to Trendy- Agree (A)	Psychographics	
2842	MM41466SC	I Prefer Guided Tours to Traveling Independently- Agree (A)	Psychographics	
2843	MM41457SC	I Prefer Picking up Quick Meals to Cooking Meals- Agree (A)	Psychographics	
2844	MM41474SC	I Prefer Popular Brand-Name Drugs- Even if They Cost More- Agree (A)	Psychographics	
2845	MM70247SC	I Prefer to Shop at Stores that offer Loyalty Points- Agree (A)	Psychographics	
2846	MM41447SC	I Purchase Most Expensive Model with all Luxury Options- Agree (A)	Psychographics	
2847	MM42725SC	I Purchase Products to Help Organize My Life- Agree (A)	Psychographics	
2848	MM65031SC	I Rarely Eat Frozen Dinners- Agree (A)	Psychographics	
2849	MM41458SC	I Regularly Eat Organic Foods- Agree (A)	Psychographics	
2850	MM66041SC	I regularly read financial news or financial publications- Agree (A)	Psychographics	
2851	MM70000SC	I rely on mobile coupons for deals while food shopping- Agree (A)	Psychographics	
2852	MM41475SC	I Rely on my Physician to Recommend Drug Brands- Agree (A)	Psychographics	
2853	MM65032SC	I Rely on Product Labels to Help Me Make Decisions When Food Shopping- Agree (A)	Psychographics	
2854	MM66014SC	I research/compare as many vehicles I can before final buy decision- Agree (A)	Psychographics	
2855	MM50530SC	I See Myself as Somewhat of a Loner- Agree (A)	Psychographics	
2856	MM42726SC	I Seek Out Variety in My Everyday Life- Agree (A)	Psychographics	
2857	MM66015SC	I seek out vehicles w/bold, new designs diff. from others on the road- Agree (A)	Psychographics	
2858	MM50201SC	I Smell Personal Care and Household Products in Store Before I Buy- Agree (A)	Psychographics	
2859	MM70265SC	I Snack Often- Agree (A)	Psychographics	
2860	MM42727SC	I Strive to Achieve a High Social Status- Agree (A)	Psychographics	
2861	MM66064SC	I take medicine as soon as I don't feel well- Agree (A)	Psychographics	
2862	MM66065SC	I take my prescription medicines exactly as prescribed- Agree (A)	Psychographics	
2863	MM04482SC	I Tend to Make Impulse Purchases- Agree (A)	Psychographics	
2864	MM70252SC	I Text More Than I Talk on My Phone- Agree (A)	Psychographics	
2865	MM42681SC	I Think of My Mobile Phone as a Source of Entertainment- Agree (A)	Psychographics	
2866	MM66016SC	I think of vehicles as basic transportation- Agree (A)	Psychographics	
2867	MM50545SC	I think people put too much private info about their lives on Internet-Agree (A)	Psychographics	
2868	MM65033SC	I Try to Buy Foods Grown or Produced Locally (region where I live)- Agree (A)	Psychographics	
2869	MM65034SC	I Try to Eat a Healthy Breakfast Every Day- Agree (A)	Psychographics	
2870	MM42728SC	I Try to Eat Dinner with My Family Almost Every Night- Agree (A)	Psychographics	
2871	MM65035SC	I Typically Celebrate Special Occasions at Restaurants- Agree (A)	Psychographics	
2872	MM65036SC	I Typically Drink Wine With Dinner- Agree (A)	Psychographics	
2873	MM66017SC	I typically look at several brands when shopping for a new vehicle- Agree (A)	Psychographics	
2874	MM42690SC	I Understand How to Use Most of the Features on My Cell Phone- Agree (A)	Psychographics	
2875	MM70003SC	I use food to bring family together- Agree (A)	Psychographics	
2876	MM66018SC	I want a vehicle with comforts of a car and capabilities of a truck- Agree (A)	Psychographics	
2877	MM66127SC	I want others to say wow when they see my electronics- Agree (A)	Psychographics	
2878	MM66115SC	I was nervous about using computers, I'm much more comfortable now- Agree (A)	Psychographics	
2879	MM42729SC	I Work Primarily for the Salary- Agree (A)	Psychographics	
2880	MM41476SC	I Would Buy RX Drugs from Other Countries- to Save Money- Agree (A)	Psychographics	
2881	MM50531SC	I Would Continue Working Even If I Won the Lottery- Agree (A)	Psychographics	
2882	MM50543SC	I would feel disconnected without the Internet- Agree (A)	Psychographics	
2883	MM42730SC	I Would Rather Prepare a Meal than Eat in a Restaurant- Agree (A)	Psychographics	
2884	MM41467SC	I Would Rather Travel in the U.S. than to a Foreign Location- Agree (A)	Psychographics	
2885	MM42699SC	I Would Receive Ads on My Cell Phone for Lower Monthly Costs- Agree (A)	Psychographics	
2886	MM42693SC	I Would Use Internet on My Cell More Often if it were Easier to Read- Agree (A)	Psychographics	

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2887	MM42694SC	I Would Use Internet on My Cell More Often if it were Less Expensive- Agree (A)	Psychographics	
2888	MM42695SC	I Would Use Internet on My Cell More Often if the Web Loaded Easier- Agree (A)	Psychographics	
2889	MM42687SC	I Would Use Some Features on Cell Phone but do not Know How to- Agree (A)	Psychographics	
2890	MM66042SC	I'd be happy to use the Internet for day to day banking transactions- Agree (A)	Psychographics	
2891	MM65089SC	I'd Rather Take a Few Weekend Vacations Than One Long Vacation- Agree (A)	Psychographics	
2892	MM66066SC	If a drug brand works, I stick with it- Agree (A)	Psychographics	
2893	MM65037SC	If a Food Item Is on Sale, I Buy Multiple Units to Stock Up- Agree (A)	Psychographics	
2894	MM65038SC	I'm a Creature of Habit, and Stick to the Food I Know I Like- Agree (A)	Psychographics	
2895	MM70250SC	I'm Always Checking Out the App Store to See What's New- Agree (A)	Psychographics	
2896	MM65039SC	I'm Always on the Lookout for Quick and Easy Meal Options- Agree (A)	Psychographics	
2897	MM66129SC	I'm fascinated by new technology- Agree (A)	Psychographics	
2898	MM65040SC	I'm Fine with Eating at a Restaurant By Myself- Agree (A)	Psychographics	
2899	MM66043SC	I'm happy to use the phone for day to day banking transactions- Agree (A)	Psychographics	
2900	MM66019SC	I'm loyal to my vehicle brands and stick with them- Agree (A)	Psychographics	
2901	MM65041SC	I'm Willing to Spend More for a Quality Bottle of Wine- Agree (A)	Psychographics	
2902	MM66062SC	I'm willing to take RX drugs even if my insurance doesn't cover them- Agree (A)	Psychographics	
2903	MM50203SC	Important How Personal Care and Household Products Smell- Agree (A)	Psychographics	
2904	MM04471SC	Important that Salespeople Know their Products- Agree (A)	Psychographics	
2905	MM42167SC	In General- I feel I Eat Right- Agree (A)	Psychographics	
2906	MM41478SC	In General- I Think Herbal Supplements are Effective- Agree (A)	Psychographics	
2907	MM42168SC	In General- Newer Drug Brands Work Better than Older Brands- Agree (A)	Psychographics	
2908	MM70294SC	In General, I'd Rather Shop Online than go to a Store- Agree (A)	Psychographics	
2909	MM50538SC	In general, price is more important vs. convenience in travel planning- Agree (A)	Psychographics	
2910	MM04472SC	Influenced by What's Hot and What's Not- Agree (A)	Psychographics	
2911	MM50544SC	Instant Messenger Keeps Me in Touch With My Friends- Agree (A)	Psychographics	
2912	MM04545SC	Internet Ads Appear at Inconvenient Moments- Agree (A)	Psychographics	
2913	MM04548SC	Internet Ads Are Alike- Agree (A)	Psychographics	
2914	MM04544SC	Internet Ads Are Amusing- Agree (A)	Psychographics	
2915	MM04547SC	Internet Ads Are Repeated too Often- Agree (A)	Psychographics	
2916	MM04543SC	Internet Ads Give Good Info on New Products/Services- Agree (A)	Psychographics	
2917	MM04542SC	Internet Ads Give Good Information on Consumer Product Use- Agree (A)	Psychographics	
2918	MM04540SC	Internet Ads Give Useful Info on Bargains- Agree (A)	Psychographics	
2919	MM04546SC	Internet Ads Have No Credibility- Agree (A)	Psychographics	
2920	MM70270SC	Internet gives me good ideas- Agree (A)	Psychographics	
2921	MM70267SC	Internet is a good escape- Agree (A)	Psychographics	
2922	MM70268SC	Internet is a good source of learning- Agree (A)	Psychographics	
2923	MM70269SC	Internet is pure entertainment- Agree (A)	Psychographics	
2924	MM70271SC	Internet keeps me informed/up to date- Agree (A)	Psychographics	
2925	MM70272SC	Internet keeps me up-to-date with the latest styles and trends- Agree (A)	Psychographics	
2926	MM70273SC	Internet makes me think- Agree (A)	Psychographics	
2927	MM70279SC	Internet on a Computer gives me good ideas- Agree (A)	Psychographics	
2928	MM70276SC	Internet on a Computer is a good escape- Agree (A)	Psychographics	
2929	MM70277SC	Internet on a Computer is a good source of learning- Agree (A)	Psychographics	
2930	MM70278SC	Internet on a Computer is pure entertainment- Agree (A)	Psychographics	
2931	MM70280SC	Internet on a Computer keeps me informed/up to date- Agree (A)	Psychographics	
2932	MM70281SC	Internet on a Computer keeps me up-to-date with latest styles, trends- Agree (A)	Psychographics	
2933	MM70282SC	Internet on a Computer makes me think- Agree (A)	Psychographics	
2934	MM70283SC	Internet on a Computer puts me in a good mood- Agree (A)	Psychographics	
2935	MM70284SC	Internet on a Computer relaxes me- Agree (A)	Psychographics	
2936	MM70274SC	Internet puts me in a good mood- Agree (A)	Psychographics	
2937	MM70275SC	Internet relaxes me- Agree (A)	Psychographics	
2938	MM66044SC	Investing for the future is very important to me- Agree (A)	Psychographics	
2939	MM41453SC	Investing in the Stock Market is too Risky for Me- Agree (A)	Psychographics	
2940	MM66050SC	It's better having what you want now, you don't know about tomorrow- Agree (A)	Psychographics	
2941	MM66057SC	It's imp. to me that my kids continue my familys cultural traditions- Agree (A)	Psychographics	
2942	MM50207SC	Its Worth it to Pay more for Higher Quality Hotel Accommodations- Agree (A)	Psychographics	
2943	MM50532SC	Juggling Family and Work Demands Is Very Stressful for Me- Agree (A)	Psychographics	
2944	MM42732SC	Keeping a Neat and Organized Home is a Top Priority for Me- Agree (A)	Psychographics	
2945	MM04462SC	Know Price of the Foods/Packaged Goods I Buy- Agree (A)	Psychographics	
2946	MM50539SC	Last-minute travel specials are a great way to get a bargain- Agree (A)	Psychographics	
2947	MM50518SC	Like to Compare Sites Prices Before Purchasing Online - Agree (A)	Psychographics	
2948	MM50519SC	Like to Share My Opinions on Prods./Services Posting Reviews Online- Agree (A)	Psychographics	
2949	MM04466SC	Like to Shop Around Before Making a Purchase- Agree (A)	Psychographics	
2950	MM41454SC	Like to Take Risks when Investing for Chance of High Return- Agree (A)	Psychographics	
2951	MM04539SC	Magazine Ads Are Alike- Agree (A)	Psychographics	
2952	MM04535SC	Magazine Ads Give Good Info on New Products/Services- Agree (A)	Psychographics	
2953	MM04532SC	Magazine Ads Give Useful Information on Bargains- Agree (A)	Psychographics	
2954	MM04537SC	Magazine Ads Have No Credibility- Agree (A)	Psychographics	
2955	MM66079SC	Magazines are a good escape- Agree (A)	Psychographics	
2956	MM66202SC	Magazines are a good source of learning- Agree (A)	Psychographics	
2957	MM66085SC	Magazines are pure entertainment- Agree (A)	Psychographics	
2958	MM66081SC	Magazines give me good ideas- Agree (A)	Psychographics	
2959	MM66082SC	Magazines keep me informed/up to date- Agree (A)	Psychographics	
2960	MM66083SC	Magazines keep me up-to-date with the latest styles and trends- Agree (A)	Psychographics	

ORDER	VARIABLE	DESCRIPTION	CATEGORY	CONSUMPTION
2961	MM66084SC	Magazines make me think- Agree (A)	Psychographics	
2962	MM66086SC	Magazines put me in a good mood- Agree (A)	Psychographics	
2963	MM66087SC	Magazines relax me- Agree (A)	Psychographics	
2964	MM04550SC	Many Prods Don't Perform as Well as Ads claim- Agree (A)	Psychographics	
2965	MM42733SC	Marriage Should Only be Legal Between a Man and a Woman- Agree (A)	Psychographics	
2966	MM04700SC	Media Trusted the Most- Internet (A)	Psychographics	
2967	MM04701SC	Media Trusted the Most- Magazines (A)	Psychographics	
2968	MM04702SC	Media Trusted the Most- Newspapers (A)	Psychographics	
2969	MM04703SC	Media Trusted the Most- Radio (A)	Psychographics	
2970	MM04704SC	Media Trusted the Most- Television (A)	Psychographics	
2971	MM66067SC	Medication has improved the quality of my life- Agree (A)	Psychographics	
2972	MM70257SC	Mobile Apps are Updated Too Frequently- Agree (A)	Psychographics	
2973	MM70288SC	Mobile Internet gives me good ideas- Agree (A)	Psychographics	
2974	MM70285SC	Mobile Internet is a good escape- Agree (A)	Psychographics	
2975	MM70286SC	Mobile Internet is a good source of learning- Agree (A)	Psychographics	
2976	MM70287SC	Mobile Internet is pure entertainment- Agree (A)	Psychographics	
2977	MM70289SC	Mobile Internet keeps me informed/up to date- Agree (A)	Psychographics	
2978	MM70290SC	Mobile Internet keeps me up-to-date with the latest styles and trends- Agree (A)	Psychographics	
2979	MM70291SC	Mobile Internet makes me think- Agree (A)	Psychographics	
2980	MM70292SC	Mobile Internet puts me in a good mood- Agree (A)	Psychographics	
2981	MM70293SC	Mobile Internet relaxes me- Agree (A)	Psychographics	
2982	MM04552SC	Most Ads Are Annoying- Agree (A)	Psychographics	
2983	MM42683SC	My Cell Phone is an Extension of My Personality- Agree (A)	Psychographics	
2984	MM50533SC	My Cultural/Ethnic Heritage is an Important Part of Who I Am- Agree (A)	Psychographics	
2985	MM66020SC	My first consideration in choosing a vehicle is exterior styling- Agree (A)	Psychographics	
2986	MM42734SC	My Friends are the Most Important Thing in My Life- Agree (A)	Psychographics	
2987	MM42735SC	My Goal is to Make it to the Top of My Profession- Agree (A)	Psychographics	
2988	MM50534SC	My Home is an Expression of My Personal Style- Agree (A)	Psychographics	
2989	MM04487SC	My Kids Have an Impact on the Brands I Choose- Agree (A)	Psychographics	
2990	MM66068SC	My medical conditions limit my lifestyle somewhat- Agree (A)	Psychographics	
2991	MM66045SC	My parents tend/tended to be savers- Agree (A)	Psychographics	
2992	MM42736SC	My Philosophy is Life Should be as Much Fun as Possible- Agree (A)	Psychographics	
2993	MM04531SC	Newspaper Ads Are Alike- Agree (A)	Psychographics	
2994	MM04526SC	Newspaper Ads Give Good Info on Consumer Products Use- Agree (A)	Psychographics	
2995	MM04527SC	Newspaper Ads Give Good Info on New Products/Services- Agree (A)	Psychographics	
2996	MM04524SC	Newspaper Ads Give Useful Info on Bargains- Agree (A)	Psychographics	
2997	MM04529SC	Newspaper Ads Have No Credibility- Agree (A)	Psychographics	
2998	MM66203SC	Newspapers are a good source of learning- Agree (A)	Psychographics	
2999	MM66090SC	Newspapers give me good ideas- Agree (A)	Psychographics	
3000	MM66091SC	Newspapers keep me informed/up to date- Agree (A)	Psychographics	
3001	MM66092SC	Newspapers keep me up-to-date with the latest styles and trends- Agree (A)	Psychographics	
3002	MM66093SC	Newspapers make me think- Agree (A)	Psychographics	
3003	MM66096SC	Newspapers relax me- Agree (A)	Psychographics	
3004	MM50195SC	Number One Goal When Shopping is to Save as Much Money as Possible- Agree (A)	Psychographics	
3005	MM50520SC	Offer of Free Shipping Attracts Me to Shopping Site - Agree (A)	Psychographics	
3006	MM42684SC	Often Annoyed By Others Talking Loudly on Cell Phones in Public- Agree (A)	Psychographics	
3007	MM50521SC	Often Save Money by Buying Previously Used Items Online - Agree (A)	Psychographics	
3008	MM04477SC	Often Seek Advice of Others Before Buying- Agree (A)	Psychographics	
3009	MM70253SC	Often Use My Mobile Device Inside a Store for Info on Prods They Sell- Agree (A)	Psychographics	
3010	MM70255SC	Often Use My Mobile Device Inside a Store to Find Coupons/Other Offers- Agree (A)	Psychographics	
3011	MM70254SC	Often Use My Mobile Device Inside a Store to Make Purchase Decisions- Agree (A)	Psychographics	
3012	MM70256SC	Often Use My Mobile Device to Compare Prices Before Making a Purchase- Agree (A)	Psychographics	
3013	MM65042SC	Often, I Eat My Meals on the Run- Agree (A)	Psychographics	
3014	MM70260SC	On My Cell Phone, I Prefer to Use Apps Instead of Websites- Agree (A)	Psychographics	
3015	MM70261SC	On My Tablet, I Prefer to Use Apps Instead of Websites- Agree (A)	Psychographics	
3016	MM65092SC	On My Vacations, I Prefer Traveling to Places I've Never Been- Agree (A)	Psychographics	
3017	MM41459SC	Only Buy Food Items that are Name-Brand, Not Generic Brands- Agree (A)	Psychographics	
3018	MM50522SC	Only Purchase Products Online When I Have Coupon or Promo Code- Agree (A)	Psychographics	
3019	MM04475SC	Only Use Coupons for Brands I Usually Buy- Agree (A)	Psychographics	
3020	MM50204SC	Other Interests are Equally Important as Family- Agree (A)	Psychographics	
3021	MM42743SC	Over the Counter Medications are Safer than RX Drugs- Agree (A)	Psychographics	
3022	MM65093SC	Packaged Deals are Great, Because I Don't Have to Plan Too Much- Agree (A)	Psychographics	
3023	MM04488SC	Pay Extra For a Product that Suits My Image- Agree (A)	Psychographics	
3024	MM04481SC	People Ask Me for Purchasing Advice- Agree (A)	Psychographics	
3025	MM66021SC	People often ask my advice when it comes to automobiles- Agree (A)	Psychographics	
3026	MM66046SC	People often ask my advice when it comes to financial matters- Agree (A)	Psychographics	
3027	MM65043SC	People Often Ask My Advice When it Comes to Food- Agree (A)	Psychographics	
3028	MM65094SC	People Often Ask My Advice When It Comes to Vacation Travel- Agree (A)	Psychographics	
3029	MM50535SC	People Who Are Worried About the Environment Are Overreacting- Agree (A)	Psychographics	
3030	MM66058SC	Pets deserve to be pampered- Agree (A)	Psychographics	
3031	MM50540SC	Planning a vacation is just as much fun as the trip itself- Agree (A)	Psychographics	
3032	MM42737SC	Prayer is a Part of My Daily Life- Agree (A)	Psychographics	
3033	MM04484SC	Prefer Products With the Latest Technology- Agree (A)	Psychographics	
3034	MM50523SC	Prefer Purchasing Items Online for Set Price vs. Bidding in Auction- Agree (A)	Psychographics	

ORDER	VARIABLE	DESCRIPTION	CATEGORY	CONSUMPTION
3035	MM04497SC	Prefer Stores with Many Familiar Brands- Agree (A)	Psychographics	
3036	MM04501SC	Prefer To Shop At Specialized Stores- Agree (A)	Psychographics	
3037	MM04469SC	Price Is More Important than Brand Names- Agree (A)	Psychographics	
3038	MM42686SC	Primary Reason I have My Cell Phone is for Safety- Agree (A)	Psychographics	
3039	MM04519SC	Radio Ads Appear at Inconvenient Moments- Agree (A)	Psychographics	
3040	MM04523SC	Radio Ads Are Alike- Agree (A)	Psychographics	
3041	MM04522SC	Radio Ads Are Repeated too Often- Agree (A)	Psychographics	
3042	MM04516SC	Radio Ads Give Good Info on Consumer Prod Use- Agree (A)	Psychographics	
3043	MM04517SC	Radio Ads Give Good Info on New Products/Services- Agree (A)	Psychographics	
3044	MM04514SC	Radio Ads Give Useful Info on Bargains- Agree (A)	Psychographics	
3045	MM04521SC	Radio Ads Have No Credibility- Agree (A)	Psychographics	
3046	MM66099SC	Radio gives me good ideas- Agree (A)	Psychographics	
3047	MM66097SC	Radio is a good escape- Agree (A)	Psychographics	
3048	MM66098SC	Radio is a good source of learning- Agree (A)	Psychographics	
3049	MM66103SC	Radio is pure entertainment- Agree (A)	Psychographics	
3050	MM66100SC	Radio keeps me informed/up to date- Agree (A)	Psychographics	
3051	MM66102SC	Radio makes me think- Agree (A)	Psychographics	
3052	MM66104SC	Radio puts me in a good mood- Agree (A)	Psychographics	
3053	MM66105SC	Radio relaxes me- Agree (A)	Psychographics	
3054	MM41468SC	Rather Book a Trip over the Internet than Meet Travel Agent- Agree (A)	Psychographics	
3055	MM04499SC	Rather Receive Sample than Price-Off Coupon- Agree (A)	Psychographics	
3056	MM41448SC	Rebates/incentives strongly influence new vehicle purchasing decision- Agree (A)	Psychographics	
3057	MM42738SC	Religion Should be the Pillar of Our Society- Agree (A)	Psychographics	
3058	MM42739SC	Risk-taking is Exciting to Me- Agree (A)	Psychographics	
3059	MM04479SC	Shopping Used to Be More Enjoyable- Agree (A)	Psychographics	
3060	MM66069SC	Sometimes I skip a dose of RX drugs because side effects worry me - Agree (A)	Psychographics	
3061	MM42688SC	Sometimes My Cell Phone Makes Me Feel that I am Too Available- Agree (A)	Psychographics	
3062	MM04470SC	Spender Rather than a Saver- Agree (A)	Psychographics	
3063	MM42740SC	Spending Time with My Family is My Top Priority- Agree (A)	Psychographics	
3064	MM04489SC	Spouse Has Impact on the Brands I Choose- Agree (A)	Psychographics	
3065	MM66130SC	Technology has little impact on my daily life- Agree (A)	Psychographics	
3066	MM66131SC	Technology helps make my life more organized- Agree (A)	Psychographics	
3067	MM70266SC	The benefits of vaccines outweigh any possible risks- Agree (A)	Psychographics	
3068	MM65095SC	The Best Vacation is Restful Without Too Much Physical Exercise- Agree (A)	Psychographics	
3069	MM66047SC	The economy has a direct effect on my spending habits- Agree (A)	Psychographics	
3070	MM50552SC	The Internet allowed me to learn things I probably wouldn't have- Agree (A)	Psychographics	
3071	MM50553SC	The Internet has little impact on my daily life- Agree (A)	Psychographics	
3072	MM50547SC	The Internet is a good thing, but I worry too much tech. can be bad- Agree (A)	Psychographics	
3073	MM50548SC	The Internet is a good way to meet new people- Agree (A)	Psychographics	
3074	MM50550SC	The Internet is a great way to actually buy products- Agree (A)	Psychographics	
3075	MM50551SC	The Internet is a great way to communicate with family/friends- Agree (A)	Psychographics	
3076	MM50546SC	The Internet is a main source of entertainment for me- Agree (A)	Psychographics	
3077	MM50549SC	The Internet is great to get info on products/services I might buy- Agree (A)	Psychographics	
3078	MM66022SC	The quality of workmanship/construction of a vehicle, most important- Agree (A)	Psychographics	
3079	MM66023SC	The vehicle a person owns says a lot about him or her- Agree (A)	Psychographics	
3080	MM66049SC	There are one or two financial institutions I always turn to first- Agree (A)	Psychographics	
3081	MM04493SC	Think Coupon Offer Means Overpriced Before- Agree (A)	Psychographics	
3082	MM04463SC	Think Shopping Is a Great Way to Relax- Agree (A)	Psychographics	
3083	MM66128SC	To be able to use a new tech. product, someone has to show me how- Agree (A)	Psychographics	
3084	MM66132SC	To me, it's important to always be reachable wherever I am- Agree (A)	Psychographics	
3085	MM66059SC	To me, it's important to keep up-to-date with news, current affairs- Agree (A)	Psychographics	
3086	MM41469SC	Travel/Hotel Discounts Strong Influence Where I Travel/Stay- Agree (A)	Psychographics	
3087	MM65097SC	Traveling to Foreign Places is Great for Learning Other Cultures- Agree (A)	Psychographics	
3088	MM41460SC	Try to Eat Healthy and Pay Attention to my Nutrition- Agree (A)	Psychographics	
3089	MM04509SC	TV Ads Appear at Inconvenient Moments- Agree (A)	Psychographics	
3090	MM04513SC	TV Ads Are Alike- Agree (A)	Psychographics	
3091	MM04508SC	TV Ads Are Amusing- Agree (A)	Psychographics	
3092	MM04512SC	TV Ads Are Repeated too Often- Agree (A)	Psychographics	
3093	MM04506SC	TV Ads Give Good Info on Consumer Prod Use- Agree (A)	Psychographics	
3094	MM04507SC	TV Ads Give Good Info on New Products/Services- Agree (A)	Psychographics	
3095	MM04504SC	TV Ads Give Useful Info on Bargains- Agree (A)	Psychographics	
3096	MM04511SC	TV Ads Have No Credibility- Agree (A)	Psychographics	
3097	MM66108SC	TV gives me good ideas- Agree (A)	Psychographics	
3098	MM66106SC	TV is a good escape- Agree (A)	Psychographics	
3099	MM66107SC	TV is a good source of learning- Agree (A)	Psychographics	
3100	MM66112SC	TV is pure entertainment- Agree (A)	Psychographics	
3101	MM66109SC	TV keeps me informed/up to date- Agree (A)	Psychographics	
3102	MM66110SC	TV keeps me up-to-date with the latest styles and trends- Agree (A)	Psychographics	
3103	MM66111SC	TV makes me think- Agree (A)	Psychographics	
3104	MM66113SC	TV puts me in a good mood- Agree (A)	Psychographics	
3105	MM66114SC	TV relaxes me- Agree (A)	Psychographics	
3106	MM50524SC	Typically Read Online Reviews Before Purchasing Online - Agree (A)	Psychographics	
3107	MM50807SC	Use Social Network to find info about a movie, TV station or show- Important (A)	Psychographics	
3108	MM50808SC	Use Social Network to find info about news/other current events- Important (A)	Psychographics	

ORDER	VARIABLE	DESCRIPTION	CATEGORY	CONSUMPTION
3109	MM50809SC	Use Social Network to find local information - Important (A)	Psychographics	
3110	MM50810SC	Use Social Network to find out about products and services - Important (A)	Psychographics	
3111	MM50811SC	Use Social Network to find people with interests similar to mine- Important (A)	Psychographics	
3112	MM50812SC	Use Social Network to Follow the activities of my friends/family- Important (A)	Psychographics	
3113	MM50819SC	Use Social Network to gain access to VIP or Members-Only events- Important (A)	Psychographics	
3114	MM50813SC	Use Social Network to Keep in touch with family/friends - Important (A)	Psychographics	
3115	MM50814SC	Use Social Network to Meet new friends - Important (A)	Psychographics	
3116	MM50815SC	Use Social Network to Meet or network with professional contacts- Important (A)	Psychographics	
3117	MM50816SC	Use Social Network to Play games- Important (A)	Psychographics	
3118	MM50817SC	Use Social Network to Rate or review a product or service- Important (A)	Psychographics	
3119	MM50820SC	Use Social Network to receive exclusive offers/coupons/discounts- Important (A)	Psychographics	
3120	MM50818SC	Use Social Network to Reconnect with people from my past- Important (A)	Psychographics	
3121	MM50821SC	Use Social Network to show support for favorite companies/brands- Important (A)	Psychographics	
3122	MM50525SC	Use the Internet to Buy Hard-to-Find Products - Agree (A)	Psychographics	
3123	MM50537SC	Vitamin supplements improve one's health- Agree (A)	Psychographics	
3124	MM04498SC	Wait for Others to Try Things Before I Buy- Agree (A)	Psychographics	
3125	MM42691SC	Want Cell Phone for Calls but do not Use Other Features- Agree (A)	Psychographics	
3126	MM41449SC	Want the Cheapest and Easiest to Maintain Vehicle I can Find- Agree (A)	Psychographics	
3127	MM04490SC	When I Find a Brand I Like- I Stick to It- Agree (A)	Psychographics	
3128	MM65044SC	When I Find a Restaurant I Like, I Stick with It- Agree (A)	Psychographics	
3129	MM65098SC	When I Find a Vacation Spot I Like, I Go Back Whenever I Can- Agree (A)	Psychographics	
3130	MM04467SC	Will Buy on Credit Rather than Wait- Agree (A)	Psychographics	
3131	MM42692SC	Will Keep Landline Telephone Even if Cell Service Improves- Agree (A)	Psychographics	
3132	MM04491SC	Will Pay More for a Brand I Trust- Agree (A)	Psychographics	
3133	MM04500SC	Will Pay More for Environmentally Safe Product- Agree (A)	Psychographics	
3134	MM41461SC	Will Purchase Generic Brands Over My Normal Name-Brand- Agree (A)	Psychographics	
3135	MM04495SC	Will Switch Brands to Use a Cents-Off Coupon- Agree (A)	Psychographics	
3136	MM41470SC	Willing to Pay More for a Flight on my Favorite Airline- Agree (A)	Psychographics	
3137	SB005620SC	Audio streaming services used past 30 days Amazon Music (A)	Radio	
3138	SB005621SC	Audio streaming services used past 30 days Apple Music (A)	Radio	
3139	SB005622SC	Audio streaming services used past 30 days Google Play Music (A)	Radio	
3140	SB005623SC	Audio streaming services used past 30 days iHeartRadio (A)	Radio	
3141	SB005624SC	Audio streaming services used past 30 days Pandora (A)	Radio	
3142	SB005625SC	Audio streaming services used past 30 days Radio.com (A)	Radio	
3143	SB005626SC	Audio streaming services used past 30 days SiriusXM.com or SiriusXM app (A)	Radio	
3144	SB005627SC	Audio streaming services used past 30 days Spotify (A)	Radio	
3145	SB005628SC	Audio streaming services used past 30 days Stitcher (A)	Radio	
3146	SB005629SC	Audio streaming services used past 30 days Tuneln (A)	Radio	
3147	SB005630SC	Audio streaming services used past 7 days Amazon Music (A)	Radio	
3148	SB005631SC	Audio streaming services used past 7 days Apple Music (A)	Radio	
3149	SB005632SC	Audio streaming services used past 7 days Google Play Music (A)	Radio	
3150	SB005633SC	Audio streaming services used past 7 days iHeartRadio (A)	Radio	
3151	SB005634SC	Audio streaming services used past 7 days Pandora (A)	Radio	
3152	SB005635SC	Audio streaming services used past 7 days Radio.com (A)	Radio	
3153	SB005636SC	Audio streaming services used past 7 days SiriusXM.com or SiriusXM app (A)	Radio	
3154	SB005637SC	Audio streaming services used past 7 days Spotify (A)	Radio	
3155	SB005638SC	Audio streaming services used past 7 days Tuneln (A)	Radio	
3156	SB004516SC	BIA radio ownership groups (M-S 6am-Mid cume) Beasley Media Group (A)	Radio	
3157	SB003210SC	BIA radio ownership groups (M-S 6am-Mid cume) Bonneville International Corp (A)	Radio	
3158	SB003213SC	BIA radio ownership groups (M-S 6am-Mid cume) Connoisseur Media LLC (A)	Radio	
3159	SB003214SC	BIA radio ownership groups (M-S 6am-Mid cume) Cox Media Group (A)	Radio	
3160	SB003215SC	BIA radio ownership groups (M-S 6am-Mid cume) Cumulus Media Holdings Inc (A)	Radio	
3161	SB004812SC	BIA radio ownership groups (M-S 6am-Mid cume) Educational Media Foundation (A)	Radio	
3162	SB003219SC	BIA radio ownership groups (M-S 6am-Mid cume) Entercom (A)	Radio	
3163	SB003220SC	BIA radio ownership groups (M-S 6am-Mid cume) Entravision Comm Corp (A)	Radio	
3164	SB004519SC	BIA radio ownership groups (M-S 6am-Mid cume) ESPN Radio (A)	Radio	
3165	SB004711SC	BIA radio ownership groups (M-S 6am-Mid cume) Forever Media Inc (A)	Radio	
3166	SB003223SC	BIA radio ownership groups (M-S 6am-Mid cume) Hubbard Radio LLC (A)	Radio	
3167	SB004392SC	BIA radio ownership groups (M-S 6am-Mid cume) iHeartMedia (A)	Radio	
3168	SB004521SC	BIA radio ownership groups (M-S 6am-Mid cume) Lotus Communications Corp (A)	Radio	
3169	SB003226SC	BIA radio ownership groups (M-S 6am-Mid cume) Midwest Communications Inc (A)	Radio	
3170	SB005421SC	BIA radio ownership groups (M-S 6am-Mid cume) Renda Broadcasting Corporation (A)	Radio	
3171	SB003229SC	BIA radio ownership groups (M-S 6am-Mid cume) Salem Media Group Inc (A)	Radio	
3172	SB005042SC	BIA radio ownership groups (M-S 6am-Mid cume) Sinclair Telecable Inc (A)	Radio	
3173	SB004523SC	BIA radio ownership groups (M-S 6am-Mid cume) SummitMedia LLC (A)	Radio	
3174	SB003231SC	BIA radio ownership groups (M-S 6am-Mid cume) Townsquare Media Inc (A)	Radio	
3175	SB003232SC	BIA radio ownership groups (M-S 6am-Mid cume) Univision (A)	Radio	
3176	SB004524SC	BIA radio ownership groups (M-S 6am-Mid cume) Urban One Inc (A)	Radio	
3177	SB003280SC	Listened past week Satellite radio (A)	Radio	
3178	SB003233SC	Public radio (M-S 6am-Mid cume) Public radio (CPB) (A)	Radio	
3179	SB003241SC	Radio format profiles (M-S 6am-Mid cume) Active Rock (A)	Radio	
3180	SB003242SC	Radio format profiles (M-S 6am-Mid cume) Adult Contemporary (A)	Radio	
3181	SB003243SC	Radio format profiles (M-S 6am-Mid cume) Adult Hits (A)	Radio	
3182	SB003245SC	Radio format profiles (M-S 6am-Mid cume) Album Adult Alternative (A)	Radio	

ORDER	VARIABLE	DESCRIPTION	CATEGORY	CONSUMPTION
3183	SB003246SC	Radio format profiles (M-S 6am-Mid cume) Album Oriented Rock (A)	Radio	
3184	SB003247SC	Radio format profiles (M-S 6am-Mid cume) All News (A)	Radio	
3185	SB003248SC	Radio format profiles (M-S 6am-Mid cume) All Sports (A)	Radio	
3186	SB003249SC	Radio format profiles (M-S 6am-Mid cume) Alternative (A)	Radio	
3187	SB003251SC	Radio format profiles (M-S 6am-Mid cume) Classic Country (A)	Radio	
3188	SB003252SC	Radio format profiles (M-S 6am-Mid cume) Classic Hits (A)	Radio	
3189	SB003253SC	Radio format profiles (M-S 6am-Mid cume) Classic Rock (A)	Radio	
3190	SB003254SC	Radio format profiles (M-S 6am-Mid cume) Classical (A)	Radio	
3191	SB003255SC	Radio format profiles (M-S 6am-Mid cume) Contemporary Christian (A)	Radio	
3192	SB003257SC	Radio format profiles (M-S 6am-Mid cume) Country (A)	Radio	
3193	SB003258SC	Radio format profiles (M-S 6am-Mid cume) Format Not Provided/Unknown (A)	Radio	
3194	SB003259SC	Radio format profiles (M-S 6am-Mid cume) Gospel (A)	Radio	
3195	SB003260SC	Radio format profiles (M-S 6am-Mid cume) Hot AC (A)	Radio	
3196	SB003261SC	Radio format profiles (M-S 6am-Mid cume) Jazz (A)	Radio	
3197	SB003262SC	Radio format profiles (M-S 6am-Mid cume) Mainstream Rock (A)	Radio	
3198	SB003263SC	Radio format profiles (M-S 6am-Mid cume) Mexican Regional (A)	Radio	
3199	SB003265SC	Radio format profiles (M-S 6am-Mid cume) New Country (A)	Radio	
3200	SB003266SC	Radio format profiles (M-S 6am-Mid cume) News/Talk/Information (A)	Radio	
3201	SB003268SC	Radio format profiles (M-S 6am-Mid cume) Pop Contemporary Hit Radio (A)	Radio	
3202	SB003270SC	Radio format profiles (M-S 6am-Mid cume) Rhythmic AC (A)	Radio	
3203	SB003271SC	Radio format profiles (M-S 6am-Mid cume) Rhythmic Contemporary Hit Radio (A)	Radio	
3204	SB004533SC	Radio format profiles (M-S 6am-Mid cume) Rhythmic Oldies (A)	Radio	
3205	SB003272SC	Radio format profiles (M-S 6am-Mid cume) Soft Adult Contemporary (A)	Radio	
3206	SB003273SC	Radio format profiles (M-S 6am-Mid cume) Spanish Adult Hits (A)	Radio	
3207	SB004532SC	Radio format profiles (M-S 6am-Mid cume) Spanish Contemporary (A)	Radio	
3208	SB003275SC	Radio format profiles (M-S 6am-Mid cume) Spanish Tropical (A)	Radio	
3209	SB003276SC	Radio format profiles (M-S 6am-Mid cume) Talk/Personality (A)	Radio	
3210	SB003277SC	Radio format profiles (M-S 6am-Mid cume) Urban AC (A)	Radio	
3211	SB003278SC	Radio format profiles (M-S 6am-Mid cume) Urban Contemporary (A)	Radio	
3212	SB004531SC	Radio format profiles (M-S 6am-Mid cume) Urban Oldies (A)	Radio	
3213	SB004789SC	Radio networks Air1 (A)	Radio	
3214	SB005434SC	Radio networks Associated Press 15s (A)	Radio	
3215	SB005435SC	Radio networks Bloomberg (A)	Radio	
3216	SB005436SC	Radio networks Bloomberg Plus (A)	Radio	
3217	SB005437SC	Radio networks Carmen Calls (A)	Radio	
3218	SB005438SC	Radio networks CBS Top of Hour (A)	Radio	
3219	SB004528SC	Radio networks Cumulus RSG (A)	Radio	
3220	SB004529SC	Radio networks Cumulus RSG Country (A)	Radio	
3221	SB005439SC	Radio networks Curtis Media Prime (A)	Radio	
3222	SB005440SC	Radio networks Deja Vu with WBLS (A)	Radio	
3223	SB004527SC	Radio networks Dennis Praeger (A)	Radio	
3224	SB005441SC	Radio networks Entercom AC (A)	Radio	
3225	SB005442SC	Radio networks Entercom Alternative (A)	Radio	
3226	SB005443SC	Radio networks Entercom Classic Hits-Classic Rock (A)	Radio	
3227	SB005444SC	Radio networks Entercom Country (A)	Radio	
3228	SB005445SC	Radio networks Entercom News and Talk (A)	Radio	
3229	SB005446SC	Radio networks Entercom Rock-Active Rock (A)	Radio	
3230	SB005447SC	Radio networks Entercom Sports (A)	Radio	
3231	SB005448SC	Radio networks Entercom Top40/CHR/HAC (A)	Radio	
3232	SB005449SC	Radio networks Entercom Urban-Rhythmic (A)	Radio	
3233	SB004799SC	Radio networks Female Focus (A)	Radio	
3234	SB005046SC	Radio networks iHeartMedia All (A)	Radio	
3235	SB004339SC	Radio networks iHeartMedia AC (A)	Radio	
3236	SB004340SC	Radio networks iHeartMedia CHR (A)	Radio	
3237	SB004341SC	Radio networks iHeartMedia Spoken Word Format (A)	Radio	
3238	SB004800SC	Radio networks K-LOVE (A)	Radio	
3239	SB005450SC	Radio networks Key Network 1 (A)	Radio	
3240	SB004802SC	Radio networks Male Focus (A)	Radio	
3241	SB004320SC	Radio networks Mike Gallagher (A)	Radio	
3242	SB005047SC	Radio networks Reach Media Weekdays (A)	Radio	
3243	SB005048SC	Radio networks Reach Media Weekends (A)	Radio	
3244	SB004804SC	Radio networks Rock Focus (A)	Radio	
3245	SB005451SC	Radio networks Skyview Conservative (A)	Radio	
3246	SB005452SC	Radio networks Skyview Long Form (A)	Radio	
3247	SB005453SC	Radio networks Skyview Music (A)	Radio	
3248	SB005454SC	Radio networks Skyview News (A)	Radio	
3249	SB005455SC	Radio networks Skyview Short Form (A)	Radio	
3250	SB003931SC	Radio networks USRN AccuWeather Network (A)	Radio	
3251	SB004807SC	Radio networks USRN Female Network (A)	Radio	
3252	SB003933SC	Radio networks USRN Impact Network (A)	Radio	
3253	SB004808SC	Radio networks USRN Male Network (A)	Radio	
3254	SB005457SC	Radio networks USRN Network 1 (A)	Radio	
3255	SB004809SC	Radio networks USRN Top Market Network (A)	Radio	
3256	SB005456SC	Radio networks The Weather Channel (A)	Radio	

ORDER	VARIABLE	DESCRIPTION	CATEGORY	CONSUMPTION
3257	SB005459SC	Radio networks WWO All (A)	Radio	
3258	SB004323SC	Radio networks WWO 24-7 Music (A)	Radio	
3259	SB004324SC	Radio networks WWO Contemporary Connection (A)	Radio	
3260	SB004810SC	Radio networks WWO Entertainment Sponsorship (A)	Radio	
3261	SB005458SC	Radio networks WWO Female Music Net (A)	Radio	
3262	SB005049SC	Radio networks WWO Female Prime (A)	Radio	
3263	SB004330SC	Radio networks WWO Market Select (A)	Radio	
3264	SB004331SC	Radio networks WWO NCAA Basketball (A)	Radio	
3265	SB004333SC	Radio networks WWO News Brand (A)	Radio	
3266	SB004334SC	Radio networks WWO News Net (A)	Radio	
3267	SB004332SC	Radio networks WWO NFL (A)	Radio	
3268	SB005050SC	Radio networks WWO Sports Talk (A)	Radio	
3269	SB005051SC	Radio networks WWO Top Market Prime (A)	Radio	
3270	SB004338SC	Radio networks WWO Womens Week (A)	Radio	
3271	SB004149SC	Radio Quintile 1st Quintile (heaviest) (A)	Radio	
3272	SB004151SC	Radio Quintile 2nd Quintile (heavy) (A)	Radio	
3273	SB004152SC	Radio Quintile 3rd Quintile (medium) (A)	Radio	
3274	SB004153SC	Radio Quintile 4th Quintile (light) (A)	Radio	
3275	SB004154SC	Radio Quintile 5th Quintile (lightest) (A)	Radio	
3276	SB004699SC	Sports listened to on radio past 12 months (net) ACC basketball (A)	Radio	
3277	SB003021SC	Sports listened to on radio past 12 months (net) ACC football (A)	Radio	
3278	SB004814SC	Sports listened to on radio past 12 months (net) Big 12 football (A)	Radio	
3279	SB003022SC	Sports listened to on radio past 12 months (net) Big Ten basketball (A)	Radio	
3280	SB003023SC	Sports listened to on radio past 12 months (net) Big Ten football (A)	Radio	
3281	SB003025SC	Sports listened to on radio past 12 months (net) College basketball (A)	Radio	
3282	SB003027SC	Sports listened to on radio past 12 months (net) College basketball regular seas (A)	Radio	
3283	SB003028SC	Sports listened to on radio past 12 months (net) College football (A)	Radio	
3284	SB003029SC	Sports listened to on radio past 12 months (net) College football regular seas (A)	Radio	
3285	SB003024SC	Sports listened to on radio past 12 months (net) College football bowl games (A)	Radio	
3286	SB003030SC	Sports listened to on radio past 12 months (net) College sports event (A)	Radio	
3287	SB005422SC	Sports listened to on radio past 12 months (net) Learfield IMG Coll Bsktball (A)	Radio	
3288	SB005423SC	Sports listened to on radio past 12 months (net) Learfield IMG Coll football (A)	Radio	
3289	SB005424SC	Sports listened to on radio past 12 months (net) Learfield IMG Coll sports (A)	Radio	
3290	SB003037SC	Sports listened to on radio past 12 months (net) MLB (A)	Radio	
3291	SB003038SC	Sports listened to on radio past 12 months (net) MLB regular season (A)	Radio	
3292	SB003039SC	Sports listened to on radio past 12 months (net) NBA (A)	Radio	
3293	SB003040SC	Sports listened to on radio past 12 months (net) NBA regular season (A)	Radio	
3294	SB003041SC	Sports listened to on radio past 12 months (net) NFL (A)	Radio	
3295	SB003042SC	Sports listened to on radio past 12 months (net) NFL regular season (A)	Radio	
3296	SB003043SC	Sports listened to on radio past 12 months (net) NHL (A)	Radio	
3297	SB003044SC	Sports listened to on radio past 12 months (net) NHL regular season (A)	Radio	
3298	SB004816SC	Sports listened to on radio past 12 months (net) PAC-12 football (A)	Radio	
3299	SB003046SC	Sports listened to on radio past 12 months (net) SEC football (A)	Radio	
3300	SB003047SC	Sports listened to on radio past 12 months (net) SEC sports event (A)	Radio	
3301	SB005053SC	Sports listened to on radio past 12 months (net) Any high school sports (A)	Radio	
3302	SB002060SC	Sports listened to on radio past 12 months Major League Baseball playoffs (A)	Radio	
3303	SB002061SC	Sports listened to on radio past 12 months Monday Night Football (A)	Radio	
3304	SB002062SC	Sports listened to on radio past 12 months NBA Finals (A)	Radio	
3305	SB002063SC	Sports listened to on radio past 12 months NBA playoffs (A)	Radio	
3306	SB002064SC	Sports listened to on radio past 12 months NCAA Mens Tournament (A)	Radio	
3307	SB002065SC	Sports listened to on radio past 12 months NFL playoffs (A)	Radio	
3308	SB002066SC	Sports listened to on radio past 12 months Regular season NFL (A)	Radio	
3309	SB002067SC	Sports listened to on radio past 12 months Stanley Cup playoffs (A)	Radio	
3310	SB002068SC	Sports listened to on radio past 12 months Sunday Night Football (A)	Radio	
3311	SB002070SC	Sports listened to on radio past 12 months World Series (A)	Radio	
3312	SB002071SC	Sports listened to on radio past 12 months None (A)	Radio	
3313	SB002240SC	Any restaurant used past 30 days Any quick service restaurant past 30 days (A)	Restaurants	
3314	SB002239SC	Any restaurant used past 30 days Any restaurant used past 30 days (A)	Restaurants	
3315	SB002238SC	Any restaurant used past 30 days Any sit-down restaurant past 30 days (A)	Restaurants	
3316	SB002241SC	No. of times used quick service restaurant past 30 days 1 time (A)	Restaurants	
3317	SB002242SC	No. of times used quick service restaurant past 30 days 2 times (A)	Restaurants	
3318	SB002245SC	No. of times used quick service restaurant past 30 days 5 times (A)	Restaurants	
3319	SB002246SC	No. of times used quick service restaurant past 30 days 6 - 9 times (A)	Restaurants	
3320	SB002256SC	No. of times used quick service restaurant past 30 days 10 times or more (A)	Restaurants	
3321	SB002247SC	No. of times used quick service restaurant past 30 days None (A)	Restaurants	
3322	SB002248SC	No. of times used sitdown restaurant past 30 days 1 time (A)	Restaurants	
3323	SB002249SC	No. of times used sitdown restaurant past 30 days 2 times (A)	Restaurants	
3324	SB002250SC	No. of times used sitdown restaurant past 30 days 3 times (A)	Restaurants	
3325	SB002251SC	No. of times used sitdown restaurant past 30 days 4 times (A)	Restaurants	
3326	SB002252SC	No. of times used sitdown restaurant past 30 days 5 times (A)	Restaurants	
3327	SB002253SC	No. of times used sitdown restaurant past 30 days 6 - 9 times (A)	Restaurants	
3328	SB002254SC	No. of times used sitdown restaurant past 30 days 10 times or more (A)	Restaurants	
3329	SB002255SC	No. of times used sitdown restaurant past 30 days None (A)	Restaurants	
3330	SB004142SC	Quick service restaurants Quintile 1st Quintile (heaviest) (A)	Restaurants	

ORDER	VARIABLE	DESCRIPTION	CATEGORY	CONSUMPTION
3331	SB004143SC	Quick service restaurants Quintile 2nd Quintile (heavy) (A)	Restaurants	
3332	SB004145SC	Quick service restaurants Quintile 3rd Quintile (medium) (A)	Restaurants	
3333	SB004146SC	Quick service restaurants Quintile 4th Quintile (light) (A)	Restaurants	
3334	SB004147SC	Quick service restaurants Quintile 5th Quintile (lightest) (A)	Restaurants	
3335	SB002257SC	Quick service restaurants used for breakfast past 30 days Any quick service (A)	Restaurants	
3336	SB002258SC	Quick service restaurants used for breakfast past 30 days Burger King (A)	Restaurants	
3337	SB002259SC	Quick service restaurants used for breakfast past 30 days Chick-fil-A (A)	Restaurants	
3338	SB002260SC	Quick service restaurants used for breakfast past 30 days Dunkin (A)	Restaurants	
3339	SB002261SC	Quick service restaurants used for breakfast past 30 days Hardees (A)	Restaurants	
3340	SB002262SC	Quick service restaurants used for breakfast past 30 days Jack in the box (A)	Restaurants	
3341	SB002263SC	Quick service restaurants used for breakfast past 30 days McDonalds (A)	Restaurants	
3342	SB002265SC	Quick service restaurants used for breakfast past 30 days Panera Bread (A)	Restaurants	
3343	SB002266SC	Quick service restaurants used for breakfast past 30 days Starbucks (A)	Restaurants	
3344	SB002264SC	Quick service restaurants used for breakfast past 30 days No quick service (A)	Restaurants	
3345	SB002292SC	Quick service restaurants used for lunch past 30 days Any quick service rest (A)	Restaurants	
3346	SB002293SC	Quick service restaurants used for lunch past 30 days Arbys (A)	Restaurants	
3347	SB002294SC	Quick service restaurants used for lunch past 30 days Burger King (A)	Restaurants	
3348	SB002295SC	Quick service restaurants used for lunch past 30 days Chick-fil-A (A)	Restaurants	
3349	SB002296SC	Quick service restaurants used for lunch past 30 days Chipotle (A)	Restaurants	
3350	SB002297SC	Quick service restaurants used for lunch past 30 days Churchs Chicken (A)	Restaurants	
3351	SB002298SC	Quick service restaurants used for lunch past 30 days Dairy Queen (A)	Restaurants	
3352	SB002299SC	Quick service restaurants used for lunch past 30 days Dominos (A)	Restaurants	
3353	SB002301SC	Quick service restaurants used for lunch past 30 days Five Guys (A)	Restaurants	
3354	SB002302SC	Quick service restaurants used for lunch past 30 days Hardees (A)	Restaurants	
3355	SB002303SC	Quick service restaurants used for lunch past 30 days Jack in the box (A)	Restaurants	
3356	SB004273SC	Quick service restaurants used for lunch past 30 days Jimmy Johns (A)	Restaurants	
3357	SB002304SC	Quick service restaurants used for lunch past 30 days KFC (A)	Restaurants	
3358	SB002305SC	Quick service restaurants used for lunch past 30 days Little Caesars (A)	Restaurants	
3359	SB002306SC	Quick service restaurants used for lunch past 30 days Long John Silvers (A)	Restaurants	
3360	SB002307SC	Quick service restaurants used for lunch past 30 days McDonalds (A)	Restaurants	
3361	SB002309SC	Quick service restaurants used for lunch past 30 days Panera Bread (A)	Restaurants	
3362	SB002311SC	Quick service restaurants used for lunch past 30 days Pizza Hut (A)	Restaurants	
3363	SB003913SC	Quick service restaurants used for lunch past 30 days Qdoba (A)	Restaurants	
3364	SB002314SC	Quick service restaurants used for lunch past 30 days Sonic (A)	Restaurants	
3365	SB002315SC	Quick service restaurants used for lunch past 30 days Starbucks (A)	Restaurants	
3366	SB002316SC	Quick service restaurants used for lunch past 30 days Subway (A)	Restaurants	
3367	SB002317SC	Quick service restaurants used for lunch past 30 days Taco Bell (A)	Restaurants	
3368	SB002318SC	Quick service restaurants used for lunch past 30 days Wendys (A)	Restaurants	
3369	SB003916SC	Quick service restaurants used for lunch past 30 days Wingstop (A)	Restaurants	
3370	SB005026SC	Quick service restaurants used for lunch past 30 days Zaxbys (A)	Restaurants	
3371	SB002308SC	Quick service restaurants used for lunch past 30 days No quick service rest (A)	Restaurants	
3372	SB002268SC	Quick service restaurants used for dinner past 30 days Any quick service (A)	Restaurants	
3373	SB002269SC	Quick service restaurants used for dinner past 30 days Arbys (A)	Restaurants	
3374	SB002270SC	Quick service restaurants used for dinner past 30 days Boston Market (A)	Restaurants	
3375	SB002271SC	Quick service restaurants used for dinner past 30 days Burger King (A)	Restaurants	
3376	SB002272SC	Quick service restaurants used for dinner past 30 days Chick-fil-A (A)	Restaurants	
3377	SB002273SC	Quick service restaurants used for dinner past 30 days Chipotle (A)	Restaurants	
3378	SB002274SC	Quick service restaurants used for dinner past 30 days Churchs Chicken (A)	Restaurants	
3379	SB002275SC	Quick service restaurants used for dinner past 30 days Dairy Queen (A)	Restaurants	
3380	SB002276SC	Quick service restaurants used for dinner past 30 days Dominos (A)	Restaurants	
3381	SB002277SC	Quick service restaurants used for dinner past 30 days Five Guys (A)	Restaurants	
3382	SB003908SC	Quick service restaurants used for dinner past 30 days Hardees (A)	Restaurants	
3383	SB002278SC	Quick service restaurants used for dinner past 30 days Jack in the box (A)	Restaurants	
3384	SB004265SC	Quick service restaurants used for dinner past 30 days Jimmy Johns (A)	Restaurants	
3385	SB002279SC	Quick service restaurants used for dinner past 30 days KFC (A)	Restaurants	
3386	SB002280SC	Quick service restaurants used for dinner past 30 days Little Caesars (A)	Restaurants	
3387	SB002282SC	Quick service restaurants used for dinner past 30 days McDonalds (A)	Restaurants	
3388	SB002284SC	Quick service restaurants used for dinner past 30 days Panera Bread (A)	Restaurants	
3389	SB002285SC	Quick service restaurants used for dinner past 30 days Papa Johns Pizza (A)	Restaurants	
3390	SB002286SC	Quick service restaurants used for dinner past 30 days Pizza Hut (A)	Restaurants	
3391	SB002287SC	Quick service restaurants used for dinner past 30 days Popeyes (A)	Restaurants	
3392	SB003909SC	Quick service restaurants used for dinner past 30 days Qdoba (A)	Restaurants	
3393	SB002288SC	Quick service restaurants used for dinner past 30 days Sonic (A)	Restaurants	
3394	SB004268SC	Quick service restaurants used for dinner past 30 days Starbucks (A)	Restaurants	
3395	SB002289SC	Quick service restaurants used for dinner past 30 days Subway (A)	Restaurants	
3396	SB002290SC	Quick service restaurants used for dinner past 30 days Taco Bell (A)	Restaurants	
3397	SB002291SC	Quick service restaurants used for dinner past 30 days Wendys (A)	Restaurants	
3398	SB003911SC	Quick service restaurants used for dinner past 30 days Wingstop (A)	Restaurants	
3399	SB004775SC	Quick service restaurants used for dinner past 30 days Zaxbys (A)	Restaurants	
3400	SB002283SC	Quick service restaurants used for dinner past 30 days No quick service rest (A)	Restaurants	
3401	SB002319SC	Quick service restaurants used for other reason past 30 days Any quick svc (A)	Restaurants	
3402	SB003918SC	Quick service restaurants used for other reason past 30 days Auntie Annes (A)	Restaurants	
3403	SB002321SC	Quick service rest used for other reason past 30 days Cold Stone Creamery (A)	Restaurants	
3404	SB002322SC	Quick service restaurants used for other reason past 30 days Dairy Queen (A)	Restaurants	

ORDER	VARIABLE	DESCRIPTION	CATEGORY	CONSUMPTION
3405	SB002323SC	Quick service restaurants used for other reason past 30 days Dunkin (A)	Restaurants	
3406	SB003923SC	Quick service restaurants used for other reason past 30 days Little Caesars (A)	Restaurants	
3407	SB002326SC	Quick service restaurants used for other reason past 30 days Sonic (A)	Restaurants	
3408	SB002327SC	Quick service restaurants used for other reason past 30 days Starbucks (A)	Restaurants	
3409	SB002325SC	Quick service restaurants used for other reason past 30 days No quick svc (A)	Restaurants	
3410	SB002331SC	Quick service restaurants used past 30 days Any quick service restaurant (A)	Restaurants	
3411	SB002332SC	Quick service restaurants used past 30 days Arbys (A)	Restaurants	
3412	SB002333SC	Quick service restaurants used past 30 days Auntie Annes (A)	Restaurants	
3413	SB002335SC	Quick service restaurants used past 30 days Burger King (A)	Restaurants	
3414	SB002336SC	Quick service restaurants used past 30 days Chick-fil-A (A)	Restaurants	
3415	SB002337SC	Quick service restaurants used past 30 days Chipotle (A)	Restaurants	
3416	SB002338SC	Quick service restaurants used past 30 days Church's Chicken (A)	Restaurants	
3417	SB002340SC	Quick service restaurants used past 30 days Cold Stone Creamery (A)	Restaurants	
3418	SB002341SC	Quick service restaurants used past 30 days Dairy Queen (A)	Restaurants	
3419	SB002342SC	Quick service restaurants used past 30 days Dominos (A)	Restaurants	
3420	SB002343SC	Quick service restaurants used past 30 days Dunkin (A)	Restaurants	
3421	SB002344SC	Quick service restaurants used past 30 days Five Guys (A)	Restaurants	
3422	SB002345SC	Quick service restaurants used past 30 days Hardees (A)	Restaurants	
3423	SB002346SC	Quick service restaurants used past 30 days Jack in the box (A)	Restaurants	
3424	SB004287SC	Quick service restaurants used past 30 days Jimmy Johns (A)	Restaurants	
3425	SB002348SC	Quick service restaurants used past 30 days KFC (A)	Restaurants	
3426	SB002349SC	Quick service restaurants used past 30 days Little Caesars (A)	Restaurants	
3427	SB002350SC	Quick service restaurants used past 30 days Long John Silvers (A)	Restaurants	
3428	SB002351SC	Quick service restaurants used past 30 days McDonalds (A)	Restaurants	
3429	SB002352SC	Quick service restaurants used past 30 days Panera Bread (A)	Restaurants	
3430	SB002353SC	Quick service restaurants used past 30 days Papa Johns Pizza (A)	Restaurants	
3431	SB002354SC	Quick service restaurants used past 30 days Pizza Hut (A)	Restaurants	
3432	SB002355SC	Quick service restaurants used past 30 days Popeyes (A)	Restaurants	
3433	SB002356SC	Quick service restaurants used past 30 days Qdoba (A)	Restaurants	
3434	SB005027SC	Quick service restaurants used past 30 days Smoothie King (A)	Restaurants	
3435	SB002358SC	Quick service restaurants used past 30 days Sonic (A)	Restaurants	
3436	SB002359SC	Quick service restaurants used past 30 days Starbucks (A)	Restaurants	
3437	SB002360SC	Quick service restaurants used past 30 days Subway (A)	Restaurants	
3438	SB002361SC	Quick service restaurants used past 30 days Taco Bell (A)	Restaurants	
3439	SB002362SC	Quick service restaurants used past 30 days Wendys (A)	Restaurants	
3440	SB002364SC	Quick service restaurants used past 30 days Wingstop (A)	Restaurants	
3441	SB004776SC	Quick service restaurants used past 30 days Zaxbys (A)	Restaurants	
3442	SB004156SC	Sit-down restaurants Quintile 1st Quintile (heaviest) (A)	Restaurants	
3443	SB004157SC	Sit-down restaurants Quintile 2nd Quintile (heavy) (A)	Restaurants	
3444	SB004162SC	Sit-down restaurants Quintile 5th Quintile (lightest) (A)	Restaurants	
3445	SB002370SC	Sitdown restaurants used for breakfast past 30 days Any sit-down restaurant (A)	Restaurants	
3446	SB002366SC	Sitdown restaurants used for breakfast past 30 days Cracker Barrel (A)	Restaurants	
3447	SB002367SC	Sitdown restaurants used for breakfast past 30 days Dennys (A)	Restaurants	
3448	SB002368SC	Sitdown restaurants used for breakfast past 30 days IHOP (A)	Restaurants	
3449	SB002369SC	Sitdown restaurants used for breakfast past 30 days No sit-down restaurant (A)	Restaurants	
3450	SB002390SC	Sitdown restaurants used for lunch past 30 days Any sit-down restaurant (A)	Restaurants	
3451	SB003939SC	Sitdown restaurants used for lunch past 30 days Buffalo Wild Wings (A)	Restaurants	
3452	SB003940SC	Sitdown restaurants used for lunch past 30 days California Pizza Kitchen (A)	Restaurants	
3453	SB002402SC	Sitdown restaurants used for lunch past 30 days The Cheesecake Factory (A)	Restaurants	
3454	SB003941SC	Sitdown restaurants used for lunch past 30 days Chuck E Cheeses (A)	Restaurants	
3455	SB002393SC	Sitdown restaurants used for lunch past 30 days Cracker Barrel (A)	Restaurants	
3456	SB002394SC	Sitdown restaurants used for lunch past 30 days Dennys (A)	Restaurants	
3457	SB002395SC	Sitdown restaurants used for lunch past 30 days Golden Corral (A)	Restaurants	
3458	SB002397SC	Sitdown restaurants used for lunch past 30 days No sit-down restaurant (A)	Restaurants	
3459	SB002371SC	Sitdown restaurants used for dinner past 30 days Any sit-down restaurant (A)	Restaurants	
3460	SB002372SC	Sitdown restaurants used for dinner past 30 days Applebees (A)	Restaurants	
3461	SB002374SC	Sitdown restaurants used for dinner past 30 days Bonefish Grill (A)	Restaurants	
3462	SB003934SC	Sitdown restaurants used for dinner past 30 days Buffalo Wild Wings (A)	Restaurants	
3463	SB003935SC	Sitdown restaurants used for dinner past 30 days California Pizza Kitchen (A)	Restaurants	
3464	SB002375SC	Sitdown restaurants used for dinner past 30 days Carrabbas Italian Grill (A)	Restaurants	
3465	SB002376SC	Sitdown restaurants used for dinner past 30 days The Cheesecake Factory (A)	Restaurants	
3466	SB002377SC	Sitdown restaurants used for dinner past 30 days Chilis (A)	Restaurants	
3467	SB003936SC	Sitdown restaurants used for dinner past 30 days Chuck E Cheeses (A)	Restaurants	
3468	SB002378SC	Sitdown restaurants used for dinner past 30 days Cracker Barrel (A)	Restaurants	
3469	SB002379SC	Sitdown restaurants used for dinner past 30 days Dennys (A)	Restaurants	
3470	SB002380SC	Sitdown restaurants used for dinner past 30 days Golden Corral (A)	Restaurants	
3471	SB002381SC	Sitdown restaurants used for dinner past 30 days IHOP (A)	Restaurants	
3472	SB002383SC	Sitdown restaurants used for dinner past 30 days LongHorn Steakhouse (A)	Restaurants	
3473	SB002385SC	Sitdown restaurants used for dinner past 30 days Olive Garden (A)	Restaurants	
3474	SB002386SC	Sitdown restaurants used for dinner past 30 days Outback Steakhouse (A)	Restaurants	
3475	SB005028SC	Sitdown restaurants used for dinner past 30 days P.F. Changs (A)	Restaurants	
3476	SB002387SC	Sitdown restaurants used for dinner past 30 days Red Lobster (A)	Restaurants	
3477	SB002389SC	Sitdown restaurants used for dinner past 30 days T.G.I. Fridays (A)	Restaurants	
3478	SB004292SC	Sitdown restaurants used for dinner past 30 days Texas Roadhouse (A)	Restaurants	

ORDER	VARIABLE	DESCRIPTION	CATEGORY	CONSUMPTION
3479	SB002384SC	Sitdown restaurants used for dinner past 30 days No sit-down restaurant (A)	Restaurants	
3480	SB002403SC	Sitdown restaurants used past 30 days Any sit-down restaurant (A)	Restaurants	
3481	SB002404SC	Sitdown restaurants used past 30 days Applebees (A)	Restaurants	
3482	SB004302SC	Sitdown restaurants used past 30 days Buffalo Wild Wings (A)	Restaurants	
3483	SB002407SC	Sitdown restaurants used past 30 days California Pizza Kitchen (A)	Restaurants	
3484	SB002408SC	Sitdown restaurants used past 30 days Carrabbas Italian Grill (A)	Restaurants	
3485	SB002423SC	Sitdown restaurants used past 30 days The Cheesecake Factory (A)	Restaurants	
3486	SB002409SC	Sitdown restaurants used past 30 days Chilis (A)	Restaurants	
3487	SB002410SC	Sitdown restaurants used past 30 days Chuck E Cheeses (A)	Restaurants	
3488	SB002411SC	Sitdown restaurants used past 30 days Cracker Barrel (A)	Restaurants	
3489	SB002412SC	Sitdown restaurants used past 30 days Dennys (A)	Restaurants	
3490	SB002413SC	Sitdown restaurants used past 30 days Golden Corral (A)	Restaurants	
3491	SB002414SC	Sitdown restaurants used past 30 days Hooters (A)	Restaurants	
3492	SB002415SC	Sitdown restaurants used past 30 days IHOP (A)	Restaurants	
3493	SB002417SC	Sitdown restaurants used past 30 days LongHorn Steakhouse (A)	Restaurants	
3494	SB002418SC	Sitdown restaurants used past 30 days Olive Garden (A)	Restaurants	
3495	SB002419SC	Sitdown restaurants used past 30 days Outback Steakhouse (A)	Restaurants	
3496	SB004778SC	Sitdown restaurants used past 30 days P.F. Changs (A)	Restaurants	
3497	SB002420SC	Sitdown restaurants used past 30 days Red Lobster (A)	Restaurants	
3498	SB004305SC	Sitdown restaurants used past 30 days Texas Roadhouse (A)	Restaurants	
3499	SB004779SC	Types of restaurants used for breakfast past 30 days Any bakery (A)	Restaurants	
3500	SB002425SC	Types of restaurants used for breakfast past 30 days Any coffee house/bar (A)	Restaurants	
3501	SB005029SC	Types of restaurants used for breakfast past 30 days Any organic/health food (A)	Restaurants	
3502	SB004782SC	Types of restaurants used for lunch past 30 days Any bakery (A)	Restaurants	
3503	SB002435SC	Types of restaurants used for lunch past 30 days Any Chinese restaurant (A)	Restaurants	
3504	SB002436SC	Types of restaurants used for lunch past 30 days Any coffee house/coffee bar (A)	Restaurants	
3505	SB002437SC	Types of restaurants used for lunch past 30 days Any Italian restaurant (A)	Restaurants	
3506	SB002438SC	Types of restaurants used for lunch past 30 days Any Mexican restaurant (A)	Restaurants	
3507	SB004783SC	Types of restaurants used for lunch past 30 days Any organic/health food (A)	Restaurants	
3508	SB002439SC	Types of restaurants used for lunch past 30 days Any pizza restaurant (A)	Restaurants	
3509	SB003980SC	Types of restaurants used for lunch past 30 days Any sports bar (A)	Restaurants	
3510	SB002442SC	Types of restaurants used for lunch past 30 days Any upscale restaurant (A)	Restaurants	
3511	SB004780SC	Types of restaurants used for dinner past 30 days Any bakery (A)	Restaurants	
3512	SB002427SC	Types of restaurants used for dinner past 30 days Any Chinese restaurant (A)	Restaurants	
3513	SB002428SC	Types of restaurants used for dinner past 30 days Any coffee house/bar (A)	Restaurants	
3514	SB002429SC	Types of restaurants used for dinner past 30 days Any Italian restaurant (A)	Restaurants	
3515	SB002430SC	Types of restaurants used for dinner past 30 days Any Mexican restaurant (A)	Restaurants	
3516	SB004781SC	Types of restaurants used for dinner past 30 days Any organic/health food (A)	Restaurants	
3517	SB002431SC	Types of restaurants used for dinner past 30 days Any pizza restaurant (A)	Restaurants	
3518	SB002432SC	Types of restaurants used for dinner past 30 days Any seafood restaurant (A)	Restaurants	
3519	SB003979SC	Types of restaurants used for dinner past 30 days Any sports bar (A)	Restaurants	
3520	SB002433SC	Types of restaurants used for dinner past 30 days Any steakhouse (A)	Restaurants	
3521	SB002434SC	Types of restaurants used for dinner past 30 days Any upscale restaurant (A)	Restaurants	
3522	SB004784SC	Types of restaurants used past 30 days Any bakery (A)	Restaurants	
3523	SB002443SC	Types of restaurants used past 30 days Any Chinese restaurant (A)	Restaurants	
3524	SB002444SC	Types of restaurants used past 30 days Any coffee house/coffee bar (A)	Restaurants	
3525	SB002445SC	Types of restaurants used past 30 days Any Italian restaurant (A)	Restaurants	
3526	SB002446SC	Types of restaurants used past 30 days Any Mexican restaurant (A)	Restaurants	
3527	SB004785SC	Types of restaurants used past 30 days Any organic/health food restaurant (A)	Restaurants	
3528	SB002447SC	Types of restaurants used past 30 days Any pizza restaurant (A)	Restaurants	
3529	SB002448SC	Types of restaurants used past 30 days Any seafood restaurant (A)	Restaurants	
3530	SB003978SC	Types of restaurants used past 30 days Any sports bar (A)	Restaurants	
3531	SB002449SC	Types of restaurants used past 30 days Any steakhouse (A)	Restaurants	
3532	SB002450SC	Types of restaurants used past 30 days Any upscale restaurant (A)	Restaurants	
3533	SB002576SC	Items bought past 12 months (amount spent) Athletic clothing:Under \$100 (A)	Retail Shopping	
3534	SB002577SC	Items bought past 12 months (amount spent) Athletic clothing:\$100 - \$499 (A)	Retail Shopping	
3535	SB004743SC	Items bought past 12 months (amount spent) Athletic clothing:\$500 or more (A)	Retail Shopping	
3536	SB002578SC	Items bought past 12 months (amount spent) Athletic shoes:Under \$100 (A)	Retail Shopping	
3537	SB002579SC	Items bought past 12 months (amount spent) Athletic shoes:\$100 - \$499 (A)	Retail Shopping	
3538	SB004744SC	Items bought past 12 months (amount spent) Athletic shoes:\$500 or more (A)	Retail Shopping	
3539	SB002580SC	Items bought past 12 months (amount spent) Childrens clothing:Under \$100 (A)	Retail Shopping	
3540	SB002581SC	Items bought past 12 months (amount spent) Childrens clothing:\$100 - \$499 (A)	Retail Shopping	
3541	SB002582SC	Items bought past 12 months (amount spent) Childrens clothing:\$500 or more (A)	Retail Shopping	
3542	SB002583SC	Items bought past 12 months (amount spent) Cosmetics/perfumes:Under \$100 (A)	Retail Shopping	
3543	SB002584SC	Items bought past 12 months (amount spent) Cosmetics/perfumes:\$100 - \$499 (A)	Retail Shopping	
3544	SB002585SC	Items bought past 12 months (amount spent) Cosmetics/perfumes:\$500 or more (A)	Retail Shopping	
3545	SB002586SC	Items bought past 12 months (amount spent) Costume jewelry:Under \$100 (A)	Retail Shopping	
3546	SB002587SC	Items bought past 12 months (amount spent) Costume jewelry:\$100 - \$499 (A)	Retail Shopping	
3547	SB002590SC	Items bought past 12 months (amount spent) Fine jewelry:\$500 or more (A)	Retail Shopping	
3548	SB004745SC	Items bought past 12 months (amount spent) Handbags/purses:Under \$100 (A)	Retail Shopping	
3549	SB004746SC	Items bought past 12 months (amount spent) Handbags/purses:\$100 - \$499 (A)	Retail Shopping	
3550	SB004747SC	Items bought past 12 months (amount spent) Handbags/purses:\$500 or more (A)	Retail Shopping	
3551	SB002593SC	Items bought past 12 months (amount spent) Mens business clothing:Under \$100 (A)	Retail Shopping	
3552	SB002592SC	Items bought past 12 mo (amount spent) Mens business clothing:\$100 - \$499 (A)	Retail Shopping	

ORDER	VARIABLE	DESCRIPTION	CATEGORY	CONSUMPTION
3553	SB002594SC	Items bought past 12 mo (amount spent) Mens business clothing:\$500 or more (A)	Retail Shopping	
3554	SB002595SC	Items bought past 12 months (amount spent) Mens casual clothing:Under \$100 (A)	Retail Shopping	
3555	SB002596SC	Items bought past 12 months (amount spent) Mens casual clothing:\$100 - \$499 (A)	Retail Shopping	
3556	SB002597SC	Items bought past 12 months (amount spent) Mens casual clothing:\$500 or more (A)	Retail Shopping	
3557	SB002598SC	Items bought past 12 months (amount spent) Mens shoes:Under \$100 (A)	Retail Shopping	
3558	SB004748SC	Items bought past 12 months (amount spent) Mens shoes:\$100 - \$499 (A)	Retail Shopping	
3559	SB004749SC	Items bought past 12 months (amount spent) Mens shoes:\$500 or more (A)	Retail Shopping	
3560	SB004750SC	Items bought past 12 months (amount spent) Skin care items:Under \$100 (A)	Retail Shopping	
3561	SB004751SC	Items bought past 12 months (amount spent) Skin care items:\$100 - \$499 (A)	Retail Shopping	
3562	SB004752SC	Items bought past 12 months (amount spent) Skin care items:\$500 or more (A)	Retail Shopping	
3563	SB004753SC	Items bought past 12 months (amount spent) Sports equipment:Under \$100 (A)	Retail Shopping	
3564	SB002599SC	Items bought past 12 months (amount spent) Sports equipment:\$100 - \$499 (A)	Retail Shopping	
3565	SB002600SC	Items bought past 12 months (amount spent) Sports equipment:\$500 or more (A)	Retail Shopping	
3566	SB002601SC	Items bought past 12 mo (amount spent) Womens business clothing:Under \$100 (A)	Retail Shopping	
3567	SB002602SC	Items bought past 12 mo (amount spent) Womens business clothing:\$100 - \$499 (A)	Retail Shopping	
3568	SB002603SC	Items bought past 12 mo (amount spent) Womens business clothing:\$500 or more (A)	Retail Shopping	
3569	SB002604SC	Items bought past 12 months (amount spent) Womens casual clothing:Under \$100 (A)	Retail Shopping	
3570	SB002605SC	Items bought past 12 mo (amount spent) Womens casual clothing:\$100 - \$499 (A)	Retail Shopping	
3571	SB002606SC	Items bought past 12 mo (amount spent) Womens casual clothing:\$500 or more (A)	Retail Shopping	
3572	SB002607SC	Items bought past 12 months (amount spent) Womens shoes:Under \$100 (A)	Retail Shopping	
3573	SB002608SC	Items bought past 12 months (amount spent) Womens shoes:\$100 - \$499 (A)	Retail Shopping	
3574	SB002609SC	Items bought past 12 months (amount spent) Womens shoes:\$500 or more (A)	Retail Shopping	
3575	SB002610SC	Items bought past 12 months Athletic clothing (A)	Retail Shopping	
3576	SB002611SC	Items bought past 12 months Athletic shoes (A)	Retail Shopping	
3577	SB002612SC	Items bought past 12 months Childrens clothing (A)	Retail Shopping	
3578	SB002613SC	Items bought past 12 months Cosmetics/perfumes (A)	Retail Shopping	
3579	SB002614SC	Items bought past 12 months Costume jewelry (A)	Retail Shopping	
3580	SB002615SC	Items bought past 12 months Fine jewelry (A)	Retail Shopping	
3581	SB004754SC	Items bought past 12 months Handbags/purses (A)	Retail Shopping	
3582	SB002617SC	Items bought past 12 months Mens business clothing (A)	Retail Shopping	
3583	SB002618SC	Items bought past 12 months Mens casual clothing (A)	Retail Shopping	
3584	SB002619SC	Items bought past 12 months Mens shoes (A)	Retail Shopping	
3585	SB004696SC	Items bought past 12 months Skin care items (A)	Retail Shopping	
3586	SB002620SC	Items bought past 12 months Sports equipment (A)	Retail Shopping	
3587	SB002621SC	Items bought past 12 months Womens business clothing (A)	Retail Shopping	
3588	SB002622SC	Items bought past 12 months Womens casual clothing (A)	Retail Shopping	
3589	SB002623SC	Items bought past 12 months Womens shoes (A)	Retail Shopping	
3590	SB002742SC	Malls shopped/visited past 3 months Any mall/shopping center past 3 months (A)	Retail Shopping	
3591	SB002741SC	Malls shopped/visited past 3 months Did not shop (A)	Retail Shopping	
3592	SB002744SC	Malls shopped/visited past 30 days Any mall/shopping center past 30 days (A)	Retail Shopping	
3593	SB002743SC	Malls shopped/visited past 30 days Did not shop (A)	Retail Shopping	
3594	SB005644SC	Merchandise/services bought past 12 mo as result of mail ads Apparel, any (A)	Retail Shopping	
3595	SB005645SC	Merchandise/services bought past 12 mo as result of mail ads Auto service (A)	Retail Shopping	
3596	SB005646SC	Merchandise/services bought past 12 mo as result of mail ads CD/DVD/Blu-ray (A)	Retail Shopping	
3597	SB005647SC	Merchandise/services bought past 12 mo as result of mail ads Computer Hd/Sfw (A)	Retail Shopping	
3598	SB005650SC	Merchandise/services bought past 12 mo as result of mail ads Furniture (A)	Retail Shopping	
3599	SB005651SC	Merchandise/services bought past 12 mo as result of mail ads Groceries (A)	Retail Shopping	
3600	SB005652SC	Merchandise/services bought past 12 mo as result of mail ads Home clean svc (A)	Retail Shopping	
3601	SB005653SC	Merchandise/services bought past 12 mo as result of mail ads Insurance (A)	Retail Shopping	
3602	SB005648SC	Merchandise/services bought past 12 mo as result of mail ads Personal Care (A)	Retail Shopping	
3603	SB005649SC	Merchandise/services bought past 12 mo as result of mail ads Restaurant food (A)	Retail Shopping	
3604	SB005654SC	Merchandise/services bought past 12 mo as result of mail ads Other (A)	Retail Shopping	
3605	SB005655SC	Merchandise/services bought past 12 mo as result of mail ads None (A)	Retail Shopping	
3606	SB005461SC	Stores/services bought past 3 months Academy Sports + Outdoors (A)	Retail Shopping	
3607	SB004833SC	Stores/services bought past 3 months Amazon (A)	Retail Shopping	
3608	SB005462SC	Stores/services bought past 3 months Barnes & Noble (A)	Retail Shopping	
3609	SB005463SC	Stores/services bought past 3 months Bass Pro Shops (A)	Retail Shopping	
3610	SB005464SC	Stores/services bought past 3 months Bath & Body Works (A)	Retail Shopping	
3611	SB005465SC	Stores/services bought past 3 months Bed, Bath & Beyond (A)	Retail Shopping	
3612	SB004835SC	Stores/services bought past 3 months Best Buy (A)	Retail Shopping	
3613	SB004836SC	Stores/services bought past 3 months Big Lots (A)	Retail Shopping	
3614	SB004837SC	Stores/services bought past 3 months BJs Wholesale Club (A)	Retail Shopping	
3615	SB004838SC	Stores/services bought past 3 months Bloomingdales (A)	Retail Shopping	
3616	SB004839SC	Stores/services bought past 3 months Burlington (A)	Retail Shopping	
3617	SB005733SC	Stores/services bought past 3 months Cabelas (A)	Retail Shopping	
3618	SB004840SC	Stores/services bought past 3 months Costco (A)	Retail Shopping	
3619	SB005466SC	Stores/services bought past 3 months DICKS Sporting Goods (A)	Retail Shopping	
3620	SB004841SC	Stores/services bought past 3 months Dillard's (A)	Retail Shopping	
3621	SB004842SC	Stores/services bought past 3 months Dollar General (A)	Retail Shopping	
3622	SB004843SC	Stores/services bought past 3 months Dollar Tree (A)	Retail Shopping	
3623	SB004844SC	Stores/services bought past 3 months Family Dollar (A)	Retail Shopping	
3624	SB005467SC	Stores/services bought past 3 months FedEx Office (A)	Retail Shopping	
3625	SB005468SC	Stores/services bought past 3 months GameStop (A)	Retail Shopping	
3626	SB005469SC	Stores/services bought past 3 months Hobby Lobby (A)	Retail Shopping	

ORDER	VARIABLE	DESCRIPTION	CATEGORY	CONSUMPTION
3627	SB004845SC	Stores/services bought past 3 months HomeGoods (A)	Retail Shopping	
3628	SB005734SC	Stores/services bought past 3 months IKEA (A)	Retail Shopping	
3629	SB005470SC	Stores/services bought past 3 months iTunes (A)	Retail Shopping	
3630	SB004846SC	Stores/services bought past 3 months JCPenney (A)	Retail Shopping	
3631	SB004848SC	Stores/services bought past 3 months Kohls (A)	Retail Shopping	
3632	SB004849SC	Stores/services bought past 3 months Macys (A)	Retail Shopping	
3633	SB004850SC	Stores/services bought past 3 months Marshalls (A)	Retail Shopping	
3634	SB005471SC	Stores/services bought past 3 months Michaels (A)	Retail Shopping	
3635	SB004851SC	Stores/services bought past 3 months Neiman Marcus (A)	Retail Shopping	
3636	SB004852SC	Stores/services bought past 3 months Nordstrom (A)	Retail Shopping	
3637	SB004853SC	Stores/services bought past 3 months Nordstrom Rack (A)	Retail Shopping	
3638	SB005472SC	Stores/services bought past 3 months Office Depot/OfficeMax (A)	Retail Shopping	
3639	SB005473SC	Stores/services bought past 3 months Old Navy (A)	Retail Shopping	
3640	SB005474SC	Stores/services bought past 3 months Petco (A)	Retail Shopping	
3641	SB005475SC	Stores/services bought past 3 months PetSmart (A)	Retail Shopping	
3642	SB004854SC	Stores/services bought past 3 months Ross Dress For Less (A)	Retail Shopping	
3643	SB004855SC	Stores/services bought past 3 months Saks Fifth Avenue (A)	Retail Shopping	
3644	SB004856SC	Stores/services bought past 3 months Sams Club (A)	Retail Shopping	
3645	SB004857SC	Stores/services bought past 3 months Sears (A)	Retail Shopping	
3646	SB005476SC	Stores/services bought past 3 months Staples (A)	Retail Shopping	
3647	SB004858SC	Stores/services bought past 3 months Stein Mart (A)	Retail Shopping	
3648	SB004859SC	Stores/services bought past 3 months Target (A)	Retail Shopping	
3649	SB004860SC	Stores/services bought past 3 months TJ Maxx (A)	Retail Shopping	
3650	SB005477SC	Stores/services bought past 3 months The UPS Store (A)	Retail Shopping	
3651	SB005478SC	Stores/services bought past 3 months Victorias Secret (A)	Retail Shopping	
3652	SB004861SC	Stores/services bought past 3 months Walmart (A)	Retail Shopping	
3653	SB004862SC	Stores/services bought past 3 months Any store (A)	Retail Shopping	
3654	SB005479SC	Stores/services bought past 3 months Any bookstore (A)	Retail Shopping	
3655	SB005480SC	Stores/services bought past 3 months Any bridal shop (A)	Retail Shopping	
3656	SB005481SC	Stores/services bought past 3 months Any clothing store (A)	Retail Shopping	
3657	SB005482SC	Stores/services bought past 3 months Any day spa (A)	Retail Shopping	
3658	SB005483SC	Stores/services bought past 3 months Any dry cleaner (A)	Retail Shopping	
3659	SB005484SC	Stores/services bought past 3 months Any florist (excluding grocers) (A)	Retail Shopping	
3660	SB005485SC	Stores/services bought past 3 months Any game/toy store (includ video games) (A)	Retail Shopping	
3661	SB005486SC	Stores/services bought past 3 months Any home accessory store (A)	Retail Shopping	
3662	SB005487SC	Stores/services bought past 3 months Any jewelry store (A)	Retail Shopping	
3663	SB005488SC	Stores/services bought past 3 months Any music/video store (A)	Retail Shopping	
3664	SB005489SC	Stores/services bought past 3 months Any office supply/service store (A)	Retail Shopping	
3665	SB005490SC	Stores/services bought past 3 months Any pet supply store (A)	Retail Shopping	
3666	SB005491SC	Stores/services bought past 3 months Any shoe store (A)	Retail Shopping	
3667	SB005492SC	Stores/services bought past 3 months Any sporting goods store (A)	Retail Shopping	
3668	SB004863SC	Stores/services bought past 3 months Did not buy (A)	Retail Shopping	
3669	SB005507SC	Stores/services shopped past 3 months Academy Sports + Outdoors (A)	Retail Shopping	
3670	SB004706SC	Stores/services shopped past 3 months Amazon (A)	Retail Shopping	
3671	SB005508SC	Stores/services shopped past 3 months Barnes & Noble (A)	Retail Shopping	
3672	SB005509SC	Stores/services shopped past 3 months Bass Pro Shops (A)	Retail Shopping	
3673	SB005510SC	Stores/services shopped past 3 months Bath & Body Works (A)	Retail Shopping	
3674	SB005511SC	Stores/services shopped past 3 months Bed, Bath & Beyond (A)	Retail Shopping	
3675	SB002659SC	Stores/services shopped past 3 months Best Buy (A)	Retail Shopping	
3676	SB002660SC	Stores/services shopped past 3 months Big Lots (A)	Retail Shopping	
3677	SB002661SC	Stores/services shopped past 3 months BJs Wholesale Club (A)	Retail Shopping	
3678	SB002662SC	Stores/services shopped past 3 months Bloomingdales (A)	Retail Shopping	
3679	SB002663SC	Stores/services shopped past 3 months Burlington (A)	Retail Shopping	
3680	SB005735SC	Stores/services shopped past 3 months Cabelas (A)	Retail Shopping	
3681	SB002664SC	Stores/services shopped past 3 months Costco (A)	Retail Shopping	
3682	SB005512SC	Stores/services shopped past 3 months DICKS Sporting Goods (A)	Retail Shopping	
3683	SB002666SC	Stores/services shopped past 3 months Dillards (A)	Retail Shopping	
3684	SB002667SC	Stores/services shopped past 3 months Dollar General (A)	Retail Shopping	
3685	SB002668SC	Stores/services shopped past 3 months Dollar Tree (A)	Retail Shopping	
3686	SB002669SC	Stores/services shopped past 3 months Family Dollar (A)	Retail Shopping	
3687	SB005513SC	Stores/services shopped past 3 months FedEx Office (A)	Retail Shopping	
3688	SB005514SC	Stores/services shopped past 3 months GameStop (A)	Retail Shopping	
3689	SB005515SC	Stores/services shopped past 3 months Hobby Lobby (A)	Retail Shopping	
3690	SB002670SC	Stores/services shopped past 3 months HomeGoods (A)	Retail Shopping	
3691	SB005698SC	Stores/services shopped past 3 months IKEA(A)	Retail Shopping	
3692	SB005516SC	Stores/services shopped past 3 months iTunes (A)	Retail Shopping	
3693	SB002671SC	Stores/services shopped past 3 months JCPenney (A)	Retail Shopping	
3694	SB002673SC	Stores/services shopped past 3 months Kohls (A)	Retail Shopping	
3695	SB002675SC	Stores/services shopped past 3 months Macys (A)	Retail Shopping	
3696	SB002676SC	Stores/services shopped past 3 months Marshalls (A)	Retail Shopping	
3697	SB005517SC	Stores/services shopped past 3 months Michaels (A)	Retail Shopping	
3698	SB002677SC	Stores/services shopped past 3 months Neiman Marcus (A)	Retail Shopping	
3699	SB002678SC	Stores/services shopped past 3 months Nordstrom (A)	Retail Shopping	
3700	SB002679SC	Stores/services shopped past 3 months Nordstrom Rack (A)	Retail Shopping	

ORDER	VARIABLE	DESCRIPTION	CATEGORY	CONSUMPTION
3701	SB005518SC	Stores/services shopped past 3 months Office Depot/OfficeMax (A)	Retail Shopping	
3702	SB005519SC	Stores/services shopped past 3 months Old Navy (A)	Retail Shopping	
3703	SB005521SC	Stores/services shopped past 3 months Petco (A)	Retail Shopping	
3704	SB005520SC	Stores/services shopped past 3 months PetSmart (A)	Retail Shopping	
3705	SB002680SC	Stores/services shopped past 3 months Ross Dress For Less (A)	Retail Shopping	
3706	SB004774SC	Stores/services shopped past 3 months Saks Fifth Avenue (A)	Retail Shopping	
3707	SB002681SC	Stores/services shopped past 3 months Sams Club (A)	Retail Shopping	
3708	SB002682SC	Stores/services shopped past 3 months Sears (A)	Retail Shopping	
3709	SB005522SC	Stores/services shopped past 3 months Staples (A)	Retail Shopping	
3710	SB002683SC	Stores/services shopped past 3 months Stein Mart (A)	Retail Shopping	
3711	SB002684SC	Stores/services shopped past 3 months Target (A)	Retail Shopping	
3712	SB002685SC	Stores/services shopped past 3 months TJ Maxx (A)	Retail Shopping	
3713	SB005523SC	Stores/services shopped past 3 months The UPS Store (A)	Retail Shopping	
3714	SB005524SC	Stores/services shopped past 3 months Victorias Secret (A)	Retail Shopping	
3715	SB002686SC	Stores/services shopped past 3 months Walmart (A)	Retail Shopping	
3716	SB005493SC	Stores/services shopped past 3 months Any bookstore (A)	Retail Shopping	
3717	SB005494SC	Stores/services shopped past 3 months Any bridal shop (A)	Retail Shopping	
3718	SB005495SC	Stores/services shopped past 3 months Any clothing store (A)	Retail Shopping	
3719	SB005496SC	Stores/services shopped past 3 months Any day spa (A)	Retail Shopping	
3720	SB005497SC	Stores/services shopped past 3 months Any dry cleaner (A)	Retail Shopping	
3721	SB005498SC	Stores/services shopped past 3 months Any florist (excluding grocers) (A)	Retail Shopping	
3722	SB005499SC	Stores/services shopped past 3 months Any game/toy store (incl video games) (A)	Retail Shopping	
3723	SB005500SC	Stores/services shopped past 3 months Any home accessory store (A)	Retail Shopping	
3724	SB005501SC	Stores/services shopped past 3 months Any jewelry store (A)	Retail Shopping	
3725	SB005502SC	Stores/services shopped past 3 months Any music/video store (A)	Retail Shopping	
3726	SB005503SC	Stores/services shopped past 3 months Any office supply/service store (A)	Retail Shopping	
3727	SB005504SC	Stores/services shopped past 3 months Any pet supply store (A)	Retail Shopping	
3728	SB005505SC	Stores/services shopped past 3 months Any shoe store (A)	Retail Shopping	
3729	SB005506SC	Stores/services shopped past 3 months Any sporting goods store (A)	Retail Shopping	
3730	SB005697SC	Stores/services shopped past 3 months Any store/service shopped past 3 mnths (A)	Retail Shopping	
3731	SB002665SC	Stores/services shopped past 3 months Did not shop (A)	Retail Shopping	
3732	SB005662SC	Stores/services shopped in-store past 3 months Academy Sports + Outdoors (A)	Retail Shopping	
3733	SB005667SC	Stores/services shopped in-store past 3 months Anthropologie (A)	Retail Shopping	
3734	SB005668SC	Stores/services shopped in-store past 3 months At Home (A)	Retail Shopping	
3735	SB005663SC	Stores/services shopped in-store past 3 months Barnes & Noble (A)	Retail Shopping	
3736	SB005664SC	Stores/services shopped in-store past 3 months Bass Pro Shops (A)	Retail Shopping	
3737	SB005665SC	Stores/services shopped in-store past 3 months Bath & Body Works (A)	Retail Shopping	
3738	SB005666SC	Stores/services shopped in-store past 3 months Bed, Bath & Beyond (A)	Retail Shopping	
3739	SB004893SC	Stores/services shopped in-store past 3 months Best Buy (A)	Retail Shopping	
3740	SB004894SC	Stores/services shopped in-store past 3 months Big Lots (A)	Retail Shopping	
3741	SB004895SC	Stores/services shopped in-store past 3 months BJ's Club (A)	Retail Shopping	
3742	SB004896SC	Stores/services shopped in-store past 3 months Bloomingdales (A)	Retail Shopping	
3743	SB004897SC	Stores/services shopped in-store past 3 months Burlington (A)	Retail Shopping	
3744	SB005669SC	Stores/services shopped in-store past 3 months Cabelas (A)	Retail Shopping	
3745	SB004898SC	Stores/services shopped in-store past 3 months Costco (A)	Retail Shopping	
3746	SB005670SC	Stores/services shopped in-store past 3 months DICKS Sporting Goods (A)	Retail Shopping	
3747	SB004899SC	Stores/services shopped in-store past 3 months Dillards (A)	Retail Shopping	
3748	SB004900SC	Stores/services shopped in-store past 3 months Dollar General (A)	Retail Shopping	
3749	SB004901SC	Stores/services shopped in-store past 3 months Dollar Tree (A)	Retail Shopping	
3750	SB004902SC	Stores/services shopped in-store past 3 months Family Dollar (A)	Retail Shopping	
3751	SB005671SC	Stores/services shopped in-store past 3 months FedEx Office (A)	Retail Shopping	
3752	SB005672SC	Stores/services shopped in-store past 3 months GameStop (A)	Retail Shopping	
3753	SB005673SC	Stores/services shopped in-store past 3 months Hobby Lobby (A)	Retail Shopping	
3754	SB004903SC	Stores/services shopped in-store past 3 months HomeGoods (A)	Retail Shopping	
3755	SB005674SC	Stores/services shopped in-store past 3 months IKEA (A)	Retail Shopping	
3756	SB004904SC	Stores/services shopped in-store past 3 months JCPenney (A)	Retail Shopping	
3757	SB004906SC	Stores/services shopped in-store past 3 months Kohls (A)	Retail Shopping	
3758	SB004907SC	Stores/services shopped in-store past 3 months Macys (A)	Retail Shopping	
3759	SB004908SC	Stores/services shopped in-store past 3 months Marshalls (A)	Retail Shopping	
3760	SB005675SC	Stores/services shopped in-store past 3 months Michaels (A)	Retail Shopping	
3761	SB004909SC	Stores/services shopped in-store past 3 months Neiman Marcus (A)	Retail Shopping	
3762	SB004910SC	Stores/services shopped in-store past 3 months Nordstrom (A)	Retail Shopping	
3763	SB004911SC	Stores/services shopped in-store past 3 months Nordstrom Rack (A)	Retail Shopping	
3764	SB005676SC	Stores/services shopped in-store past 3 months Office Depot/OfficeMax (A)	Retail Shopping	
3765	SB005677SC	Stores/services shopped in-store past 3 months Old Navy (A)	Retail Shopping	
3766	SB005678SC	Stores/services shopped in-store past 3 months Petco (A)	Retail Shopping	
3767	SB005679SC	Stores/services shopped in-store past 3 months PetSmart (A)	Retail Shopping	
3768	SB004912SC	Stores/services shopped in-store past 3 months Ross Dress For Less (A)	Retail Shopping	
3769	SB004913SC	Stores/services shopped in-store past 3 months Saks 5th Avenue (A)	Retail Shopping	
3770	SB004914SC	Stores/services shopped in-store past 3 months Sams Club (A)	Retail Shopping	
3771	SB004915SC	Stores/services shopped in-store past 3 months Sears (A)	Retail Shopping	
3772	SB005680SC	Stores/services shopped in-store past 3 months Staples (A)	Retail Shopping	
3773	SB004916SC	Stores/services shopped in-store past 3 months Stein Mart (A)	Retail Shopping	
3774	SB004917SC	Stores/services shopped in-store past 3 months Target (A)	Retail Shopping	

ORDER	VARIABLE	DESCRIPTION	CATEGORY	CONSUMPTION
3775	SB004918SC	Stores/services shopped in-store past 3 months TJ Maxx (A)	Retail Shopping	
3776	SB005681SC	Stores/services shopped in-store past 3 months The UPS Store (A)	Retail Shopping	
3777	SB005682SC	Stores/services shopped in-store past 3 months Victorias Secret (A)	Retail Shopping	
3778	SB004919SC	Stores/services shopped in-store past 3 months Walmart (A)	Retail Shopping	
3779	SB004920SC	Stores/services shopped in-store past 3 months Any store (A)	Retail Shopping	
3780	SB005683SC	Stores/services shopped in-store past 3 months Any bookstore (A)	Retail Shopping	
3781	SB005684SC	Stores/services shopped in-store past 3 months Any bridal shop (A)	Retail Shopping	
3782	SB005685SC	Stores/services shopped in-store past 3 months Any clothing store (A)	Retail Shopping	
3783	SB005686SC	Stores/services shopped in-store past 3 months Any day spa (A)	Retail Shopping	
3784	SB005687SC	Stores/services shopped in-store past 3 months Any dry cleaner (A)	Retail Shopping	
3785	SB005688SC	Stores/services shopped in-store past 3 months Any florist (excl grocers) (A)	Retail Shopping	
3786	SB005689SC	Stores/services shopped in-store past 3 months Any game/toy store (A)	Retail Shopping	
3787	SB005690SC	Stores/services shopped in-store past 3 months Any home accessory store (A)	Retail Shopping	
3788	SB005691SC	Stores/services shopped in-store past 3 months Any jewelry store (A)	Retail Shopping	
3789	SB005692SC	Stores/services shopped in-store past 3 months Any music/video store (A)	Retail Shopping	
3790	SB005693SC	Stores/services shopped in-store past 3 months Any office supply store (A)	Retail Shopping	
3791	SB005694SC	Stores/services shopped in-store past 3 months Any pet supply store (A)	Retail Shopping	
3792	SB005695SC	Stores/services shopped in-store past 3 months Any shoe store (A)	Retail Shopping	
3793	SB005696SC	Stores/services shopped in-store past 3 months Any sporting goods store (A)	Retail Shopping	
3794	SB005699SC	Stores/services shopped online past 3 months Academy Sports + Outdoors (A)	Retail Shopping	
3795	SB004864SC	Stores/services shopped online past 3 months Amazon (A)	Retail Shopping	
3796	SB005700SC	Stores/services shopped online past 3 months Anthropologie (A)	Retail Shopping	
3797	SB005701SC	Stores/services shopped online past 3 months Barnes & Noble (A)	Retail Shopping	
3798	SB005702SC	Stores/services shopped online past 3 months Bass Pro Shops (A)	Retail Shopping	
3799	SB005703SC	Stores/services shopped online past 3 months Bath & Body Works (A)	Retail Shopping	
3800	SB005704SC	Stores/services shopped online past 3 months Bed, Bath & Beyond (A)	Retail Shopping	
3801	SB004866SC	Stores/services shopped online past 3 months Best Buy (A)	Retail Shopping	
3802	SB004868SC	Stores/services shopped online past 3 months BJs Wholesale Club (A)	Retail Shopping	
3803	SB005705SC	Stores/services shopped online past 3 months Cabelas (A)	Retail Shopping	
3804	SB004871SC	Stores/services shopped online past 3 months Costco (A)	Retail Shopping	
3805	SB005706SC	Stores/services shopped online past 3 months Crate & Barrel (A)	Retail Shopping	
3806	SB005707SC	Stores/services shopped online past 3 months DICKS Sporting Goods (A)	Retail Shopping	
3807	SB005708SC	Stores/services shopped online past 3 months FedEx Office (A)	Retail Shopping	
3808	SB005709SC	Stores/services shopped online past 3 months GameStop (A)	Retail Shopping	
3809	SB005710SC	Stores/services shopped online past 3 months Hobby Lobby (A)	Retail Shopping	
3810	SB005711SC	Stores/services shopped online past 3 months IKEA (A)	Retail Shopping	
3811	SB005712SC	Stores/services shopped online past 3 months iTunes (A)	Retail Shopping	
3812	SB004877SC	Stores/services shopped online past 3 months JCPenney (A)	Retail Shopping	
3813	SB004879SC	Stores/services shopped online past 3 months Kohls (A)	Retail Shopping	
3814	SB004880SC	Stores/services shopped online past 3 months Macys (A)	Retail Shopping	
3815	SB005713SC	Stores/services shopped online past 3 months Michaels (A)	Retail Shopping	
3816	SB004882SC	Stores/services shopped online past 3 months Neiman Marcus (A)	Retail Shopping	
3817	SB004883SC	Stores/services shopped online past 3 months Nordstrom (A)	Retail Shopping	
3818	SB004884SC	Stores/services shopped online past 3 months Nordstrom Rack (A)	Retail Shopping	
3819	SB005714SC	Stores/services shopped online past 3 months Office Depot/OfficeMax (A)	Retail Shopping	
3820	SB005715SC	Stores/services shopped online past 3 months Old Navy (A)	Retail Shopping	
3821	SB005716SC	Stores/services shopped online past 3 months Petco (A)	Retail Shopping	
3822	SB005717SC	Stores/services shopped online past 3 months PetSmart (A)	Retail Shopping	
3823	SB004885SC	Stores/services shopped online past 3 months Sams Club (A)	Retail Shopping	
3824	SB004887SC	Stores/services shopped online past 3 months Target (A)	Retail Shopping	
3825	SB004888SC	Stores/services shopped online past 3 months TJ Maxx (A)	Retail Shopping	
3826	SB005718SC	Stores/services shopped online past 3 months The UPS Store (A)	Retail Shopping	
3827	SB005719SC	Stores/services shopped online past 3 months Victorias Secret (A)	Retail Shopping	
3828	SB004889SC	Stores/services shopped online past 3 months Walmart (A)	Retail Shopping	
3829	SB004890SC	Stores/services shopped online past 3 months Any store (A)	Retail Shopping	
3830	SB005720SC	Stores/services shopped online past 3 months Any bookstore (A)	Retail Shopping	
3831	SB005721SC	Stores/services shopped online past 3 months Any bridal shop (A)	Retail Shopping	
3832	SB005722SC	Stores/services shopped online past 3 months Any clothing store (A)	Retail Shopping	
3833	SB005723SC	Stores/services shopped online past 3 months Any day spa (A)	Retail Shopping	
3834	SB005724SC	Stores/services shopped online past 3 months Any florist (excluding grocers) (A)	Retail Shopping	
3835	SB005725SC	Stores/services shopped online past 3 months Any game/toy store (A)	Retail Shopping	
3836	SB005726SC	Stores/services shopped online past 3 months Any home accessory store (A)	Retail Shopping	
3837	SB005727SC	Stores/services shopped online past 3 months Any jewelry store (A)	Retail Shopping	
3838	SB005728SC	Stores/services shopped online past 3 months Any music/video store (A)	Retail Shopping	
3839	SB005729SC	Stores/services shopped online past 3 months Any office supply/service store (A)	Retail Shopping	
3840	SB005730SC	Stores/services shopped online past 3 months Any pet supply store (A)	Retail Shopping	
3841	SB005731SC	Stores/services shopped online past 3 months Any shoe store (A)	Retail Shopping	
3842	SB005732SC	Stores/services shopped online past 3 months Any sporting goods store (A)	Retail Shopping	
3843	SB004891SC	Stores/services shopped online past 3 months Did not shop (A)	Retail Shopping	
3844	SB002774SC	No. of times bought from a mail order catalog past 12 months 2 times (A)	Retail Shopping	
3845	SB002775SC	No. of times bought from a mail order catalog past 12 months 3 - 5 times (A)	Retail Shopping	
3846	SB002776SC	No. of times bought from a mail order catalog past 12 months 6 times or more (A)	Retail Shopping	
3847	SB002777SC	No. of times bought from a mail order catalog past 12 months None (A)	Retail Shopping	
3848	SB002778SC	No. of times bought from other mail advertising past 12 mos 1 time (A)	Retail Shopping	

ORDER	VARIABLE	DESCRIPTION	CATEGORY	CONSUMPTION
3849	SB002779SC	No. of times bought from other mail advertising past 12 mos 2 times (A)	Retail Shopping	
3850	SB002781SC	No. of times bought from other mail advertising past 12 mos 6 times or more (A)	Retail Shopping	
3851	SB002782SC	No. of times bought from other mail advertising past 12 mos None (A)	Retail Shopping	
3852	SB002846SC	Sports apparel/clothing with team logos bought past 12 months College sports (A)	Retail Shopping	
3853	SB002847SC	Sports apparel/clothing with team logos bought past 12 months High school sports (A)	Retail Shopping	
3854	SB002848SC	Sports apparel/clothing with team logos bought past 12 months MLB (A)	Retail Shopping	
3855	SB002850SC	Sports apparel/clothing with team logos bought past 12 months NBA (A)	Retail Shopping	
3856	SB002851SC	Sports apparel/clothing with team logos bought past 12 months NFL (A)	Retail Shopping	
3857	SB002852SC	Sports apparel/clothing with team logos bought past 12 months NHL (A)	Retail Shopping	
3858	SB004569SC	Sports apparel/clothing w/team logos bought past 12 months WWE (pro wrestling) (A)	Retail Shopping	
3859	SB002854SC	Sports apparel/clothing with team logos bought past 12 months Other sport (A)	Retail Shopping	
3860	SB002853SC	Sports apparel/clothing with team logos bought past 12 months None (A)	Retail Shopping	
3861	MM1392SC	Internet: visited Spanish Language website or app last 30 days (A)	Spanish Language Media	
3862	MM1391SC	Spanish Language Media: Radio: listened to any Hispanic format, last 7 days (A)	Spanish Language Media	
3863	MM1393SC	Television: watched a Spanish Language network (Telemundo, UniMas, Univision) (A)	Spanish Language Media	
3864	SB000045SC	Activities past 12 months Adult continuing education (A)	Sports and Leisure	
3865	SB000043SC	Activities past 12 months Basketball (A)	Sports and Leisure	
3866	SB000042SC	Activities past 12 months Bicycling (A)	Sports and Leisure	
3867	SB000041SC	Activities past 12 months Boating (A)	Sports and Leisure	
3868	SB000040SC	Activities past 12 months Bowling (A)	Sports and Leisure	
3869	SB000039SC	Activities past 12 months Camping (A)	Sports and Leisure	
3870	SB005382SC	Activities past 12 months Competitive video gaming (A)	Sports and Leisure	
3871	SB000038SC	Activities past 12 months Fishing (A)	Sports and Leisure	
3872	SB000037SC	Activities past 12 months Football (A)	Sports and Leisure	
3873	SB000036SC	Activities past 12 months Gardening (flowers or vegetables) (A)	Sports and Leisure	
3874	SB000035SC	Activities past 12 months Golf (A)	Sports and Leisure	
3875	SB003669SC	Activities past 12 months Grilling - outdoor cooking (A)	Sports and Leisure	
3876	SB004710SC	Activities past 12 months Group fitness class (A)	Sports and Leisure	
3877	SB000034SC	Activities past 12 months Hiking - backpacking (A)	Sports and Leisure	
3878	SB000033SC	Activities past 12 months Hunting (A)	Sports and Leisure	
3879	SB000031SC	Activities past 12 months Lawn care (A)	Sports and Leisure	
3880	SB000032SC	Activities past 12 months Running, Any (A)	Sports and Leisure	
3881	SB005383SC	Activities past 12 months Running, Organized race (5k, marathon, etc.) (A)	Sports and Leisure	
3882	SB005384SC	Activities past 12 months Running, other (A)	Sports and Leisure	
3883	SB000028SC	Activities past 12 months Sewing - crafts (A)	Sports and Leisure	
3884	SB000027SC	Activities past 12 months Snow skiing - snowboarding (A)	Sports and Leisure	
3885	SB000026SC	Activities past 12 months Soccer (A)	Sports and Leisure	
3886	SB000044SC	Activities past 12 months Softball - baseball (A)	Sports and Leisure	
3887	SB000025SC	Activities past 12 months Swimming (A)	Sports and Leisure	
3888	SB000024SC	Activities past 12 months Tennis (A)	Sports and Leisure	
3889	SB000023SC	Activities past 12 months Volunteer work (A)	Sports and Leisure	
3890	SB000022SC	Activities past 12 months Yoga - pilates (A)	Sports and Leisure	
3891	SB002871SC	Amount HHL contributed to public radio past 12 mos \$35 - \$99 (H)	Sports and Leisure	
3892	SB002872SC	Amount HHL contributed to public radio past 12 mos \$100 or more (H)	Sports and Leisure	
3893	SB002873SC	Amount HHL contributed to public radio past 12 mos Nothing (H)	Sports and Leisure	
3894	SB002875SC	Amount HHL contributed to public TV past 12 months \$35 - \$99 (H)	Sports and Leisure	
3895	SB002877SC	Amount HHL contributed to public TV past 12 months Nothing (H)	Sports and Leisure	
3896	SB003456SC	Current level of interest in Arena Football League (AFL) A little bit (A)	Sports and Leisure	
3897	SB003457SC	Current level of interest in Arena Football League (AFL) Not at all (A)	Sports and Leisure	
3898	SB003459SC	Current level of interest in College baseball Somewhat (A)	Sports and Leisure	
3899	SB003460SC	Current level of interest in College baseball A little bit (A)	Sports and Leisure	
3900	SB003461SC	Current level of interest in College baseball Not at all (A)	Sports and Leisure	
3901	SB003462SC	Current level of interest in College basketball Very (A)	Sports and Leisure	
3902	SB003463SC	Current level of interest in College basketball Somewhat (A)	Sports and Leisure	
3903	SB003464SC	Current level of interest in College basketball A little bit (A)	Sports and Leisure	
3904	SB003465SC	Current level of interest in College basketball Not at all (A)	Sports and Leisure	
3905	SB003466SC	Current level of interest in College football Very (A)	Sports and Leisure	
3906	SB003467SC	Current level of interest in College football Somewhat (A)	Sports and Leisure	
3907	SB003468SC	Current level of interest in College football A little bit (A)	Sports and Leisure	
3908	SB003469SC	Current level of interest in College football Not at all (A)	Sports and Leisure	
3909	SB003471SC	Current level of interest in College hockey Somewhat (A)	Sports and Leisure	
3910	SB003472SC	Current level of interest in College hockey A little bit (A)	Sports and Leisure	
3911	SB003473SC	Current level of interest in College hockey Not at all (A)	Sports and Leisure	
3912	SB005007SC	Current level of interest in eSports (pro video gaming) Very (A)	Sports and Leisure	
3913	SB005008SC	Current level of interest in eSports (pro video gaming) Somewhat (A)	Sports and Leisure	
3914	SB005009SC	Current level of interest in eSports (pro video gaming) A little bit (A)	Sports and Leisure	
3915	SB005010SC	Current level of interest in eSports (pro video gaming) Not at all (A)	Sports and Leisure	
3916	SB003476SC	Current level of interest in European soccer Very (A)	Sports and Leisure	
3917	SB003477SC	Current level of interest in European soccer Somewhat (A)	Sports and Leisure	
3918	SB003478SC	Current level of interest in European soccer A little bit (A)	Sports and Leisure	
3919	SB003479SC	Current level of interest in European soccer Not at all (A)	Sports and Leisure	
3920	SB003480SC	Current level of interest in Extreme/action sports Very (A)	Sports and Leisure	
3921	SB003481SC	Current level of interest in Extreme/action sports Somewhat (A)	Sports and Leisure	
3922	SB003482SC	Current level of interest in Extreme/action sports A little bit (A)	Sports and Leisure	

ORDER	VARIABLE	DESCRIPTION	CATEGORY	CONSUMPTION
3923	SB003483SC	Current level of interest in Extreme/action sports Not at all (A)	Sports and Leisure	
3924	SB003484SC	Current level of interest in Figure skating Very (A)	Sports and Leisure	
3925	SB003485SC	Current level of interest in Figure skating Somewhat (A)	Sports and Leisure	
3926	SB003486SC	Current level of interest in Figure skating A little bit (A)	Sports and Leisure	
3927	SB003487SC	Current level of interest in Figure skating Not at all (A)	Sports and Leisure	
3928	SB003489SC	Current level of interest in Formula One (F1) racing A little bit (A)	Sports and Leisure	
3929	SB003490SC	Current level of interest in Formula One (F1) racing Not at all (A)	Sports and Leisure	
3930	SB003496SC	Current level of interest in Gymnastics Somewhat (A)	Sports and Leisure	
3931	SB003497SC	Current level of interest in Gymnastics A little bit (A)	Sports and Leisure	
3932	SB003498SC	Current level of interest in Gymnastics Not at all (A)	Sports and Leisure	
3933	SB003499SC	Current level of interest in High school sports Very (A)	Sports and Leisure	
3934	SB003501SC	Current level of interest in High school sports A little bit (A)	Sports and Leisure	
3935	SB003502SC	Current level of interest in High school sports Not at all (A)	Sports and Leisure	
3936	SB003500SC	Current level of interest in High school sports Somewhat (A)	Sports and Leisure	
3937	SB003503SC	Current level of interest in Horse racing Very (A)	Sports and Leisure	
3938	SB003504SC	Current level of interest in Horse racing Somewhat (A)	Sports and Leisure	
3939	SB003505SC	Current level of interest in Horse racing A little bit (A)	Sports and Leisure	
3940	SB003506SC	Current level of interest in Horse racing Not at all (A)	Sports and Leisure	
3941	SB005014SC	Current level of interest in IMSA SportsCar Championship Not at all (A)	Sports and Leisure	
3942	SB003508SC	Current level of interest in IndyCar Series Somewhat (A)	Sports and Leisure	
3943	SB003509SC	Current level of interest in IndyCar Series A little bit (A)	Sports and Leisure	
3944	SB003510SC	Current level of interest in IndyCar Series Not at all (A)	Sports and Leisure	
3945	SB003512SC	Current level of interest in LPGA Tour (women's golf) Somewhat (A)	Sports and Leisure	
3946	SB003513SC	Current level of interest in LPGA Tour (women's golf) A little bit (A)	Sports and Leisure	
3947	SB003514SC	Current level of interest in LPGA Tour (women's golf) Not at all (A)	Sports and Leisure	
3948	SB003515SC	Current level of interest in Major League Baseball (MLB) Very (A)	Sports and Leisure	
3949	SB003516SC	Current level of interest in Major League Baseball (MLB) Somewhat (A)	Sports and Leisure	
3950	SB003517SC	Current level of interest in Major League Baseball (MLB) A little bit (A)	Sports and Leisure	
3951	SB003518SC	Current level of interest in Major League Baseball (MLB) Not at all (A)	Sports and Leisure	
3952	SB003519SC	Current level of interest in Major League Soccer (MLS) Very (A)	Sports and Leisure	
3953	SB003520SC	Current level of interest in Major League Soccer (MLS) Somewhat (A)	Sports and Leisure	
3954	SB003521SC	Current level of interest in Major League Soccer (MLS) A little bit (A)	Sports and Leisure	
3955	SB003522SC	Current level of interest in Major League Soccer (MLS) Not at all (A)	Sports and Leisure	
3956	SB003523SC	Current level of interest in Men's tennis (ATP) Very (A)	Sports and Leisure	
3957	SB003524SC	Current level of interest in Men's tennis (ATP) Somewhat (A)	Sports and Leisure	
3958	SB003525SC	Current level of interest in Men's tennis (ATP) A little bit (A)	Sports and Leisure	
3959	SB003526SC	Current level of interest in Men's tennis (ATP) Not at all (A)	Sports and Leisure	
3960	SB003527SC	Current level of interest in Mexican League soccer Very (A)	Sports and Leisure	
3961	SB003528SC	Current level of interest in Mexican League soccer Somewhat (A)	Sports and Leisure	
3962	SB003529SC	Current level of interest in Mexican League soccer A little bit (A)	Sports and Leisure	
3963	SB003530SC	Current level of interest in Mexican League soccer Not at all (A)	Sports and Leisure	
3964	SB003532SC	Current level of interest in Minor League Baseball Somewhat (A)	Sports and Leisure	
3965	SB003533SC	Current level of interest in Minor League Baseball A little bit (A)	Sports and Leisure	
3966	SB003534SC	Current level of interest in Minor League Baseball Not at all (A)	Sports and Leisure	
3967	SB003535SC	Current level of interest in Minor League Hockey Somewhat (A)	Sports and Leisure	
3968	SB003536SC	Current level of interest in Minor League Hockey A little bit (A)	Sports and Leisure	
3969	SB003537SC	Current level of interest in Minor League Hockey Not at all (A)	Sports and Leisure	
3970	SB003538SC	Current level of interest in Monster Jam (monster trucks) Very (A)	Sports and Leisure	
3971	SB003539SC	Current level of interest in Monster Jam (monster trucks) Somewhat (A)	Sports and Leisure	
3972	SB003540SC	Current level of interest in Monster Jam (monster trucks) A little bit (A)	Sports and Leisure	
3973	SB003541SC	Current level of interest in Monster Jam (monster trucks) Not at all (A)	Sports and Leisure	
3974	SB003545SC	Current level of interest in MotoGP (Grand Prix motorcycle) Not at all (A)	Sports and Leisure	
3975	SB003546SC	Current level of interest in NASCAR Very (A)	Sports and Leisure	
3976	SB003547SC	Current level of interest in NASCAR Somewhat (A)	Sports and Leisure	
3977	SB003548SC	Current level of interest in NASCAR A little bit (A)	Sports and Leisure	
3978	SB003549SC	Current level of interest in NASCAR Not at all (A)	Sports and Leisure	
3979	SB003554SC	Current level of interest in National Football League (NFL) Very (A)	Sports and Leisure	
3980	SB003555SC	Current level of interest in National Football League (NFL) Somewhat (A)	Sports and Leisure	
3981	SB003556SC	Current level of interest in National Football League (NFL) A little bit (A)	Sports and Leisure	
3982	SB003557SC	Current level of interest in National Football League (NFL) Not at all (A)	Sports and Leisure	
3983	SB003558SC	Current level of interest in National Hockey League (NHL) Very (A)	Sports and Leisure	
3984	SB003559SC	Current level of interest in National Hockey League (NHL) Somewhat (A)	Sports and Leisure	
3985	SB003560SC	Current level of interest in National Hockey League (NHL) A little bit (A)	Sports and Leisure	
3986	SB003561SC	Current level of interest in National Hockey League (NHL) Not at all (A)	Sports and Leisure	
3987	SB003550SC	Current level of interest in Nat'l Basketball Assoc (NBA) Very (A)	Sports and Leisure	
3988	SB003551SC	Current level of interest in Nat'l Basketball Assoc (NBA) Somewhat (A)	Sports and Leisure	
3989	SB003552SC	Current level of interest in Nat'l Basketball Assoc (NBA) A little bit (A)	Sports and Leisure	
3990	SB003553SC	Current level of interest in Nat'l Basketball Assoc (NBA) Not at all (A)	Sports and Leisure	
3991	SB004689SC	Current level of interest in NBA Gatorade League Very (A)	Sports and Leisure	
3992	SB003563SC	Current level of interest in NBA Gatorade League A little bit (A)	Sports and Leisure	
3993	SB003564SC	Current level of interest in NBA Gatorade League Not at all (A)	Sports and Leisure	
3994	SB003565SC	Current level of interest in NHRA Drag Racing Very (A)	Sports and Leisure	
3995	SB003566SC	Current level of interest in NHRA Drag Racing Somewhat (A)	Sports and Leisure	
3996	SB003567SC	Current level of interest in NHRA Drag Racing A little bit (A)	Sports and Leisure	

ORDER	VARIABLE	DESCRIPTION	CATEGORY	CONSUMPTION
3997	SB003568SC	Current level of interest in NHRA Drag Racing Not at all (A)	Sports and Leisure	
3998	SB003569SC	Current level of interest in Olympics Very (A)	Sports and Leisure	
3999	SB003570SC	Current level of interest in Olympics Somewhat (A)	Sports and Leisure	
4000	SB003571SC	Current level of interest in Olympics A little bit (A)	Sports and Leisure	
4001	SB003572SC	Current level of interest in Olympics Not at all (A)	Sports and Leisure	
4002	SB003573SC	Current level of interest in PGA TOUR (men's golf) Very (A)	Sports and Leisure	
4003	SB003574SC	Current level of interest in PGA TOUR (men's golf) Somewhat (A)	Sports and Leisure	
4004	SB003575SC	Current level of interest in PGA TOUR (men's golf) A little bit (A)	Sports and Leisure	
4005	SB003576SC	Current level of interest in PGA TOUR (men's golf) Not at all (A)	Sports and Leisure	
4006	SB003577SC	Current level of interest in Pro boxing Very (A)	Sports and Leisure	
4007	SB003578SC	Current level of interest in Pro boxing Somewhat (A)	Sports and Leisure	
4008	SB003579SC	Current level of interest in Pro boxing A little bit (A)	Sports and Leisure	
4009	SB003580SC	Current level of interest in Pro boxing Not at all (A)	Sports and Leisure	
4010	SB003581SC	Current level of interest in Pro Bull Riding (PBR) Very (A)	Sports and Leisure	
4011	SB003583SC	Current level of interest in Pro Bull Riding (PBR) A little bit (A)	Sports and Leisure	
4012	SB003584SC	Current level of interest in Pro Bull Riding (PBR) Not at all (A)	Sports and Leisure	
4013	SB003587SC	Current level of interest in Pro rodeo A little bit (A)	Sports and Leisure	
4014	SB003588SC	Current level of interest in Pro rodeo Not at all (A)	Sports and Leisure	
4015	SB003591SC	Current level of interest in Supercross/Motocross A little bit (A)	Sports and Leisure	
4016	SB003592SC	Current level of interest in Supercross/Motocross Not at all (A)	Sports and Leisure	
4017	SB003593SC	Current level of interest in UFC (Ultimate Fighting) Very (A)	Sports and Leisure	
4018	SB003594SC	Current level of interest in UFC (Ultimate Fighting) Somewhat (A)	Sports and Leisure	
4019	SB003595SC	Current level of interest in UFC (Ultimate Fighting) A little bit (A)	Sports and Leisure	
4020	SB003596SC	Current level of interest in UFC (Ultimate Fighting) Not at all (A)	Sports and Leisure	
4021	SB003599SC	Current level of interest in WNBA (Women's Nat'l Basketball) A little bit (A)	Sports and Leisure	
4022	SB003600SC	Current level of interest in WNBA (Women's Nat'l Basketball) Not at all (A)	Sports and Leisure	
4023	SB003601SC	Current level of interest in Women's tennis (WTA) Very (A)	Sports and Leisure	
4024	SB003602SC	Current level of interest in Women's tennis (WTA) Somewhat (A)	Sports and Leisure	
4025	SB003603SC	Current level of interest in Women's tennis (WTA) A little bit (A)	Sports and Leisure	
4026	SB003604SC	Current level of interest in Women's tennis (WTA) Not at all (A)	Sports and Leisure	
4027	SB003605SC	Current level of interest in WWE (pro wrestling) Very (A)	Sports and Leisure	
4028	SB003606SC	Current level of interest in WWE (pro wrestling) Somewhat (A)	Sports and Leisure	
4029	SB003607SC	Current level of interest in WWE (pro wrestling) A little bit (A)	Sports and Leisure	
4030	SB003608SC	Current level of interest in WWE (pro wrestling) Not at all (A)	Sports and Leisure	
4031	SB005030SC	Currently enrolled/attending classes at a college/university Yes (A)	Sports and Leisure	
4032	SB003013SC	Events attended past 12 months (net) Any auto racing track event (A)	Sports and Leisure	
4033	SB003014SC	Events attended past 12 months (net) Any high school sports event (A)	Sports and Leisure	
4034	SB003015SC	Events attended past 12 months (net) Any horse racing (A)	Sports and Leisure	
4035	SB003016SC	Events attended past 12 months (net) Any marathon/road race (A)	Sports and Leisure	
4036	SB003017SC	Events attended past 12 months (net) Any minor league baseball (A)	Sports and Leisure	
4037	SB003018SC	Events attended past 12 months (net) Any minor league hockey (A)	Sports and Leisure	
4038	SB003020SC	Events attended past 12 months (net) Any pro rodeo (A)	Sports and Leisure	
4039	SB004574SC	Events attended past 12 months (net) ACC basketball (A)	Sports and Leisure	
4040	SB004575SC	Events attended past 12 months (net) ACC football (A)	Sports and Leisure	
4041	SB002982SC	Events attended past 12 months (net) ACC sports event (A)	Sports and Leisure	
4042	SB004618SC	Events attended past 12 months (net) AHL (American Hockey League) (A)	Sports and Leisure	
4043	SB004619SC	Events attended past 12 months (net) American Athletic Conf. sports event (A)	Sports and Leisure	
4044	SB004728SC	Events attended past 12 months (net) Big 12 football (A)	Sports and Leisure	
4045	SB004577SC	Events attended past 12 months (net) Big 12 sports event (A)	Sports and Leisure	
4046	SB004729SC	Events attended past 12 months (net) Big Ten football (A)	Sports and Leisure	
4047	SB002983SC	Events attended past 12 months (net) Big Ten sports event (A)	Sports and Leisure	
4048	SB002984SC	Events attended past 12 months (net) College basketball (A)	Sports and Leisure	
4049	SB002985SC	Events attended past 12 months (net) College basketball regular season (A)	Sports and Leisure	
4050	SB002986SC	Events attended past 12 months (net) College football (A)	Sports and Leisure	
4051	SB004578SC	Events attended past 12 months (net) College football bowl games (A)	Sports and Leisure	
4052	SB002987SC	Events attended past 12 months (net) College football regular season (A)	Sports and Leisure	
4053	SB002988SC	Events attended past 12 months (net) College sports event (A)	Sports and Leisure	
4054	SB002989SC	Events attended past 12 months (net) Double-A (AA) Minor League Baseball (A)	Sports and Leisure	
4055	SB004733SC	Events attended past 12 mos (net) Eastern League minor league baseball (AA) (A)	Sports and Leisure	
4056	SB004734SC	Events attended past 12 months (net) ECHL (East Coast Hockey League) (A)	Sports and Leisure	
4057	SB003001SC	Events attended past 12 months (net) Intl. League minor league baseball (A)	Sports and Leisure	
4058	SB005525SC	Events attended past 12 months (net) Learfield IMG College basketball (A)	Sports and Leisure	
4059	SB005526SC	Events attended past 12 months (net) Learfield IMG College football (A)	Sports and Leisure	
4060	SB005527SC	Events attended past 12 months (net) Learfield IMG College sports event (A)	Sports and Leisure	
4061	SB003005SC	Events attended past 12 months (net) Major League Baseball (MLB) (A)	Sports and Leisure	
4062	SB004227SC	Events attended past 12 months (net) Major League Soccer (MLS) (A)	Sports and Leisure	
4063	SB003006SC	Events attended past 12 months (net) National Basketball Association (NBA) (A)	Sports and Leisure	
4064	SB003007SC	Events attended past 12 months (net) National Football League (NFL) (A)	Sports and Leisure	
4065	SB003008SC	Events attended past 12 months (net) National Hockey League (NHL) (A)	Sports and Leisure	
4066	SB004724SC	Events attended past 12 months (net) PAC-12 football (A)	Sports and Leisure	
4067	SB004620SC	Events attended past 12 months (net) PAC-12 sports event (A)	Sports and Leisure	
4068	SB003009SC	Events attended past 12 months (net) Pacific Coast League minor league baseball (A)	Sports and Leisure	
4069	SB004228SC	Events attended past 12 months (net) PGA TOUR (A)	Sports and Leisure	
4070	SB004581SC	Events attended past 12 months (net) SEC basketball (A)	Sports and Leisure	

ORDER	VARIABLE	DESCRIPTION	CATEGORY	CONSUMPTION
4071	SB003010SC	Events attended past 12 months (net) SEC football (A)	Sports and Leisure	
4072	SB003011SC	Events attended past 12 months (net) SEC sports event (A)	Sports and Leisure	
4073	SB004582SC	Events attended past 12 months (net) South Atlantic League minor lg baseball (A)	Sports and Leisure	
4074	SB004725SC	Events attended past 12 mos (net) Southern League minor league baseball (AA) (A)	Sports and Leisure	
4075	SB004727SC	Events attended past 12 months (net) United Soccer League Championship (A)	Sports and Leisure	
4076	SB000093SC	Events attended/places visited past 12 months Any paid ticket music concert (A)	Sports and Leisure	
4077	SB000105SC	Events attended/places visited past 12 months Any professional sports event (A)	Sports and Leisure	
4078	SB000104SC	Events attended/places visited past 12 months Any theme park (A)	Sports and Leisure	
4079	SB000103SC	Events attended/places visited past 12 months Art museum (A)	Sports and Leisure	
4080	SB000102SC	Events attended/places visited past 12 months Circus (A)	Sports and Leisure	
4081	SB000101SC	Events attended/places visited past 12 months Comedy club (A)	Sports and Leisure	
4082	SB000100SC	Events attended/places visited past 12 months Country music concert (A)	Sports and Leisure	
4083	SB000099SC	Events attended/places visited past 12 months Dance or ballet performance (A)	Sports and Leisure	
4084	SB000098SC	Events attended/places visited past 12 months High school sports event (A)	Sports and Leisure	
4085	SB003714SC	Events attended/places visited past 12 months Ice show (A)	Sports and Leisure	
4086	SB000096SC	Events attended/places visited past 12 months Job fair/recruitment fair (A)	Sports and Leisure	
4087	SB000095SC	Events attended/places visited past 12 months Live theater (A)	Sports and Leisure	
4088	SB000094SC	Events attended/places visited past 12 months Monster Jam (monster trucks) (A)	Sports and Leisure	
4089	SB000092SC	Events attended/places visited past 12 months R&B/rap/hip-hop concert (A)	Sports and Leisure	
4090	SB000091SC	Events attended/places visited past 12 months Rock concert (A)	Sports and Leisure	
4091	SB000090SC	Events attended/places visited past 12 months Symphony concert, opera, etc. (A)	Sports and Leisure	
4092	SB000089SC	Events attended/places visited past 12 months Times Square (in New York City) (A)	Sports and Leisure	
4093	SB000088SC	Events attended/places visited past 12 months WWE (pro wrestling) (A)	Sports and Leisure	
4094	SB000087SC	Events attended/places visited past 12 months Zoo (A)	Sports and Leisure	
4095	SB003956SC	Ever attended special/technical/vocational school Yes (A)	Sports and Leisure	
4096	SB005639SC	Ever attended special/technical/vocational school No (A)	Sports and Leisure	
4097	SB005377SC	Lifestyle changes hh plans to do next 12 mths Shop for in-home nursing (H)	Sports and Leisure	
4098	SB005378SC	Lifestyle changes hh plans to do next 12 mths Shop for out-of-home nrsing (H)	Sports and Leisure	
4099	SB002209SC	Lifestyle changes HHLD plans to do next 12 mths Shop for nursing care XXX (H)	Sports and Leisure	
4100	SB002213SC	Lifestyle change/event personally plan to do next 12 months Attnad adult ed class (A)	Sports and Leisure	
4101	SB002214SC	Lifestyle changes/events personally plan to do next 12 mths Birth of a child (A)	Sports and Leisure	
4102	SB002215SC	Lifestyle change/event personally plan to do next 12 months Birth of grandchild (A)	Sports and Leisure	
4103	SB002216SC	Lifestyle changes/events personally plan to do next 12 mths Buy house, condo (A)	Sports and Leisure	
4104	SB003427SC	Lifestyle change/event personally plan to do next 12 months Child finish college (A)	Sports and Leisure	
4105	SB002217SC	Lifestyle changes/events personally plan to do next 12 mths Get married (A)	Sports and Leisure	
4106	SB002218SC	Lifestyle changes/events personally plan to do next 12 months Go back to school (A)	Sports and Leisure	
4107	SB002220SC	Lifestyle changes/events personally plan to do next 12 months Last mortgage pmt (A)	Sports and Leisure	
4108	SB002219SC	Lifestyle changes/events personally plan to do next 12 mths Look for new job (A)	Sports and Leisure	
4109	SB002221SC	Lifestyle change/event personally plan to do next 12 months Move/change address (A)	Sports and Leisure	
4110	SB002222SC	Lifestyle changes/events personally plan to do next 12 months Refinance mortgage (A)	Sports and Leisure	
4111	SB002212SC	Lifestyle changes/events personally plan to do next 12 mths Retire (A)	Sports and Leisure	
4112	SB002211SC	Lifestyle changes/events personally plan to do next 12 months Sell house, condo (A)	Sports and Leisure	
4113	SB002223SC	Lifestyle characteristics Belong to health/fitness club or gym (A)	Sports and Leisure	
4114	SB004252SC	Lifestyle characteristics Caregiver of aging parent or relative (A)	Sports and Leisure	
4115	SB004253SC	Lifestyle characteristics Current or former military service (A)	Sports and Leisure	
4116	SB004254SC	Lifestyle characteristics Follow a weight loss program (A)	Sports and Leisure	
4117	SB002224SC	Lifestyle characteristics Have child in college (A)	Sports and Leisure	
4118	SB002225SC	Lifestyle characteristics Have life insurance (A)	Sports and Leisure	
4119	SB002226SC	Lifestyle characteristics Own a cat (A)	Sports and Leisure	
4120	SB002227SC	Lifestyle characteristics Own a dog (A)	Sports and Leisure	
4121	SB002228SC	Lifestyle characteristics Own other pet (A)	Sports and Leisure	
4122	SB002229SC	Lifestyle characteristics Self-employed (A)	Sports and Leisure	
4123	SB002230SC	Lifestyle characteristics Small business owner (A)	Sports and Leisure	
4124	SB002231SC	Lifestyle characteristics Work at home (most of the time or always) (A)	Sports and Leisure	
4125	SB003407SC	Movies when usually seen at a theater past 12 months Opening weekend (A)	Sports and Leisure	
4126	SB005035SC	Movies when usually seen at a theater past 12 months 1st two weeks (A)	Sports and Leisure	
4127	SB003408SC	Movies when usually seen at a theater past 12 months After the second week (A)	Sports and Leisure	
4128	SB003409SC	Movies when usually seen at a theater past 12 months Did not attend new movie (A)	Sports and Leisure	
4129	SB005032SC	No. of Arena Football League (AFL) games attended past 12 months None (A)	Sports and Leisure	
4130	SB001901SC	No. of College baseball games attended past 12 months 1 - 2 games (A)	Sports and Leisure	
4131	SB001900SC	No. of College baseball games attended past 12 months None (A)	Sports and Leisure	
4132	SB001903SC	No. of College basketball games attended past 12 months 1 - 2 games (A)	Sports and Leisure	
4133	SB001904SC	No. of College basketball games attended past 12 months 3 - 9 games (A)	Sports and Leisure	
4134	SB001902SC	No. of College basketball games attended past 12 months None (A)	Sports and Leisure	
4135	SB001906SC	No. of College football games attended past 12 months 1 - 2 games (A)	Sports and Leisure	
4136	SB001907SC	No. of College football games attended past 12 months 3 - 9 games (A)	Sports and Leisure	
4137	SB001909SC	No. of College football games attended past 12 months None (A)	Sports and Leisure	
4138	SB004092SC	No. of College hockey games attended past 12 months None (A)	Sports and Leisure	
4139	SB004048SC	No. of European soccer games attended past 12 months 1 - 2 games (A)	Sports and Leisure	
4140	SB004047SC	No. of European soccer games attended past 12 months None (A)	Sports and Leisure	
4141	SB004049SC	No. of Extreme/action sports events attended past 12 months None (A)	Sports and Leisure	
4142	SB001913SC	No. of Figure skating events attended past 12 months None (A)	Sports and Leisure	
4143	SB005034SC	No. of Formula One (F1) racing events attended past 12 mos None (A)	Sports and Leisure	
4144	SB001915SC	No. of Gymnastics events attended past 12 months None (A)	Sports and Leisure	

ORDER	VARIABLE	DESCRIPTION	CATEGORY	CONSUMPTION
4145	SB001916SC	No. of High school sports events attended past 12 months 1 - 2 events (A)	Sports and Leisure	
4146	SB001917SC	No. of High school sports events attended past 12 months 3 - 9 events (A)	Sports and Leisure	
4147	SB001918SC	No. of High school sports events attended past 12 months 10+ events (A)	Sports and Leisure	
4148	SB001919SC	No. of High school sports events attended past 12 months None (A)	Sports and Leisure	
4149	SB001920SC	No. of Horse racing events attended past 12 months 1 - 2 events (A)	Sports and Leisure	
4150	SB001921SC	No. of Horse racing events attended past 12 months None (A)	Sports and Leisure	
4151	SB004055SC	No. of IndyCar Series events attended past 12 months None (A)	Sports and Leisure	
4152	SB004057SC	No. of LPGA Tour (women's golf) events attended past 12 months None (A)	Sports and Leisure	
4153	SB001922SC	No. of Major League Baseball (MLB) games attended past 12 mos 1 - 2 games (A)	Sports and Leisure	
4154	SB001923SC	No. of Major League Baseball (MLB) games attended past 12 mos 3 - 9 games (A)	Sports and Leisure	
4155	SB001924SC	No. of Major League Baseball (MLB) games attended past 12 mos 10+ games (A)	Sports and Leisure	
4156	SB001925SC	No. of Major League Baseball (MLB) games attended past 12 mos None (A)	Sports and Leisure	
4157	SB001926SC	No. of Major League Soccer (MLS) games attended past 12 months 1 - 2 games (A)	Sports and Leisure	
4158	SB004063SC	No. of Major League Soccer (MLS) games attended past 12 months 3 - 9 games (A)	Sports and Leisure	
4159	SB001927SC	No. of Major League Soccer (MLS) games attended past 12 months None (A)	Sports and Leisure	
4160	SB004060SC	No. of Men's tennis (ATP) events attended past 12 months 1 - 2 events (A)	Sports and Leisure	
4161	SB004059SC	No. of Men's tennis (ATP) events attended past 12 months None (A)	Sports and Leisure	
4162	SB004062SC	No. of Mexican League soccer games attended past 12 months 1 - 2 games (A)	Sports and Leisure	
4163	SB004061SC	No. of Mexican League soccer games attended past 12 months None (A)	Sports and Leisure	
4164	SB001928SC	No. of Minor League Baseball games attended past 12 months 1 - 2 games (A)	Sports and Leisure	
4165	SB001930SC	No. of Minor League Baseball games attended past 12 months None (A)	Sports and Leisure	
4166	SB001931SC	No. of Minor League Hockey games attended past 12 months 1 - 2 games (A)	Sports and Leisure	
4167	SB001932SC	No. of Minor League Hockey games attended past 12 months None (A)	Sports and Leisure	
4168	SB001933SC	No. of Monster Jam (monster trucks) events attd past 12 mths 1 - 2 events (A)	Sports and Leisure	
4169	SB001934SC	No. of Monster Jam (monster trucks) events attd past 12 mths None (A)	Sports and Leisure	
4170	SB001936SC	No. of NASCAR events attended past 12 months None (A)	Sports and Leisure	
4171	SB001941SC	No. of National Football League (NFL) games attd past 12 mos 1 - 2 games (A)	Sports and Leisure	
4172	SB001944SC	No. of National Football League (NFL) games attd past 12 mos None (A)	Sports and Leisure	
4173	SB001945SC	No. of National Hockey League (NHL) games attd past 12 months 1 - 2 games (A)	Sports and Leisure	
4174	SB001946SC	No. of National Hockey League (NHL) games attd past 12 months 3 - 9 games (A)	Sports and Leisure	
4175	SB004068SC	No. of National Hockey League (NHL) games attd past 12 months 10+ games (A)	Sports and Leisure	
4176	SB001947SC	No. of National Hockey League (NHL) games attd past 12 months None (A)	Sports and Leisure	
4177	SB001937SC	No. of Nat'l Basketball Assoc (NBA) games attd past 12 months 1 - 2 games (A)	Sports and Leisure	
4178	SB001938SC	No. of Nat'l Basketball Assoc (NBA) games attd past 12 months 3 - 9 games (A)	Sports and Leisure	
4179	SB001940SC	No. of Nat'l Basketball Assoc (NBA) games attd past 12 months None (A)	Sports and Leisure	
4180	SB004066SC	No. of NBA Gatorade League games attended past 12 months None (A)	Sports and Leisure	
4181	SB004069SC	No. of NHRA Drag Racing events attended past 12 months None (A)	Sports and Leisure	
4182	SB001948SC	No. of PGA TOUR (men's golf) events attended past 12 months 1 - 2 events (A)	Sports and Leisure	
4183	SB001949SC	No. of PGA TOUR (men's golf) events attended past 12 months None (A)	Sports and Leisure	
4184	SB001951SC	No. of Pro boxing events attended past 12 months None (A)	Sports and Leisure	
4185	SB001953SC	No. of Pro Bull Riding (PBR) events attended past 12 months None (A)	Sports and Leisure	
4186	SB001955SC	No. of Pro rodeo events attended past 12 months None (A)	Sports and Leisure	
4187	SB004081SC	No. of Supercross/Motocross events attended past 12 months None (A)	Sports and Leisure	
4188	SB004085SC	No. of UFC (Ultimate Fighting) events attd past 12 months None (A)	Sports and Leisure	
4189	SB003883SC	No. of WNBA (Women's Nat'l Basketball) games attd pst 12 mos 1 - 2 games (A)	Sports and Leisure	
4190	SB003884SC	No. of WNBA (Women's Nat'l Basketball) games attd pst 12 mos None (A)	Sports and Leisure	
4191	SB003886SC	No. of Women's tennis (WTA) events attended past 12 months None (A)	Sports and Leisure	
4192	SB003887SC	No. of WWE (pro wrestling) events attended past 12 months 1 - 2 events (A)	Sports and Leisure	
4193	SB003888SC	No. of WWE (pro wrestling) events attended past 12 months None (A)	Sports and Leisure	
4194	SB001956SC	No. of times attended movie at a theater past 3 months 1 time (A)	Sports and Leisure	
4195	SB001957SC	No. of times attended movie at a theater past 3 months 2 times (A)	Sports and Leisure	
4196	SB001958SC	No. of times attended movie at a theater past 3 months 3 times (A)	Sports and Leisure	
4197	SB001959SC	No. of times attended movie at a theater past 3 months 4 times or more (A)	Sports and Leisure	
4198	SB001960SC	No. of times attended movie at a theater past 3 months None (A)	Sports and Leisure	
4199	SB003410SC	No. of times attended movie at a theater past 30 days 1 time (A)	Sports and Leisure	
4200	SB003411SC	No. of times attended movie at a theater past 30 days 2 times (A)	Sports and Leisure	
4201	SB003414SC	No. of times attended movie at a theater past 30 days None (A)	Sports and Leisure	
4202	SB001961SC	No. of times bought lottery tckt past 30 day (Any bought) Any lottery ticket (A)	Sports and Leisure	
4203	SB003415SC	No. of times bought other lottery ticket past 30 days 1 - 2 times (A)	Sports and Leisure	
4204	SB003416SC	No. of times bought other lottery ticket past 30 days 3 - 4 times (A)	Sports and Leisure	
4205	SB003417SC	No. of times bought other lottery ticket past 30 days 5 times or more (A)	Sports and Leisure	
4206	SB003418SC	No. of times bought other lottery ticket past 30 days None (A)	Sports and Leisure	
4207	SB003419SC	No. of times bought Powerball ticket past 30 days 1 - 2 times (A)	Sports and Leisure	
4208	SB003420SC	No. of times bought Powerball ticket past 30 days 3 - 4 times (A)	Sports and Leisure	
4209	SB003421SC	No. of times bought Powerball ticket past 30 days 5 times or more (A)	Sports and Leisure	
4210	SB003422SC	No. of times bought Powerball ticket past 30 days None (A)	Sports and Leisure	
4211	SB003423SC	No. of times bought scratchoff lottery ticket past 30 days 1 - 2 times (A)	Sports and Leisure	
4212	SB003424SC	No. of times bought scratchoff lottery ticket past 30 days 3 - 4 times (A)	Sports and Leisure	
4213	SB003425SC	No. of times bought scratchoff lottery ticket past 30 days 5 times or more (A)	Sports and Leisure	
4214	SB003426SC	No. of times bought scratchoff lottery ticket past 30 days None (A)	Sports and Leisure	
4215	SB001210SC	Access Internet Yes (A)	Telecommunications	
4216	SB001211SC	Access Internet No (A)	Telecommunications	
4217	SB003367SC	Amount spent on purchases made on Internet past 12 months Less than \$100 (A)	Telecommunications	
4218	SB003368SC	Amount spent on purchases made on Internet past 12 months \$100 - \$249 (A)	Telecommunications	

ORDER	VARIABLE	DESCRIPTION	CATEGORY	CONSUMPTION
4219	SB003369SC	Amount spent on purchases made on Internet past 12 months \$250 - \$499 (A)	Telecommunications	
4220	SB003370SC	Amount spent on purchases made on Internet past 12 months \$500 - \$999 (A)	Telecommunications	
4221	SB003371SC	Amount spent on purchases made on Internet past 12 months \$1,000 - \$2,499 (A)	Telecommunications	
4222	SB003372SC	Amount spent on purchases made on Internet past 12 months \$2,500 or more (A)	Telecommunications	
4223	SB001217SC	Computer/mobile devices currently own Desktop computer (A)	Telecommunications	
4224	SB001215SC	Computer/mobile devices currently own Laptop or notebook computer (A)	Telecommunications	
4225	SB001214SC	Computer/mobile devices currently own Smartphone (iPhone, Galaxy, etc.) (A)	Telecommunications	
4226	SB001216SC	Computer/mobile devices currently own Tablet (iPad, Galaxy Tab, Amazon Fire) (A)	Telecommunications	
4227	SB005040SC	Devices connected to television sets DVD player or Blu-ray player (H)	Telecommunications	
4228	SB005041SC	Devices connected to television sets DVR (digital video recorder) (H)	Telecommunications	
4229	SB001218SC	HHLd owns computer Yes (H)	Telecommunications	
4230	SB001219SC	HHLd owns computer No (H)	Telecommunications	
4231	SB002880SC	HHLd subscribes to cable Yes (H)	Telecommunications	
4232	SB002881SC	HHLd subscribes to cable No (H)	Telecommunications	
4233	SB001220SC	Individual owns computer Yes (A)	Telecommunications	
4234	SB001221SC	Individual owns computer No (A)	Telecommunications	
4235	SB004179SC	Internet service providers household uses AT&T Fiber or DSL (H)	Telecommunications	
4236	SB004180SC	Internet service providers household uses Spectrum/Charter (H)	Telecommunications	
4237	SB004181SC	Internet service providers household uses Cox (H)	Telecommunications	
4238	SB004185SC	Internet service providers household uses Verizon FIOS or DSL (H)	Telecommunications	
4239	SB004186SC	Internet service providers household uses XFINITY Internet (H)	Telecommunications	
4240	SB001282SC	Internet sites visited/apps used past 30 days AARP (A)	Telecommunications	
4241	SB001281SC	Internet sites visited/apps used past 30 days ABCNews (A)	Telecommunications	
4242	SB001278SC	Internet sites visited/apps used past 30 days AOL (A)	Telecommunications	
4243	SB001276SC	Internet sites visited/apps used past 30 days Bing (A)	Telecommunications	
4244	SB001275SC	Internet sites visited/apps used past 30 days CareerBuilder (A)	Telecommunications	
4245	SB001274SC	Internet sites visited/apps used past 30 days CBSNews (A)	Telecommunications	
4246	SB001272SC	Internet sites visited/apps used past 30 days CNN (A)	Telecommunications	
4247	SB001270SC	Internet sites visited/apps used past 30 days Craigslist (A)	Telecommunications	
4248	SB004740SC	Internet sites visited/apps used past 30 days Coupons.com (A)	Telecommunications	
4249	SB001269SC	Internet sites visited/apps used past 30 days Cox (A)	Telecommunications	
4250	SB001267SC	Internet sites visited/apps used past 30 days ESPN (A)	Telecommunications	
4251	SB001266SC	Internet sites visited/apps used past 30 days Facebook (A)	Telecommunications	
4252	SB001264SC	Internet sites visited/apps used past 30 days FOXNews (A)	Telecommunications	
4253	SB001265SC	Internet sites visited/apps used past 30 days FOXSports (A)	Telecommunications	
4254	SB001262SC	Internet sites visited/apps used past 30 days Google (A)	Telecommunications	
4255	SB001260SC	Internet sites visited/apps used past 30 days Groupon (A)	Telecommunications	
4256	SB001259SC	Internet sites visited/apps used past 30 days Huffington Post (A)	Telecommunications	
4257	SB003755SC	Internet sites visited/apps used past 30 days Instagram (A)	Telecommunications	
4258	SB001256SC	Internet sites visited/apps used past 30 days LinkedIn (A)	Telecommunications	
4259	SB001255SC	Internet sites visited/apps used past 30 days LivingSocial (A)	Telecommunications	
4260	SB001254SC	Internet sites visited/apps used past 30 days MLB or team website (A)	Telecommunications	
4261	SB003756SC	Internet sites visited/apps used past 30 days MLS soccer or team website (A)	Telecommunications	
4262	SB001253SC	Internet sites visited/apps used past 30 days Monster (A)	Telecommunications	
4263	SB001252SC	Internet sites visited/apps used past 30 days MSN (A)	Telecommunications	
4264	SB001249SC	Internet sites visited/apps used past 30 days NASCAR (A)	Telecommunications	
4265	SB001248SC	Internet sites visited/apps used past 30 days NBA or team website (A)	Telecommunications	
4266	SB001251SC	Internet sites visited/apps used past 30 days NBCNews (A)	Telecommunications	
4267	SB001247SC	Internet sites visited/apps used past 30 days NFL or team website (A)	Telecommunications	
4268	SB001246SC	Internet sites visited/apps used past 30 days NHL or team website (A)	Telecommunications	
4269	SB001242SC	Internet sites visited/apps used past 30 days PGATOUR (A)	Telecommunications	
4270	SB001241SC	Internet sites visited/apps used past 30 days Pinterest (A)	Telecommunications	
4271	SB004742SC	Internet sites visited/apps used past 30 days RetailMeNot (A)	Telecommunications	
4272	SB004250SC	Internet sites visited/apps used past 30 days Snapchat (A)	Telecommunications	
4273	SB001235SC	Internet sites visited/apps used past 30 days TheWeatherChannel (A)	Telecommunications	
4274	SB001236SC	Internet sites visited/apps used past 30 days Twitter (A)	Telecommunications	
4275	SB003759SC	Internet sites visited/apps used past 30 days UFC (A)	Telecommunications	
4276	SB001233SC	Internet sites visited/apps used past 30 days WWE (A)	Telecommunications	
4277	SB001271SC	Internet sites visited/apps used past 30 days Xfinity (A)	Telecommunications	
4278	SB001232SC	Internet sites visited/apps used past 30 days Yahoo! (A)	Telecommunications	
4279	SB001231SC	Internet sites visited/apps used past 30 days Yelp (A)	Telecommunications	
4280	SB004113SC	Internet use Quintile 1st Quintile (heaviest) (A)	Telecommunications	
4281	SB004114SC	Internet use Quintile 2nd Quintile (heavy) (A)	Telecommunications	
4282	SB004115SC	Internet use Quintile 3rd Quintile (medium) (A)	Telecommunications	
4283	SB004116SC	Internet use Quintile 4th Quintile (light) (A)	Telecommunications	
4284	SB004117SC	Internet use Quintile 5th Quintile (lightest) (A)	Telecommunications	
4285	SB002855SC	Intl calls by HHLd for personal reasons past 30 days Asia (H)	Telecommunications	
4286	SB004695SC	Intl calls by HHLd for personal reasons past 30 days Central America (H)	Telecommunications	
4287	SB002856SC	Intl calls by HHLd for personal reasons past 30 days Europe (H)	Telecommunications	
4288	SB002857SC	Intl calls by HHLd for personal reasons past 30 days Mexico (H)	Telecommunications	
4289	SB002859SC	Intl calls by HHLd for personal reasons past 30 days Other intl area (H)	Telecommunications	
4290	SB002860SC	Intl calls by HHLd for personal reasons past 30 days South America (H)	Telecommunications	
4291	SB002858SC	Intl calls by HHLd for personal reasons past 30 days None (H)	Telecommunications	
4292	SB005078SC	Items bought on the Internet past 6 months Airline tickets (A)	Telecommunications	

ORDER	VARIABLE	DESCRIPTION	CATEGORY	CONSUMPTION
4293	SB005079SC	Items bought on the Internet past 6 months Beer/wine/liquor (A)	Telecommunications	
4294	SB005080SC	Items bought on the Internet past 6 months Books/eBooks (A)	Telecommunications	
4295	SB005081SC	Items bought on the Internet past 6 months Clothing, shoes or accessories (A)	Telecommunications	
4296	SB005082SC	Items bought on the Internet past 6 months Computer hardware/software (A)	Telecommunications	
4297	SB005083SC	Items bought on the Internet past 6 months Drugs (prescriptions) (A)	Telecommunications	
4298	SB005084SC	Items bought on the Internet past 6 months Event tickets (A)	Telecommunications	
4299	SB005085SC	Items bought on the Internet past 6 months Flowers (A)	Telecommunications	
4300	SB005086SC	Items bought on the Internet past 6 months Furniture/home accessories (A)	Telecommunications	
4301	SB005087SC	Items bought on the Internet past 6 months Groceries (A)	Telecommunications	
4302	SB005088SC	Items bought on the Internet past 6 months Health and beauty items (A)	Telecommunications	
4303	SB005089SC	Items bought on the Internet past 6 months Home appliances/housewares (A)	Telecommunications	
4304	SB005090SC	Items bought on the Internet past 6 months Home improvement (A)	Telecommunications	
4305	SB005091SC	Items bought on the Internet past 6 months Hotel/vacation packages (A)	Telecommunications	
4306	SB005092SC	Items bought on the Internet past 6 months Movie tickets (A)	Telecommunications	
4307	SB005093SC	Items bought on the Internet past 6 months Music CDs (A)	Telecommunications	
4308	SB005094SC	Items bought on the Internet past 6 months Music downloads (A)	Telecommunications	
4309	SB005095SC	Items bought on the Internet past 6 months Office supplies (A)	Telecommunications	
4310	SB005096SC	Items bought on the Internet past 6 months Pet products/supplies (A)	Telecommunications	
4311	SB005097SC	Items bought on the Internet past 6 months Sporting goods and apparel (A)	Telecommunications	
4312	SB005098SC	Items bought on the Internet past 6 months Toys or games (A)	Telecommunications	
4313	SB005099SC	Items bought on the Internet past 6 months Vehicle (A)	Telecommunications	
4314	SB005056SC	Items shopped for on the Internet past 6 months Airline tickets (A)	Telecommunications	
4315	SB005057SC	Items shopped for on the Internet past 6 months Beer/wine/liquor (A)	Telecommunications	
4316	SB005058SC	Items shopped for on the Internet past 6 months Books/eBooks (A)	Telecommunications	
4317	SB005059SC	Items shopped for on the Internet past 6 months Clothing, shoes, accessories (A)	Telecommunications	
4318	SB005060SC	Items shopped for on the Internet past 6 months Computer hardware/software (A)	Telecommunications	
4319	SB005061SC	Items shopped for on the Internet past 6 months Drugs (prescriptions) (A)	Telecommunications	
4320	SB005062SC	Items shopped for on the Internet past 6 months Event tickets (A)	Telecommunications	
4321	SB005063SC	Items shopped for on the Internet past 6 months Flowers (A)	Telecommunications	
4322	SB005064SC	Items shopped for on the Internet past 6 months Furniture/home accessories (A)	Telecommunications	
4323	SB005065SC	Items shopped for on the Internet past 6 months Groceries (A)	Telecommunications	
4324	SB005066SC	Items shopped for on the Internet past 6 months Health and beauty items (A)	Telecommunications	
4325	SB005067SC	Items shopped for on the Internet past 6 months Home appliances/housewares (A)	Telecommunications	
4326	SB005068SC	Items shopped for on the Internet past 6 months Home improvement (A)	Telecommunications	
4327	SB005069SC	Items shopped for on the Internet past 6 months Hotel/vacation packages (A)	Telecommunications	
4328	SB005070SC	Items shopped for on the Internet past 6 months Movie tickets (A)	Telecommunications	
4329	SB005071SC	Items shopped for on the Internet past 6 months Music CDs (compact discs) (A)	Telecommunications	
4330	SB005072SC	Items shopped for on the Internet past 6 months Music downloads (A)	Telecommunications	
4331	SB005073SC	Items shopped for on the Internet past 6 months Office supplies (A)	Telecommunications	
4332	SB005074SC	Items shopped for on the Internet past 6 months Pet products/supplies (A)	Telecommunications	
4333	SB005075SC	Items shopped for on the Internet past 6 months Sporting goods and apparel (A)	Telecommunications	
4334	SB005076SC	Items shopped for on the Internet past 6 months Toys or games (A)	Telecommunications	
4335	SB005077SC	Items shopped for on the Internet past 6 months Vehicle (A)	Telecommunications	
4336	SB004011SC	Cable/Telco TV program provider AT&T U-verse (H)	Telecommunications	
4337	SB004012SC	Cable/Telco TV program provider Spectrum/Charter (H)	Telecommunications	
4338	SB004016SC	Cable/Telco TV program provider Verizon FIOS (H)	Telecommunications	
4339	SB004017SC	Cable/Telco TV program provider Xfinity (H)	Telecommunications	
4340	SB002890SC	Satellite TV program provider DIRECTV (H)	Telecommunications	
4341	SB002891SC	Satellite TV program provider Dish Network (H)	Telecommunications	
4342	SB002893SC	Satellite TV program provider Other provider/unidentified (H)	Telecommunications	
4343	SB002892SC	Satellite TV program provider Do not own satellite TV dish (H)	Telecommunications	
4344	SB003373SC	Social networking sites - hours spent in an average day Less than 1 hour (A)	Telecommunications	
4345	SB003374SC	Social networking sites - hours spent in an average day 1 - 2 hours (A)	Telecommunications	
4346	SB003375SC	Social networking sites - hours spent in an average day 3 - 4 hours (A)	Telecommunications	
4347	SB003376SC	Social networking sites - hours spent in an average day 5 hours or more (A)	Telecommunications	
4348	SB003377SC	Social networking sites - hours spent in an average day None (A)	Telecommunications	
4349	SB004940SC	Streaming services visited/apps used past 30 days Amazon Prime Video (A)	Telecommunications	
4350	SB004942SC	Streaming services visited/apps used past 30 days AT&T TV Now (A)	Telecommunications	
4351	SB004941SC	Streaming services visited/apps used past 30 days CBS All Access (A)	Telecommunications	
4352	SB005427SC	Streaming services visited/apps used past 30 days fuboTV (A)	Telecommunications	
4353	SB004943SC	Streaming services visited/apps used past 30 days HBO NOW (A)	Telecommunications	
4354	SB004944SC	Streaming services visited/apps used past 30 days Hulu (A)	Telecommunications	
4355	SB004945SC	Streaming services visited/apps used past 30 days Netflix (A)	Telecommunications	
4356	SB004946SC	Streaming services visited/apps used past 30 days Sling TV (A)	Telecommunications	
4357	SB004947SC	Streaming services visited/apps used past 30 days YouTube (A)	Telecommunications	
4358	SB005425SC	Streaming services visited/apps used past 30 days YouTube (free) (A)	Telecommunications	
4359	SB005426SC	Streaming services visited/apps used past 30 days YouTube TV (subscription) (A)	Telecommunications	
4360	SB004948SC	Streaming services visited/apps used past 7 days Amazon Prime Video (A)	Telecommunications	
4361	SB004950SC	Streaming services visited/apps used past 7 days AT&T TV Now (A)	Telecommunications	
4362	SB004949SC	Streaming services visited/apps used past 7 days CBS All Access (A)	Telecommunications	
4363	SB004951SC	Streaming services visited/apps used past 7 days HBO NOW (A)	Telecommunications	
4364	SB004952SC	Streaming services visited/apps used past 7 days Hulu (A)	Telecommunications	
4365	SB004953SC	Streaming services visited/apps used past 7 days Netflix (A)	Telecommunications	
4366	SB004954SC	Streaming services visited/apps used past 7 days Sling TV (A)	Telecommunications	

ORDER	VARIABLE	DESCRIPTION	CATEGORY	CONSUMPTION
4367	SB004955SC	Streaming services visited/apps used past 7 days YouTube (A)	Telecommunications	
4368	SB005428SC	Streaming services visited/apps used past 7 days YouTube (free) (A)	Telecommunications	
4369	SB005429SC	Streaming services visited/apps used past 7 days YouTube TV (subscription) (A)	Telecommunications	
4370	SB002894SC	Subscribes to premium channels Yes (H)	Telecommunications	
4371	SB002895SC	Subscribes to premium channels No (H)	Telecommunications	
4372	SB003791SC	Telephone service provider AT&T (H)	Telecommunications	
4373	SB003794SC	Telephone service provider Cox (H)	Telecommunications	
4374	SB003793SC	Telephone service provider Spectrum/Charter (H)	Telecommunications	
4375	SB003798SC	Telephone service provider Verizon (H)	Telecommunications	
4376	SB003800SC	Telephone service provider Xfinity Voice (H)	Telecommunications	
4377	SB003802SC	Telephone service provider None (H)	Telecommunications	
4378	SB003378SC	Time spent on the Internet in an average week Less than 1 hour (A)	Telecommunications	
4379	SB003379SC	Time spent on the Internet in an average week 1 - 4 hours (A)	Telecommunications	
4380	SB003380SC	Time spent on the Internet in an average week 5 - 9 hours (A)	Telecommunications	
4381	SB003381SC	Time spent on the Internet in an average week 10 - 19 hours (A)	Telecommunications	
4382	SB003382SC	Time spent on the Internet in an average week 20 hours or more (A)	Telecommunications	
4383	SB003383SC	Time spent on the Internet in an average week None (A)	Telecommunications	
4384	SB004164SC	TV Quintile 1st Quintile (heaviest) (A)	Telecommunications	
4385	SB004165SC	TV Quintile 2nd Quintile (heavy) (A)	Telecommunications	
4386	SB004166SC	TV Quintile 3rd Quintile (medium) (A)	Telecommunications	
4387	SB004168SC	TV Quintile 4th Quintile (light) (A)	Telecommunications	
4388	SB004169SC	TV Quintile 5th Quintile (lightest) (A)	Telecommunications	
4389	SB001369SC	Type of Internet connection HHL D uses Cable (H)	Telecommunications	
4390	SB001367SC	Type of Internet connection HHL D uses DSL (H)	Telecommunications	
4391	SB001366SC	Type of Internet connection HHL D uses Fiber optics (H)	Telecommunications	
4392	SB001364SC	Type of Internet connection HHL D uses Satellite (H)	Telecommunications	
4393	SB004585SC	Type of Internet connection HHL D uses Wireless carrier data plan (mobile) (H)	Telecommunications	
4394	SB001365SC	Type of Internet connection HHL D uses None (H)	Telecommunications	
4395	SB004586SC	Type of Internet connection HHL D uses Othr conn(incl pblic Wi-Fi orD-Up) (H)	Telecommunications	
4396	SB005433SC	Type of electronic device used to read newspapers eReader (A)	Telecommunications	
4397	SB003642SC	Type of electronic device used to read newspapers iPad (A)	Telecommunications	
4398	SB003644SC	Type of electronic device used to read newspapers iPhone (A)	Telecommunications	
4399	SB004704SC	Type of electronic device used to read newspapers Samsung Galaxy smartphone (A)	Telecommunications	
4400	SB003646SC	Type of electronic device used to read newspapers Other electronic device (A)	Telecommunications	
4401	SB003645SC	Type of electronic device used to read newspapers Other smartphone (A)	Telecommunications	
4402	SB002896SC	Type of TV service household subscribes to Cable:Hardwired (H)	Telecommunications	
4403	SB002897SC	Type of TV service household subscribes to Cable:Telco (H)	Telecommunications	
4404	SB002898SC	Type of TV service household subscribes to Satellite (H)	Telecommunications	
4405	SB002899SC	Type of TV service household subscribes to No service (H)	Telecommunications	
4406	SB002950SC	Use wireless/cell phone Yes (A)	Telecommunications	
4407	SB002951SC	Use wireless/cell phone No (A)	Telecommunications	
4408	SB003647SC	Used mobile device to read newspapers past 30 days Yes (A)	Telecommunications	
4409	SB003648SC	Used mobile device to read newspapers past 30 days No (A)	Telecommunications	
4410	SB002902SC	Video On Demand services ways used past 30 days Childrens programs (H)	Telecommunications	
4411	SB002903SC	Video On Demand services ways used past 30 days Information (H)	Telecommunications	
4412	SB002904SC	Video On Demand services ways used past 30 days Movies - for a fee (H)	Telecommunications	
4413	SB002905SC	Video On Demand services ways used past 30 days Movies - for free (H)	Telecommunications	
4414	SB002906SC	Video On Demand services ways used past 30 days Premium channel programs (H)	Telecommunications	
4415	SB002907SC	Video On Demand services ways used past 30 days Sports (H)	Telecommunications	
4416	SB002908SC	Video On Demand services ways used past 30 days TV shows (H)	Telecommunications	
4417	SB002900SC	Video On Demand used past 30 days Yes (H)	Telecommunications	
4418	SB002901SC	Video On Demand used past 30 days No (H)	Telecommunications	
4419	SB005137SC	Ways used Internet/apps in past 30 days: Automobile information (A)	Telecommunications	
4420	SB005138SC	Ways used Internet/apps in past 30 days: Coupons (A)	Telecommunications	
4421	SB005139SC	Ways used Internet/apps in past 30 days: Fantasy sports (A)	Telecommunications	
4422	SB005140SC	Ways used Internet/apps in past 30 days: Financial/insurance/investment (A)	Telecommunications	
4423	SB005141SC	Ways used Internet/apps in past 30 days: Find a business address or phone (A)	Telecommunications	
4424	SB005142SC	Ways used Internet/apps in past 30 days: Instant messaging (A)	Telecommunications	
4425	SB005143SC	Ways used Internet/apps in past 30 days: Job/employment search (A)	Telecommunications	
4426	SB005144SC	Ways used Internet/apps in past 30 days: Legal advice/information (A)	Telecommunications	
4427	SB005145SC	Ways used Internet/apps in past 30 days: Maps/GPS (A)	Telecommunications	
4428	SB005146SC	Ways used Internet/apps in past 30 days: Movie listings/reviews (A)	Telecommunications	
4429	SB005147SC	Ways used Internet/apps in past 30 days: News - business/financial (A)	Telecommunications	
4430	SB005148SC	Ways used Internet/apps in past 30 days: News - general/political (A)	Telecommunications	
4431	SB005149SC	Ways used Internet/apps in past 30 days: News - technology (A)	Telecommunications	
4432	SB005150SC	Ways used Internet/apps in past 30 days: News/current events (A)	Telecommunications	
4433	SB005151SC	Ways used Internet/apps in past 30 days: Online banking/credit cards (A)	Telecommunications	
4434	SB005152SC	Ways used Internet/apps in past 30 days: Online dating service (A)	Telecommunications	
4435	SB005153SC	Ways used Internet/apps in past 30 days: Politics - candidate research (A)	Telecommunications	
4436	SB005154SC	Ways used Internet/apps in past 30 days: Post/share/process photos (A)	Telecommunications	
4437	SB005155SC	Ways used Internet/apps in past 30 days: Product reviews (read or post) (A)	Telecommunications	
4438	SB005156SC	Ways used Internet/apps in past 30 days: Real estate listings (A)	Telecommunications	
4439	SB005157SC	Ways used Internet/apps in past 30 days: Restaurant reviews/information (A)	Telecommunications	
4440	SB005158SC	Ways used Internet/apps in past 30 days: Social networking (A)	Telecommunications	

ORDER	VARIABLE	DESCRIPTION	CATEGORY	CONSUMPTION
4441	SB005159SC	Ways used Internet/apps in past 30 days: Sports scores/news (A)	Telecommunications	
4442	SB005160SC	Ways used Internet/apps in past 30 days: Take online classes (A)	Telecommunications	
4443	SB005161SC	Ways used Internet/apps in past 30 days: Travel research/planning (business) (A)	Telecommunications	
4444	SB005162SC	Ways used Internet/apps in past 30 days: Travel research/planning (personal) (A)	Telecommunications	
4445	SB005163SC	Ways used Internet/apps in past 30 days: Weather (A)	Telecommunications	
4446	SB005164SC	Ways used Internet/apps in past 30 days, Streaming: Breaking news (A)	Telecommunications	
4447	SB005165SC	Ways used Internet/apps in past 30 days, Streaming: Business News (A)	Telecommunications	
4448	SB005168SC	Ways used Internet/apps in past 30 days, Streaming: General News (A)	Telecommunications	
4449	SB005431SC	Ways used Internet/apps in past 30 days, Streaming: Listen to internet radio (A)	Telecommunications	
4450	SB005430SC	Ways used Internet/apps in past 30 days, Streaming: Listen to local radio (A)	Telecommunications	
4451	SB005432SC	Ways used Internet/apps in past 30 days, Streaming: Listen to online music (A)	Telecommunications	
4452	SB005171SC	Ways used Internet/apps in past 30 days, Streaming: Movies or Movie Clips (A)	Telecommunications	
4453	SB005172SC	Ways used Internet/apps in past 30 days, Streaming: Sports (A)	Telecommunications	
4454	SB005173SC	Ways used Internet/apps in past 30 days, Streaming: TV Show - live broadcast (A)	Telecommunications	
4455	SB005174SC	Ways used Internet/apps in past 30 days, Streaming: TV Show - pre-recorded (A)	Telecommunications	
4456	SB002952SC	Wireless/cell phone bill amount last month Less than \$30 (A)	Telecommunications	
4457	SB002953SC	Wireless/cell phone bill amount last month \$30 - \$49 (A)	Telecommunications	
4458	SB002954SC	Wireless/cell phone bill amount last month \$50 - \$74 (A)	Telecommunications	
4459	SB002955SC	Wireless/cell phone bill amount last month \$75 - \$99 (A)	Telecommunications	
4460	SB002956SC	Wireless/cell phone bill amount last month \$100 - \$149 (A)	Telecommunications	
4461	SB002957SC	Wireless/cell phone bill amount last month \$150 or more (A)	Telecommunications	
4462	SB004590SC	Wireless/cell phone brand Alcatel (A)	Telecommunications	
4463	SB002958SC	Wireless/cell phone brand Apple (iPhone) (A)	Telecommunications	
4464	SB002960SC	Wireless/cell phone brand LG (A)	Telecommunications	
4465	SB002962SC	Wireless/cell phone brand Samsung (A)	Telecommunications	
4466	SB004591SC	Wireless/cell phone brand ZTE (A)	Telecommunications	
4467	SB004822SC	Wireless/cell phone brand Other brand (A)	Telecommunications	
4468	SB002964SC	Wireless/cell phone carrier plan to switch next 12 months No (A)	Telecommunications	
4469	SB002963SC	Wireless/cell phone carrier plan to switch next 12 months Yes (A)	Telecommunications	
4470	SB002965SC	Wireless/cell phone carriers currently use AT&T (A)	Telecommunications	
4471	SB002966SC	Wireless/cell phone carriers currently use Boost Mobile (A)	Telecommunications	
4472	SB002967SC	Wireless/cell phone carriers currently use Cricket (A)	Telecommunications	
4473	SB002968SC	Wireless/cell phone carriers currently use Metro by T-Mobile (MetroPCS) (A)	Telecommunications	
4474	SB002970SC	Wireless/cell phone carriers currently use Sprint (A)	Telecommunications	
4475	SB002971SC	Wireless/cell phone carriers currently use Straight Talk (A)	Telecommunications	
4476	SB002972SC	Wireless/cell phone carriers currently use T-Mobile (A)	Telecommunications	
4477	SB002973SC	Wireless/cell phone carriers currently use TracFone (A)	Telecommunications	
4478	SB002974SC	Wireless/cell phone carriers currently use Verizon Wireless (A)	Telecommunications	
4479	SB002969SC	Wireless/cell phone carriers currently use None (A)	Telecommunications	
4480	SB004587SC	Wireless/cell phone features currently use Internet, email, etc. (data plan) (A)	Telecommunications	
4481	SB002977SC	Wireless/cell phone features currently use Texting (A)	Telecommunications	
4482	SB002978SC	Wireless/cell phone payment plan currently use Prepaid usage (A)	Telecommunications	
4483	SB002979SC	Wireless/cell phone payment plan currently use Receive bill each month (A)	Telecommunications	
4484	SB000054SC	Airlines used for domestic/foreign travel past 12 months Alaska Airlines (A)	Travel	
4485	SB004598SC	Airlines used for domestic/foreign travel past 12 months Allegiant Air (A)	Travel	
4486	SB004599SC	Airlines used for domestic/foreign travel past 12 months American (A)	Travel	
4487	SB000052SC	Airlines used for domestic/foreign travel past 12 months Any airline flown (A)	Travel	
4488	SB000051SC	Airlines used for domestic/foreign travel past 12 months Delta (A)	Travel	
4489	SB000049SC	Airlines used for domestic/foreign travel past 12 months JetBlue (A)	Travel	
4490	SB004600SC	Airlines used for domestic/foreign travel past 12 months Southwest (A)	Travel	
4491	SB000047SC	Airlines used for domestic/foreign travel past 12 months United (A)	Travel	
4492	SB004192SC	Airlines used past 12 months (business) Alaska Airlines (A)	Travel	
4493	SB004601SC	Airlines used past 12 months (business) American (A)	Travel	
4494	SB000060SC	Airlines used past 12 months (business) Delta (A)	Travel	
4495	SB000059SC	Airlines used past 12 months (business) JetBlue (A)	Travel	
4496	SB004602SC	Airlines used past 12 months (business) Southwest (A)	Travel	
4497	SB000056SC	Airlines used past 12 months (business) United (A)	Travel	
4498	SB000061SC	Airlines used past 12 months (business) Any airline used for business (A)	Travel	
4499	SB000058SC	Airlines used past 12 months (business) None (A)	Travel	
4500	SB004194SC	Airlines used past 12 months (personal/vacation) Alaska Airlines (A)	Travel	
4501	SB004603SC	Airlines used past 12 months (personal/vacation) Allegiant Air (A)	Travel	
4502	SB004604SC	Airlines used past 12 months (personal/vacation) American (A)	Travel	
4503	SB000069SC	Airlines used past 12 months (personal/vacation) Delta (A)	Travel	
4504	SB000068SC	Airlines used past 12 months (personal/vacation) JetBlue (A)	Travel	
4505	SB004605SC	Airlines used past 12 months (personal/vacation) Southwest (A)	Travel	
4506	SB000064SC	Airlines used past 12 months (personal/vacation) United (A)	Travel	
4507	SB000066SC	Airlines used past 12 months (personal/vacation) Any airline used (A)	Travel	
4508	SB000067SC	Airlines used past 12 months (personal/vacation) None (A)	Travel	
4509	SB000079SC	Car rental companies used past 12 months Alamo (A)	Travel	
4510	SB000077SC	Car rental companies used past 12 months Avis (A)	Travel	
4511	SB000076SC	Car rental companies used past 12 months Budget (A)	Travel	
4512	SB000075SC	Car rental companies used past 12 months Dollar (A)	Travel	
4513	SB000074SC	Car rental companies used past 12 months Enterprise (A)	Travel	
4514	SB000073SC	Car rental companies used past 12 months Hertz (A)	Travel	

ORDER	VARIABLE	DESCRIPTION	CATEGORY	CONSUMPTION
4515	SB000072SC	Car rental companies used past 12 months National (A)	Travel	
4516	SB000070SC	Car rental companies used past 12 months Thrifty (A)	Travel	
4517	SB000078SC	Car rental companies used past 12 months Any car rental (A)	Travel	
4518	SB000071SC	Car rental companies used past 12 months None (A)	Travel	
4519	SB000083SC	Casino activities done past 12 months Played slot machines (A)	Travel	
4520	SB000082SC	Casino activities done past 12 months Played table games (A)	Travel	
4521	SB005379SC	Casino activities done past 12 months Spa (A)	Travel	
4522	SB005380SC	Casino activities done past 12 months Sports betting (A)	Travel	
4523	SB000081SC	Casino activities done past 12 months Watched a stage show or concert (A)	Travel	
4524	SB000080SC	Casino activities done past 12 months Went to a bar/nightclub (A)	Travel	
4525	SB000084SC	Casino activities done past 12 months Went to an upscale restaurant (A)	Travel	
4526	SB005412SC	Casino activities done past 12 months Other gambling (A)	Travel	
4527	SB000085SC	Casinos visited past 12 months Yes (A)	Travel	
4528	SB000086SC	Casinos visited past 12 months No (A)	Travel	
4529	SB002909SC	Cruise line used past 3 years Carnival (A)	Travel	
4530	SB002910SC	Cruise line used past 3 years Royal Caribbean (A)	Travel	
4531	SB002911SC	Cruise line used past 3 years None (A)	Travel	
4532	SB000130SC	Hotel/motels past 12 months Any bed & breakfast (A)	Travel	
4533	SB000131SC	Hotel/motels past 12 months Any hotel/motel (A)	Travel	
4534	SB004736SC	Hotel/motels past 12 months Any short-term rental (Airbnb, HomeAway, etc.) (A)	Travel	
4535	SB000128SC	Hotel/motels past 12 months Best Western (A)	Travel	
4536	SB000127SC	Hotel/motels past 12 months Comfort Inn (A)	Travel	
4537	SB000126SC	Hotel/motels past 12 months Courtyard by Marriott (A)	Travel	
4538	SB000125SC	Hotel/motels past 12 months Days Inn (A)	Travel	
4539	SB000124SC	Hotel/motels past 12 months Doubletree (A)	Travel	
4540	SB000123SC	Hotel/motels past 12 months Embassy Suites (A)	Travel	
4541	SB000122SC	Hotel/motels past 12 months Fairfield Inn (A)	Travel	
4542	SB000120SC	Hotel/motels past 12 months Hampton Inn (A)	Travel	
4543	SB000119SC	Hotel/motels past 12 months Hilton (A)	Travel	
4544	SB000118SC	Hotel/motels past 12 months Holiday Inn (A)	Travel	
4545	SB000117SC	Hotel/motels past 12 months Hyatt (A)	Travel	
4546	SB000116SC	Hotel/motels past 12 months La Quinta (A)	Travel	
4547	SB000115SC	Hotel/motels past 12 months Marriott (A)	Travel	
4548	SB000114SC	Hotel/motels past 12 months Motel 6 (A)	Travel	
4549	SB000107SC	Hotel/motels past 12 months Super 8 (A)	Travel	
4550	SB000106SC	Hotel/motels past 12 months Westin (A)	Travel	
4551	SB000113SC	Hotel/motels past 12 months None (A)	Travel	
4552	SB005381SC	Hotel/motels past 12 months Other hotel or motel (A)	Travel	
4553	SB004121SC	Miles traveled Quintile 1st Quintile (heaviest) (A)	Travel	
4554	SB004122SC	Miles traveled Quintile 2nd Quintile (heavy) (A)	Travel	
4555	SB004123SC	Miles traveled Quintile 3rd Quintile (medium) (A)	Travel	
4556	SB004125SC	Miles traveled Quintile 5th Quintile (lightest) (A)	Travel	
4557	SB003294SC	No. domestic air round trips past 12 mo (primarily business) 1 trip (A)	Travel	
4558	SB003295SC	No. domestic air round trips past 12 mo (primarily business) 2 trips (A)	Travel	
4559	SB003296SC	No. domestic air round trips past 12 mo (primarily business) 3 trips (A)	Travel	
4560	SB003297SC	No. domestic air round trips past 12 mo (primarily business) 4 trips (A)	Travel	
4561	SB003298SC	No. domestic air round trips past 12 mo (primarily business) 5 - 9 trips (A)	Travel	
4562	SB003299SC	No. domestic air round trips past 12 mo (primarily business) 10+ trips (A)	Travel	
4563	SB003631SC	No. domestic air round trips past 12 mo (primarily business) Any (A)	Travel	
4564	SB003630SC	No. domestic air round trips past 12 mo (primarily business) None (A)	Travel	
4565	SB003300SC	No. domestic air round trips past 12 mo (primarily personal) 1 trip (A)	Travel	
4566	SB003301SC	No. domestic air round trips past 12 mo (primarily personal) 2 trips (A)	Travel	
4567	SB003302SC	No. domestic air round trips past 12 mo (primarily personal) 3 trips (A)	Travel	
4568	SB003303SC	No. domestic air round trips past 12 mo (primarily personal) 4 trips (A)	Travel	
4569	SB003304SC	No. domestic air round trips past 12 mo (primarily personal) 5 - 9 trips (A)	Travel	
4570	SB004986SC	No. domestic air round trips past 12 mo (primarily personal) 10+ trips (A)	Travel	
4571	SB004987SC	No. domestic air round trips past 12 mo (primarily personal) Any (A)	Travel	
4572	SB003632SC	No. domestic air round trips past 12 mo (primarily personal) None (A)	Travel	
4573	SB000138SC	No. of domestic air round trips past 12 months 1 trip (A)	Travel	
4574	SB000137SC	No. of domestic air round trips past 12 months 2 trips (A)	Travel	
4575	SB000136SC	No. of domestic air round trips past 12 months 3 trips (A)	Travel	
4576	SB000135SC	No. of domestic air round trips past 12 months 4 trips (A)	Travel	
4577	SB000134SC	No. of domestic air round trips past 12 months 5 - 9 trips (A)	Travel	
4578	SB000139SC	No. of domestic air round trips past 12 months 10 trips or more (A)	Travel	
4579	SB000132SC	No. of domestic air round trips past 12 months Any domestic air round trip (A)	Travel	
4580	SB000133SC	No. of domestic air round trips past 12 months None (A)	Travel	
4581	SB005175SC	No. trips outside cont. U.S. past 12 mo (primarily business) 1 trip (A)	Travel	
4582	SB005176SC	No. trips outside cont. U.S. past 12 mo (primarily business) 2 trips (A)	Travel	
4583	SB005177SC	No. trips outside cont. U.S. past 12 mo (primarily business) 3 or 4 trips (A)	Travel	
4584	SB005183SC	No. trips outside cont. U.S. past 12 mo (primarily business) None (A)	Travel	
4585	SB005178SC	No. trips outside cont. U.S. past 12 mo (primarily vacation) 1 trip (A)	Travel	
4586	SB005179SC	No. trips outside cont. U.S. past 12 mo (primarily vacation) 2 trips (A)	Travel	
4587	SB005180SC	No. trips outside cont. U.S. past 12 mo (primarily vacation) 3 trips (A)	Travel	
4588	SB005181SC	No. trips outside cont. U.S. past 12 mo (primarily vacation) 4 trips (A)	Travel	

ORDER	VARIABLE	DESCRIPTION	CATEGORY	CONSUMPTION
4589	SB005184SC	No. trips outside cont. U.S. past 12 mo (primarily vacation) None (A)	Travel	
4590	SB005656SC	No. of trips outside continental U.S. past 12 months 1 trip (A)	Travel	
4591	SB005657SC	No. of trips outside continental U.S. past 12 months 2 trips (A)	Travel	
4592	SB005658SC	No. of trips outside continental U.S. past 12 months 3 trips (A)	Travel	
4593	SB005659SC	No. of trips outside continental U.S. past 12 months 4 trips (A)	Travel	
4594	SB005660SC	No. of trips outside continental U.S. past 12 months 5 - 9 trips (A)	Travel	
4595	SB005661SC	No. of trips outside continental U.S. past 12 months Any foreign trip (A)	Travel	
4596	SB004607SC	Places visited overnight or longer past 12 months Alaska (A)	Travel	
4597	SB000148SC	Places visited overnight or longer past 12 months Canada (A)	Travel	
4598	SB004609SC	Places visited overnight or longer past 12 months Caribbean (A)	Travel	
4599	SB000147SC	Places visited overnight or longer past 12 months Chicago (A)	Travel	
4600	SB004611SC	Places visited overnight or longer past 12 months Europe (A)	Travel	
4601	SB004612SC	Places visited overnight or longer past 12 months Hawaii (A)	Travel	
4602	SB000146SC	Places visited overnight or longer past 12 months Las Vegas (A)	Travel	
4603	SB000145SC	Places visited overnight or longer past 12 months Los Angeles (A)	Travel	
4604	SB000144SC	Places visited overnight or longer past 12 months Mexico (A)	Travel	
4605	SB000142SC	Places visited overnight or longer past 12 months New York City (A)	Travel	
4606	SB003900SC	Places visited overnight or longer past 12 months Orlando (A)	Travel	
4607	SB000140SC	Places visited overnight or longer past 12 months Washington, D.C. (A)	Travel	
4608	SB004614SC	Places visited overnight or longer past 12 months Any place outside U.S. (A)	Travel	
4609	SB004615SC	Places visited overnight or longer past 12 months Any place within U.S. (A)	Travel	
4610	SB000143SC	Places visited overnight or longer past 12 months None (A)	Travel	
4611	SB005120SC	Types of vacations plan to take next 12 months Adventure vacation (hiking) (A)	Travel	
4612	SB005121SC	Types of vacations plan to take next 12 months All-inclusive resort (A)	Travel	
4613	SB005122SC	Types of vacations plan to take next 12 months Beach or lake vacation (A)	Travel	
4614	SB005123SC	Types of vacations plan to take next 12 months Cruise (A)	Travel	
4615	SB005124SC	Types of vacations plan to take next 12 months Escorted tour/tour group (A)	Travel	
4616	SB005125SC	Types of vacations plan to take next 12 months Family vacation (A)	Travel	
4617	SB005127SC	Types of vacations plan to take next 12 months Golf or tennis vacation (A)	Travel	
4618	SB005128SC	Types of vacations plan to take next 12 months Mountain vacation (A)	Travel	
4619	SB005129SC	Types of vacations plan to take next 12 months Ski vacation (A)	Travel	
4620	SB005130SC	Types of vacations plan to take next 12 months Spa vacation (A)	Travel	
4621	SB005131SC	Types of vacations plan to take next 12 months Theme park vacation (A)	Travel	
4622	SB005411SC	Types of vacations plan to take next 12 months Other type of vacation (A)	Travel	
4623	SB005132SC	Types of vacations plan to take next 12 months None (A)	Travel	
4624	D0000007SC	Early Fringe, M-Su 6P-8P (H)	TV - Daypart	
4625	D0000007SD	Early Fringe, M-Su 6P-8P (H) - (Minutes)	TV - Daypart	Minutes
4626	D0000003SC	Late Fringe, M-Su 11P-6A (H)	TV - Daypart	
4627	D0000003SD	Late Fringe, M-Su 11P-6A (H) - (Minutes)	TV - Daypart	Minutes
4628	D0000002SC	Primetime, M-Su 8P-11P (H)	TV - Daypart	
4629	D0000002SD	Primetime, M-Su 8P-11P (H) - (Minutes)	TV - Daypart	Minutes
4630	D0000001SC	Total Day, M-Su 6A-6A (H)	TV - Daypart	
4631	D0000001SD	Total Day, M-Su 6A-6A (H) - (Minutes)	TV - Daypart	Minutes
4632	D0000005SC	Weekday Afternoon, M-F 10A-6P (H)	TV - Daypart	
4633	D0000005SD	Weekday Afternoon, M-F 10A-6P (H) - (Minutes)	TV - Daypart	Minutes
4634	D0000004SC	Weekday Morning, M-F 6A-10A (H)	TV - Daypart	
4635	D0000004SD	Weekday Morning, M-F 6A-10A (H) - (Minutes)	TV - Daypart	Minutes
4636	D0000006SC	Weekend Day, Sa-Su 6A-6P (H)	TV - Daypart	
4637	D0000006SD	Weekend Day, Sa-Su 6A-6P (H) - (Minutes)	TV - Daypart	Minutes
4638	G0001200SC	Audience Participation (H)	TV - Genre Type	
4639	G0001201SC	Award Ceremonies (H)	TV - Genre Type	
4640	G0001202SC	Child - Live (H)	TV - Genre Type	
4641	G0001203SC	Child Multi-Weekly (H)	TV - Genre Type	
4642	G0001205SC	Comedy Variety (H)	TV - Genre Type	
4643	G0001207SC	Conversations, Colloquies (H)	TV - Genre Type	
4644	G0001208SC	Daytime Drama (H)	TV - Genre Type	
4645	G0001209SC	Evening Animation (H)	TV - Genre Type	
4646	G0001210SC	Feature Film (H)	TV - Genre Type	
4647	G0001211SC	General Documentary (H)	TV - Genre Type	
4648	G0001212SC	General Drama (H)	TV - Genre Type	
4649	G0001213SC	General Variety (H)	TV - Genre Type	
4650	G0001214SC	Instruction, Advice (H)	TV - Genre Type	
4651	G0001216SC	News (H)	TV - Genre Type	
4652	G0001215SC	News Documentary (H)	TV - Genre Type	
4653	G0001217SC	Participation Variety (H)	TV - Genre Type	
4654	G0001226SC	Popular Music (H)	TV - Genre Type	
4655	G0001228SC	Private Detective (H)	TV - Genre Type	
4656	G0001219SC	Quiz Give Away (H)	TV - Genre Type	
4657	G0001221SC	Situation Comedy (H)	TV - Genre Type	
4658	G0001229SC	Sports Anthology (H)	TV - Genre Type	
4659	G0001223SC	Sports Commentary (H)	TV - Genre Type	
4660	G0001224SC	Sports Event (H)	TV - Genre Type	
4661	G0001227SC	Western Drama (H)	TV - Genre Type	
4662	O0002327SC	A&E Network (H)	TV - Networks	

ORDER	VARIABLE	DESCRIPTION	CATEGORY	CONSUMPTION
4663	O0002327SD	A&E Network (H) - (Minutes)	TV - Networks	Minutes
4664	O0002364SC	ABC (H)	TV - Networks	
4665	O0002364SD	ABC (H) - (Minutes)	TV - Networks	Minutes
4666	O0002321SC	Adult Swim (H)	TV - Networks	
4667	O0002321SD	Adult Swim (H) - (Minutes)	TV - Networks	Minutes
4668	O0002345SC	AMC (H)	TV - Networks	
4669	O0002345SD	AMC (H) - (Minutes)	TV - Networks	Minutes
4670	O0002343SC	Animal Planet (H)	TV - Networks	
4671	O0002343SD	Animal Planet (H) - (Minutes)	TV - Networks	Minutes
4672	O0002306SC	BBC-America (H)	TV - Networks	
4673	O0002306SD	BBC-America (H) - (Minutes)	TV - Networks	Minutes
4674	O0002323SC	Black Entertainment TV (H)	TV - Networks	
4675	O0002323SD	Black Entertainment TV (H) - (Minutes)	TV - Networks	Minutes
4676	O0002347SC	Bravo (H)	TV - Networks	
4677	O0002347SD	Bravo (H) - (Minutes)	TV - Networks	Minutes
4678	O0002365SC	CBS (H)	TV - Networks	
4679	O0002365SD	CBS (H) - (Minutes)	TV - Networks	Minutes
4680	O0002344SC	CNN (H)	TV - Networks	
4681	O0002344SD	CNN (H) - (Minutes)	TV - Networks	Minutes
4682	O0002324SC	Comedy Central (H)	TV - Networks	
4683	O0002324SD	Comedy Central (H) - (Minutes)	TV - Networks	Minutes
4684	O0002328SC	CW (H)	TV - Networks	
4685	O0002328SD	CW (H) - (Minutes)	TV - Networks	Minutes
4686	O0002322SC	Discovery Channel (H)	TV - Networks	
4687	O0002322SD	Discovery Channel (H) - (Minutes)	TV - Networks	Minutes
4688	O0002332SC	Disney Channel (H)	TV - Networks	
4689	O0002332SD	Disney Channel (H) - (Minutes)	TV - Networks	Minutes
4690	O0002350SC	Disney Junior (H)	TV - Networks	
4691	O0002350SD	Disney Junior (H) - (Minutes)	TV - Networks	Minutes
4692	O0002309SC	DIY Network (H)	TV - Networks	
4693	O0002309SD	DIY Network (H) - (Minutes)	TV - Networks	Minutes
4694	O0002337SC	E! (H)	TV - Networks	
4695	O0002337SD	E! (H) - (Minutes)	TV - Networks	Minutes
4696	O0002348SC	ESPN (H)	TV - Networks	
4697	O0002348SD	ESPN (H) - (Minutes)	TV - Networks	Minutes
4698	O0002362SC	Food Network (H)	TV - Networks	
4699	O0002362SD	Food Network (H) - (Minutes)	TV - Networks	Minutes
4700	O0002368SC	FOX (H)	TV - Networks	
4701	O0002368SD	FOX (H) - (Minutes)	TV - Networks	Minutes
4702	O0002340SC	FOX News Channel (H)	TV - Networks	
4703	O0002340SD	FOX News Channel (H) - (Minutes)	TV - Networks	Minutes
4704	O0002302SC	FOX Sports 1 (H)	TV - Networks	
4705	O0002302SD	FOX Sports 1 (H) - (Minutes)	TV - Networks	Minutes
4706	O0002358SC	Freeform (H)	TV - Networks	
4707	O0002358SD	Freeform (H) - (Minutes)	TV - Networks	Minutes
4708	O0002363SC	FX (H)	TV - Networks	
4709	O0002363SD	FX (H) - (Minutes)	TV - Networks	Minutes
4710	O0002082SC	GSN (H)	TV - Networks	
4711	O0002082SD	GSN (H) - (Minutes)	TV - Networks	Minutes
4712	O0002357SC	Hallmark Channel (H)	TV - Networks	
4713	O0002357SD	Hallmark Channel (H) - (Minutes)	TV - Networks	Minutes
4714	O0002334SC	Hallmark Movies & Mysteries (H)	TV - Networks	
4715	O0002334SD	Hallmark Movies & Mysteries (H) - (Minutes)	TV - Networks	Minutes
4716	O0002311SC	HBO Prime (H)	TV - Networks	
4717	O0002311SD	HBO Prime (H) - (Minutes)	TV - Networks	Minutes
4718	O0002331SC	History (H)	TV - Networks	
4719	O0002331SD	History (H) - (Minutes)	TV - Networks	Minutes
4720	O0002369SC	HLN (H)	TV - Networks	
4721	O0002369SD	HLN (H) - (Minutes)	TV - Networks	Minutes
4722	O0002333SC	Home and Garden TV (H)	TV - Networks	
4723	O0002333SD	Home and Garden TV (H) - (Minutes)	TV - Networks	Minutes
4724	O0002354SC	INSP (H)	TV - Networks	
4725	O0002354SD	INSP (H) - (Minutes)	TV - Networks	Minutes
4726	O0002304SC	Investigation Discovery (H)	TV - Networks	
4727	O0002304SD	Investigation Discovery (H) - (Minutes)	TV - Networks	Minutes
4728	O0002307SC	ION (H)	TV - Networks	
4729	O0002307SD	ION (H) - (Minutes)	TV - Networks	Minutes
4730	O0002300SC	Lifetime Television (H)	TV - Networks	
4731	O0002300SD	Lifetime Television (H) - (Minutes)	TV - Networks	Minutes
4732	O0002339SC	MSNBC (H)	TV - Networks	
4733	O0002339SD	MSNBC (H) - (Minutes)	TV - Networks	Minutes
4734	O0002317SC	MTV (H)	TV - Networks	
4735	O0002317SD	MTV (H) - (Minutes)	TV - Networks	Minutes
4736	O0002312SC	National Geographic (H)	TV - Networks	

ORDER	VARIABLE	DESCRIPTION	CATEGORY	CONSUMPTION
4737	O0002312SD	National Geographic (H) - (Minutes)	TV - Networks	Minutes
4738	O0002366SC	NBC (H)	TV - Networks	
4739	O0002366SD	NBC (H) - (Minutes)	TV - Networks	Minutes
4740	O0002349SC	NBC Sports Network (H)	TV - Networks	
4741	O0002349SD	NBC Sports Network (H) - (Minutes)	TV - Networks	Minutes
4742	O0002314SC	NFL Network (H)	TV - Networks	
4743	O0002314SD	NFL Network (H) - (Minutes)	TV - Networks	Minutes
4744	O0002336SC	Nick Jr (H)	TV - Networks	
4745	O0002336SD	Nick Jr (H) - (Minutes)	TV - Networks	Minutes
4746	O0002318SC	Nickelodeon (H)	TV - Networks	
4747	O0002318SD	Nickelodeon (H) - (Minutes)	TV - Networks	Minutes
4748	O0002310SC	Oxygen Media (H)	TV - Networks	
4749	O0002310SD	Oxygen Media (H) - (Minutes)	TV - Networks	Minutes
4750	O0002313SC	Paramount (H)	TV - Networks	
4751	O0002313SD	Paramount (H) - (Minutes)	TV - Networks	Minutes
4752	O0002134SC	PBS (H)	TV - Networks	
4753	O0002134SD	PBS (H) - (Minutes)	TV - Networks	Minutes
4754	O0002305SC	Science (H)	TV - Networks	
4755	O0002305SD	Science (H) - (Minutes)	TV - Networks	Minutes
4756	O0002335SC	Syfy (H)	TV - Networks	
4757	O0002335SD	Syfy (H) - (Minutes)	TV - Networks	Minutes
4758	O0002356SC	TBS Network (H)	TV - Networks	
4759	O0002356SD	TBS Network (H) - (Minutes)	TV - Networks	Minutes
4760	O0002360SC	TEL (H)	TV - Networks	
4761	O0002360SD	TEL (H) - (Minutes)	TV - Networks	Minutes
4762	O0002329SC	The Cartoon Network (H)	TV - Networks	
4763	O0002329SD	The Cartoon Network (H) - (Minutes)	TV - Networks	Minutes
4764	O0002341SC	The Weather Channel (H)	TV - Networks	
4765	O0002341SD	The Weather Channel (H) - (Minutes)	TV - Networks	Minutes
4766	O0002326SC	TLC (H)	TV - Networks	
4767	O0002326SD	TLC (H) - (Minutes)	TV - Networks	Minutes
4768	O0002355SC	Travel Channel (H)	TV - Networks	
4769	O0002355SD	Travel Channel (H) - (Minutes)	TV - Networks	Minutes
4770	O0002367SC	Turner Network Television (H)	TV - Networks	
4771	O0002367SD	Turner Network Television (H) - (Minutes)	TV - Networks	Minutes
4772	O0002338SC	TV Land (H)	TV - Networks	
4773	O0002338SD	TV Land (H) - (Minutes)	TV - Networks	Minutes
4774	O0002359SC	UNI (H)	TV - Networks	
4775	O0002359SD	UNI (H) - (Minutes)	TV - Networks	Minutes
4776	O0002353SC	USA Network (H)	TV - Networks	
4777	O0002353SD	USA Network (H) - (Minutes)	TV - Networks	Minutes
4778	O0002325SC	VH1 (H)	TV - Networks	
4779	O0002325SD	VH1 (H) - (Minutes)	TV - Networks	Minutes
4780	O0002303SC	WETV (H)	TV - Networks	
4781	O0002303SD	WETV (H) - (Minutes)	TV - Networks	Minutes
4782	O0002301SC	WGN America (H)	TV - Networks	
4783	O0002301SD	WGN America (H) - (Minutes)	TV - Networks	Minutes
4784	P0200005SC	2019 Reg Ssn Sat 1 (H)	TV - Sports and Special Events	
4785	P0200006SC	2019 Reg Ssn Sun (H)	TV - Sports and Special Events	
4786	P0200007SC	2019 Video Music Awards (H)	TV - Sports and Special Events	
4787	P0200679SC	2020 FCS Football Champ (H)	TV - Sports and Special Events	
4788	P0200008SC	2020 N.Hampshire Primary (H)	TV - Sports and Special Events	
4789	P0200009SC	2020 NBA All Star Game (H)	TV - Sports and Special Events	
4790	P0200681SC	2020 Rose Parade (H)	TV - Sports and Special Events	
4791	P0200688SC	AAC Championship (H)	TV - Sports and Special Events	
4792	P0200689SC	ABC Afternoon Cftbl-3:30P (H)	TV - Sports and Special Events	
4793	P0200690SC	ABC Aftnoon Cftbl-12:01P (H)	TV - Sports and Special Events	
4794	P0200691SC	ABC News:Dem Cand Debate (H)	TV - Sports and Special Events	
4795	P0200692SC	ABC News:Democrat Debate (H)	TV - Sports and Special Events	
4796	P0200696SC	ACC Championship (H)	TV - Sports and Special Events	
4797	P0200697SC	ACM Presents: Our Country (H)	TV - Sports and Special Events	
4798	P0200698SC	AFC Championship On CBS (H)	TV - Sports and Special Events	
4799	P0200699SC	AFC Divisional Playoff -Su (H)	TV - Sports and Special Events	
4800	P0200700SC	AFC Wildcard Playoff (H)	TV - Sports and Special Events	
4801	P0200701SC	AFC/NFC Pro Bowl (H)	TV - Sports and Special Events	
4802	P0200702SC	AGT Champions (H)	TV - Sports and Special Events	
4803	P0200706SC	Amer Rising:Fight Pandem. (H)	TV - Sports and Special Events	
4804	P0200027SC	America Together (H)	TV - Sports and Special Events	
4805	P0200710SC	American Music Awards (H)	TV - Sports and Special Events	
4806	P0200711SC	American Ninja Warrior (H)	TV - Sports and Special Events	
4807	P0200030SC	Americas Choice 2020 (H)	TV - Sports and Special Events	
4808	P0200715SC	B.Paisley Thinks He's Spl (H)	TV - Sports and Special Events	
4809	P0200065SC	BET Awards Show - Black Entertainment TV (H)	TV - Sports and Special Events	
4810	P0200726SC	Big 12 Championship (H)	TV - Sports and Special Events	

ORDER	VARIABLE	DESCRIPTION	CATEGORY	CONSUMPTION
4811	P0200729SC	Big Ten Football Ch Game (H)	TV - Sports and Special Events	
4812	P0200741SC	Boca Raton Bowl (H)	TV - Sports and Special Events	
4813	P0200087SC	BTN Football L (H)	TV - Sports and Special Events	
4814	P0200749SC	Campaign '20-Super Tues (H)	TV - Sports and Special Events	
4815	P0200750SC	Camping World Bowl (H)	TV - Sports and Special Events	
4816	P0200755SC	CBS News+BET: Dem Debate (H)	TV - Sports and Special Events	
4817	P0200756SC	CBS NFL National (H)	TV - Sports and Special Events	
4818	P0200757SC	CBS NFL Today (H)	TV - Sports and Special Events	
4819	P0200101SC	CFP Championship L (H)	TV - Sports and Special Events	
4820	P0200102SC	Championship Drive L (H)	TV - Sports and Special Events	
4821	P0200773SC	Christmas-Rockefeller Cen (H)	TV - Sports and Special Events	
4822	P0200774SC	Citrus Bowl (H)	TV - Sports and Special Events	
4823	P0200775SC	Cllg Ftbl-USAA (H)	TV - Sports and Special Events	
4824	P0200776SC	CMA Awards (H)	TV - Sports and Special Events	
4825	P0200777SC	CMA Country Christmas (H)	TV - Sports and Special Events	
4826	P0200778SC	CMA Fest (H)	TV - Sports and Special Events	
4827	P0200126SC	CNN/UNI DC Dem Debate (H)	TV - Sports and Special Events	
4828	P0200128SC	Coll Football: Big 10 L (H)	TV - Sports and Special Events	
4829	P0200129SC	Coll Ftbl Bowl Game L (H)	TV - Sports and Special Events	
4830	P0200130SC	Coll Ftbl Bowl Studio L (H)	TV - Sports and Special Events	
4831	P0200131SC	Coll Ftbl Scoreboard L (H)	TV - Sports and Special Events	
4832	P0200132SC	College Bkbl Reg Ssn L (H)	TV - Sports and Special Events	
4833	P0200133SC	College Football Aft L (H)	TV - Sports and Special Events	
4834	P0200134SC	College Football Prime L (H)	TV - Sports and Special Events	
4835	P0200779SC	College Football Today (H)	TV - Sports and Special Events	
4836	P0200135SC	College Gameday L (H)	TV - Sports and Special Events	
4837	P0200136SC	College Gameday-Bkbl L (H)	TV - Sports and Special Events	
4838	P0200144SC	Coronavirus Pandemic Spl (H)	TV - Sports and Special Events	
4839	P0200145SC	Cotton Bowl L (H)	TV - Sports and Special Events	
4840	P0200786SC	D. Parton:Here She Comes (H)	TV - Sports and Special Events	
4841	P0200790SC	David Blaine:Magic Way (H)	TV - Sports and Special Events	
4842	P0200792SC	Daytime Emmy Awards (H)	TV - Sports and Special Events	
4843	P0200167SC	Debate (H)	TV - Sports and Special Events	
4844	P0200168SC	Decision 2020 (H)	TV - Sports and Special Events	
4845	P0200169SC	Democratic Debate (H)	TV - Sports and Special Events	
4846	P0200796SC	Disney Family Singalong (H)	TV - Sports and Special Events	
4847	P0200797SC	Disney Parks Xmas Parade (H)	TV - Sports and Special Events	
4848	P0200180SC	Division Series Game (H)	TV - Sports and Special Events	
4849	P0200798SC	Dolly Parton:50 Yrs Opry (H)	TV - Sports and Special Events	
4850	P0200804SC	Emmy Awards (H)	TV - Sports and Special Events	
4851	P0200217SC	FNC 2020: Super Tuesday (H)	TV - Sports and Special Events	
4852	P0200817SC	Football Nt America Pt 3 (H)	TV - Sports and Special Events	
4853	P0200820SC	Fox NASCAR Cup Series (H)	TV - Sports and Special Events	
4854	P0200821SC	Fox NASCAR Dytona 500 Mon (H)	TV - Sports and Special Events	
4855	P0200822SC	Fox NASCAR Raceday (H)	TV - Sports and Special Events	
4856	P0200230SC	Fox News Democracy 2020 (H)	TV - Sports and Special Events	
4857	P0200825SC	Fox NFC Championship (H)	TV - Sports and Special Events	
4858	P0200826SC	Fox NFC Playoff-Sun (H)	TV - Sports and Special Events	
4859	P0200827SC	Fox NFC Wildcard Game (H)	TV - Sports and Special Events	
4860	P0200828SC	Fox NFL Sunday-National (H)	TV - Sports and Special Events	
4861	P0200829SC	Fox NFL-Thu (H)	TV - Sports and Special Events	
4862	P0200830SC	Fox Saturday Baseball (H)	TV - Sports and Special Events	
4863	P0200831SC	Fox Super Bowl LIV (H)	TV - Sports and Special Events	
4864	P0200832SC	Fox World Series Game 7 (H)	TV - Sports and Special Events	
4865	P0200833SC	Fox+NFLN Thu Nt Football (H)	TV - Sports and Special Events	
4866	P0200836SC	Garth & Trisha Live! (H)	TV - Sports and Special Events	
4867	P0200842SC	Golden Globe Awards (H)	TV - Sports and Special Events	
4868	P0200850SC	Grammy Awards (H)	TV - Sports and Special Events	
4869	P0200851SC	Grammy Salute To Prince (H)	TV - Sports and Special Events	
4870	P0200853SC	Grease Sing-A-Long (H)	TV - Sports and Special Events	
4871	P0200860SC	Happy Days-Garry Marshall (H)	TV - Sports and Special Events	
4872	P0200861SC	Harry&Meghan:African Jour (H)	TV - Sports and Special Events	
4873	P0200862SC	Harry-Meghan:Royal Crisis (H)	TV - Sports and Special Events	
4874	P0200864SC	Holey Moley (H)	TV - Sports and Special Events	
4875	P0200284SC	Holiday Bowl L (H)	TV - Sports and Special Events	
4876	P0200866SC	Home Depot Cllg Football2 (H)	TV - Sports and Special Events	
4877	P0200306SC	Impeachment Analysis (H)	TV - Sports and Special Events	
4878	P0200307SC	Impeachment Inquiry Hrngs (H)	TV - Sports and Special Events	
4879	P0200308SC	Impeachment of DonaldTrmp (H)	TV - Sports and Special Events	
4880	P0200314SC	Inside the NBA (H)	TV - Sports and Special Events	
4881	P0200874SC	Interview w/John Bolton (H)	TV - Sports and Special Events	
4882	P0200875SC	Jeopardy! Greatest All-3 (H)	TV - Sports and Special Events	
4883	P0200876SC	Jesus Christ Suprstr Live (H)	TV - Sports and Special Events	
4884	P0200881SC	Kennedy Center Honors (H)	TV - Sports and Special Events	

ORDER	VARIABLE	DESCRIPTION	CATEGORY	CONSUMPTION
4885	P0200884SC	Las Vegas Bowl (H)	TV - Sports and Special Events	
4886	P0200885SC	Last Days Of Phil Hartman (H)	TV - Sports and Special Events	
4887	P0200352SC	Little League World Srs L (H)	TV - Sports and Special Events	
4888	P0200899SC	Little League-World Champ (H)	TV - Sports and Special Events	
4889	P0200900SC	Live:All in Fam/Goodtimes (H)	TV - Sports and Special Events	
4890	P0200905SC	Macy's 4th July Fireworks (H)	TV - Sports and Special Events	
4891	P0200906SC	Macys Thanksgiving Parade (H)	TV - Sports and Special Events	
4892	P0200914SC	Masters Rewind - Sun (H)	TV - Sports and Special Events	
4893	P0200921SC	Miss America Pageant (H)	TV - Sports and Special Events	
4894	P0200922SC	Miss Universe Pageant (H)	TV - Sports and Special Events	
4895	P0200398SC	MLB AL Champions Series L (H)	TV - Sports and Special Events	
4896	P0200399SC	MLB AL Division Series L (H)	TV - Sports and Special Events	
4897	P0200400SC	MLB Division Series - TBS Network (H)	TV - Sports and Special Events	
4898	P0200402SC	MLB NLCS (H)	TV - Sports and Special Events	
4899	P0200403SC	MLB Sunday Night L (H)	TV - Sports and Special Events	
4900	P0200404SC	MLB Wild Card L (H)	TV - Sports and Special Events	
4901	P0200405SC	MLB Wildcard (H)	TV - Sports and Special Events	
4902	P0200927SC	Modern Farewell, A (H)	TV - Sports and Special Events	
4903	P0200410SC	Monday Night Kickoff L (H)	TV - Sports and Special Events	
4904	P0200421SC	MSNBC Debate Analysis (H)	TV - Sports and Special Events	
4905	P0200426SC	MSNBC Live: Decision 2020 (H)	TV - Sports and Special Events	
4906	P0200445SC	NASCAR Cup Series L (H)	TV - Sports and Special Events	
4907	P0200929SC	NASCAR Cup Series Race (H)	TV - Sports and Special Events	
4908	P0200446SC	NASCAR Cup Series Race L (H)	TV - Sports and Special Events	
4909	P0200930SC	NASCAR Xfinity Race (H)	TV - Sports and Special Events	
4910	P0200447SC	NASCAR Xfinity Race L (H)	TV - Sports and Special Events	
4911	P0200448SC	NASCAR Xfinity Series L (H)	TV - Sports and Special Events	
4912	P0200931SC	National Dog Show (H)	TV - Sports and Special Events	
4913	P0200453SC	NBA AllStar Sat Night (H)	TV - Sports and Special Events	
4914	P0200454SC	NBA Basketball (H)	TV - Sports and Special Events	
4915	P0200932SC	NBA Christmas Special-3 (H)	TV - Sports and Special Events	
4916	P0200455SC	NBA Regular Season L (H)	TV - Sports and Special Events	
4917	P0200935SC	NBC News Sp:Super Tuesday (H)	TV - Sports and Special Events	
4918	P0200936SC	NBC News Spcl Coronavirus (H)	TV - Sports and Special Events	
4919	P0200937SC	NBC NFL Playoff Game Div (H)	TV - Sports and Special Events	
4920	P0200938SC	NBC NFL Playoff Game WC (H)	TV - Sports and Special Events	
4921	P0200939SC	NBC NFL Th Special (H)	TV - Sports and Special Events	
4922	P0200944SC	NBC NV: Democratic Debate (H)	TV - Sports and Special Events	
4923	P0200945SC	NBC NY Eve-Late (H)	TV - Sports and Special Events	
4924	P0200947SC	NBC Sunday Night Football (H)	TV - Sports and Special Events	
4925	P0200462SC	New Years Eve Live w/ AC (H)	TV - Sports and Special Events	
4926	P0200955SC	New Year's Rockin EvePt1 (H)	TV - Sports and Special Events	
4927	P0200464SC	NFL Draft L (H)	TV - Sports and Special Events	
4928	P0200956SC	NFL Draft on ABC-4/23 (H)	TV - Sports and Special Events	
4929	P0200465SC	NFL Preseason (Live) (H)	TV - Sports and Special Events	
4930	P0200466SC	NFL Pre-Season Football L (H)	TV - Sports and Special Events	
4931	P0200467SC	NFL Pro Bowl L (H)	TV - Sports and Special Events	
4932	P0200468SC	NFL Regular Season L (H)	TV - Sports and Special Events	
4933	P0200957SC	NFL Wild Card Game-ABC (H)	TV - Sports and Special Events	
4934	P0200469SC	NFL Wildcard L (H)	TV - Sports and Special Events	
4935	P0200470SC	NFLN Thu Nt Football (H)	TV - Sports and Special Events	
4936	P0200961SC	Notre Dame Football (H)	TV - Sports and Special Events	
4937	P0200962SC	One World: Together Home - CBS (H)	TV - Sports and Special Events	
4938	P0200963SC	One World: Together Home - NBC (H)	TV - Sports and Special Events	
4939	P0200964SC	One Wrld:Together At Home (H)	TV - Sports and Special Events	
4940	P0200478SC	Orange Bowl L (H)	TV - Sports and Special Events	
4941	P0200965SC	Oscars, The (H)	TV - Sports and Special Events	
4942	P0200968SC	Pac-12 Championship Game (H)	TV - Sports and Special Events	
4943	P0200970SC	PBC Fight Camp (H)	TV - Sports and Special Events	
4944	P0200971SC	PBC Fight Night (H)	TV - Sports and Special Events	
4945	P0200974SC	PGAT AT&T Pebble Beach-Su (H)	TV - Sports and Special Events	
4946	P0200975SC	PGAT BMW Chp-Su (H)	TV - Sports and Special Events	
4947	P0200976SC	PGAT Tour Chp-Su Fnl 9 (H)	TV - Sports and Special Events	
4948	P0200495SC	President Trump Town Hall (H)	TV - Sports and Special Events	
4949	P0200518SC	Remembering George Floyd (H)	TV - Sports and Special Events	
4950	P0200530SC	Rose Bowl L (H)	TV - Sports and Special Events	
4951	P0200992SC	Royal Divide:Harry,Meghan (H)	TV - Sports and Special Events	
4952	P0200998SC	Saturday Night Football (H)	TV - Sports and Special Events	
4953	P0201002SC	SEC Champ-CBS: Dr Pepper (H)	TV - Sports and Special Events	
4954	P0200541SC	Senate Impeachment Trial (H)	TV - Sports and Special Events	
4955	P0200542SC	Senate Impeachment Vote (H)	TV - Sports and Special Events	
4956	P0200568SC	Sportscenter Special L (H)	TV - Sports and Special Events	
4957	P0200573SC	State of the Union 2020 - FOX News Channel (H)	TV - Sports and Special Events	
4958	P0201013SC	Steve Harvey-Live Tm Sq 2 (H)	TV - Sports and Special Events	

ORDER	VARIABLE	DESCRIPTION	CATEGORY	CONSUMPTION
4959	P0200583SC	Sugar Bowl L (H)	TV - Sports and Special Events	
4960	P0201017SC	Sunday Night Kickoff (H)	TV - Sports and Special Events	
4961	P0201021SC	Super Tuesday (H)	TV - Sports and Special Events	
4962	P0200600SC	Tennis: Us Open Aft L (H)	TV - Sports and Special Events	
4963	P0200601SC	Tennis: US Open Prime L (H)	TV - Sports and Special Events	
4964	P0201029SC	Thanksgiving Day Parade (H)	TV - Sports and Special Events	
4965	P0200607SC	Thursday Night Football (H)	TV - Sports and Special Events	
4966	P0201034SC	Toast to 2019 (H)	TV - Sports and Special Events	
4967	P0201039SC	Tony The Tiger Sun Bowl (H)	TV - Sports and Special Events	
4968	P0201041SC	Tournament-Roses Parade (H)	TV - Sports and Special Events	
4969	P0200619SC	Trump Virtual Town Hall (H)	TV - Sports and Special Events	
4970	P0201043SC	Truth & Lies:J. Epstein (H)	TV - Sports and Special Events	
4971	P0200626SC	UFC Fight Night L (H)	TV - Sports and Special Events	
4972	P0201044SC	Ultimate Tag (H)	TV - Sports and Special Events	
4973	P0201048SC	US Fig Skating Champ 1Q1 (H)	TV - Sports and Special Events	
4974	P0201049SC	US Gymnastics Champs-Pr (H)	TV - Sports and Special Events	
4975	P0201054SC	Volcano Live! N. Wallenda (H)	TV - Sports and Special Events	
4976	P0201057SC	What Is Jeopardy!? (H)	TV - Sports and Special Events	
4977	P0200665SC	WWE Entertainment (H)	TV - Sports and Special Events	
4978	P0201062SC	WWE Fri Night Smackdown (H)	TV - Sports and Special Events	
4979	P0200666SC	WWE Smackdown (H)	TV - Sports and Special Events	
4980	P0201064SC	WWOD:Little Mermaid Live! (H)	TV - Sports and Special Events	
4981	P0200668SC	XFL L (H)	TV - Sports and Special Events	
4982	P0201065SC	XFL On Fox - Sat (H)	TV - Sports and Special Events	
4983	P0201066SC	XFL-Sun (H)	TV - Sports and Special Events	
4984	P0201067SC	Year: 2019, The (H)	TV - Sports and Special Events	
4985	SB002934SC	How often usually vote in local elections Always (A)	Voting	
4986	SB002935SC	How often usually vote in local elections Sometimes (A)	Voting	
4987	SB002936SC	How often usually vote in local elections Never (A)	Voting	
4988	SB002937SC	How often usually vote in presidential elections Always (A)	Voting	
4989	SB002938SC	How often usually vote in presidential elections Sometimes (A)	Voting	
4990	SB002939SC	How often usually vote in presidential elections Never (A)	Voting	
4991	SB002940SC	How often usually vote in statewide elections Always (A)	Voting	
4992	SB002941SC	How often usually vote in statewide elections Sometimes (A)	Voting	
4993	SB002942SC	How often usually vote in statewide elections Never (A)	Voting	
4994	SB002943SC	Political party affiliation Democrat (A)	Voting	
4995	SB002944SC	Political party affiliation Independent, but feel closer to Democrat (A)	Voting	
4996	SB002945SC	Political party affiliation Independent (A)	Voting	
4997	SB002946SC	Political party affiliation Independent, but feel closer to Republican (A)	Voting	
4998	SB003664SC	Political party affiliation Republican (A)	Voting	
4999	SB002947SC	Political party affiliation None of these (A)	Voting	
5000	SB002948SC	Registered to vote in district of residence Yes (A)	Voting	
5001	SB002949SC	Registered to vote in district of residence No (A)	Voting	