

ORDER	VARIABLE	DESCRIPTION	CATEGORY
1	SB000618ZC	Any beer drank past 30 days Any beer (excluding non-alcoholic) past 30 days (A)	Alcohol
2	SB000773ZC	Domestic light beer drank past 30 days Any domestic light beer past 30 days (A)	Alcohol
3	SB000771ZC	Domestic light beer drank past 30 days Bud Light (A)	Alcohol
4	SB000770ZC	Domestic light beer drank past 30 days Bud Light Lime (A)	Alcohol
5	SB000772ZC	Domestic light beer drank past 30 days Bud Light Platinum (A)	Alcohol
6	SB000767ZC	Domestic light beer drank past 30 days Coors Light (A)	Alcohol
7	SB003776ZC	Domestic light beer drank past 30 days Keystone Light (A)	Alcohol
8	SB003777ZC	Domestic light beer drank past 30 days Michelob Light (A)	Alcohol
9	SB000766ZC	Domestic light beer drank past 30 days Michelob Ultra (A)	Alcohol
10	SB000764ZC	Domestic light beer drank past 30 days Natural Light (A)	Alcohol
11	SB000763ZC	Domestic light beer drank past 30 days Sam Adams Light (A)	Alcohol
12	SB000777ZC	Domestic light beer drink most often Bud Light (A)	Alcohol
13	SB003778ZC	Domestic light beer drink most often Bud Light Lime (A)	Alcohol
14	SB000775ZC	Domestic light beer drink most often Michelob Ultra (A)	Alcohol
15	SB000776ZC	Domestic light beer drink most often Miller Lite (A)	Alcohol
16	SB003780ZC	Domestic light beer drink most often Natural Light (A)	Alcohol
17	SB000785ZC	Domestic reg beer drank past 30 days Any domestic regular beer past 30 days (A)	Alcohol
18	SB000784ZC	Domestic regular beer drank past 30 days Blue Moon (A)	Alcohol
19	SB000783ZC	Domestic regular beer drank past 30 days Budweiser (A)	Alcohol
20	SB003786ZC	Domestic regular beer drank past 30 days Busch (A)	Alcohol
21	SB000782ZC	Domestic regular beer drank past 30 days Coors Original (A)	Alcohol
22	SB003787ZC	Domestic regular beer drank past 30 days Leinenkugels (A)	Alcohol
23	SB003789ZC	Domestic regular beer drank past 30 days Michelob (A)	Alcohol
24	SB000781ZC	Domestic regular beer drank past 30 days Miller Genuine Draft (A)	Alcohol
25	SB003801ZC	Domestic regular beer drank past 30 days Pabst Blue Ribbon (A)	Alcohol
26	SB000779ZC	Domestic regular beer drank past 30 days Samuel Adams (A)	Alcohol
27	SB003803ZC	Domestic regular beer drank past 30 days Shock Top (A)	Alcohol
28	SB000778ZC	Domestic regular beer drank past 30 days Yuengling (A)	Alcohol
29	SB000786ZC	Domestic regular beer drink most often Blue Moon (A)	Alcohol
30	SB000787ZC	Domestic regular beer drink most often Budweiser (A)	Alcohol
31	SB003809ZC	Domestic regular beer drink most often Leinenkugels (A)	Alcohol
32	SB003811ZC	Domestic regular beer drink most often Miller Genuine Draft (A)	Alcohol
33	SB003813ZC	Domestic regular beer drink most often Miller High Life (A)	Alcohol
34	SB000788ZC	Domestic regular beer drink most often Samuel Adams (A)	Alcohol
35	SB003814ZC	Domestic regular beer drink most often Shock Top (A)	Alcohol
36	SB000789ZC	Domestic regular beer drink most often Yuengling (A)	Alcohol
37	SB000790ZC	Hard cider drank past 30 days Any hard cider (A)	Alcohol
38	SB000791ZC	Imported beer drank past 30 days Any imported beer past 30 days (A)	Alcohol
39	SB000799ZC	Imported beer drank past 30 days Corona Extra (A)	Alcohol
40	SB000798ZC	Imported beer drank past 30 days Corona Light (A)	Alcohol
41	SB000797ZC	Imported beer drank past 30 days Dos Equis (A)	Alcohol
42	SB000796ZC	Imported beer drank past 30 days Guinness (A)	Alcohol
43	SB000795ZC	Imported beer drank past 30 days Heineken (A)	Alcohol
44	SB000794ZC	Imported beer drank past 30 days Modelo Especial (A)	Alcohol
45	SB000793ZC	Imported beer drank past 30 days Stella Artois (A)	Alcohol
46	SB000792ZC	Imported beer drank past 30 days Tecate (A)	Alcohol
47	SB000804ZC	Imported beer drink most often Corona Extra (A)	Alcohol
48	SB000803ZC	Imported beer drink most often Corona Light (A)	Alcohol
49	SB000802ZC	Imported beer drink most often Guinness (A)	Alcohol
50	SB000801ZC	Imported beer drink most often Heineken (A)	Alcohol
51	SB000800ZC	Imported beer drink most often Stella Artois (A)	Alcohol
52	SB000820ZC	Liquor drank past 30 days Any whiskey past 30 days (A)	Alcohol
53	SB000819ZC	Liquor drank past 30 days Any white good past 30 days (A)	Alcohol
54	SB000818ZC	Liquor drank past 30 days Blended or rye whiskey (A)	Alcohol
55	SB000817ZC	Liquor drank past 30 days Bourbon whiskey (A)	Alcohol
56	SB000816ZC	Liquor drank past 30 days Brandy (A)	Alcohol
57	SB000814ZC	Liquor drank past 30 days Cognac (A)	Alcohol
58	SB000813ZC	Liquor drank past 30 days Cordial - liqueur (A)	Alcohol
59	SB000812ZC	Liquor drank past 30 days Gin (A)	Alcohol
60	SB000811ZC	Liquor drank past 30 days None (A)	Alcohol
61	SB000810ZC	Liquor drank past 30 days Other liquor (A)	Alcohol
62	SB000809ZC	Liquor drank past 30 days Pre-mixed cocktails (with liquor) (A)	Alcohol
63	SB000808ZC	Liquor drank past 30 days Rum (A)	Alcohol
64	SB000807ZC	Liquor drank past 30 days Scotch whisky (A)	Alcohol
65	SB000806ZC	Liquor drank past 30 days Tequila (A)	Alcohol
66	SB000805ZC	Liquor drank past 30 days Vodka (A)	Alcohol
67	SB000821ZC	Malt beverages drank past 30 days Any malt alternative (A)	Alcohol
68	SB000822ZC	Malt beverages drank past 30 days Any malt liquor (A)	Alcohol
69	SB000823ZC	Microbrew/craft beer drank past 30 days Any microbrew/craft beer (A)	Alcohol

ORDER	VARIABLE	DESCRIPTION	CATEGORY
70	SB000829ZC	No. of liquor types drank past 30 days 1 liquor (A)	Alcohol
71	SB000828ZC	No. of liquor types drank past 30 days 2 liquors (A)	Alcohol
72	SB000827ZC	No. of liquor types drank past 30 days 3 liquors (A)	Alcohol
73	SB000826ZC	No. of liquor types drank past 30 days 4 liquors (A)	Alcohol
74	SB000825ZC	No. of liquor types drank past 30 days 5 or more liquors (A)	Alcohol
75	SB000824ZC	No. of liquor types drank past 30 days None (A)	Alcohol
76	SB004032ZC	Nonalcoholic beer drank past 30 days Any non-alcoholic beer (A)	Alcohol
77	SB000833ZC	Type of alcoholic beverage drink most often Beer (A)	Alcohol
78	SB000832ZC	Type of alcoholic beverage drink most often Liquor (spirits) (A)	Alcohol
79	SB000831ZC	Type of alcoholic beverage drink most often Wine (A)	Alcohol
80	SB000830ZC	Type of alcoholic beverage drink most often Wine coolers (A)	Alcohol
81	SB000838ZC	Types of alcoholic beverages drank past 7 days Beer (A)	Alcohol
82	SB000837ZC	Types of alcoholic beverages drank past 7 days Hard cider (A)	Alcohol
83	SB000836ZC	Types of alcoholic beverages drank past 7 days Liquor (spirits) (A)	Alcohol
84	SB000835ZC	Types of alcoholic beverages drank past 7 days Wine (A)	Alcohol
85	SB000834ZC	Types of alcoholic beverages drank past 7 days Wine coolers (A)	Alcohol
86	SB000843ZC	Types of alcoholic beverages drink Beer (A)	Alcohol
87	SB000842ZC	Types of alcoholic beverages drink Hard cider (A)	Alcohol
88	SB000841ZC	Types of alcoholic beverages drink Liquor (spirits) (A)	Alcohol
89	SB000840ZC	Types of alcoholic beverages drink Wine (A)	Alcohol
90	SB000839ZC	Types of alcoholic beverages drink Wine coolers (A)	Alcohol
91	SB003287ZC	Usual price range for bottle of wine bought at a store \$5 - \$9 (A)	Alcohol
92	SB003288ZC	Usual price range for bottle of wine bought at a store \$10 - \$14 (A)	Alcohol
93	SB003289ZC	Usual price range for bottle of wine bought at a store \$15 - \$19 (A)	Alcohol
94	SB003290ZC	Usual price range for bottle of wine bought at a store \$20 or more (A)	Alcohol
95	SB003291ZC	Usual price range for bottle of wine bought at a store Do not buy wine (A)	Alcohol
96	SB000852ZC	Where bought beer past 30 days Club store (Costco, Sams Club, etc.) (A)	Alcohol
97	SB000851ZC	Where bought beer past 30 days Convenience store (A)	Alcohol
98	SB000850ZC	Where bought beer past 30 days Did not buy (A)	Alcohol
99	SB000849ZC	Where bought beer past 30 days Drug store (A)	Alcohol
100	SB000848ZC	Where bought beer past 30 days Grocery store (A)	Alcohol
101	SB000847ZC	Where bought beer past 30 days Liquor store (A)	Alcohol
102	SB000846ZC	Where bought beer past 30 days Nightclub or bar (A)	Alcohol
103	SB000845ZC	Where bought beer past 30 days Other place (A)	Alcohol
104	SB000853ZC	Where bought beer past 30 days Sit-down restaurant (A)	Alcohol
105	SB000844ZC	Where bought beer past 30 days Stadium or arena (A)	Alcohol
106	SB000854ZC	Where bought liquor past 30 days Club store (Costco, Sams Club, etc.) (A)	Alcohol
107	SB000859ZC	Where bought liquor past 30 days Grocery store (A)	Alcohol
108	SB000858ZC	Where bought liquor past 30 days Liquor store (A)	Alcohol
109	SB000857ZC	Where bought liquor past 30 days Nightclub or bar (A)	Alcohol
110	SB000856ZC	Where bought liquor past 30 days Other place (A)	Alcohol
111	SB000860ZC	Where bought liquor past 30 days Did not buy (A)	Alcohol
112	SB000855ZC	Where bought liquor past 30 days Sit-down restaurant (A)	Alcohol
113	SB000861ZC	Where bought wine past 30 days Club store (Costco, Sams Club, etc.) (A)	Alcohol
114	SB000869ZC	Where bought wine past 30 days Convenience store (A)	Alcohol
115	SB000867ZC	Where bought wine past 30 days Drug store (A)	Alcohol
116	SB000866ZC	Where bought wine past 30 days Grocery store (A)	Alcohol
117	SB000865ZC	Where bought wine past 30 days Liquor store (A)	Alcohol
118	SB000864ZC	Where bought wine past 30 days Nightclub or bar (A)	Alcohol
119	SB000863ZC	Where bought wine past 30 days Other place (A)	Alcohol
120	SB000862ZC	Where bought wine past 30 days Sit-down restaurant (A)	Alcohol
121	SB000868ZC	Where bought wine past 30 days Did not buy (A)	Alcohol
122	SB003996ZC	Wine (brands) bought past 3 months 14 Hands (A)	Alcohol
123	SB003997ZC	Wine (brands) bought past 3 months Alamos (A)	Alcohol
124	SB003998ZC	Wine (brands) bought past 3 months Apothic (A)	Alcohol
125	SB000893ZC	Wine (brands) bought past 3 months Arbor Mist (A)	Alcohol
126	SB000892ZC	Wine (brands) bought past 3 months Barefoot Cellars (A)	Alcohol
127	SB000891ZC	Wine (brands) bought past 3 months Beringer (A)	Alcohol
128	SB004000ZC	Wine (brands) bought past 3 months Black Box (A)	Alcohol
129	SB000889ZC	Wine (brands) bought past 3 months Carlo Rossi (A)	Alcohol
130	SB000888ZC	Wine (brands) bought past 3 months Chateau Ste. Michelle (A)	Alcohol
131	SB000887ZC	Wine (brands) bought past 3 months Clos du Bois (A)	Alcohol
132	SB004001ZC	Wine (brands) bought past 3 months Cupcake Vineyards (A)	Alcohol
133	SB000885ZC	Wine (brands) bought past 3 months Ecco Domani (A)	Alcohol
134	SB004002ZC	Wine (brands) bought past 3 months Estancia (A)	Alcohol
135	SB004003ZC	Wine (brands) bought past 3 months Francis Coppola (A)	Alcohol
136	SB000884ZC	Wine (brands) bought past 3 months Gallo Family Vineyards (A)	Alcohol
137	SB000881ZC	Wine (brands) bought past 3 months Kendall-Jackson (A)	Alcohol
138	SB000880ZC	Wine (brands) bought past 3 months La Crema (A)	Alcohol

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139	SB004004ZC	Wine (brands) bought past 3 months Livingston Cellars (A)	Alcohol
140	SB004005ZC	Wine (brands) bought past 3 months Mark West (A)	Alcohol
141	SB000879ZC	Wine (brands) bought past 3 months Menage a Trois (A)	Alcohol
142	SB004006ZC	Wine (brands) bought past 3 months Mirassou (A)	Alcohol
143	SB000871ZC	Wine (brands) bought past 3 months None (A)	Alcohol
144	SB000870ZC	Wine (brands) bought past 3 months Other brand (A)	Alcohol
145	SB000878ZC	Wine (brands) bought past 3 months Rex Goliath (A)	Alcohol
146	SB000877ZC	Wine (brands) bought past 3 months Robert Mondavi (A)	Alcohol
147	SB004007ZC	Wine (brands) bought past 3 months Rodney Strong (A)	Alcohol
148	SB000875ZC	Wine (brands) bought past 3 months Sutter Home (A)	Alcohol
149	SB004008ZC	Wine (brands) bought past 3 months The Naked Grape (A)	Alcohol
150	SB004009ZC	Wine (brands) bought past 3 months Turning Leaf (A)	Alcohol
151	SB000873ZC	Wine (brands) bought past 3 months Woodbridge (A)	Alcohol
152	SB000872ZC	Wine (brands) bought past 3 months Yellow Tail (A)	Alcohol
153	SB000916ZC	Wine (types) bought past 3 months Any blush or rose wine (A)	Alcohol
154	SB000913ZC	Wine (types) bought past 3 months Any champagne or sparkling wine (A)	Alcohol
155	SB000903ZC	Wine (types) bought past 3 months Any red wine (A)	Alcohol
156	SB000895ZC	Wine (types) bought past 3 months Any white wine (A)	Alcohol
157	SB000915ZC	Wine (types) bought past 3 months Brut/Brut Extra Dry (A)	Alcohol
158	SB000914ZC	Wine (types) bought past 3 months Cabernet Sauvignon (A)	Alcohol
159	SB000912ZC	Wine (types) bought past 3 months Chardonnay (A)	Alcohol
160	SB000911ZC	Wine (types) bought past 3 months Malbec (A)	Alcohol
161	SB000910ZC	Wine (types) bought past 3 months Merlot (A)	Alcohol
162	SB000909ZC	Wine (types) bought past 3 months Moscato (A)	Alcohol
163	SB000908ZC	Wine (types) bought past 3 months None (A)	Alcohol
164	SB000897ZC	Wine (types) bought past 3 months Other blush or rose wine (A)	Alcohol
165	SB000896ZC	Wine (types) bought past 3 months Other champagne/sparkling wine (A)	Alcohol
166	SB000907ZC	Wine (types) bought past 3 months Other red wine (A)	Alcohol
167	SB000906ZC	Wine (types) bought past 3 months Other white wine (A)	Alcohol
168	SB000904ZC	Wine (types) bought past 3 months Pinot Grigio/Pinot Gris (A)	Alcohol
169	SB000905ZC	Wine (types) bought past 3 months Pinot Noir (A)	Alcohol
170	SB000902ZC	Wine (types) bought past 3 months Red Zinfandel (A)	Alcohol
171	SB000901ZC	Wine (types) bought past 3 months Riesling (A)	Alcohol
172	SB000898ZC	Wine (types) bought past 3 months Sauvignon/Fume Blanc (A)	Alcohol
173	SB000900ZC	Wine (types) bought past 3 months Shiraz/Syrah (A)	Alcohol
174	SB000899ZC	Wine (types) bought past 3 months Spumante (A)	Alcohol
175	SB000894ZC	Wine (types) bought past 3 months White Zinfandel (A)	Alcohol
176	SB000927ZC	Wine (types) drink most often Cabernet Sauvignon (A)	Alcohol
177	SB000926ZC	Wine (types) drink most often Chardonnay (A)	Alcohol
178	SB000925ZC	Wine (types) drink most often Merlot (A)	Alcohol
179	SB000924ZC	Wine (types) drink most often Moscato (A)	Alcohol
180	SB000920ZC	Wine (types) drink most often None (A)	Alcohol
181	SB000923ZC	Wine (types) drink most often Pinot Grigio/Pinot Gris (A)	Alcohol
182	SB000922ZC	Wine (types) drink most often Red Zinfandel (A)	Alcohol
183	SB000921ZC	Wine (types) drink most often Riesling (A)	Alcohol
184	SB000917ZC	Wine (types) drink most often White Zinfandel (A)	Alcohol
185	SB003343ZC	Wine how often usually drink 1 to 2 times a week (A)	Alcohol
186	SB003342ZC	Wine how often usually drink 3 times a week or more (A)	Alcohol
187	SB003345ZC	Wine how often usually drink Once a month (A)	Alcohol
188	SB003344ZC	Wine how often usually drink 2 to 3 times a month (A)	Alcohol
189	SB003347ZC	Wine how often usually drink Never (A)	Alcohol
190	MM00306ZC	Buy Aerobic/Fitness Shoes- 1yr (A)	Apparel & Jewelry
191	MM60264ZC	Buy Athletic Shoes- 1yr (A)	Apparel & Jewelry
192	MM60265ZC	Buy Baseball/Softball Shoes- 1yr (A)	Apparel & Jewelry
193	MM00314ZC	Buy Basketball Shoes- 1yr (A)	Apparel & Jewelry
194	MM60266ZC	Buy Boat/Deck Shoes- 1yr (A)	Apparel & Jewelry
195	MM00353ZC	Buy Cross Training Shoes- 1yr (A)	Apparel & Jewelry
196	MM60267ZC	Buy Golf Shoes- 1yr (A)	Apparel & Jewelry
197	MM60268ZC	Buy Hiking/Backpacking Boots- 1yr (A)	Apparel & Jewelry
198	MM00413ZC	Buy Running/Jogging Shoes- 1yr (A)	Apparel & Jewelry
199	MM60269ZC	Buy Soccer Shoes- 1yr (A)	Apparel & Jewelry
200	MM60270ZC	Buy Sports Sandals- 1yr (A)	Apparel & Jewelry
201	MM00421ZC	Buy Tennis Shoes- 1yr (A)	Apparel & Jewelry
202	MM00423ZC	Buy Walking Shoes- 1yr (A)	Apparel & Jewelry
203	MM00305ZC	Buy Adidas Shoes- 1yr (A)	Apparel & Jewelry
204	MM00313ZC	Buy Asics Shoes- 1yr (A)	Apparel & Jewelry
205	MM60271ZC	Buy Avia Shoes- 1yr (A)	Apparel & Jewelry
206	MM60272ZC	Buy Brooks Shoes- 1yr (A)	Apparel & Jewelry
207	MM08100ZC	Buy Converse Shoes- 1yr (A)	Apparel & Jewelry

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208	MM60273ZC	Buy Easy Spirit Shoes- 1yr (A)	Apparel & Jewelry
209	MM41755ZC	Buy Jordan Shoes- 1yr (A)	Apparel & Jewelry
210	MM08105ZC	Buy K-Swiss Shoes- 1yr (A)	Apparel & Jewelry
211	MM50083ZC	Buy Merrell Shoes- 1yr (A)	Apparel & Jewelry
212	MM00408ZC	Buy New Balance Shoes- 1yr (A)	Apparel & Jewelry
213	MM00409ZC	Buy Nike Shoes- 1yr (A)	Apparel & Jewelry
214	MM60276ZC	Buy Other Athletic Shoes- 1yr (A)	Apparel & Jewelry
215	MM08090ZC	Buy Puma Shoes- 1yr (A)	Apparel & Jewelry
216	MM00411ZC	Buy Reebok Shoes- 1yr (A)	Apparel & Jewelry
217	MM60277ZC	Buy Any Saucony Shoes- 1yr (A)	Apparel & Jewelry
218	MM07280ZC	Buy Any Skechers Shoes- 1yr (A)	Apparel & Jewelry
219	MM00422ZC	Buy Timberland Shoes- 1yr (A)	Apparel & Jewelry
220	MM08055ZC	Buy Vans Shoes- 1yr (A)	Apparel & Jewelry
221	MM42424ZC	Buy Aerobic/Fitness Shoes- \$50+ - 1yr (A)	Apparel & Jewelry
222	MM08120ZC	Buy Aerobic/Fitness Shoes- <\$50- 1yr (A)	Apparel & Jewelry
223	MM42425ZC	Buy Any Athletic Shoes- \$50+ - 1yr (A)	Apparel & Jewelry
224	MM60279ZC	Buy Any Athletic Shoes- <\$50- 1yr (A)	Apparel & Jewelry
225	MM42427ZC	Buy Basketball Shoes- \$50+ - 1yr (A)	Apparel & Jewelry
226	MM42428ZC	Buy Boat/Deck Shoes \$50+ - 1yr (A)	Apparel & Jewelry
227	MM42429ZC	Buy Cross Training Shoes- \$50+ - 1yr (A)	Apparel & Jewelry
228	MM08180ZC	Buy Cross Training Shoes- <\$50- 1yr (A)	Apparel & Jewelry
229	MM42430ZC	Buy Golf Shoes- \$50+ - 1yr (A)	Apparel & Jewelry
230	MM42431ZC	Buy Hiking/Backpacking Boots- \$50+ - 1yr (A)	Apparel & Jewelry
231	MM42432ZC	Buy Running/Jogging Shoes- \$50+ - 1yr (A)	Apparel & Jewelry
232	MM08275ZC	Buy Running/Jogging Shoes- <\$50- 1yr (A)	Apparel & Jewelry
233	MM60280ZC	Buy Sports Sandals- <\$50- 1yr (A)	Apparel & Jewelry
234	MM42435ZC	Buy Tennis Shoes- \$50+ - 1yr (A)	Apparel & Jewelry
235	MM00490ZC	Buy Tennis Shoes- <\$50- 1yr (A)	Apparel & Jewelry
236	MM42436ZC	Buy Walking Shoes- \$50+ - 1yr (A)	Apparel & Jewelry
237	MM60281ZC	Buy Walking Shoes- <\$50- 1yr (A)	Apparel & Jewelry
238	MM00340ZC	Buy Children's Shoes- 6mo	Apparel & Jewelry
239	MM00340ZD	Buy Children's Shoes- 6mos - Pairs	Apparel & Jewelry
240	MM60284ZC	Amount Spent Children's Shoes \$25 or Less - 6mo	Apparel & Jewelry
241	MM60285ZC	Amount Spent Children's Shoes \$26-\$50- 6mo	Apparel & Jewelry
242	MM60286ZC	Amount Spent Children's Shoes \$51-\$99- 6mo	Apparel & Jewelry
243	MM60282ZC	Amount Spent Children's Shoes \$100-\$199- 6mo	Apparel & Jewelry
244	MM60283ZC	Amount Spent Children's Shoes \$200 or more- 6mo	Apparel & Jewelry
245	MM00418ZC	Buy Shoes for Child 6-12 Years Old- 6mo	Apparel & Jewelry
246	MM00417ZC	Buy Shoes for Child 0-5 Years Old- 6mo	Apparel & Jewelry
247	MM00318ZC	Buy Children's Athletic Shoes- 6mo	Apparel & Jewelry
248	MM00318ZD	Buy Children's Athletic Shoes- 6mos - Pairs	Apparel & Jewelry
249	MM00321ZC	Buy Children's Canvas Shoes- 6mo	Apparel & Jewelry
250	MM00321ZD	Buy Children's Canvas Shoes- 6mos - Pairs	Apparel & Jewelry
251	MM00324ZC	Buy Children's Casual/Leisure Shoes- 6mo	Apparel & Jewelry
252	MM00324ZD	Buy Children's Casual/Leisure Shoes- 6mos - Pairs	Apparel & Jewelry
253	MM00328ZC	Buy Children's Dress Shoes- 6mo	Apparel & Jewelry
254	MM00328ZD	Buy Children's Dress Shoes- 6mos - Pairs	Apparel & Jewelry
255	MM00331ZC	Buy Children's Leather Shoes- 6mo	Apparel & Jewelry
256	MM00331ZD	Buy Children's Leather Shoes- 6mos - Pairs	Apparel & Jewelry
257	MM00334ZC	Buy Children's Rain/Snow Boots- 6mo	Apparel & Jewelry
258	MM00334ZD	Buy Children's Rain/Snow Boots- 6mos - Pairs	Apparel & Jewelry
259	MM00337ZC	Buy Children's Sandals- 6mo	Apparel & Jewelry
260	MM00337ZD	Buy Children's Sandals- 6mos - Pairs	Apparel & Jewelry
261	MM00343ZC	Buy Children's Slippers- 6mo	Apparel & Jewelry
262	MM00343ZD	Buy Children's Slippers- 6mos - Pairs	Apparel & Jewelry
263	MM60287ZC	Buy Children's Western Boots- 6mo	Apparel & Jewelry
264	MM60287ZD	Buy Children's Western Boots- 6mos - Pairs	Apparel & Jewelry
265	MM60296ZC	Amount Spent on Clothing \$99 or Less- 1yr (A)	Apparel & Jewelry
266	MM60290ZC	Amount Spent on Clothing \$100 - \$299- 1yr (A)	Apparel & Jewelry
267	MM60294ZC	Amount Spent on Clothing \$300 - \$499- 1yr (A)	Apparel & Jewelry
268	MM60295ZC	Amount Spent on Clothing \$500 - \$999- 1yr (A)	Apparel & Jewelry
269	MM60289ZC	Amount Spent on Clothing \$1,000 - \$1,999- 1yr (A)	Apparel & Jewelry
270	MM60291ZC	Amount Spent on Clothing \$2,000 - \$2,999- 1yr (A)	Apparel & Jewelry
271	MM60292ZC	Amount Spent on Clothing \$2,000 or More- 1yr (A)	Apparel & Jewelry
272	MM60297ZC	Buy Clothing for Baby <1 Year Old, Any- 6mo	Apparel & Jewelry
273	MM60298ZC	Buy Clothing for Baby <1 Year Old, Any Outerwear- 6mo	Apparel & Jewelry
274	MM60299ZC	Buy Clothing for Baby <1 Year Old, Any Sleepwear- 6mo	Apparel & Jewelry
275	MM60300ZC	Buy Clothing for Baby <1 Year Old, Any Stretchies- 6mo	Apparel & Jewelry
276	MM60301ZC	Buy Clothing for Baby <1 Year Old, Any Underwear (ex Diapers)- 6mo	Apparel & Jewelry

ORDER	VARIABLE	DESCRIPTION	CATEGORY
277	MM00327ZC	Buy Children's Clothes- 6mo	Apparel & Jewelry
278	MM60302ZC	Buy Children's Clothes (Age 1-2 Years)- 6mo	Apparel & Jewelry
279	MM60303ZC	Buy Children's Jeans/Slacks (Age1-2 Years)- 6mo	Apparel & Jewelry
280	MM60304ZC	Buy Children's Outerwear (Age 1-2 Years)- 6mo	Apparel & Jewelry
281	MM60305ZC	Buy Children's Shorts (Age 1-2 Years)- 6mo	Apparel & Jewelry
282	MM60306ZC	Buy Children's Sleepwear (Age 1-2 Years)- 6mo	Apparel & Jewelry
283	MM60307ZC	Buy Children's Suits/Dresses (Age 1-2 Years)- 6mo	Apparel & Jewelry
284	MM60308ZC	Buy Children's Sweatsuits (Age 1-2 Years)- 6mo	Apparel & Jewelry
285	MM60309ZC	Buy Children's Tops/Shirts (Age 1-2 Years)- 6mo	Apparel & Jewelry
286	MM60310ZC	Buy Children's Underwear (ex Diapers) (Age 1-2 Years)- 6mo	Apparel & Jewelry
287	MM60311ZC	Buy Children's Clothes (Age 3-5 Years)- 6mo	Apparel & Jewelry
288	MM60312ZC	Buy Children's Jeans/Slacks (Age 3-5 Years)- 6mo	Apparel & Jewelry
289	MM60313ZC	Buy Children's Outerwear (Age 3-5 Years)- 6mo	Apparel & Jewelry
290	MM60314ZC	Buy Children's Shorts (Age 3-5 Years)- 6mo	Apparel & Jewelry
291	MM60315ZC	Buy Children's Sleepwear (Age 3-5 Years)- 6mo	Apparel & Jewelry
292	MM60316ZC	Buy Children's Suits/Dresses (Age 3-5 Years)- 6mo	Apparel & Jewelry
293	MM60317ZC	Buy Children's Sweatsuits (Age 3-5 Years)- 6mo	Apparel & Jewelry
294	MM60318ZC	Buy Children's Tops/Shirts (Age 3-5 Years)- 6mo	Apparel & Jewelry
295	MM60319ZC	Buy Children's Underwear (ex Diapers) (Age 3-5 Years)- 6mo	Apparel & Jewelry
296	MM60320ZC	Buy Children's Clothes (Age 6-12 Years), Any- 6mo	Apparel & Jewelry
297	MM60321ZC	Buy Children's Jeans (Age 6-12 Years)- 6mo	Apparel & Jewelry
298	MM60322ZC	Buy Children's Outerwear (Age 6-12 Years)- 6mo	Apparel & Jewelry
299	MM60323ZC	Buy Children's Shorts (Age 6-12 Years)- 6mo	Apparel & Jewelry
300	MM60324ZC	Buy Children's Slacks (Age 6-12 Years)- 6mo	Apparel & Jewelry
301	MM60325ZC	Buy Children's Sleepwear (Age 6-12 Years)- 6mo	Apparel & Jewelry
302	MM60326ZC	Buy Children's Suits/Dresses (Age 6-12 Years)- 6mo	Apparel & Jewelry
303	MM60327ZC	Buy Children's Sweaters (Age 6-12 Years)- 6mo	Apparel & Jewelry
304	MM60328ZC	Buy Children's Sweatsuits (Age 6-12 Years)- 6mo	Apparel & Jewelry
305	MM60329ZC	Buy Children's Tops/Shirts (Age 6-12 Years)- 6mo	Apparel & Jewelry
306	MM60330ZC	Buy Children's Underwear (Age 6-12 Years)- 6mo	Apparel & Jewelry
307	MM60334ZC	Amount Spent on Children's Clothing \$50 or Less- 6mo	Apparel & Jewelry
308	MM60335ZC	Amount Spent on Children's Clothing \$51-\$99- 6mo	Apparel & Jewelry
309	MM60331ZC	Amount Spent on Children's Clothing \$100-\$199- 6mo	Apparel & Jewelry
310	MM60332ZC	Amount Spent on Children's Clothing \$200-\$399- 6mo	Apparel & Jewelry
311	MM60333ZC	Amount Spent on Children's Clothing \$400 or More- 6mo	Apparel & Jewelry
312	MM00349ZC	Buy Costume Bracelet- 1yr (A)	Apparel & Jewelry
313	MM00350ZC	Buy Costume Earrings- 1yr (A)	Apparel & Jewelry
314	MM00351ZC	Buy Costume Necklace- 1yr (A)	Apparel & Jewelry
315	MM41539ZC	Use Barber Shop- 6mo (A)	Apparel & Jewelry
316	MM41540ZC	Use Beauty Parlor/Salon- 6mo (A)	Apparel & Jewelry
317	MM00474ZC	Dry Cleaning- \$100+- 6mo (A)	Apparel & Jewelry
318	MM00475ZC	Use Dry Cleaning- 6mo (A)	Apparel & Jewelry
319	MM00476ZC	Use Laundry/Laundromat- 6mo (A)	Apparel & Jewelry
320	MM00358ZC	Buy Fine Bracelet- 1yr (A)	Apparel & Jewelry
321	MM60337ZC	Buy Fine Diamond Jewelry- 1yr (A)	Apparel & Jewelry
322	MM60338ZC	Buy Fine Gold Jewelry- 1yr (A)	Apparel & Jewelry
323	MM00362ZC	Buy Fine Necklace- 1yr (A)	Apparel & Jewelry
324	MM60339ZC	Buy Fine Other Jewelry- 1yr (A)	Apparel & Jewelry
325	MM00363ZC	Buy Any Ring- 1yr (A)	Apparel & Jewelry
326	MM60340ZC	Buy Fine Sterling Jewelry- 1yr (A)	Apparel & Jewelry
327	MM00360ZC	Buy Fine Jewelry- \$400+ - 1yr (A)	Apparel & Jewelry
328	MM50349ZC	Buy Any Fine Jewelry- 1yr Any (A)	Apparel & Jewelry
329	MM50079ZC	Buy Any Jewelry or Watch- 1yr (A)	Apparel & Jewelry
330	MM00405ZC	Buy Men's T-Shirt (Not Undershirt)- 1yr (A)	Apparel & Jewelry
331	MM60341ZC	Buy Men's Casual/Non-Business Suit- 1yr (A)	Apparel & Jewelry
332	MM60342ZC	Buy Men's Big Ticket Clothing- 1yr (A)	Apparel & Jewelry
333	MM60343ZC	Buy Any Men's Clothing- 1yr (A)	Apparel & Jewelry
334	MM00367ZC	Buy Men's All-Weather Coat- 1yr (A)	Apparel & Jewelry
335	MM00368ZC	Buy Men's Belt- 1yr (A)	Apparel & Jewelry
336	MM00371ZC	Buy Men's Business Suit- 1yr (A)	Apparel & Jewelry
337	MM00374ZC	Buy Men's Casual Slacks- 1yr (A)	Apparel & Jewelry
338	MM60344ZC	Buy Men's Cloth Handkerchiefs- 1yr (A)	Apparel & Jewelry
339	MM00377ZC	Buy Men's Designer Jeans- 1yr (A)	Apparel & Jewelry
340	MM00380ZC	Buy Men's Dress Shirt- 1yr (A)	Apparel & Jewelry
341	MM00383ZC	Buy Men's Dress Slacks- 1yr (A)	Apparel & Jewelry
342	MM00385ZC	Buy Men's Gloves- 1yr (A)	Apparel & Jewelry
343	MM60345ZC	Buy Men's Hat- 1yr (A)	Apparel & Jewelry
344	MM00388ZC	Buy Men's Jeans- 1yr (A)	Apparel & Jewelry
345	MM00389ZC	Buy Men's Lightweight Jacket- 1yr (A)	Apparel & Jewelry



ORDER	VARIABLE	DESCRIPTION	CATEGORY
346	MM00390ZC	Buy Men's Necktie- 1yr (A)	Apparel & Jewelry
347	MM00391ZC	Buy Men's Nightwear- 1yr (A)	Apparel & Jewelry
348	MM00392ZC	Buy Men's Overcoat- 1yr (A)	Apparel & Jewelry
349	MM60347ZC	Buy Men's Parka- 1yr (A)	Apparel & Jewelry
350	MM60348ZC	Buy Men's Ski Jacket- 1yr (A)	Apparel & Jewelry
351	MM60349ZC	Buy Men's Socks- 1yr (A)	Apparel & Jewelry
352	MM00395ZC	Buy Men's Sports Jacket- 1yr (A)	Apparel & Jewelry
353	MM00398ZC	Buy Men's Sports Shirt- 1yr (A)	Apparel & Jewelry
354	MM00401ZC	Buy Men's Sweater- 1yr (A)	Apparel & Jewelry
355	MM00402ZC	Buy Men's Sweatpants- 1yr (A)	Apparel & Jewelry
356	MM00403ZC	Buy Men's Sweatshirt- 1yr (A)	Apparel & Jewelry
357	MM00404ZC	Buy Men's Swimsuit- 1yr (A)	Apparel & Jewelry
358	MM60350ZC	Buy Any Men's Low Ticket Clothing- 1yr (A)	Apparel & Jewelry
359	MM00406ZC	Buy Men's Underwear- 1yr (A)	Apparel & Jewelry
360	MM00407ZC	Buy Men's Wallet- 1yr (A)	Apparel & Jewelry
361	MM60351ZC	Buy Men's Belt- <\$100- 1yr (A)	Apparel & Jewelry
362	MM00372ZC	Buy Men's Casual Slacks- \$100+ - 1yr (A)	Apparel & Jewelry
363	MM00373ZC	Buy Men's Casual Slacks- <\$100- 1yr (A)	Apparel & Jewelry
364	MM60352ZC	Buy Men's Cloth Handkerchiefs <\$100- 1yr (A)	Apparel & Jewelry
365	MM00375ZC	Buy Men's Designer Jeans- \$100+ - 1yr (A)	Apparel & Jewelry
366	MM00376ZC	Buy Men's Designer Jeans- <\$100- 1yr (A)	Apparel & Jewelry
367	MM00378ZC	Buy Men's Dress Shirt- \$100+ - 1yr (A)	Apparel & Jewelry
368	MM00379ZC	Buy Men's Dress Shirt- <\$100- 1yr (A)	Apparel & Jewelry
369	MM00381ZC	Buy Men's Dress Slacks- \$100+ - 1yr (A)	Apparel & Jewelry
370	MM00382ZC	Buy Men's Dress Slacks- <\$100- 1yr (A)	Apparel & Jewelry
371	MM60353ZC	Buy Men's Gloves- <\$100- 1yr (A)	Apparel & Jewelry
372	MM60354ZC	Buy Men's Hat- <\$100- 1yr (A)	Apparel & Jewelry
373	MM00386ZC	Buy Men's Jeans- \$100+ - 1yr (A)	Apparel & Jewelry
374	MM00387ZC	Buy Men's Jeans- <\$100- 1yr (A)	Apparel & Jewelry
375	MM60355ZC	Buy Men's Lightweight Jacket- <\$100- 1yr (A)	Apparel & Jewelry
376	MM60356ZC	Buy Men's Necktie- <\$100- 1yr (A)	Apparel & Jewelry
377	MM60357ZC	Buy Men's Nightwear- <\$100- 1yr (A)	Apparel & Jewelry
378	MM60358ZC	Buy Men's Socks- <\$100- 1yr (A)	Apparel & Jewelry
379	MM00396ZC	Buy Men's Sports Shirt- \$100+ - 1yr (A)	Apparel & Jewelry
380	MM00397ZC	Buy Men's Sports Shirt- <\$100- 1yr (A)	Apparel & Jewelry
381	MM00399ZC	Buy Men's Sweater- \$100+ - 1yr (A)	Apparel & Jewelry
382	MM00400ZC	Buy Men's Sweater- <\$100- 1yr (A)	Apparel & Jewelry
383	MM60359ZC	Buy Men's Sweatpants- <\$100- 1yr (A)	Apparel & Jewelry
384	MM60360ZC	Buy Men's Sweatshirt- <\$100- 1yr (A)	Apparel & Jewelry
385	MM60361ZC	Buy Men's Swimsuit- <\$100- 1yr (A)	Apparel & Jewelry
386	MM60362ZC	Amount Spent Big Ticket Men's Clothing \$100-\$199- 6mo (A)	Apparel & Jewelry
387	MM60363ZC	Amount Spent Big Ticket Men's Clothing \$200-\$299- 6mo (A)	Apparel & Jewelry
388	MM60364ZC	Amount Spent Big Ticket Men's Clothing \$300-\$499- 6mo (A)	Apparel & Jewelry
389	MM60365ZC	Amount Spent Big Ticket Men's Clothing Less than \$100- 6mo (A)	Apparel & Jewelry
390	MM60366ZC	Buy Men's Underwear- <\$100- 1yr (A)	Apparel & Jewelry
391	MM60367ZC	Buy Men's Wallet- <\$100- 1yr (A)	Apparel & Jewelry
392	MM60368ZC	Buy Men's T-Shirt (Not Undershirt)- \$100 or More- 1yr (A)	Apparel & Jewelry
393	MM60369ZC	Buy Men's T-Shirt (Not Undershirt)- <\$100- 1yr (A)	Apparel & Jewelry
394	MM60370ZC	Buy Mens' Armani Clothing- 1yr (A)	Apparel & Jewelry
395	MM60371ZC	Buy Mens' Banana Republic Clothing- 1yr (A)	Apparel & Jewelry
396	MM60372ZC	Buy Mens' Brooks Brothers Clothing- 1yr (A)	Apparel & Jewelry
397	MM60373ZC	Buy Mens' Calvin Klein Clothing- 1yr (A)	Apparel & Jewelry
398	MM65000ZC	Buy Mens' Champion Clothing- 1yr (A)	Apparel & Jewelry
399	MM60374ZC	Buy Mens' DKNY Clothing- 1yr (A)	Apparel & Jewelry
400	MM60375ZC	Buy Mens' Dockers Clothing- 1yr (A)	Apparel & Jewelry
401	MM60376ZC	Buy Mens' Eddie Bauer Clothing- 1yr (A)	Apparel & Jewelry
402	MM60377ZC	Buy Mens' Express Clothing- 1yr (A)	Apparel & Jewelry
403	MM60378ZC	Buy Mens' H&M Clothing- 1yr (A)	Apparel & Jewelry
404	MM60379ZC	Buy Mens' Hagggar Clothing- 1yr (A)	Apparel & Jewelry
405	MM60380ZC	Buy Mens' Hanes Clothing- 1yr (A)	Apparel & Jewelry
406	MM60381ZC	Buy Mens' Kenneth Cole Clothing- 1yr (A)	Apparel & Jewelry
407	MM60382ZC	Buy Mens' Lands' End Clothing- 1yr (A)	Apparel & Jewelry
408	MM60383ZC	Buy Mens' Lee Clothing- 1yr (A)	Apparel & Jewelry
409	MM60384ZC	Buy Mens' Levi's Clothing- 1yr (A)	Apparel & Jewelry
410	MM60385ZC	Buy Mens' Nautica Clothing- 1yr (A)	Apparel & Jewelry
411	MM65001ZC	Buy Mens' Nike Clothing- 1yr (A)	Apparel & Jewelry
412	MM60386ZC	Buy Mens' Old Navy Clothing- 1yr (A)	Apparel & Jewelry
413	MM60387ZC	Buy Mens' Other Clothing- 1yr (A)	Apparel & Jewelry
414	MM60388ZC	Buy Mens' Polo Clothing- 1yr (A)	Apparel & Jewelry

ORDER	VARIABLE	DESCRIPTION	CATEGORY
415	MM60389ZC	Buy Mens' Ralph Lauren Clothing- 1yr (A)	Apparel & Jewelry
416	MM65002ZC	Buy Mens' Reebok Clothing- 1yr (A)	Apparel & Jewelry
417	MM60390ZC	Buy Mens' The Gap Clothing- 1yr (A)	Apparel & Jewelry
418	MM60391ZC	Buy Mens' Tommy Hilfiger Clothing- 1yr (A)	Apparel & Jewelry
419	MM60392ZC	Buy Mens' Wrangler Clothing- 1yr (A)	Apparel & Jewelry
420	MM00346ZC	Buy Clothing by Internet- 1yr (A)	Apparel & Jewelry
421	MM00364ZC	Buy Jewelry/Watches by Internet- 1yr (A)	Apparel & Jewelry
422	MM00415ZC	Buy Shoes/Footwear by Internet- 1yr (A)	Apparel & Jewelry
423	MM42420ZC	Buy Clothing/Apparel by Mail/Phone- 1yr (A)	Apparel & Jewelry
424	MM42422ZC	Buy Shoes/Footwear by Mail/Phone- 1yr (A)	Apparel & Jewelry
425	MM00311ZC	Buy Any Shoes (Not Athletic)- 1yr (A)	Apparel & Jewelry
426	MM00315ZC	Buy Canvas Shoes- 1yr (A)	Apparel & Jewelry
427	MM00317ZC	Buy Casual/Leisure Shoes- 1yr (A)	Apparel & Jewelry
428	MM00354ZC	Buy Dress Boots- 1yr (A)	Apparel & Jewelry
429	MM00355ZC	Buy Dress Shoes- 1yr (A)	Apparel & Jewelry
430	MM00410ZC	Buy Other Work Shoes- 1yr (A)	Apparel & Jewelry
431	MM60393ZC	Buy Other Type of Shoes- 1yr (A)	Apparel & Jewelry
432	MM00414ZC	Buy Sandals- 1yr (A)	Apparel & Jewelry
433	MM00426ZC	Buy Western Boots- 1yr (A)	Apparel & Jewelry
434	MM00473ZC	Buy Work Boots- 1yr (A)	Apparel & Jewelry
435	MM42441ZC	Buy Aerosoles Shoes- 1yr (A)	Apparel & Jewelry
436	MM50350ZC	Buy ALDO Shoes- 1yr (A)	Apparel & Jewelry
437	MM51002ZC	Buy Born Shoes- 1yr (A)	Apparel & Jewelry
438	MM42442ZC	Buy Coach Shoes- 1yr (A)	Apparel & Jewelry
439	MM42443ZC	Buy Cole Haan Shoes- 1yr (A)	Apparel & Jewelry
440	MM50081ZC	Buy Crocs Shoes- 1yr (A)	Apparel & Jewelry
441	MM42444ZC	Buy Kenneth Cole Shoes- 1yr (A)	Apparel & Jewelry
442	MM42445ZC	Buy Naturalizer Shoes- 1yr (A)	Apparel & Jewelry
443	MM42447ZC	Buy Nine West Shoes- 1yr (A)	Apparel & Jewelry
444	MM42448ZC	Buy Other Brand of Shoes- 1yr (A)	Apparel & Jewelry
445	MM42449ZC	Buy Rockport Shoes- 1yr (A)	Apparel & Jewelry
446	MM42450ZC	Buy Skechers Shoes- 1yr (A)	Apparel & Jewelry
447	MM42451ZC	Buy Sperry Shoes- 1yr (A)	Apparel & Jewelry
448	MM42452ZC	Buy Steve Madden Shoes- 1yr (A)	Apparel & Jewelry
449	MM42453ZC	Buy UGG Shoes- 1yr (A)	Apparel & Jewelry
450	MM60394ZC	Buy Any Shoes \$50 or More- 1yr	Apparel & Jewelry
451	MM60395ZC	Buy Any Shoes <\$50- 1yr	Apparel & Jewelry
452	MM60396ZC	Buy Canvas Shoes \$50 or More- 1yr	Apparel & Jewelry
453	MM60397ZC	Buy Canvas Shoes <\$50- 1yr	Apparel & Jewelry
454	MM60398ZC	Buy Casual/Leisure Shoes \$50 or More- 1yr	Apparel & Jewelry
455	MM60399ZC	Buy Casual/Leisure Shoes <\$50- 1yr	Apparel & Jewelry
456	MM60400ZC	Buy Dress Boots \$50 or More- 1yr	Apparel & Jewelry
457	MM60401ZC	Buy Dress Boots <\$50- 1yr	Apparel & Jewelry
458	MM60402ZC	Buy Dress Shoes \$50 or More- 1yr	Apparel & Jewelry
459	MM60403ZC	Buy Dress Shoes <\$50- 1yr	Apparel & Jewelry
460	MM60404ZC	Buy Other Work Shoes \$50 or More- 1yr	Apparel & Jewelry
461	MM60405ZC	Buy Other Work Shoes <\$50- 1yr	Apparel & Jewelry
462	MM60406ZC	Buy Other Shoes \$50 or More- 1yr	Apparel & Jewelry
463	MM60407ZC	Buy Other Shoes <\$50- 1yr	Apparel & Jewelry
464	MM60408ZC	Buy Sandals <\$50- 1yr	Apparel & Jewelry
465	MM60411ZC	Buy Western Boots \$50 or More- 1yr	Apparel & Jewelry
466	MM60412ZC	Buy Work Boots \$50 or More- 1yr	Apparel & Jewelry
467	MM60413ZC	Buy Work Boots <\$50- 1yr	Apparel & Jewelry
468	MM42437ZC	Buy Any Watch- 1yr (A)	Apparel & Jewelry
469	MM60414ZC	Own Watch (A)	Apparel & Jewelry
470	MM42438ZC	Buy Casual Watch- 1yr (A)	Apparel & Jewelry
471	MM42439ZC	Buy Dress Watch- 1yr (A)	Apparel & Jewelry
472	MM42440ZC	Buy Sport Watch- 1yr (A)	Apparel & Jewelry
473	MM00424ZC	Buy Watches- \$300+- 1yr (A)	Apparel & Jewelry
474	MM00425ZC	Buy Watches- <\$300- 1yr (A)	Apparel & Jewelry
475	MM60415ZC	Buy Any Women's Clothing- 1yr (A)	Apparel & Jewelry
476	MM60416ZC	Buy Women's Belt- 1yr (A)	Apparel & Jewelry
477	MM00427ZC	Buy Women's Blazer- 1yr (A)	Apparel & Jewelry
478	MM00428ZC	Buy Women's Blouse/Shirt- 1yr (A)	Apparel & Jewelry
479	MM00431ZC	Buy Women's Brassiere- 1yr (A)	Apparel & Jewelry
480	MM00434ZC	Buy Women's Casual Slacks- 1yr (A)	Apparel & Jewelry
481	MM00435ZC	Buy Women's Cloth Coat- 1yr (A)	Apparel & Jewelry
482	MM00438ZC	Buy Women's Designer Jeans- 1yr (A)	Apparel & Jewelry
483	MM00442ZC	Buy Women's Dress- 1yr (A)	Apparel & Jewelry

ORDER	VARIABLE	DESCRIPTION	CATEGORY
484	MM00441ZC	Buy Women's Dress Slacks- 1yr (A)	Apparel & Jewelry
485	MM00445ZC	Buy Women's Evening Dress- 1yr (A)	Apparel & Jewelry
486	MM00446ZC	Buy Women's Fur Coat/Jacket/Stole- 1yr (A)	Apparel & Jewelry
487	MM00447ZC	Buy Women's Gloves- 1yr (A)	Apparel & Jewelry
488	MM60417ZC	Buy Women's Hat - 1yr (A)	Apparel & Jewelry
489	MM00450ZC	Buy Women's Jeans- 1yr (A)	Apparel & Jewelry
490	MM60419ZC	Buy Women's Leather Coat, Jacket- 1yr (A)	Apparel & Jewelry
491	MM00366ZC	Buy Maternity Clothes- 1yr (A)	Apparel & Jewelry
492	MM00451ZC	Buy Women's Nightwear- 1yr (A)	Apparel & Jewelry
493	MM00452ZC	Buy Women's Pants Suit- 1yr (A)	Apparel & Jewelry
494	MM60420ZC	Buy Women's Parka- 1yr (A)	Apparel & Jewelry
495	MM00455ZC	Buy Women's Purse/Handbag- 1yr (A)	Apparel & Jewelry
496	MM00456ZC	Buy Women's Raincoat- 1yr (A)	Apparel & Jewelry
497	MM60421ZC	Buy Women's Ski Jacket- 1yr (A)	Apparel & Jewelry
498	MM00459ZC	Buy Women's Skirts- 1yr (A)	Apparel & Jewelry
499	MM60418ZC	Buy Women's Socks- 1yr (A)	Apparel & Jewelry
500	MM00461ZC	Buy Women's Sports Bra- 1yr (A)	Apparel & Jewelry
501	MM00465ZC	Buy Women's Sweater- 1yr (A)	Apparel & Jewelry
502	MM00468ZC	Buy Women's Sweatpants- 1yr (A)	Apparel & Jewelry
503	MM00469ZC	Buy Women's Sweatshirt- 1yr (A)	Apparel & Jewelry
504	MM00470ZC	Buy Women's Swimsuit- 1yr (A)	Apparel & Jewelry
505	MM00471ZC	Buy Women's T-Shirt- 1yr (A)	Apparel & Jewelry
506	MM00472ZC	Buy Women's Underpants- 1yr (A)	Apparel & Jewelry
507	MM60422ZC	Buy Any Women's Big Ticket Clothing- 1yr (A)	Apparel & Jewelry
508	MM60423ZC	Buy Any Women's Low Ticket Clothing- 1yr (A)	Apparel & Jewelry
509	MM60424ZC	Buy Women's Belt- <\$100- 1yr (A)	Apparel & Jewelry
510	MM00429ZC	Buy Women's Blouses/Shirts- \$100+ - 1yr (A)	Apparel & Jewelry
511	MM00430ZC	Buy Women's Blouses/Shirts- <\$100- 1yr (A)	Apparel & Jewelry
512	MM00432ZC	Buy Women's Casual Slacks- \$100+ - 1yr (A)	Apparel & Jewelry
513	MM00433ZC	Buy Women's Casual Slacks- <\$100- 1yr (A)	Apparel & Jewelry
514	MM00436ZC	Buy Women's Designer Jeans- \$100+ - 1yr (A)	Apparel & Jewelry
515	MM00437ZC	Buy Women's Designer Jeans- <\$100- 1yr (A)	Apparel & Jewelry
516	MM00439ZC	Buy Women's Dress Slacks- \$100+ - 1yr (A)	Apparel & Jewelry
517	MM00443ZC	Buy Women's Dresses- \$100+ - 1yr (A)	Apparel & Jewelry
518	MM00444ZC	Buy Women's Dresses- <\$100- 1yr (A)	Apparel & Jewelry
519	MM60427ZC	Buy Women's Gloves- <\$100- 1yr (A)	Apparel & Jewelry
520	MM60428ZC	Buy Women's Hat - <\$100- 1yr (A)	Apparel & Jewelry
521	MM00448ZC	Buy Women's Jeans- \$100+ - 1yr (A)	Apparel & Jewelry
522	MM00449ZC	Buy Women's Jeans- <\$100- 1yr (A)	Apparel & Jewelry
523	MM60429ZC	Buy Women's Nightwear- \$100+ - 1yr (A)	Apparel & Jewelry
524	MM60430ZC	Buy Women's Nightwear- <\$100- 1yr (A)	Apparel & Jewelry
525	MM00453ZC	Buy Women's Purse/Handbag- \$100+ - 1yr (A)	Apparel & Jewelry
526	MM00454ZC	Buy Women's Purse/Handbag- <\$100- 1yr (A)	Apparel & Jewelry
527	MM00458ZC	Buy Women's Skirts- <\$100- 1yr (A)	Apparel & Jewelry
528	MM60431ZC	Buy Women's Socks- +\$100- 1yr (A)	Apparel & Jewelry
529	MM60432ZC	Buy Women's Socks- <\$100- 1yr (A)	Apparel & Jewelry
530	MM00466ZC	Buy Women's Sweaters- \$100+ - 1yr (A)	Apparel & Jewelry
531	MM00467ZC	Buy Women's Sweaters- <\$100- 1yr (A)	Apparel & Jewelry
532	MM60433ZC	Buy Women's Sweatpants- \$100+ - 1yr (A)	Apparel & Jewelry
533	MM60434ZC	Buy Women's Sweatpants- <\$100- 1yr (A)	Apparel & Jewelry
534	MM60436ZC	Buy Women's Sweatshirt- <\$100- 1yr (A)	Apparel & Jewelry
535	MM60437ZC	Buy Women's Swimsuit- \$100+ - 1yr (A)	Apparel & Jewelry
536	MM60438ZC	Buy Women's Swimsuit- <\$100- 1yr (A)	Apparel & Jewelry
537	MM60439ZC	Buy Any Women's Low Ticket Clothing - \$1,000 or More- 1yr (A)	Apparel & Jewelry
538	MM60440ZC	Buy Women's T-Shirt- \$100+ - 1yr (A)	Apparel & Jewelry
539	MM60441ZC	Buy Women's T-Shirt- <\$100- 1yr (A)	Apparel & Jewelry
540	MM60445ZC	Amount Spent Big Ticket Women's Clothing Less than \$100- 6mo (A)	Apparel & Jewelry
541	MM60442ZC	Amount Spent Big Ticket Women's Clothing \$100-\$199- 6mo (A)	Apparel & Jewelry
542	MM60443ZC	Amount Spent Big Ticket Women's Clothing \$200-\$299- 6mo (A)	Apparel & Jewelry
543	MM60444ZC	Amount Spent Big Ticket Women's Clothing \$300-\$499- 6mo (A)	Apparel & Jewelry
544	MM60446ZC	Buy Women's Alfred Dunner Clothing- 1yr (A)	Apparel & Jewelry
545	MM60447ZC	Buy Women's Ann Taylor Clothing- 1yr (A)	Apparel & Jewelry
546	MM60448ZC	Buy Women's Banana Republic Clothing- 1yr (A)	Apparel & Jewelry
547	MM60449ZC	Buy Women's Calvin Klein Clothing- 1yr (A)	Apparel & Jewelry
548	MM65003ZC	Buy Women's Champion Clothing- 1yr (A)	Apparel & Jewelry
549	MM60450ZC	Buy Women's DKNY Clothing- 1yr (A)	Apparel & Jewelry
550	MM60451ZC	Buy Women's Dockers Clothing- 1yr (A)	Apparel & Jewelry
551	MM60452ZC	Buy Women's Eddie Bauer Clothing- 1yr (A)	Apparel & Jewelry
552	MM60453ZC	Buy Women's Express Clothing- 1yr (A)	Apparel & Jewelry



ORDER	VARIABLE	DESCRIPTION	CATEGORY
553	MM60454ZC	Buy Women's Guess Clothing- 1yr (A)	Apparel & Jewelry
554	MM60455ZC	Buy Women's H&M Clothing- 1yr (A)	Apparel & Jewelry
555	MM60456ZC	Buy Women's Hanes Clothing- 1yr (A)	Apparel & Jewelry
556	MM60457ZC	Buy Women's Jones New York Clothing- 1yr (A)	Apparel & Jewelry
557	MM60459ZC	Buy Women's Kenneth Cole Clothing- 1yr (A)	Apparel & Jewelry
558	MM60460ZC	Buy Women's Lee Clothing- 1yr (A)	Apparel & Jewelry
559	MM60461ZC	Buy Women's Levi's Clothing- 1yr (A)	Apparel & Jewelry
560	MM60462ZC	Buy Women's Liz Claiborne Clothing- 1yr (A)	Apparel & Jewelry
561	MM60463ZC	Buy Women's Lucky Brand Clothing- 1yr (A)	Apparel & Jewelry
562	MM60464ZC	Buy Women's New York & Company Clothing- 1yr (A)	Apparel & Jewelry
563	MM65004ZC	Buy Women's Nike Clothing- 1yr (A)	Apparel & Jewelry
564	MM60465ZC	Buy Women's Old Navy Clothing- 1yr (A)	Apparel & Jewelry
565	MM60466ZC	Buy Women's Other Clothing- 1yr (A)	Apparel & Jewelry
566	MM60467ZC	Buy Women's Polo Clothing- 1yr (A)	Apparel & Jewelry
567	MM60468ZC	Buy Women's Ralph Lauren Clothing- 1yr (A)	Apparel & Jewelry
568	MM65005ZC	Buy Women's Reebok Clothing- 1yr (A)	Apparel & Jewelry
569	MM60469ZC	Buy Women's Sag Harbor Clothing- 1yr (A)	Apparel & Jewelry
570	MM60470ZC	Buy Women's Talbots Clothing- 1yr (A)	Apparel & Jewelry
571	MM60471ZC	Buy Women's The Gap Clothing- 1yr (A)	Apparel & Jewelry
572	MM60472ZC	Buy Women's Tommy Hilfiger Clothing- 1yr (A)	Apparel & Jewelry
573	MM60473ZC	Buy Women's Wrangler Clothing- 1yr (A)	Apparel & Jewelry
574	SB003281ZC	Amount plans to pay for new vehicle next 12 mos Under \$10,000	Automotive
575	SB003284ZC	Amount plans to pay for new vehicle next 12 mos \$25,000 - \$29,999	Automotive
576	SB003285ZC	Amount plans to pay for new vehicle next 12 mos \$30,000 +	Automotive
577	SB003305ZC	Amount plans to pay for used vehicle next 12 mos Under \$10,000	Automotive
578	SB003306ZC	Amount plans to pay for used vehicle next 12 mos \$10,000 - \$14,999	Automotive
579	SB003307ZC	Amount plans to pay for used vehicle next 12 mos \$15,000 - \$19,999	Automotive
580	SB003308ZC	Amount plans to pay for used vehicle next 12 mos \$20,000 +	Automotive
581	SB003309ZC	Amt plans to pay for leased vehicle next 12 mos Under \$14,999	Automotive
582	SB003310ZC	Amt plans to pay for leased vehicle next 12 mos \$15,000 +	Automotive
583	SB003311ZC	Amt plans to pay for new/leased vehicle next 12 mo Under \$14,999	Automotive
584	SB003312ZC	Amt plans to pay for new/leased vehicle next 12 mo \$15,000 - \$34,999	Automotive
585	SB003313ZC	Amt plans to pay for new/leased vehicle next 12 mo \$35,000 +	Automotive
586	SB000150ZC	Any vehicle bought new/bought used/leased Any Vehicle:Bought New	Automotive
587	SB000149ZC	Any vehicle bought new/bought used/leased Any Vehicle:Bought Used	Automotive
588	SB000151ZC	Any vehicle bought new/bought used/leased Any Vehicle:Leased	Automotive
589	SB003674ZC	Auto insurance - length of time with primary provider Less than 1 year	Automotive
590	SB003675ZC	Auto insurance - length of time with primary provider 1 - 3 years	Automotive
591	SB003676ZC	Auto insurance - length of time with primary provider 4 - 10 years	Automotive
592	SB003677ZC	Auto insurance - length of time with primary provider More than 10 years	Automotive
593	SB003679ZC	Auto insurance - plan to switch provider next 12 mths No	Automotive
594	SB003678ZC	Auto insurance - plan to switch provider next 12 mths Yes	Automotive
595	SB000166ZC	Auto insurance provider for household AAA Insurance	Automotive
596	SB000165ZC	Auto insurance provider for household Allstate	Automotive
597	SB003849ZC	Auto insurance provider for household Farm Bureau	Automotive
598	SB000162ZC	Auto insurance provider for household Farmers Insurance Group	Automotive
599	SB000161ZC	Auto insurance provider for household GEICO	Automotive
600	SB000160ZC	Auto insurance provider for household Liberty Mutual	Automotive
601	SB003850ZC	Auto insurance provider for household Mercury	Automotive
602	SB000158ZC	Auto insurance provider for household None	Automotive
603	SB000157ZC	Auto insurance provider for household Progressive	Automotive
604	SB000155ZC	Auto insurance provider for household State Farm	Automotive
605	SB000154ZC	Auto insurance provider for household The Hartford	Automotive
606	SB000153ZC	Auto insurance provider for household Travelers	Automotive
607	SB000152ZC	Auto insurance provider for household USAA	Automotive
608	SB000180ZC	Auto repair/service on HHLD vehicle past 12 months Anti-freeze/coolant	Automotive
609	SB000167ZC	Auto repair/service on HHLD vehicle past 12 months Auto glass replacement	Automotive
610	SB000179ZC	Auto repair/service on HHLD vehicle past 12 months Brake repair	Automotive
611	SB000178ZC	Auto repair/service on HHLD vehicle past 12 months Car battery	Automotive
612	SB000177ZC	Auto repair/service on HHLD vehicle past 12 months Car radio equipment	Automotive
613	SB000175ZC	Auto repair/service on HHLD vehicle past 12 months New tires	Automotive
614	SB000174ZC	Auto repair/service on HHLD vehicle past 12 months None	Automotive
615	SB000173ZC	Auto repair/service on HHLD vehicle past 12 months Oil filter/oil change	Automotive
616	SB000172ZC	Auto repair/service on HHLD vehicle past 12 months Other car repair	Automotive
617	SB000171ZC	Auto repair/service on HHLD vehicle past 12 months Paint/body work	Automotive
618	SB000170ZC	Auto repair/service on HHLD vehicle past 12 months Shocks/struts	Automotive
619	SB000168ZC	Auto repair/service on HHLD vehicle past 12 months Tune-up/spark plugs	Automotive
620	SB000193ZC	Auto repair/srvc on vehicle past 12 mo (pd labor) Anti-freeze/coolant	Automotive
621	SB000181ZC	Auto repair/srvc on vehicle past 12 mo (pd labor) Auto glass replacement	Automotive

ORDER	VARIABLE	DESCRIPTION	CATEGORY
622	SB000192ZC	Auto repair/srvc on vehicle past 12 mo (pd labor) Brake repair	Automotive
623	SB000191ZC	Auto repair/srvc on vehicle past 12 mo (pd labor) Car battery	Automotive
624	SB000190ZC	Auto repair/srvc on vehicle past 12 mo (pd labor) Car radio equipment	Automotive
625	SB000189ZC	Auto repair/srvc on vehicle past 12 mo (pd labor) Muffler	Automotive
626	SB000188ZC	Auto repair/srvc on vehicle past 12 mo (pd labor) New tires	Automotive
627	SB000187ZC	Auto repair/srvc on vehicle past 12 mo (pd labor) Oil filter/oil change	Automotive
628	SB000186ZC	Auto repair/srvc on vehicle past 12 mo (pd labor) Other car repair	Automotive
629	SB000185ZC	Auto repair/srvc on vehicle past 12 mo (pd labor) Paint/body work	Automotive
630	SB000184ZC	Auto repair/srvc on vehicle past 12 mo (pd labor) Shocks/struts	Automotive
631	SB000182ZC	Auto repair/srvc on vehicle past 12 mo (pd labor) Tune-up/spark plugs	Automotive
632	SB000194ZC	Auto repair/srvc on vehicle past 12 mo (unpd labor) Anti-freeze/coolant	Automotive
633	SB003851ZC	Auto repair/srvc on vehicle past 12 mo (unpd labor) Auto glass	Automotive
634	SB000195ZC	Auto repair/srvc on vehicle past 12 mo (unpd labor) Brake repair	Automotive
635	SB000196ZC	Auto repair/srvc on vehicle past 12 mo (unpd labor) Car battery	Automotive
636	SB003855ZC	Auto repair/srvc on vehicle past 12 mo (unpd labor) Car radio/stereo	Automotive
637	SB000197ZC	Auto repair/srvc on vehicle past 12 mo (unpd labor) New tires	Automotive
638	SB000198ZC	Auto repair/srvc on vehicle past 12 mo (unpd labor) Oil filter/oil change	Automotive
639	SB000201ZC	Auto repair/srvc on vehicle past 12 mo (unpd labor) Other car repair	Automotive
640	SB003853ZC	Auto repair/srvc on vehicle past 12 mo (unpd labor) Paint/body work	Automotive
641	SB000199ZC	Auto repair/srvc on vehicle past 12 mo (unpd labor) Shocks/struts	Automotive
642	SB000200ZC	Auto repair/srvc on vehicle past 12 mo (unpd labor) Tune-up/spark plugs	Automotive
643	SB000205ZC	Dealers/websites might shop to buy/lease new/usd vhcl Any Chevy dealer	Automotive
644	SB000206ZC	Dealers/websites might shop to buy/lease new/usd vhcl Any Dodge dealer	Automotive
645	SB000204ZC	Dealers/websites might shop to buy/lease new/usd vhcl Any Ford dealer	Automotive
646	SB000203ZC	Dealers/websites might shop to buy/lease new/usd vhcl Any Honda dealer	Automotive
647	SB000208ZC	Dealers/websites might shop to buy/lease new/usd vhcl Any Internet site	Automotive
648	SB000202ZC	Dealers/websites might shop to buy/lease new/usd vhcl Any Toyota dealer	Automotive
649	SB000207ZC	Dealers/websites might shop to buy/lease new/usd vhcl None	Automotive
650	SB003957ZC	Features in any household vehicle Backup camera	Automotive
651	SB003958ZC	Features in any household vehicle Blu-ray/DVD player	Automotive
652	SB003959ZC	Features in any household vehicle CD player	Automotive
653	SB003960ZC	Features in any household vehicle GPS	Automotive
654	SB003961ZC	Features in any household vehicle Satellite radio capability	Automotive
655	SB003962ZC	Features in any household vehicle Subscr-based safety/security svc	Automotive
656	SB003963ZC	Features in any household vehicle Wireless capability	Automotive
657	SB000209ZC	Hybrid vehicles Own or lease hybrid vehicle	Automotive
658	SB000236ZC	Make of any vehicle owned or leased Acura:Any vehicle	Automotive
659	SB004175ZC	Make of any vehicle owned or leased Audi:Any vehicle	Automotive
660	SB000235ZC	Make of any vehicle owned or leased BMW:Any vehicle	Automotive
661	SB000234ZC	Make of any vehicle owned or leased Buick:Any vehicle	Automotive
662	SB000233ZC	Make of any vehicle owned or leased Cadillac:Any vehicle	Automotive
663	SB000232ZC	Make of any vehicle owned or leased Chevrolet:Any vehicle	Automotive
664	SB000231ZC	Make of any vehicle owned or leased Chrysler:Any vehicle	Automotive
665	SB000230ZC	Make of any vehicle owned or leased Dodge:Any vehicle	Automotive
666	SB000229ZC	Make of any vehicle owned or leased Ford:Any vehicle	Automotive
667	SB000228ZC	Make of any vehicle owned or leased GMC:Any vehicle	Automotive
668	SB000227ZC	Make of any vehicle owned or leased Honda:Any vehicle	Automotive
669	SB000226ZC	Make of any vehicle owned or leased Hyundai:Any vehicle	Automotive
670	SB004176ZC	Make of any vehicle owned or leased Infiniti:Any vehicle	Automotive
671	SB000225ZC	Make of any vehicle owned or leased Jeep:Any vehicle	Automotive
672	SB000223ZC	Make of any vehicle owned or leased Lexus:Any vehicle	Automotive
673	SB000222ZC	Make of any vehicle owned or leased Lincoln:Any vehicle	Automotive
674	SB000221ZC	Make of any vehicle owned or leased Mazda:Any vehicle	Automotive
675	SB000219ZC	Make of any vehicle owned or leased Mercedes:Any vehicle	Automotive
676	SB000220ZC	Make of any vehicle owned or leased Mercury:Any vehicle	Automotive
677	SB000218ZC	Make of any vehicle owned or leased Mitsubishi:Any vehicle	Automotive
678	SB000217ZC	Make of any vehicle owned or leased Nissan:Any vehicle	Automotive
679	SB004177ZC	Make of any vehicle owned or leased Ram:Any vehicle	Automotive
680	SB000213ZC	Make of any vehicle owned or leased Subaru:Any vehicle	Automotive
681	SB000212ZC	Make of any vehicle owned or leased Toyota:Any vehicle	Automotive
682	SB000211ZC	Make of any vehicle owned or leased Volkswagen:Any vehicle	Automotive
683	SB000210ZC	Make of any vehicle owned or leased Volvo:Any vehicle	Automotive
684	SB004159ZC	Make of last vehicle Acura>Last vehicle	Automotive
685	SB004163ZC	Make of last vehicle BMW>Last vehicle	Automotive
686	SB003609ZC	Make of last vehicle Buick>Last vehicle	Automotive
687	SB003610ZC	Make of last vehicle Cadillac>Last vehicle	Automotive
688	SB003611ZC	Make of last vehicle Chevrolet>Last vehicle	Automotive
689	SB003612ZC	Make of last vehicle Chrysler>Last vehicle	Automotive
690	SB003613ZC	Make of last vehicle Dodge>Last vehicle	Automotive

ORDER	VARIABLE	DESCRIPTION	CATEGORY
691	SB003615ZC	Make of last vehicle Ford:Last vehicle	Automotive
692	SB003616ZC	Make of last vehicle GMC:Last vehicle	Automotive
693	SB003617ZC	Make of last vehicle Honda:Last vehicle	Automotive
694	SB003618ZC	Make of last vehicle Hyundai:Last vehicle	Automotive
695	SB003619ZC	Make of last vehicle Jeep:Last vehicle	Automotive
696	SB003620ZC	Make of last vehicle Kia:Last vehicle	Automotive
697	SB003621ZC	Make of last vehicle Lexus:Last vehicle	Automotive
698	SB004170ZC	Make of last vehicle Lincoln:Last vehicle	Automotive
699	SB003622ZC	Make of last vehicle Mazda:Last vehicle	Automotive
700	SB004171ZC	Make of last vehicle Mercedes:Last vehicle	Automotive
701	SB003623ZC	Make of last vehicle Mercury:Last vehicle	Automotive
702	SB003624ZC	Make of last vehicle Nissan:Last vehicle	Automotive
703	SB003625ZC	Make of last vehicle Pontiac:Last vehicle	Automotive
704	SB004173ZC	Make of last vehicle Ram:Last vehicle	Automotive
705	SB003627ZC	Make of last vehicle Subaru:Last vehicle	Automotive
706	SB003628ZC	Make of last vehicle Toyota:Last vehicle	Automotive
707	SB003629ZC	Make of last vehicle Volkswagen:Last vehicle	Automotive
708	SB004174ZC	Make of last vehicle Volvo:Last vehicle	Automotive
709	SB004132ZC	Make of new vehicle owned (not leased) Acura:Any new	Automotive
710	SB004126ZC	Make of new vehicle owned (not leased) BMW:Any new	Automotive
711	SB000252ZC	Make of new vehicle owned (not leased) Buick:Any new	Automotive
712	SB004128ZC	Make of new vehicle owned (not leased) Cadillac:Any new	Automotive
713	SB000251ZC	Make of new vehicle owned (not leased) Chevrolet:Any new	Automotive
714	SB000250ZC	Make of new vehicle owned (not leased) Chrysler:Any new	Automotive
715	SB000249ZC	Make of new vehicle owned (not leased) Dodge:Any new	Automotive
716	SB000248ZC	Make of new vehicle owned (not leased) Ford:Any new	Automotive
717	SB000247ZC	Make of new vehicle owned (not leased) GMC:Any new	Automotive
718	SB000246ZC	Make of new vehicle owned (not leased) Honda:Any new	Automotive
719	SB000245ZC	Make of new vehicle owned (not leased) Hyundai:Any new	Automotive
720	SB000244ZC	Make of new vehicle owned (not leased) Jeep:Any new	Automotive
721	SB000243ZC	Make of new vehicle owned (not leased) Kia:Any new	Automotive
722	SB000242ZC	Make of new vehicle owned (not leased) Lexus:Any new	Automotive
723	SB004136ZC	Make of new vehicle owned (not leased) Lincoln:Any new	Automotive
724	SB000241ZC	Make of new vehicle owned (not leased) Mazda:Any new	Automotive
725	SB004138ZC	Make of new vehicle owned (not leased) Mercedes:Any new	Automotive
726	SB004140ZC	Make of new vehicle owned (not leased) Mercury:Any new	Automotive
727	SB000240ZC	Make of new vehicle owned (not leased) Nissan:Any new	Automotive
728	SB004144ZC	Make of new vehicle owned (not leased) Pontiac:Any new	Automotive
729	SB004148ZC	Make of new vehicle owned (not leased) Ram:Any new	Automotive
730	SB004150ZC	Make of new vehicle owned (not leased) Saturn:Any new	Automotive
731	SB000239ZC	Make of new vehicle owned (not leased) Subaru:Any new	Automotive
732	SB000238ZC	Make of new vehicle owned (not leased) Toyota:Any new	Automotive
733	SB000237ZC	Make of new vehicle owned (not leased) Volkswagen:Any new	Automotive
734	SB000279ZC	Make of vehicle owned (not leased) Acura:Any owned	Automotive
735	SB004118ZC	Make of vehicle owned (not leased) Audi:Any owned	Automotive
736	SB000278ZC	Make of vehicle owned (not leased) BMW:Any owned	Automotive
737	SB000277ZC	Make of vehicle owned (not leased) Buick:Any owned	Automotive
738	SB000276ZC	Make of vehicle owned (not leased) Cadillac:Any owned	Automotive
739	SB000275ZC	Make of vehicle owned (not leased) Chevrolet:Any owned	Automotive
740	SB000274ZC	Make of vehicle owned (not leased) Chrysler:Any owned	Automotive
741	SB000273ZC	Make of vehicle owned (not leased) Dodge:Any owned	Automotive
742	SB000272ZC	Make of vehicle owned (not leased) Ford:Any owned	Automotive
743	SB000271ZC	Make of vehicle owned (not leased) GMC:Any owned	Automotive
744	SB000270ZC	Make of vehicle owned (not leased) Honda:Any owned	Automotive
745	SB000269ZC	Make of vehicle owned (not leased) Hyundai:Any owned	Automotive
746	SB004119ZC	Make of vehicle owned (not leased) Infiniti:Any owned	Automotive
747	SB000268ZC	Make of vehicle owned (not leased) Jeep:Any owned	Automotive
748	SB000267ZC	Make of vehicle owned (not leased) Kia:Any owned	Automotive
749	SB000266ZC	Make of vehicle owned (not leased) Lexus:Any owned	Automotive
750	SB000265ZC	Make of vehicle owned (not leased) Lincoln:Any owned	Automotive
751	SB000264ZC	Make of vehicle owned (not leased) Mazda:Any owned	Automotive
752	SB000263ZC	Make of vehicle owned (not leased) Mercedes:Any owned	Automotive
753	SB000262ZC	Make of vehicle owned (not leased) Mercury:Any owned	Automotive
754	SB000261ZC	Make of vehicle owned (not leased) Mitsubishi:Any owned	Automotive
755	SB000260ZC	Make of vehicle owned (not leased) Nissan:Any owned	Automotive
756	SB004120ZC	Make of vehicle owned (not leased) Ram:Any owned	Automotive
757	SB000256ZC	Make of vehicle owned (not leased) Subaru:Any owned	Automotive
758	SB000255ZC	Make of vehicle owned (not leased) Toyota:Any owned	Automotive
759	SB000254ZC	Make of vehicle owned (not leased) Volkswagen:Any owned	Automotive

ORDER	VARIABLE	DESCRIPTION	CATEGORY
760	SB000253ZC	Make of vehicle owned (not leased) Volvo:Any owned	Automotive
761	SB0003314ZC	Miles traveled one way to buy/lease last new vehicle Less than 10 miles	Automotive
762	SB0003315ZC	Miles traveled one way to buy/lease last new vehicle 10 - 19 miles	Automotive
763	SB0003316ZC	Miles traveled one way to buy/lease last new vehicle 20 - 29 miles	Automotive
764	SB0003317ZC	Miles traveled one way to buy/lease last new vehicle 30 miles or more	Automotive
765	SB0003318ZC	Miles traveled one way to buy/lease last used vehicle Less than 10 miles	Automotive
766	SB0003319ZC	Miles traveled one way to buy/lease last used vehicle 10 - 19 miles	Automotive
767	SB0003320ZC	Miles traveled one way to buy/lease last used vehicle 20 - 29 miles	Automotive
768	SB0003321ZC	Miles traveled one way to buy/lease last used vehicle 30 miles or more	Automotive
769	SB000288ZC	Model of (last domestic) vehicle Domestic Compact:Last vehicle	Automotive
770	SB000287ZC	Model of (last domestic) vehicle Domestic Large:Last vehicle	Automotive
771	SB000286ZC	Model of (last domestic) vehicle Domestic Luxury:Last vehicle	Automotive
772	SB000285ZC	Model of (last domestic) vehicle Domestic Mid-size:Last vehicle	Automotive
773	SB000283ZC	Model of (last domestic) vehicle Domestic Sport purpose:Last vehicle	Automotive
774	SB000282ZC	Model of (last domestic) vehicle Domestic Subcompact:Last vehicle	Automotive
775	SB000281ZC	Model of (last domestic) vehicle Domestic Trucks:Last vehicle	Automotive
776	SB000280ZC	Model of (last domestic) vehicle Domestic Vans:Last vehicle	Automotive
777	SB000284ZC	Model of (last domestic) vehicle Other Domestic Model:Last vehicle	Automotive
778	SB000291ZC	Model of (last foreign) vehicle Foreign Compact:Last vehicle	Automotive
779	SB000295ZC	Model of (last foreign) vehicle Foreign Luxury:Last vehicle	Automotive
780	SB000294ZC	Model of (last foreign) vehicle Foreign Mid-size:Last vehicle	Automotive
781	SB000292ZC	Model of (last foreign) vehicle Foreign Sport purpose:Last vehicle	Automotive
782	SB000296ZC	Model of (last foreign) vehicle Foreign Subcompact:Last vehicle	Automotive
783	SB000290ZC	Model of (last foreign) vehicle Foreign Trucks:Last vehicle	Automotive
784	SB000289ZC	Model of (last foreign) vehicle Foreign Vans:Last vehicle	Automotive
785	SB000293ZC	Model of (last foreign) vehicle Other Foreign Model:Last vehicle	Automotive
786	SB000305ZC	Model type of any domestic vehicle owned or leased Compact:Any vehicle	Automotive
787	SB000304ZC	Model type of any domestic vehicle owned or leased Large:Any vehicle	Automotive
788	SB000303ZC	Model type of any domestic vehicle owned or leased Luxury:Any vehicle	Automotive
789	SB000302ZC	Model type of any domestic vehicle owned or leased Mid-size:Any vehicle	Automotive
790	SB000301ZC	Model type of any domestic vehicle owned or leased Other Model:Any vehicle	Automotive
791	SB000300ZC	Model type of any domestic vehicle owned or leased Sport:Any vehicle	Automotive
792	SB000299ZC	Model type of any domestic vehicle owned or leased Subcompact:Any vehicle	Automotive
793	SB000298ZC	Model type of any domestic vehicle owned or leased Trucks:Any vehicle	Automotive
794	SB000297ZC	Model type of any domestic vehicle owned or leased Vans:Any vehicle	Automotive
795	SB000314ZC	Model type of any foreign vehicle owned or leased Compact:Any vehicle	Automotive
796	SB000312ZC	Model type of any foreign vehicle owned or leased Luxury:Any vehicle	Automotive
797	SB000311ZC	Model type of any foreign vehicle owned or leased Mid-size:Any vehicle	Automotive
798	SB000310ZC	Model type of any foreign vehicle owned or leased Other Model:Any vehicle	Automotive
799	SB000309ZC	Model type of any foreign vehicle owned or leased Sport:Any vehicle	Automotive
800	SB000308ZC	Model type of any foreign vehicle owned or leased Subcompact:Any vehicle	Automotive
801	SB000307ZC	Model type of any foreign vehicle owned or leased Trucks:Any vehicle	Automotive
802	SB000306ZC	Model type of any foreign vehicle owned or leased Vans:Any vehicle	Automotive
803	SB000323ZC	Model type of any used domestic vehicle Compact:Used	Automotive
804	SB000324ZC	Model type of any used domestic vehicle Domestic model:Used	Automotive
805	SB000322ZC	Model type of any used domestic vehicle Large:Used	Automotive
806	SB000320ZC	Model type of any used domestic vehicle Mid-size:Used	Automotive
807	SB000319ZC	Model type of any used domestic vehicle Other Model:Used	Automotive
808	SB000318ZC	Model type of any used domestic vehicle Sport:Used	Automotive
809	SB000317ZC	Model type of any used domestic vehicle Subcompact:Used	Automotive
810	SB000316ZC	Model type of any used domestic vehicle Trucks:Used	Automotive
811	SB000315ZC	Model type of any used domestic vehicle Vans:Used	Automotive
812	SB000332ZC	Model type of any used foreign vehicle Compact:Used	Automotive
813	SB000333ZC	Model type of any used foreign vehicle Foreign model:Used	Automotive
814	SB000331ZC	Model type of any used foreign vehicle Luxury:Used	Automotive
815	SB000330ZC	Model type of any used foreign vehicle Mid-size:Used	Automotive
816	SB000328ZC	Model type of any used foreign vehicle Sport:Used	Automotive
817	SB000327ZC	Model type of any used foreign vehicle Subcompact:Used	Automotive
818	SB000325ZC	Model type of any used foreign vehicle Vans:Used	Automotive
819	SB000342ZC	Model type of domestic vehicle owned (not leased) Compact:Owned	Automotive
820	SB000343ZC	Model type of domestic vehicle owned (not leased) Domestic model:Owned	Automotive
821	SB000341ZC	Model type of domestic vehicle owned (not leased) Large:Owned	Automotive
822	SB000340ZC	Model type of domestic vehicle owned (not leased) Luxury:Owned	Automotive
823	SB000339ZC	Model type of domestic vehicle owned (not leased) Mid-size:Owned	Automotive
824	SB000338ZC	Model type of domestic vehicle owned (not leased) Other Model:Owned	Automotive
825	SB000337ZC	Model type of domestic vehicle owned (not leased) Sport:Owned	Automotive
826	SB000336ZC	Model type of domestic vehicle owned (not leased) Subcompact:Owned	Automotive
827	SB000335ZC	Model type of domestic vehicle owned (not leased) Trucks:Owned	Automotive
828	SB000334ZC	Model type of domestic vehicle owned (not leased) Vans:Owned	Automotive

ORDER	VARIABLE	DESCRIPTION	CATEGORY
829	SB000352ZC	Model type of foreign vehicle owned (not leased) Compact:Owned	Automotive
830	SB000353ZC	Model type of foreign vehicle owned (not leased) Foreign model:Owned	Automotive
831	SB000350ZC	Model type of foreign vehicle owned (not leased) Luxury:Owned	Automotive
832	SB000349ZC	Model type of foreign vehicle owned (not leased) Mid-size:Owned	Automotive
833	SB000348ZC	Model type of foreign vehicle owned (not leased) Other Model:Owned	Automotive
834	SB000347ZC	Model type of foreign vehicle owned (not leased) Sport:Owned	Automotive
835	SB000346ZC	Model type of foreign vehicle owned (not leased) Subcompact:Owned	Automotive
836	SB000345ZC	Model type of foreign vehicle owned (not leased) Trucks:Owned	Automotive
837	SB000344ZC	Model type of foreign vehicle owned (not leased) Vans:Owned	Automotive
838	SB000362ZC	Model type of new domestic vehicle owned (not leased) Domestic model:New	Automotive
839	SB000360ZC	Model type of new domestic vehicle owned (not leased) Large:New	Automotive
840	SB000359ZC	Model type of new domestic vehicle owned (not leased) Mid-size:New	Automotive
841	SB000358ZC	Model type of new domestic vehicle owned (not leased) Other Model:New	Automotive
842	SB000357ZC	Model type of new domestic vehicle owned (not leased) Sport:New	Automotive
843	SB000355ZC	Model type of new domestic vehicle owned (not leased) Trucks:New	Automotive
844	SB000354ZC	Model type of new domestic vehicle owned (not leased) Vans:New	Automotive
845	SB000370ZC	Model type of new foreign vehicle owned (not leased) Compact:New	Automotive
846	SB000371ZC	Model type of new foreign vehicle owned (not leased) Foreign model:New	Automotive
847	SB000369ZC	Model type of new foreign vehicle owned (not leased) Luxury:New	Automotive
848	SB000368ZC	Model type of new foreign vehicle owned (not leased) Mid-size:New	Automotive
849	SB000367ZC	Model type of new foreign vehicle owned (not leased) Other Model:New	Automotive
850	SB000366ZC	Model type of new foreign vehicle owned (not leased) Sport:New	Automotive
851	SB000365ZC	Model type of new foreign vehicle owned (not leased) Subcompact:New	Automotive
852	SB000364ZC	Model type of new foreign vehicle owned (not leased) Trucks:New	Automotive
853	SB000363ZC	Model type of new foreign vehicle owned (not leased) Vans:New	Automotive
854	SB004097ZC	Model year of (last) vehicle 2004 or earlier>Last vehicle	Automotive
855	SB000376ZC	Model year of (last) vehicle 2009>Last vehicle	Automotive
856	SB000375ZC	Model year of (last) vehicle 2010>Last vehicle	Automotive
857	SB000374ZC	Model year of (last) vehicle 2011>Last vehicle	Automotive
858	SB000373ZC	Model year of (last) vehicle 2012>Last vehicle	Automotive
859	SB000372ZC	Model year of (last) vehicle 2013>Last vehicle	Automotive
860	SB004098ZC	Model year of (last) vehicle 2014>Last vehicle	Automotive
861	SB004099ZC	Model year of (last) vehicle 2015>Last vehicle	Automotive
862	SB000392ZC	Model year of any new vehicle owned (not leased) 2004:Any new vehicle	Automotive
863	SB000391ZC	Model year of any new vehicle owned (not leased) 2005:Any new vehicle	Automotive
864	SB000390ZC	Model year of any new vehicle owned (not leased) 2006:Any new vehicle	Automotive
865	SB000389ZC	Model year of any new vehicle owned (not leased) 2007:Any new vehicle	Automotive
866	SB000388ZC	Model year of any new vehicle owned (not leased) 2008:Any new vehicle	Automotive
867	SB000387ZC	Model year of any new vehicle owned (not leased) 2009:Any new vehicle	Automotive
868	SB000386ZC	Model year of any new vehicle owned (not leased) 2010:Any new vehicle	Automotive
869	SB000385ZC	Model year of any new vehicle owned (not leased) 2011:Any new vehicle	Automotive
870	SB000384ZC	Model year of any new vehicle owned (not leased) 2012:Any new vehicle	Automotive
871	SB000383ZC	Model year of any new vehicle owned (not leased) 2013:Any new vehicle	Automotive
872	SB004104ZC	Model year of any new vehicle owned (not leased) 2014:Any new vehicle	Automotive
873	SB004105ZC	Model year of any new vehicle owned (not leased) 2015:Any new vehicle	Automotive
874	SB000402ZC	Model year of any used vehicle owned 2005:Any used vehicle	Automotive
875	SB000401ZC	Model year of any used vehicle owned 2006:Any used vehicle	Automotive
876	SB000400ZC	Model year of any used vehicle owned 2007:Any used vehicle	Automotive
877	SB000399ZC	Model year of any used vehicle owned 2008:Any used vehicle	Automotive
878	SB000398ZC	Model year of any used vehicle owned 2009:Any used vehicle	Automotive
879	SB000397ZC	Model year of any used vehicle owned 2010:Any used vehicle	Automotive
880	SB000396ZC	Model year of any used vehicle owned 2011:Any used vehicle	Automotive
881	SB000395ZC	Model year of any used vehicle owned 2012:Any used vehicle	Automotive
882	SB000394ZC	Model year of any used vehicle owned 2013:Any used vehicle	Automotive
883	SB004102ZC	Model year of any used vehicle owned 2014:Any used vehicle	Automotive
884	SB004103ZC	Model year of any used vehicle owned 2015:Any used vehicle	Automotive
885	SB000414ZC	Model year of any vehicle owned (not leased) 2004:Any owned vehicle	Automotive
886	SB000413ZC	Model year of any vehicle owned (not leased) 2005:Any owned vehicle	Automotive
887	SB000412ZC	Model year of any vehicle owned (not leased) 2006:Any owned vehicle	Automotive
888	SB000411ZC	Model year of any vehicle owned (not leased) 2007:Any owned vehicle	Automotive
889	SB000410ZC	Model year of any vehicle owned (not leased) 2008:Any owned vehicle	Automotive
890	SB000409ZC	Model year of any vehicle owned (not leased) 2009:Any owned vehicle	Automotive
891	SB000408ZC	Model year of any vehicle owned (not leased) 2010:Any owned vehicle	Automotive
892	SB000407ZC	Model year of any vehicle owned (not leased) 2011:Any owned vehicle	Automotive
893	SB000406ZC	Model year of any vehicle owned (not leased) 2012:Any owned vehicle	Automotive
894	SB000405ZC	Model year of any vehicle owned (not leased) 2013:Any owned vehicle	Automotive
895	SB004100ZC	Model year of any vehicle owned (not leased) 2014:Any owned vehicle	Automotive
896	SB004101ZC	Model year of any vehicle owned (not leased) 2015:Any owned vehicle	Automotive
897	SB000425ZC	Model year of any vehicle owned or leased 2004:Any vehicle	Automotive



ORDER	VARIABLE	DESCRIPTION	CATEGORY
898	SB000424ZC	Model year of any vehicle owned or leased 2005:Any vehicle	Automotive
899	SB000423ZC	Model year of any vehicle owned or leased 2006:Any vehicle	Automotive
900	SB000422ZC	Model year of any vehicle owned or leased 2007:Any vehicle	Automotive
901	SB000421ZC	Model year of any vehicle owned or leased 2008:Any vehicle	Automotive
902	SB000420ZC	Model year of any vehicle owned or leased 2009:Any vehicle	Automotive
903	SB000419ZC	Model year of any vehicle owned or leased 2010:Any vehicle	Automotive
904	SB000418ZC	Model year of any vehicle owned or leased 2011:Any vehicle	Automotive
905	SB000417ZC	Model year of any vehicle owned or leased 2012:Any vehicle	Automotive
906	SB000416ZC	Model year of any vehicle owned or leased 2013:Any vehicle	Automotive
907	SB004106ZC	Model year of any vehicle owned or leased 2014:Any vehicle	Automotive
908	SB004107ZC	Model year of any vehicle owned or leased 2015:Any vehicle	Automotive
909	SB000433ZC	No. auto repairs/services on vehicle past 12 months 1 repair/service	Automotive
910	SB000432ZC	No. auto repairs/services on vehicle past 12 months 2 repairs/services	Automotive
911	SB000431ZC	No. auto repairs/services on vehicle past 12 months 3 repairs/services	Automotive
912	SB000430ZC	No. auto repairs/services on vehicle past 12 months 4 repairs/services	Automotive
913	SB000429ZC	No. auto repairs/services on vehicle past 12 months 5 repairs/services	Automotive
914	SB000428ZC	No. auto repairs/services on vehicle past 12 months 6 or more repairs	Automotive
915	SB000427ZC	No. auto repairs/services on vehicle past 12 months None	Automotive
916	SB000439ZC	No. auto repairs/srvcs on vhcle past 12 mo (pd labor) 1 repair/service	Automotive
917	SB000438ZC	No. auto repairs/srvcs on vhcle past 12 mo (pd labor) 2 repairs/services	Automotive
918	SB000437ZC	No. auto repairs/srvcs on vhcle past 12 mo (pd labor) 3 repairs/services	Automotive
919	SB000436ZC	No. auto repairs/srvcs on vhcle past 12 mo (pd labor) 4 repairs/services	Automotive
920	SB000435ZC	No. auto repairs/srvcs on vhcle past 12 mo (pd labor) 5 repairs/services	Automotive
921	SB000434ZC	No. auto repairs/srvcs on vhcle past 12 mo (pd labor) 6 or more repairs	Automotive
922	SB000443ZC	No. auto repairs/srvcs on vhcle past 12 mo (unpd labor) 1 repair/service	Automotive
923	SB000442ZC	No. auto repairs/srvcs on vhcle past 12 mo (unpd labor) 2 repairs/services	Automotive
924	SB000441ZC	No. auto repairs/srvcs on vhcle past 12 mo (unpd labor) 3 repairs/services	Automotive
925	SB000440ZC	No. auto repairs/srvcs on vhcle past 12 mo (unpd labor) 4 repairs/services	Automotive
926	SB003322ZC	Number of cars HHLD owns or leases 1:Owned or leased	Automotive
927	SB003323ZC	Number of cars HHLD owns or leases 2:Owned or leased	Automotive
928	SB003324ZC	Number of cars HHLD owns or leases 3:Owned or leased	Automotive
929	SB003325ZC	Number of cars HHLD owns or leases None:Owned or leased	Automotive
930	SB003326ZC	Number of new cars HHLD owns 1:Owned	Automotive
931	SB003327ZC	Number of new cars HHLD owns 2:Owned	Automotive
932	SB003329ZC	Number of new cars HHLD owns None:Owned	Automotive
933	SB003330ZC	Number of new vehicles HHLD owns 1:New	Automotive
934	SB003331ZC	Number of new vehicles HHLD owns 2:New	Automotive
935	SB003332ZC	Number of new vehicles HHLD owns 3:New	Automotive
936	SB003333ZC	Number of new vehicles HHLD owns None:New	Automotive
937	SB003334ZC	Number of used cars HHLD owns 1:Owned	Automotive
938	SB003335ZC	Number of used cars HHLD owns 2:Owned	Automotive
939	SB003336ZC	Number of used cars HHLD owns 3:Owned	Automotive
940	SB003337ZC	Number of used cars HHLD owns None:Owned	Automotive
941	SB003338ZC	Number of used vehicles HHLD owns 1:Used	Automotive
942	SB003339ZC	Number of used vehicles HHLD owns 2:Used	Automotive
943	SB003340ZC	Number of used vehicles HHLD owns 3:Used	Automotive
944	SB003341ZC	Number of used vehicles HHLD owns None:Used	Automotive
945	SB004033ZC	Number of vehicles HHLD leases 1:Lease	Automotive
946	SB004034ZC	Number of vehicles HHLD leases 2:Lease	Automotive
947	SB004035ZC	Number of vehicles HHLD leases None:Lease	Automotive
948	SB000448ZC	Number of vehicles HHLD owns 1:Own	Automotive
949	SB000447ZC	Number of vehicles HHLD owns 2:Own	Automotive
950	SB000446ZC	Number of vehicles HHLD owns 3:Own	Automotive
951	SB000445ZC	Number of vehicles HHLD owns 4 or more:Own	Automotive
952	SB000444ZC	Number of vehicles HHLD owns None:Own	Automotive
953	SB000458ZC	Primary reasons use dealer to buy/leas last used vhcl Did not buy	Automotive
954	SB000457ZC	Primary reasons use dealer to buy/leas last used vhcl Financing w dealer	Automotive
955	SB000456ZC	Primary reasons use dealer to buy/leas last used vhcl Location	Automotive
956	SB000455ZC	Primary reasons use dealer to buy/leas last used vhcl Other reason	Automotive
957	SB000454ZC	Primary reasons use dealer to buy/leas last used vhcl Price - value	Automotive
958	SB000451ZC	Primary reasons use dealer to buy/leas last used vhcl Selection of models	Automotive
959	SB003633ZC	Primary reasons use dealer to buy/lease last new vhcl Dealer Financing	Automotive
960	SB003634ZC	Primary reasons use dealer to buy/lease last new vhcl Location	Automotive
961	SB003641ZC	Primary reasons use dealer to buy/lease last new vhcl Other reason	Automotive
962	SB003635ZC	Primary reasons use dealer to buy/lease last new vhcl Prev bus. w dealer	Automotive
963	SB003636ZC	Primary reasons use dealer to buy/lease last new vhcl Price - value	Automotive
964	SB003637ZC	Primary reasons use dealer to buy/lease last new vhcl Rep. of dealer	Automotive
965	SB003638ZC	Primary reasons use dealer to buy/lease last new vhcl Selection of models	Automotive
966	SB003639ZC	Primary reasons use dealer to buy/lease last new vhcl Service	Automotive

ORDER	VARIABLE	DESCRIPTION	CATEGORY
967	SB003640ZC	Primary reasons use dealer to buy/lease last new vhcl Warranty	Automotive
968	SB000475ZC	Stores HHLd shopped for auto products/srvcs pst 12 mo Advance Auto Parts	Automotive
969	SB000474ZC	Stores HHLd shopped for auto products/srvcs pst 12 mo Any auto store	Automotive
970	SB000473ZC	Stores HHLd shopped for auto products/srvcs pst 12 mo Auto dealership	Automotive
971	SB000472ZC	Stores HHLd shopped for auto products/srvcs pst 12 mo AutoZone	Automotive
972	SB000471ZC	Stores HHLd shopped for auto products/srvcs pst 12 mo Costco	Automotive
973	SB000470ZC	Stores HHLd shopped for auto products/srvcs pst 12 mo Did not shop	Automotive
974	SB000469ZC	Stores HHLd shopped for auto products/srvcs pst 12 mo Discount Tire Co.	Automotive
975	SB000468ZC	Stores HHLd shopped for auto products/srvcs pst 12 mo Firestone Auto Care	Automotive
976	SB000467ZC	Stores HHLd shopped for auto products/srvcs pst 12 mo Goodyear Tire	Automotive
977	SB000466ZC	Stores HHLd shopped for auto products/srvcs pst 12 mo Jiffy Lube	Automotive
978	SB000465ZC	Stores HHLd shopped for auto products/srvcs pst 12 mo NAPA Auto Parts	Automotive
979	SB000464ZC	Stores HHLd shopped for auto products/srvcs pst 12 mo O'Reilly Auto Parts	Automotive
980	SB000463ZC	Stores HHLd shopped for auto products/srvcs pst 12 mo Pep Boys	Automotive
981	SB000462ZC	Stores HHLd shopped for auto products/srvcs pst 12 mo Sams Club	Automotive
982	SB000460ZC	Stores HHLd shopped for auto products/srvcs pst 12 mo Target	Automotive
983	SB000459ZC	Stores HHLd shopped for auto products/srvcs pst 12 mo Walmart	Automotive
984	SB000483ZC	Stores where HHLd usually buys tires Auto dealership	Automotive
985	SB000482ZC	Stores where HHLd usually buys tires Costco	Automotive
986	SB000481ZC	Stores where HHLd usually buys tires Discount Tire Co.	Automotive
987	SB000480ZC	Stores where HHLd usually buys tires Firestone Complete Auto Care	Automotive
988	SB000478ZC	Stores where HHLd usually buys tires Sams Club	Automotive
989	SB000476ZC	Stores where HHLd usually buys tires Walmart	Automotive
990	SB000484ZC	Vehicle HHLd bought last new/used/leased Bought New>Last Vehicle	Automotive
991	SB000485ZC	Vehicle HHLd bought last new/used/leased Bought Used>Last Vehicle	Automotive
992	SB000486ZC	Vehicle HHLd bought last new/used/leased Leased>Last Vehicle	Automotive
993	SB000490ZC	Vehicle HHLd plans to buy new next 12 months Any New Vehicle	Automotive
994	SB003981ZC	Vehicle HHLd plans to buy new next 12 months Compact car	Automotive
995	SB003982ZC	Vehicle HHLd plans to buy new next 12 months Full-size car	Automotive
996	SB000489ZC	Vehicle HHLd plans to buy new next 12 months Luxury vehicle (any size)	Automotive
997	SB003983ZC	Vehicle HHLd plans to buy new next 12 months Pickup truck	Automotive
998	SB000487ZC	Vehicle HHLd plans to buy new next 12 months Sport utility vehicle	Automotive
999	SB000495ZC	Vehicle HHLd plans to buy new/lease next 12 months Full-size car	Automotive
1000	SB000494ZC	Vehicle HHLd plans to buy new/lease next 12 months Luxury vhcl (any size)	Automotive
1001	SB000493ZC	Vehicle HHLd plans to buy new/lease next 12 months Midsize car	Automotive
1002	SB000492ZC	Vehicle HHLd plans to buy new/lease next 12 months Pickup truck	Automotive
1003	SB000491ZC	Vehicle HHLd plans to buy new/lease next 12 months Sport utility vehicle	Automotive
1004	SB000503ZC	Vehicle HHLd plans to buy new/used/lease next 12 mon Compact car	Automotive
1005	SB000502ZC	Vehicle HHLd plans to buy new/used/lease next 12 mon Full-size car	Automotive
1006	SB000501ZC	Vehicle HHLd plans to buy new/used/lease next 12 mon Luxury vehicle	Automotive
1007	SB000500ZC	Vehicle HHLd plans to buy new/used/lease next 12 mon Midsize car	Automotive
1008	SB000499ZC	Vehicle HHLd plans to buy new/used/lease next 12 mon Pickup truck	Automotive
1009	SB000498ZC	Vehicle HHLd plans to buy new/used/lease next 12 mon Sport utility vhcl	Automotive
1010	SB000497ZC	Vehicle HHLd plans to buy new/used/lease next 12 mon Van or mini-van	Automotive
1011	SB000510ZC	Vehicle HHLd plans to buy used next 12 months Any Used Vehicle	Automotive
1012	SB000509ZC	Vehicle HHLd plans to buy used next 12 months Compact car	Automotive
1013	SB000508ZC	Vehicle HHLd plans to buy used next 12 months Full-size car	Automotive
1014	SB000507ZC	Vehicle HHLd plans to buy used next 12 months Midsize car	Automotive
1015	SB000506ZC	Vehicle HHLd plans to buy used next 12 months Pickup truck	Automotive
1016	SB000505ZC	Vehicle HHLd plans to buy used next 12 months Sport utility vehicle	Automotive
1017	SB000504ZC	Vehicle HHLd plans to buy used next 12 months Van or mini-van	Automotive
1018	SB003882ZC	Vehicle HHLd plans to lease next 12 months Any Leased Vehicle	Automotive
1019	SB003991ZC	Websites/apps used to gather info to shop new/usd vhcl About.com Autos	Automotive
1020	SB000513ZC	Websites/apps used to gather info to shop new/usd vhcl Any auto dealership	Automotive
1021	SB000512ZC	Websites/apps used to gather info to shop new/usd vhcl Any auto manufactr	Automotive
1022	SB000521ZC	Websites/apps used to gather info to shop new/usd vhcl AutoNation	Automotive
1023	SB000520ZC	Websites/apps used to gather info to shop new/usd vhcl AutoTrader	Automotive
1024	SB003992ZC	Websites/apps used to gather info to shop new/usd vhcl CARFAX	Automotive
1025	SB000519ZC	Websites/apps used to gather info to shop new/usd vhcl CarMax.com	Automotive
1026	SB000518ZC	Websites/apps used to gather info to shop new/usd vhcl Cars.com	Automotive
1027	SB000517ZC	Websites/apps used to gather info to shop new/usd vhcl eBay Motors	Automotive
1028	SB000516ZC	Websites/apps used to gather info to shop new/usd vhcl Edmunds	Automotive
1029	SB000515ZC	Websites/apps used to gather info to shop new/usd vhcl Kelley Blue Book	Automotive
1030	SB003994ZC	Websites/apps used to gather info to shop new/usd vhcl MSN Autos	Automotive
1031	SB000511ZC	Websites/apps used to gather info to shop new/usd vhcl Yahoo! Autos	Automotive
1032	SB000514ZC	Websites/apps used to gather info to shop new/usd vhcl None	Automotive
1033	SB003428ZC	Distance walked in town, city or downtown area past 7 days Less than 1 mile (A)	Commuting & Transportation
1034	SB003429ZC	Distance walked in town, city or downtown area past 7 days 1 to 3 miles (A)	Commuting & Transportation
1035	SB003430ZC	Distance walked in town, city or downtown area past 7 days 3 miles or more (A)	Commuting & Transportation

ORDER	VARIABLE	DESCRIPTION	CATEGORY
1036	SB003431ZC	Distance walked in town, city or downtown area past 7 days Did not walk (A)	Commuting & Transportation
1037	SB002232ZC	Mode of transportation past 7 days (any purpose) Bicycle (A)	Commuting & Transportation
1038	SB002233ZC	Mode of transportation past 7 days (any purpose) Bus (A)	Commuting & Transportation
1039	SB002234ZC	Mode of transportation past 7 days (any purpose) Carpool (A)	Commuting & Transportation
1040	SB002235ZC	Mode of transportation past 7 days (any purpose) Drive (not carpool) (A)	Commuting & Transportation
1041	SB002237ZC	Mode of transportation past 7 days (any purpose) Taxi (A)	Commuting & Transportation
1042	SB002236ZC	Mode of transportation past 7 days (any purpose) None (A)	Commuting & Transportation
1043	SB003432ZC	Time spent traveling to work one way Less than 10 minutes (A)	Commuting & Transportation
1044	SB003433ZC	Time spent traveling to work one way 10 - 19 minutes (A)	Commuting & Transportation
1045	SB003434ZC	Time spent traveling to work one way 20 - 29 minutes (A)	Commuting & Transportation
1046	SB003435ZC	Time spent traveling to work one way 30 - 59 minutes (A)	Commuting & Transportation
1047	SB003436ZC	Time spent traveling to work one way One hour or more (A)	Commuting & Transportation
1048	SB003437ZC	Time spent traveling to work one way Do not usually commute (A)	Commuting & Transportation
1049	SB003438ZC	Time spent traveling to work one way Not employed (A)	Commuting & Transportation
1050	SB003439ZC	Total miles travel in car, van, truck, or bus past 7 days Less than 50 miles (A)	Commuting & Transportation
1051	SB003440ZC	Total miles traveled in car, van, truck, or bus past 7 days 50 - 99 miles (A)	Commuting & Transportation
1052	SB003441ZC	Total miles traveled in car, van, truck, or bus past 7 days 100 - 199 miles (A)	Commuting & Transportation
1053	SB003442ZC	Total miles traveled in car, van, truck, or bus past 7 days 200 - 249 miles (A)	Commuting & Transportation
1054	SB003443ZC	Total miles traveled in car, van, truck, or bus past 7 days 250 - 499 miles (A)	Commuting & Transportation
1055	SB003444ZC	Total miles travel in car, van, truck, or bus past 7 days 500 miles or more (A)	Commuting & Transportation
1056	SB003445ZC	Total miles traveled in car, van, truck, or bus past 7 days None (A)	Commuting & Transportation
1057	SB004078ZC	Digital video display Quintile 1st Quintile (heaviest) (A)	Digital Video Displays
1058	SB004079ZC	Digital video display Quintile 2nd Quintile (heavy) (A)	Digital Video Displays
1059	SB004080ZC	Digital video display Quintile 3rd Quintile (medium) (A)	Digital Video Displays
1060	SB004082ZC	Digital video display Quintile 4th Quintile (light) (A)	Digital Video Displays
1061	SB004084ZC	Digital video display Quintile 5th Quintile (lightest) (A)	Digital Video Displays
1062	SB000962ZC	No. of places viewed digital video displays past 30 days 1 place (A)	Digital Video Displays
1063	SB000963ZC	No. of places viewed digital video displays past 30 days 1 or more places (A)	Digital Video Displays
1064	SB000961ZC	No. of places viewed digital video displays past 30 days 2 places (A)	Digital Video Displays
1065	SB000960ZC	No. of places viewed digital video displays past 30 days 3 places (A)	Digital Video Displays
1066	SB000958ZC	No. of places viewed digital video displays past 30 days 4 places (A)	Digital Video Displays
1067	SB000959ZC	No. of places viewed digital video displays past 30 days 4 or more places (A)	Digital Video Displays
1068	SB000957ZC	No. of places viewed digital video displays past 30 days 5 or more places (A)	Digital Video Displays
1069	SB000956ZC	No. of places viewed digital video displays past 30 days None (A)	Digital Video Displays
1070	SB000970ZC	No. of places viewed digital video displays past 6 months 1 place (A)	Digital Video Displays
1071	SB000971ZC	No. of places viewed digital video displays past 6 months 1 or more places (A)	Digital Video Displays
1072	SB000968ZC	No. of places viewed digital video displays past 6 months 3 places (A)	Digital Video Displays
1073	SB000966ZC	No. of places viewed digital video displays past 6 months 4 places (A)	Digital Video Displays
1074	SB000967ZC	No. of places viewed digital video displays past 6 months 4 or more places (A)	Digital Video Displays
1075	SB000965ZC	No. of places viewed digital video displays past 6 months 5 or more places (A)	Digital Video Displays
1076	SB000964ZC	No. of places viewed digital video displays past 6 months None (A)	Digital Video Displays
1077	SB000976ZC	Places viewed dig video displays past 30 days Health clubs/fitness centers (A)	Digital Video Displays
1078	SB003897ZC	Places viewed digital video displays past 30 days Airplanes (A)	Digital Video Displays
1079	SB000982ZC	Places viewed digital video displays past 30 days Airports (A)	Digital Video Displays
1080	SB000981ZC	Places viewed digital video displays past 30 days Doctors offices/hospitals (A)	Digital Video Displays
1081	SB000978ZC	Places viewed digital video displays past 30 days Gas stations (A)	Digital Video Displays
1082	SB000977ZC	Places viewed digital video displays past 30 days Grocery stores (A)	Digital Video Displays
1083	SB003896ZC	Places viewed digital video displays past 30 days Office lobbies/elevators (A)	Digital Video Displays
1084	SB000974ZC	Places viewed digital video displays past 30 days Restaurants/bars (A)	Digital Video Displays
1085	SB000973ZC	Places viewed digital video displays past 30 days Retail stores (A)	Digital Video Displays
1086	SB000972ZC	Places viewed digital video displays past 30 days Shopping malls (A)	Digital Video Displays
1087	SB000975ZC	Places viewed digital video displays past 30 days None (A)	Digital Video Displays
1088	SB003898ZC	Places viewed digital video displays past 6 months Airplanes (A)	Digital Video Displays
1089	SB000993ZC	Places viewed digital video displays past 6 months Airports (A)	Digital Video Displays
1090	SB000992ZC	Places viewed digital video displays past 6 months Doctors offices/hospitals (A)	Digital Video Displays
1091	SB000989ZC	Places viewed digital video displays past 6 months Gas stations (A)	Digital Video Displays
1092	SB000988ZC	Places viewed digital video displays past 6 months Grocery stores (A)	Digital Video Displays
1093	SB000987ZC	Places viewed digital video displays past 6 mo Health clubs/fitness centers (A)	Digital Video Displays
1094	SB003899ZC	Places viewed digital video displays past 6 months Office lobbies/elevators (A)	Digital Video Displays
1095	SB000985ZC	Places viewed digital video displays past 6 months Restaurants/bars (A)	Digital Video Displays
1096	SB000984ZC	Places viewed digital video displays past 6 months Retail stores (A)	Digital Video Displays
1097	SB000983ZC	Places viewed digital video displays past 6 months Shopping malls (A)	Digital Video Displays
1098	SB000986ZC	Places viewed digital video displays past 6 months None (A)	Digital Video Displays
1099	SB001008ZC	Ecofriendly activities done on a reg basis Buy eco-friendly cleaning prducts (A)	Environment
1100	SB001005ZC	Ecofriendly activities done on a reg basis Donate to environmental causes (A)	Environment
1101	SB001000ZC	Ecofriendly activities done on a reg basis Pay more for eco-friendly products (A)	Environment
1102	SB000999ZC	Ecofriendly activities done on a reg basis Recycle glass, plastic, or paper (A)	Environment
1103	SB001004ZC	Ecofriendly activities done on a reg basis Use alternative transportation (A)	Environment
1104	SB000997ZC	Ecofriendly activities done on a reg basis Use cloth/reusable shopping bags (A)	Environment

ORDER	VARIABLE	DESCRIPTION	CATEGORY
1105	SB000995ZC	Ecofriendly activities done on a reg basis Use energy efficient light bulbs (A)	Environment
1106	SB001007ZC	Ecofriendly activities done on a regular basis Buy locally grown food (A)	Environment
1107	SB001006ZC	Ecofriendly activities done on a regular basis Buy organic food (A)	Environment
1108	SB001003ZC	Ecofriendly activities done on a regular basis Have energy efficient windows (A)	Environment
1109	SB003716ZC	Ecofriendly activities done on a regular basis Participate in energy-saving (A)	Environment
1110	SB000998ZC	Ecofriendly activities done on a regular basis Recycle electronics (A)	Environment
1111	SB003717ZC	Ecofriendly activities done on a regular basis Support politicians (A)	Environment
1112	SB000994ZC	Ecofriendly activities done on a regular basis Use rechargeable batteries (A)	Environment
1113	SB001001ZC	Ecofriendly activities done on a regular basis Other (A)	Environment
1114	SB001002ZC	Ecofriendly activities done on a regular basis None (A)	Environment
1115	SB004086ZC	Eco-friendly activities Quintile 1st Quintile (heaviest) (A)	Environment
1116	SB004088ZC	Eco-friendly activities Quintile 2nd Quintile (heavy) (A)	Environment
1117	SB004089ZC	Eco-friendly activities Quintile 3rd Quintile (medium) (A)	Environment
1118	SB004090ZC	Eco-friendly activities Quintile 4th Quintile (light) (A)	Environment
1119	SB004091ZC	Eco-friendly activities Quintile 5th Quintile (lightest) (A)	Environment
1120	SB001022ZC	Number of ecofriendly activities done on a regular basis 1 activity (A)	Environment
1121	SB001020ZC	Number of ecofriendly activities done on a regular basis 2 activities (A)	Environment
1122	SB001019ZC	Number of ecofriendly activities done on a regular basis 3 activities (A)	Environment
1123	SB001017ZC	Number of ecofriendly activities done on a regular basis 4 activities (A)	Environment
1124	SB001016ZC	Number of ecofriendly activities done on a regular basis 5 activities (A)	Environment
1125	SB001014ZC	Number of ecofriendly activities done on a regular basis 6 activities (A)	Environment
1126	SB001013ZC	Number of ecofriendly activities done on a regular basis 7 activities (A)	Environment
1127	SB001011ZC	Number of ecofriendly activities done on a regular basis 8 activities (A)	Environment
1128	SB001010ZC	Number of ecofriendly activities done on a regular basis 9 activities (A)	Environment
1129	SB001009ZC	Number of ecofriendly activities done on a regular basis None (A)	Environment
1130	SB001021ZC	Number of ecofriendly activities done on a reg basis 1 or more activities (A)	Environment
1131	SB001018ZC	Number of ecofriendly activities done on a reg basis 3 or more activities (A)	Environment
1132	SB001015ZC	Number of ecofriendly activities done on a reg basis 5 or more activities (A)	Environment
1133	SB001012ZC	Number of ecofriendly activities done on a reg basis 7 or more activities (A)	Environment
1134	SB001023ZC	Num of ecofriendly activities done on a regular basis 10 or more activities (A)	Environment
1135	SB000004ZC	Company purchasing decisions participated in past 12 mo Computer hardware (A)	Financial
1136	SB000002ZC	Company purchasing decisions participated in past 12 mo Information tech. (A)	Financial
1137	SB000001ZC	Company purchasing decisions participated in past 12 mo Overnight delivery (A)	Financial
1138	SB000005ZC	Company purchasing decisions participated in past 12 months Business travel (A)	Financial
1139	SB000003ZC	Company purchasing decisions participated in past 12 months Office equipment (A)	Financial
1140	SB000949ZC	Credit cards used past 3 months Any credit card (A)	Financial
1141	SB000950ZC	Credit cards used past 3 months American Express (A)	Financial
1142	SB000948ZC	Credit cards used past 3 months Discover (A)	Financial
1143	SB000947ZC	Credit cards used past 3 months Gasoline credit card (A)	Financial
1144	SB000946ZC	Credit cards used past 3 months Major department store credit card (A)	Financial
1145	SB000945ZC	Credit cards used past 3 months MasterCard (A)	Financial
1146	SB000942ZC	Credit cards used past 3 months VISA (A)	Financial
1147	SB000943ZC	Credit cards used past 3 months Other major credit card (A)	Financial
1148	SB000944ZC	Credit cards used past 3 months None (A)	Financial
1149	SB000552ZC	Financial services HHLd has/use Auto loan	Financial
1150	SB000551ZC	Financial services HHLd has/use Certificates of Deposit (CDs)	Financial
1151	SB000550ZC	Financial services HHLd has/use Checking account	Financial
1152	SB003718ZC	Financial services HHLd has/use Credit card	Financial
1153	SB000549ZC	Financial services HHLd has/use Debit/ATM card	Financial
1154	SB000548ZC	Financial services HHLd has/use Home improvement loan or home equity loan	Financial
1155	SB000547ZC	Financial services HHLd has/use Home mortgage	Financial
1156	SB003719ZC	Financial services HHLd has/use Mobile banking	Financial
1157	SB000545ZC	Financial services HHLd has/use Money market account	Financial
1158	SB000543ZC	Financial services HHLd has/use Online banking	Financial
1159	SB000544ZC	Financial services HHLd has/use Online bill paying	Financial
1160	SB000542ZC	Financial services HHLd has/use Personal loan	Financial
1161	SB000541ZC	Financial services HHLd has/use Refinance home mortgage	Financial
1162	SB000540ZC	Financial services HHLd has/use Savings account	Financial
1163	SB003720ZC	Financial services HHLd has/use Student loan	Financial
1164	SB000567ZC	Financial services HHLd has/uses at primary bank Auto loan	Financial
1165	SB000566ZC	Financial services HHLd has/uses at primary bank Certificates of Deposit	Financial
1166	SB000565ZC	Financial services HHLd has/uses at primary bank Checking account	Financial
1167	SB003721ZC	Financial services HHLd has/uses at primary bank Credit card	Financial
1168	SB000564ZC	Financial services HHLd has/uses at primary bank Debit/ATM card	Financial
1169	SB000563ZC	Financial services HHLd has/uses at primary bank Home improvement loan	Financial
1170	SB000562ZC	Financial services HHLd has/uses at primary bank Home mortgage	Financial
1171	SB003722ZC	Financial services HHLd has/uses at primary bank Mobile banking	Financial
1172	SB000560ZC	Financial services HHLd has/uses at primary bank Money market account	Financial
1173	SB000558ZC	Financial services HHLd has/uses at primary bank Online banking	Financial

ORDER	VARIABLE	DESCRIPTION	CATEGORY
1174	SB000559ZC	Financial services HHLd has/uses at primary bank Online bill paying	Financial
1175	SB000557ZC	Financial services HHLd has/uses at primary bank Personal loan	Financial
1176	SB000556ZC	Financial services HHLd has/uses at primary bank Refinance home mortgage	Financial
1177	SB000555ZC	Financial services HHLd has/uses at primary bank Savings account	Financial
1178	SB003723ZC	Financial services HHLd has/uses at primary bank Student loan	Financial
1179	SB003969ZC	Home/rent insurance-plan to switch provider next 12 mo Yes	Financial
1180	SB003965ZC	Home/rental insurance - length of time with provider Less than 1 year	Financial
1181	SB003966ZC	Home/rental insurance - length of time with provider 1 - 3 years	Financial
1182	SB003967ZC	Home/rental insurance - length of time with provider 4 - 10 years	Financial
1183	SB003968ZC	Home/rental insurance - length of time with provider More than 10 years	Financial
1184	SB004108ZC	Household income Quintile 1st Quintile (heaviest)	Financial
1185	SB004109ZC	Household income Quintile 2nd Quintile (heavy)	Financial
1186	SB004110ZC	Household income Quintile 3rd Quintile (medium)	Financial
1187	SB004111ZC	Household income Quintile 4th Quintile (light)	Financial
1188	SB004112ZC	Household income Quintile 5th Quintile (lightest)	Financial
1189	SB003760ZC	Investments household has 401k plan	Financial
1190	SB003761ZC	Investments household has 529 plan/college savings plan	Financial
1191	SB000592ZC	Investments household has Any investment	Financial
1192	SB000591ZC	Investments household has Bonds	Financial
1193	SB003762ZC	Investments household has IRA (Individual Retirement Account)	Financial
1194	SB000590ZC	Investments household has Money market funds	Financial
1195	SB000589ZC	Investments household has Mutual funds	Financial
1196	SB000586ZC	Investments household has Second home or real estate property	Financial
1197	SB000585ZC	Investments household has Stocks or stock options	Financial
1198	SB000587ZC	Investments household has Other security or investment	Financial
1199	SB000588ZC	Investments household has None	Financial
1200	SB000954ZC	No. of credit cards used past 3 months 2 credit cards (A)	Financial
1201	SB000953ZC	No. of credit cards used past 3 months 3 credit cards (A)	Financial
1202	SB000952ZC	No. of credit cards used past 3 months 4 or more credit cards (A)	Financial
1203	SB000951ZC	No. of credit cards used past 3 months None (A)	Financial
1204	SB000601ZC	Organizations (types) contributed money to past 12 mo Arts/cultural	Financial
1205	SB003895ZC	Organizations (types) contributed money to past 12 mo Educational	Financial
1206	SB000599ZC	Organizations (types) contributed money to past 12 mo Healthcare/medical	Financial
1207	SB000598ZC	Organizations (types) contributed money to past 12 mo Military/veterans	Financial
1208	SB000597ZC	Organizations (types) contributed money to past 12 mo None	Financial
1209	SB000593ZC	Organizations (types) contributed money to past 12 mo Other organization	Financial
1210	SB000596ZC	Organizations (types) contributed money to past 12 mo Political	Financial
1211	SB000595ZC	Organizations (types) contributed money to past 12 mo Religious	Financial
1212	SB000594ZC	Organizations (types) contributed money to past 12 mo Social care/welfare	Financial
1213	SB000617ZC	Professional services used by HHLd past 12 months Accountant	Financial
1214	SB000613ZC	Professional services used by HHLd past 12 months Cash advance	Financial
1215	SB000615ZC	Professional services used by HHLd past 12 months Check cashing	Financial
1216	SB000614ZC	Professional services used by HHLd past 12 months Coin cashing service	Financial
1217	SB000612ZC	Professional services used by HHLd past 12 months Financial planner	Financial
1218	SB000611ZC	Professional services used by HHLd past 12 months Funeral pre-planning	Financial
1219	SB000610ZC	Professional services used by HHLd past 12 months Ins agent at office	Financial
1220	SB000609ZC	Professional services used by HHLd past 12 months Online investing	Financial
1221	SB000608ZC	Professional services used by HHLd past 12 months Other attorney	Financial
1222	SB003901ZC	Professional services used by HHLd past 12 months Real estate agent	Financial
1223	SB000604ZC	Professional services used by HHLd past 12 months Stockbroker	Financial
1224	SB003902ZC	Professional services used by HHLd past 12 months Tax preparation service	Financial
1225	SB000603ZC	Professional services used by HHLd past 12 months Travel agent	Financial
1226	SB003903ZC	Professional services used by HHLd past 12 months Tutoring service	Financial
1227	SB000602ZC	Professional services used by HHLd past 12 months Wire transfer	Financial
1228	SB003360ZC	Amount household spent on groceries past 7 days Less than \$50	Food & Beverages
1229	SB003361ZC	Amount household spent on groceries past 7 days \$50 - \$74	Food & Beverages
1230	SB003362ZC	Amount household spent on groceries past 7 days \$75 - \$99	Food & Beverages
1231	SB003364ZC	Amount household spent on groceries past 7 days \$125 - \$149	Food & Beverages
1232	SB003365ZC	Amount household spent on groceries past 7 days \$150 - \$199	Food & Beverages
1233	SB003366ZC	Amount household spent on groceries past 7 days \$200 or more	Food & Beverages
1234	SB004071ZC	Amount household spent on groceries Quintile 1st Quintile (heaviest)	Food & Beverages
1235	SB004073ZC	Amount household spent on groceries Quintile 2nd Quintile (heavy)	Food & Beverages
1236	SB004074ZC	Amount household spent on groceries Quintile 3rd Quintile (medium)	Food & Beverages
1237	SB004076ZC	Amount household spent on groceries Quintile 4th Quintile (light)	Food & Beverages
1238	SB004077ZC	Amount household spent on groceries Quintile 5th Quintile (lightest)	Food & Beverages
1239	SB000632ZC	Beverages (bottled water) drank past 7 days Aquafina (A)	Food & Beverages
1240	SB000631ZC	Beverages (bottled water) drank past 7 days Arrowhead (A)	Food & Beverages
1241	SB000630ZC	Beverages (bottled water) drank past 7 days Crystal Geyser (A)	Food & Beverages
1242	SB000629ZC	Beverages (bottled water) drank past 7 days Dasani (A)	Food & Beverages



ORDER	VARIABLE	DESCRIPTION	CATEGORY
1243	SB000628ZC	Beverages (bottled water) drank past 7 days Deer Park (A)	Food & Beverages
1244	SB000627ZC	Beverages (bottled water) drank past 7 days Evian (A)	Food & Beverages
1245	SB000626ZC	Beverages (bottled water) drank past 7 days Glaceau Smartwater (A)	Food & Beverages
1246	SB000625ZC	Beverages (bottled water) drank past 7 days Glaceau Vitaminwater (A)	Food & Beverages
1247	SB000624ZC	Beverages (bottled water) drank past 7 days Ice Mountain (A)	Food & Beverages
1248	SB000622ZC	Beverages (bottled water) drank past 7 days Ozarka (A)	Food & Beverages
1249	SB000621ZC	Beverages (bottled water) drank past 7 days Poland Spring (A)	Food & Beverages
1250	SB000619ZC	Beverages (bottled water) drank past 7 days Zephyrhills (A)	Food & Beverages
1251	SB000620ZC	Beverages (bottled water) drank past 7 days Other enhanced water (A)	Food & Beverages
1252	SB000636ZC	Beverages (bottled water) drink most often Any flavored water (A)	Food & Beverages
1253	SB000642ZC	Beverages (bottled water) drink most often Aquafina (A)	Food & Beverages
1254	SB000641ZC	Beverages (bottled water) drink most often Arrowhead (A)	Food & Beverages
1255	SB000640ZC	Beverages (bottled water) drink most often Crystal Geyser (A)	Food & Beverages
1256	SB000639ZC	Beverages (bottled water) drink most often Dasani (A)	Food & Beverages
1257	SB000638ZC	Beverages (bottled water) drink most often Deer Park (A)	Food & Beverages
1258	SB000637ZC	Beverages (bottled water) drink most often Ice Mountain (A)	Food & Beverages
1259	SB000635ZC	Beverages (bottled water) drink most often Ozarka (A)	Food & Beverages
1260	SB000634ZC	Beverages (bottled water) drink most often Poland Spring (A)	Food & Beverages
1261	SB000633ZC	Beverages (bottled water) drink most often Zephyrhills (A)	Food & Beverages
1262	SB000658ZC	Beverages (diet soft drinks) drank past 7 days Caffeine Free Diet Coke (A)	Food & Beverages
1263	SB000657ZC	Beverages (diet soft drinks) drank past 7 days Caffeine Free Diet Pepsi (A)	Food & Beverages
1264	SB000656ZC	Beverages (diet soft drinks) drank past 7 days Coca-Cola Zero (A)	Food & Beverages
1265	SB000654ZC	Beverages (diet soft drinks) drank past 7 days Diet A&W Root Beer (A)	Food & Beverages
1266	SB000653ZC	Beverages (diet soft drinks) drank past 7 days Diet Coke (A)	Food & Beverages
1267	SB000652ZC	Beverages (diet soft drinks) drank past 7 days Diet Dr Pepper (A)	Food & Beverages
1268	SB000650ZC	Beverages (diet soft drinks) drank past 7 days Diet Pepsi (A)	Food & Beverages
1269	SB000646ZC	Beverages (diet soft drinks) drank past 7 days Fresca (A)	Food & Beverages
1270	SB000645ZC	Beverages (diet soft drinks) drank past 7 days Other diet soft drink (A)	Food & Beverages
1271	SB000643ZC	Beverages (diet soft drinks) drank past 7 days Store brand diet soft drink (A)	Food & Beverages
1272	SB000671ZC	Beverages (diet soft drinks) drink most often Caffeine Free Diet Coke (A)	Food & Beverages
1273	SB000670ZC	Beverages (diet soft drinks) drink most often Caffeine Free Diet Pepsi (A)	Food & Beverages
1274	SB000669ZC	Beverages (diet soft drinks) drink most often Coca-Cola Zero (A)	Food & Beverages
1275	SB000667ZC	Beverages (diet soft drinks) drink most often Diet A&W Root Beer (A)	Food & Beverages
1276	SB000666ZC	Beverages (diet soft drinks) drink most often Diet Coke (A)	Food & Beverages
1277	SB000665ZC	Beverages (diet soft drinks) drink most often Diet Dr Pepper (A)	Food & Beverages
1278	SB000664ZC	Beverages (diet soft drinks) drink most often Diet Mountain Dew (A)	Food & Beverages
1279	SB000663ZC	Beverages (diet soft drinks) drink most often Diet Pepsi (A)	Food & Beverages
1280	SB000659ZC	Beverages (diet soft drinks) drink most often Other diet soft drink (A)	Food & Beverages
1281	SB000662ZC	Beverages (diet soft drinks) drink most often Sprite Zero (A)	Food & Beverages
1282	SB000660ZC	Beverages (diet soft drinks) drink most often Store brand diet soft drink (A)	Food & Beverages
1283	SB000676ZC	Beverages (energy drinks) drank past 7 days 5-hour Energy (A)	Food & Beverages
1284	SB000675ZC	Beverages (energy drinks) drank past 7 days Monster (A)	Food & Beverages
1285	SB000672ZC	Beverages (energy drinks) drank past 7 days Other energy drink (A)	Food & Beverages
1286	SB000674ZC	Beverages (energy drinks) drank past 7 days Red Bull (A)	Food & Beverages
1287	SB000673ZC	Beverages (energy drinks) drank past 7 days RockStar (A)	Food & Beverages
1288	SB000679ZC	Beverages (energy drinks) drink most often Monster (A)	Food & Beverages
1289	SB000677ZC	Beverages (energy drinks) drink most often Other energy drink (A)	Food & Beverages
1290	SB000678ZC	Beverages (energy drinks) drink most often Red Bull (A)	Food & Beverages
1291	SB000686ZC	Beverages (orange juice) drank past 7 days Floridas Natural (A)	Food & Beverages
1292	SB000685ZC	Beverages (orange juice) drank past 7 days Minute Maid (A)	Food & Beverages
1293	SB000683ZC	Beverages (orange juice) drank past 7 days Simply (A)	Food & Beverages
1294	SB000682ZC	Beverages (orange juice) drank past 7 days Store brand (A)	Food & Beverages
1295	SB000681ZC	Beverages (orange juice) drank past 7 days Tropicana (A)	Food & Beverages
1296	SB000692ZC	Beverages (orange juice) drink most often Floridas Natural (A)	Food & Beverages
1297	SB000689ZC	Beverages (orange juice) drink most often Simply (A)	Food & Beverages
1298	SB000688ZC	Beverages (orange juice) drink most often Store brand (A)	Food & Beverages
1299	SB000687ZC	Beverages (orange juice) drink most often Tropicana (A)	Food & Beverages
1300	SB000703ZC	Beverages (other juices/juice drinks) drank past 7 days Campbells/V8 (A)	Food & Beverages
1301	SB000702ZC	Beverages (other juices/juice drinks) drank past 7 days Capri Sun (A)	Food & Beverages
1302	SB000701ZC	Beverages (other juices/juice drinks) drank past 7 days Dole (A)	Food & Beverages
1303	SB000700ZC	Beverages (other juices/juice drinks) drank past 7 days Hawaiian Punch (A)	Food & Beverages
1304	SB000699ZC	Beverages (other juices/juice drinks) drank past 7 days Hi-C (A)	Food & Beverages
1305	SB000698ZC	Beverages (other juices/juice drinks) drank past 7 days Minute Maid (A)	Food & Beverages
1306	SB000697ZC	Beverages (other juices/juice drinks) drank past 7 days Ocean Spray (A)	Food & Beverages
1307	SB000695ZC	Beverages (other juices/juice drinks) drank past 7 days Simply (A)	Food & Beverages
1308	SB000694ZC	Beverages (other juices/juice drinks) drank past 7 days Store brand (A)	Food & Beverages
1309	SB000693ZC	Beverages (other juices/juice drinks) drank past 7 days Sunny Delight (A)	Food & Beverages
1310	SB000696ZC	Beverages (other juices/juice drinks) drank past 7 days Other (A)	Food & Beverages
1311	SB000714ZC	Beverages (other juices/juice drinks) drink most often Campbells/V8 (A)	Food & Beverages

ORDER	VARIABLE	DESCRIPTION	CATEGORY
1312	SB000713ZC	Beverages (other juices/juice drinks) drink most often Capri Sun (A)	Food & Beverages
1313	SB000712ZC	Beverages (other juices/juice drinks) drink most often Dole (A)	Food & Beverages
1314	SB000711ZC	Beverages (other juices/juice drinks) drink most often Hawaiian Punch (A)	Food & Beverages
1315	SB000710ZC	Beverages (other juices/juice drinks) drink most often Hi-C (A)	Food & Beverages
1316	SB000709ZC	Beverages (other juices/juice drinks) drink most often Minute Maid (A)	Food & Beverages
1317	SB000708ZC	Beverages (other juices/juice drinks) drink most often Ocean Spray (A)	Food & Beverages
1318	SB000706ZC	Beverages (other juices/juice drinks) drink most often Simply (A)	Food & Beverages
1319	SB000705ZC	Beverages (other juices/juice drinks) drink most often Store brand (A)	Food & Beverages
1320	SB000704ZC	Beverages (other juices/juice drinks) drink most often Sunny Delight (A)	Food & Beverages
1321	SB000707ZC	Beverages (other juices/juice drinks) drink most often Other (A)	Food & Beverages
1322	SB000720ZC	Beverages (reg soft drinks) drank past 7 days Any Mexican imprtd soft drink (A)	Food & Beverages
1323	SB000716ZC	Beverages (reg soft drinks) drank past 7 days Store brand reg soft drink (A)	Food & Beverages
1324	SB003823ZC	Beverages (regular soft drinks) drank past 7 days 7Up (A)	Food & Beverages
1325	SB003821ZC	Beverages (regular soft drinks) drank past 7 days A&W Root Beer (A)	Food & Beverages
1326	SB003820ZC	Beverages (regular soft drinks) drank past 7 days Barqs Root Beer (A)	Food & Beverages
1327	SB003818ZC	Beverages (regular soft drinks) drank past 7 days Canada Dry (A)	Food & Beverages
1328	SB003817ZC	Beverages (regular soft drinks) drank past 7 days Cherry Coke (A)	Food & Beverages
1329	SB000726ZC	Beverages (regular soft drinks) drank past 7 days Coca-Cola (A)	Food & Beverages
1330	SB000725ZC	Beverages (regular soft drinks) drank past 7 days Crush (A)	Food & Beverages
1331	SB000724ZC	Beverages (regular soft drinks) drank past 7 days Dr Pepper (A)	Food & Beverages
1332	SB000723ZC	Beverages (regular soft drinks) drank past 7 days Fanta (A)	Food & Beverages
1333	SB000722ZC	Beverages (regular soft drinks) drank past 7 days Mello Yello (A)	Food & Beverages
1334	SB000721ZC	Beverages (regular soft drinks) drank past 7 days Mountain Dew (A)	Food & Beverages
1335	SB000719ZC	Beverages (regular soft drinks) drank past 7 days Pepsi (A)	Food & Beverages
1336	SB000718ZC	Beverages (regular soft drinks) drank past 7 days Sierra Mist Natural (A)	Food & Beverages
1337	SB000717ZC	Beverages (regular soft drinks) drank past 7 days Sprite (A)	Food & Beverages
1338	SB000715ZC	Beverages (regular soft drinks) drank past 7 days Sunkist (A)	Food & Beverages
1339	SB000728ZC	Beverages (reg soft drinks) drink most often Store brand regular soft drink (A)	Food & Beverages
1340	SB000741ZC	Beverages (regular soft drinks) drink most often 7Up (A)	Food & Beverages
1341	SB000740ZC	Beverages (regular soft drinks) drink most often A&W Root Beer (A)	Food & Beverages
1342	SB000739ZC	Beverages (regular soft drinks) drink most often Barqs Root Beer (A)	Food & Beverages
1343	SB000737ZC	Beverages (regular soft drinks) drink most often Cherry Coke (A)	Food & Beverages
1344	SB000736ZC	Beverages (regular soft drinks) drink most often Coca-Cola (A)	Food & Beverages
1345	SB000735ZC	Beverages (regular soft drinks) drink most often Crush (A)	Food & Beverages
1346	SB000734ZC	Beverages (regular soft drinks) drink most often Dr Pepper (A)	Food & Beverages
1347	SB000733ZC	Beverages (regular soft drinks) drink most often Fanta (A)	Food & Beverages
1348	SB000732ZC	Beverages (regular soft drinks) drink most often Mountain Dew (A)	Food & Beverages
1349	SB000731ZC	Beverages (regular soft drinks) drink most often Pepsi (A)	Food & Beverages
1350	SB000730ZC	Beverages (regular soft drinks) drink most often Sierra Mist Natural (A)	Food & Beverages
1351	SB000729ZC	Beverages (regular soft drinks) drink most often Sprite (A)	Food & Beverages
1352	SB000727ZC	Beverages (regular soft drinks) drink most often Sunkist (A)	Food & Beverages
1353	SB000742ZC	Beverages (specialty coffee) drank past 7 days Hot specialty coffee (A)	Food & Beverages
1354	SB000743ZC	Beverages (specialty coffee) drank past 7 days Iced specialty coffee (A)	Food & Beverages
1355	SB000744ZC	Beverages (specialty coffee) drink most often Hot specialty coffee (A)	Food & Beverages
1356	SB000745ZC	Beverages (specialty coffee) drink most often Iced specialty coffee (A)	Food & Beverages
1357	SB000748ZC	Beverages (sports drinks) drank past 7 days Gatorade (A)	Food & Beverages
1358	SB000746ZC	Beverages (sports drinks) drank past 7 days PowerAde (A)	Food & Beverages
1359	SB000747ZC	Beverages (sports drinks) drank past 7 days Other sports drink (A)	Food & Beverages
1360	SB000750ZC	Beverages (sports drinks) drink most often Gatorade (A)	Food & Beverages
1361	SB000749ZC	Beverages (sports drinks) drink most often PowerAde (A)	Food & Beverages
1362	SB000757ZC	Beverages (tea in bottles/cans) drank past 7 days Arizona (A)	Food & Beverages
1363	SB000755ZC	Beverages (tea in bottles/cans) drank past 7 days Honest Tea (A)	Food & Beverages
1364	SB000754ZC	Beverages (tea in bottles/cans) drank past 7 days Lipton (A)	Food & Beverages
1365	SB000752ZC	Beverages (tea in bottles/cans) drank past 7 days Snapple (A)	Food & Beverages
1366	SB000751ZC	Beverages (tea in bottles/cans) drank past 7 days Store brand (A)	Food & Beverages
1367	SB000753ZC	Beverages (tea in bottles/cans) drank past 7 days Other (A)	Food & Beverages
1368	SB000762ZC	Beverages (tea in bottles/cans) drink most often Arizona (A)	Food & Beverages
1369	SB000760ZC	Beverages (tea in bottles/cans) drink most often Lipton (A)	Food & Beverages
1370	SB000759ZC	Beverages (tea in bottles/cans) drink most often Other (A)	Food & Beverages
1371	SB000758ZC	Beverages (tea in bottles/cans) drink most often Snapple (A)	Food & Beverages
1372	SB003680ZC	Convenience stores bought alcohol past 7 days 7-Eleven	Food & Beverages
1373	SB003681ZC	Convenience stores bought alcohol past 7 days None	Food & Beverages
1374	SB003682ZC	Convenience stores bought any item past 7 days 7-Eleven	Food & Beverages
1375	SB003684ZC	Convenience stores bought any item past 7 days Any convenience store	Food & Beverages
1376	SB003683ZC	Convenience stores bought any item past 7 days Circle K	Food & Beverages
1377	SB003685ZC	Convenience stores bought cigarette/tobacco past 7 dys 7-Eleven	Food & Beverages
1378	SB003686ZC	Convenience stores bought cigarette/tobacco past 7 dys Circle K	Food & Beverages
1379	SB003687ZC	Convenience stores bought cigarette/tobacco past 7 dys None	Food & Beverages
1380	SB003688ZC	Convenience stores bought gas past 7 days 7-Eleven	Food & Beverages

ORDER	VARIABLE	DESCRIPTION	CATEGORY
1381	SB003689ZC	Convenience stores bought gas past 7 days Circle K	Food & Beverages
1382	SB003690ZC	Convenience stores bought gas past 7 days None	Food & Beverages
1383	SB003691ZC	Convenience stores bought lottery ticket past 7 days 7-Eleven	Food & Beverages
1384	SB003692ZC	Convenience stores bought lottery ticket past 7 days Circle K	Food & Beverages
1385	SB003693ZC	Convenience stores bought lottery ticket past 7 days None	Food & Beverages
1386	SB003694ZC	Convenience stores bought other drink past 7 days 7-Eleven	Food & Beverages
1387	SB003695ZC	Convenience stores bought other drink past 7 days Circle K	Food & Beverages
1388	SB003696ZC	Convenience stores bought other drink past 7 days None	Food & Beverages
1389	SB003697ZC	Convenience stores bought other food past 7 days 7-Eleven	Food & Beverages
1390	SB003698ZC	Convenience stores bought other food past 7 days None	Food & Beverages
1391	SB003699ZC	Convenience stores bought other item past 7 days 7-Eleven	Food & Beverages
1392	SB003700ZC	Convenience stores bought other item past 7 days None	Food & Beverages
1393	SB003701ZC	Convenience stores bought snack/candy past 7 days 7-Eleven	Food & Beverages
1394	SB003702ZC	Convenience stores bought snack/candy past 7 days Circle K	Food & Beverages
1395	SB003703ZC	Convenience stores bought snack/candy past 7 days None	Food & Beverages
1396	SB003348ZC	Coupons frequency of use for groceries More than once a week	Food & Beverages
1397	SB003349ZC	Coupons frequency of use for groceries Once a week	Food & Beverages
1398	SB003350ZC	Coupons frequency of use for groceries 2 to 3 times a month	Food & Beverages
1399	SB003351ZC	Coupons frequency of use for groceries Once a month	Food & Beverages
1400	SB003353ZC	Coupons frequency of use for groceries Never	Food & Beverages
1401	SB003354ZC	Coupons frequency of use for other products/service More than once a week	Food & Beverages
1402	SB003355ZC	Coupons frequency of use for other products/service Once a week	Food & Beverages
1403	SB003356ZC	Coupons frequency of use for other products/service 2 to 3 times a month	Food & Beverages
1404	SB003357ZC	Coupons frequency of use for other products/service Once a month	Food & Beverages
1405	SB003358ZC	Coupons frequency of use for other products/service Less than once a month	Food & Beverages
1406	SB003359ZC	Coupons frequency of use for other products/service Never	Food & Beverages
1407	SB001031ZC	Food products household used past 7 days Any store brand food	Food & Beverages
1408	SB001039ZC	Food products household used past 7 days Baby food	Food & Beverages
1409	SB001038ZC	Food products household used past 7 days Candy	Food & Beverages
1410	SB001037ZC	Food products household used past 7 days Coffee	Food & Beverages
1411	SB001033ZC	Food products household used past 7 days Energy bars/nutrition bars	Food & Beverages
1412	SB001036ZC	Food products household used past 7 days Fresh meat	Food & Beverages
1413	SB001035ZC	Food products household used past 7 days Frozen pizza	Food & Beverages
1414	SB001034ZC	Food products household used past 7 days Ice cream, frozen juice bars	Food & Beverages
1415	SB001032ZC	Food products household used past 7 days Nuts	Food & Beverages
1416	SB001030ZC	Food products household used past 7 days Packaged meat	Food & Beverages
1417	SB003724ZC	Food products household used past 7 days Prepared foods	Food & Beverages
1418	SB001029ZC	Food products household used past 7 days Pretzels, chips, popcorn	Food & Beverages
1419	SB001028ZC	Food products household used past 7 days Ready-to-eat cereal	Food & Beverages
1420	SB001027ZC	Food products household used past 7 days Salsa	Food & Beverages
1421	SB001026ZC	Food products household used past 7 days Soup (canned or dry mix)	Food & Beverages
1422	SB001025ZC	Food products household used past 7 days Tortillas	Food & Beverages
1423	SB001024ZC	Food products household used past 7 days Yogurt (not frozen)	Food & Beverages
1424	SB001058ZC	Grocery stores shopped past 7 days ALDI	Food & Beverages
1425	SB001051ZC	Grocery stores shopped past 7 days Any Hispanic grocery store	Food & Beverages
1426	SB003729ZC	Grocery stores shopped past 7 days Any online grocery store	Food & Beverages
1427	SB001056ZC	Grocery stores shopped past 7 days BJ's Wholesale Club	Food & Beverages
1428	SB001055ZC	Grocery stores shopped past 7 days Costco	Food & Beverages
1429	SB001050ZC	Grocery stores shopped past 7 days Kroger	Food & Beverages
1430	SB001049ZC	Grocery stores shopped past 7 days Publix	Food & Beverages
1431	SB001048ZC	Grocery stores shopped past 7 days Safeway	Food & Beverages
1432	SB001047ZC	Grocery stores shopped past 7 days Sams Club	Food & Beverages
1433	SB001046ZC	Grocery stores shopped past 7 days Save-a-Lot	Food & Beverages
1434	SB001044ZC	Grocery stores shopped past 7 days Target/SuperTarget	Food & Beverages
1435	SB001053ZC	Grocery stores shopped past 7 days The Fresh Market	Food & Beverages
1436	SB001045ZC	Grocery stores shopped past 7 days Trader Joes	Food & Beverages
1437	SB001043ZC	Grocery stores shopped past 7 days Walmart Supercenter	Food & Beverages
1438	SB001041ZC	Grocery stores shopped past 7 days Whole Foods Market	Food & Beverages
1439	SB001074ZC	Grocery stores where most groceries bought Albertsons	Food & Beverages
1440	SB001073ZC	Grocery stores where most groceries bought ALDI	Food & Beverages
1441	SB001069ZC	Grocery stores where most groceries bought Any Hispanic grocery store	Food & Beverages
1442	SB001072ZC	Grocery stores where most groceries bought BJ's Wholesale Club	Food & Beverages
1443	SB001071ZC	Grocery stores where most groceries bought Costco	Food & Beverages
1444	SB001068ZC	Grocery stores where most groceries bought Kroger	Food & Beverages
1445	SB001067ZC	Grocery stores where most groceries bought Publix	Food & Beverages
1446	SB001066ZC	Grocery stores where most groceries bought Safeway	Food & Beverages
1447	SB001065ZC	Grocery stores where most groceries bought Sams Club	Food & Beverages
1448	SB003731ZC	Grocery stores where most groceries bought Save-a-Lot	Food & Beverages
1449	SB003732ZC	Grocery stores where most groceries bought Target/SuperTarget	Food & Beverages

ORDER	VARIABLE	DESCRIPTION	CATEGORY
1450	SB001064ZC	Grocery stores where most groceries bought Trader Joes	Food & Beverages
1451	SB001063ZC	Grocery stores where most groceries bought Walmart Supercenter	Food & Beverages
1452	SB001061ZC	Grocery stores where most groceries bought Whole Foods Market	Food & Beverages
1453	SB000941ZC	How household usually obtains centsoff coupons E-mail	Food & Beverages
1454	SB000940ZC	How household usually obtains centsoff coupons In-store circulars	Food & Beverages
1455	SB000939ZC	How household usually obtains centsoff coupons In-store coupons	Food & Beverages
1456	SB000938ZC	How household usually obtains centsoff coupons Internet sites/apps	Food & Beverages
1457	SB000937ZC	How household usually obtains centsoff coupons Magazines	Food & Beverages
1458	SB000936ZC	How household usually obtains centsoff coupons Mail	Food & Beverages
1459	SB000935ZC	How household usually obtains centsoff coupons Never use coupons	Food & Beverages
1460	SB000933ZC	How household usually obtains centsoff coupons Preferred customer card	Food & Beverages
1461	SB000932ZC	How household usually obtains centsoff coupons Product packages	Food & Beverages
1462	SB000931ZC	How household usually obtains centsoff coupons QR code	Food & Beverages
1463	SB000930ZC	How household usually obtains centsoff coupons Sunday newspaper	Food & Beverages
1464	SB000929ZC	How household usually obtains centsoff coupons Text messages	Food & Beverages
1465	SB000928ZC	How household usually obtains centsoff coupons Weekday newspaper	Food & Beverages
1466	MM02072ZC	Buy Gas- <\$50- 1mo (A)	Gas, Credit Cards and Chains
1467	MM02070ZC	Buy Gas- \$50-\$74- 1mo (A)	Gas, Credit Cards and Chains
1468	MM02071ZC	Buy Gas- \$75-\$99- 1mo (A)	Gas, Credit Cards and Chains
1469	MM02115ZC	Spend on Gas- \$100+ - 1mo (A)	Gas, Credit Cards and Chains
1470	MM02073ZC	Buy Gas- 1wk (A)	Gas, Credit Cards and Chains
1471	MM02073ZD	Buy Gas- 1wk (A) - Gallons	Gas, Credit Cards and Chains
1472	MM02077ZC	Buy Gas- 6mo (A)	Gas, Credit Cards and Chains
1473	MM02076ZC	Buy Gas- 21+ Gallons- 1wk (A)	Gas, Credit Cards and Chains
1474	MM02066ZC	Buy Gas with Cash- 1mo (A)	Gas, Credit Cards and Chains
1475	MM02067ZC	Buy Gas with Credit Card- 1mo (A)	Gas, Credit Cards and Chains
1476	MM02068ZC	Buy Gas with Debit Card- 1mo (A)	Gas, Credit Cards and Chains
1477	MM02069ZC	Buy Gas with Gas/Oil Company Credit Card- 1mo (A)	Gas, Credit Cards and Chains
1478	MM02062ZC	Buy Full-Service Gas- 1wk (A)	Gas, Credit Cards and Chains
1479	MM02062ZD	Buy Full-Service Gas- 1wk (A) - Gallons	Gas, Credit Cards and Chains
1480	MM02065ZC	Buy Full-Service Gas- 6mo (A)	Gas, Credit Cards and Chains
1481	MM02090ZC	Buy Self-Service Gas- 1wk (A)	Gas, Credit Cards and Chains
1482	MM02090ZD	Buy Self-Service Gas- 1wk (A) - Gallons	Gas, Credit Cards and Chains
1483	MM42079ZC	Buy Self-Service Gas- 6mo (A)	Gas, Credit Cards and Chains
1484	MM02086ZC	Buy Regular Gas- 1wk (A)	Gas, Credit Cards and Chains
1485	MM02086ZD	Buy Regular Gas- 1wk (A) - Gallons	Gas, Credit Cards and Chains
1486	MM42078ZC	Buy Regular Grade Gas- 6mo (A)	Gas, Credit Cards and Chains
1487	MM02078ZC	Buy Mid-Grade Gas- 1wk (A)	Gas, Credit Cards and Chains
1488	MM02078ZD	Buy Mid-Grade Gas- 1wk (A) - Gallons	Gas, Credit Cards and Chains
1489	MM42076ZC	Buy Mid-Grade Gas- 6mo (A)	Gas, Credit Cards and Chains
1490	MM02082ZC	Buy Premium/Super Gas- 1wk (A)	Gas, Credit Cards and Chains
1491	MM02082ZD	Buy Premium/Super Gas- 1wk (A) - Gallons	Gas, Credit Cards and Chains
1492	MM42077ZC	Buy Premium/Super Gas- 6mo (A)	Gas, Credit Cards and Chains
1493	MM02060ZC	Buy Diesel Gas- 6mo (A)	Gas, Credit Cards and Chains
1494	MM61325ZC	Buy Gasohol Type Gas- 6mo (A)	Gas, Credit Cards and Chains
1495	MM61326ZC	Buy Gasoline Additives- 1yr	Gas, Credit Cards and Chains
1496	MM61327ZC	Buy Unleaded Gas- 1wk (A)	Gas, Credit Cards and Chains
1497	MM61327ZD	Buy Unleaded Gas- 1wk (A) - Gallons	Gas, Credit Cards and Chains
1498	MM61329ZC	Buy Unleaded Type Gas- 6mo (A)	Gas, Credit Cards and Chains
1499	MM42060ZC	Buy 7-Eleven Gas- 6mo (A)	Gas, Credit Cards and Chains
1500	MM42061ZC	Buy Arco Gas- 6mo (A)	Gas, Credit Cards and Chains
1501	MM61332ZC	Buy BP/Amoco Gas- 6mo (A)	Gas, Credit Cards and Chains
1502	MM02046ZC	Buy Chevron Gas- 1wk (A)	Gas, Credit Cards and Chains
1503	MM02046ZD	Buy Chevron Gas- 1wk (A) - Gallons	Gas, Credit Cards and Chains
1504	MM02049ZC	Buy Chevron Gas- 6mo (A)	Gas, Credit Cards and Chains
1505	MM02053ZC	Buy CITGO Gas- 6mo (A)	Gas, Credit Cards and Chains
1506	MM61338ZC	Buy Conoco Gas- 6mo (A)	Gas, Credit Cards and Chains
1507	MM42062ZC	Buy Exxon Gas- 6mo (A)	Gas, Credit Cards and Chains
1508	MM61344ZC	Buy Gulf Gas- 6mo (A)	Gas, Credit Cards and Chains
1509	MM61347ZC	Buy Hess Gas- 6mo (A)	Gas, Credit Cards and Chains
1510	MM61350ZC	Buy Marathon Gas- 6mo (A)	Gas, Credit Cards and Chains
1511	MM61351ZC	Buy Mobil Gas- 6mo (A)	Gas, Credit Cards and Chains
1512	MM61352ZC	Buy Mobile Gas- 1wk (A)	Gas, Credit Cards and Chains
1513	MM61352ZD	Buy Mobile Gas- 1wk (A) - Gallons	Gas, Credit Cards and Chains
1514	MM61354ZC	Buy Other Brand Gas- 1wk (A)	Gas, Credit Cards and Chains
1515	MM61354ZD	Buy Other Brand Gas- 1wk (A) - Gallons	Gas, Credit Cards and Chains
1516	MM61356ZC	Buy Other Brand Gas- 6mo (A)	Gas, Credit Cards and Chains
1517	MM61357ZC	Buy Phillips 66 Gas- 6mo (A)	Gas, Credit Cards and Chains
1518	MM61358ZC	Buy Quik Trip Gas- 1wk (A)	Gas, Credit Cards and Chains

ORDER	VARIABLE	DESCRIPTION	CATEGORY
1519	MM61358ZD	Buy Quik Trip Gas- 1wk (A) - Gallons	Gas, Credit Cards and Chains
1520	MM61360ZC	Buy Quik Trip Gas- 6mo (A)	Gas, Credit Cards and Chains
1521	MM61361ZC	Buy Racetrac Gas- 1wk (A)	Gas, Credit Cards and Chains
1522	MM61361ZD	Buy Racetrac Gas- 1wk (A) - Gallons	Gas, Credit Cards and Chains
1523	MM61363ZC	Buy Racetrac Gas- 6mo (A)	Gas, Credit Cards and Chains
1524	MM02094ZC	Buy Shell Gas- 1wk (A)	Gas, Credit Cards and Chains
1525	MM02094ZD	Buy Shell Gas- 1wk (A) - Gallons	Gas, Credit Cards and Chains
1526	MM42063ZC	Buy Shell Gas- 6mo (A)	Gas, Credit Cards and Chains
1527	MM61369ZC	Buy Speedway Gas- 6mo (A)	Gas, Credit Cards and Chains
1528	MM02098ZC	Buy Sunoco Gas- 1wk (A)	Gas, Credit Cards and Chains
1529	MM02098ZD	Buy Sunoco Gas- 1wk (A) - Gallons	Gas, Credit Cards and Chains
1530	MM42064ZC	Buy Sunoco Gas- 6mo (A)	Gas, Credit Cards and Chains
1531	MM61370ZC	Buy 76 Gas- 6mo (A)	Gas, Credit Cards and Chains
1532	MM42065ZC	Buy Texaco Gas- 6mo (A)	Gas, Credit Cards and Chains
1533	MM61374ZC	Buy Valero Gas- 6mo (A)	Gas, Credit Cards and Chains
1534	MM61375ZC	Buy Walmart Gas- 1wk (A)	Gas, Credit Cards and Chains
1535	MM61375ZD	Buy Walmart Gas- 1wk (A) - Gallons	Gas, Credit Cards and Chains
1536	MM61377ZC	Buy Walmart Gas- 6mo (A)	Gas, Credit Cards and Chains
1537	MM02234ZC	Buy Air Purifier Machine- 1yr	Hardware and Appliances
1538	MM02235ZC	Buy Any Household Appliances- 1yr	Hardware and Appliances
1539	MM61394ZC	Buy Any Large Kitchen/Cooking Appliance- 1yr	Hardware and Appliances
1540	MM02236ZC	Buy Any Lawn Mower- 1yr	Hardware and Appliances
1541	MM61395ZC	Buy Any Small Kitchen Appliances- 1yr	Hardware and Appliances
1542	MM02238ZC	Buy Automatic Dishwasher- 1yr	Hardware and Appliances
1543	MM02240ZC	Buy Automotive Tools- 1yr	Hardware and Appliances
1544	MM02243ZC	Buy Canister Vacuum Cleaner- 1yr	Hardware and Appliances
1545	MM02244ZC	Buy Car Vacuum- 1yr	Hardware and Appliances
1546	MM02245ZC	Buy Carpet Steam Cleaner- 1yr	Hardware and Appliances
1547	MM02246ZC	Buy Ceiling Fan- 1yr	Hardware and Appliances
1548	MM02247ZC	Buy Central Air Conditioner- 1yr	Hardware and Appliances
1549	MM02248ZC	Buy Charcoal Grill- 1yr	Hardware and Appliances
1550	MM02250ZC	Buy Coffee Maker- Automatic Drip- 1yr	Hardware and Appliances
1551	MM02256ZC	Buy Electric Blender- 1yr	Hardware and Appliances
1552	MM02257ZC	Buy Electric Can Opener- 1yr	Hardware and Appliances
1553	MM02258ZC	Buy Electric Clothes Dryer- 1yr	Hardware and Appliances
1554	MM02260ZC	Buy Electric Food Processor- 1yr	Hardware and Appliances
1555	MM02265ZC	Buy Electric Slow Cooker- 1yr	Hardware and Appliances
1556	MM02266ZC	Buy Electric Space Heater- 1yr	Hardware and Appliances
1557	MM02269ZC	Buy Electric Toaster- 1yr	Hardware and Appliances
1558	MM02268ZC	Buy Electric Toaster Oven- 1yr	Hardware and Appliances
1559	MM02271ZC	Buy Garage Door Opener- 1yr	Hardware and Appliances
1560	MM02272ZC	Buy Gas Chain Saw- 1yr	Hardware and Appliances
1561	MM02274ZC	Buy Gas Grill- 1yr	Hardware and Appliances
1562	MM02275ZC	Buy Gas Lawn Mower- 1yr	Hardware and Appliances
1563	MM02277ZC	Buy Hand-Held Vacuum Cleaner- 1yr	Hardware and Appliances
1564	MM50177ZC	Buy High Efficiency Washing Machine- 1yr	Hardware and Appliances
1565	MM02279ZC	Buy Hot Water Heater- 1yr	Hardware and Appliances
1566	MM02280ZC	Buy Humidifier- 1yr	Hardware and Appliances
1567	MM02263ZC	Buy Iron- 1yr	Hardware and Appliances
1568	MM02281ZC	Buy Microwave Cookware- 1yr	Hardware and Appliances
1569	MM02282ZC	Buy Microwave Oven- 1yr	Hardware and Appliances
1570	MM02284ZC	Buy Rechargeable Flashlight- 1yr	Hardware and Appliances
1571	MM02285ZC	Buy Refrigerator- 1yr	Hardware and Appliances
1572	MM02290ZC	Buy Smoke/Fire Detector- 1yr	Hardware and Appliances
1573	MM50178ZC	Buy Standard Washing Machine- 1yr	Hardware and Appliances
1574	MM02292ZC	Buy Upright Vacuum Cleaner- 1yr	Hardware and Appliances
1575	MM02294ZC	Buy Wet-Dry Shop Vacuum- 1yr	Hardware and Appliances
1576	MM02295ZC	Own AC-separate room	Hardware and Appliances
1577	MM61398ZC	Own Air Compressor (Not 12 Volt Inflator)-	Hardware and Appliances
1578	MM61399ZC	Own Air Conditioner	Hardware and Appliances
1579	MM02296ZC	Own Air Purifier Machine	Hardware and Appliances
1580	MM61400ZC	Own Any Appliance for Climate Control	Hardware and Appliances
1581	MM02297ZC	Own Any Household Appliances	Hardware and Appliances
1582	MM61401ZC	Own Any Large Kitchen/Cooking Appliance	Hardware and Appliances
1583	MM02298ZC	Own Any Lawn Mower	Hardware and Appliances
1584	MM61402ZC	Own Any Small Kitchen Appliances	Hardware and Appliances
1585	MM61403ZC	Own Any Tools	Hardware and Appliances
1586	MM61404ZC	Own Attic/Whole House Fan	Hardware and Appliances
1587	MM02301ZC	Own Automatic Setback Thermostat	Hardware and Appliances



ORDER	VARIABLE	DESCRIPTION	CATEGORY
1588	MM02303ZC	Own Automotive Tools	Hardware and Appliances
1589	MM02304ZC	Own Bread Machine	Hardware and Appliances
1590	MM02305ZC	Own Built-in Electric Range Oven	Hardware and Appliances
1591	MM02306ZC	Own Built-in Gas Range Oven	Hardware and Appliances
1592	MM02307ZC	Own Burglar Alarm	Hardware and Appliances
1593	MM02308ZC	Own Canister Vacuum Cleaner	Hardware and Appliances
1594	MM02309ZC	Own Car Vacuum	Hardware and Appliances
1595	MM02310ZC	Own Carpet Steam Cleaner	Hardware and Appliances
1596	MM02311ZC	Own Ceiling Fan	Hardware and Appliances
1597	MM02312ZC	Own Central Air Conditioner	Hardware and Appliances
1598	MM02313ZC	Own Central Heating- Electric	Hardware and Appliances
1599	MM02314ZC	Own Central Heating- Gas	Hardware and Appliances
1600	MM61405ZC	Own Central Heating- Oil	Hardware and Appliances
1601	MM02315ZC	Own Charcoal Grill	Hardware and Appliances
1602	MM61406ZC	Own Chipper/Shredder	Hardware and Appliances
1603	MM61407ZC	Own Coal/Wood Stove	Hardware and Appliances
1604	MM61408ZC	Own Coffee Maker - Automatic Drip	Hardware and Appliances
1605	MM61409ZC	Own Coffee Maker - Other Electric	Hardware and Appliances
1606	MM61410ZC	Own Coffee Maker - Single Cup/Pod Brewing System	Hardware and Appliances
1607	MM61411ZC	Own Coffee Maker -Electric Perk	Hardware and Appliances
1608	MM02317ZC	Own Combination Range/Microwave Oven	Hardware and Appliances
1609	MM61412ZC	Own Continuous Cleaning Oven	Hardware and Appliances
1610	MM61413ZC	Own Convection Oven	Hardware and Appliances
1611	MM02318ZC	Own Cook Top Stove	Hardware and Appliances
1612	MM61414ZC	Own Decorative Paint Tolls/Kits	Hardware and Appliances
1613	MM02322ZC	Own Deep Fryer	Hardware and Appliances
1614	MM02323ZC	Own Dehumidifier	Hardware and Appliances
1615	MM02300ZC	Own Dishwasher	Hardware and Appliances
1616	MM61415ZC	Own Driver Bits	Hardware and Appliances
1617	MM02324ZC	Own Electric Air Cleaner	Hardware and Appliances
1618	MM02325ZC	Own Electric Blender	Hardware and Appliances
1619	MM02326ZC	Own Electric Can Opener	Hardware and Appliances
1620	MM61416ZC	Own Electric Car Polisher	Hardware and Appliances
1621	MM02327ZC	Own Electric Chain Saw	Hardware and Appliances
1622	MM02328ZC	Own Electric Clothes Dryer	Hardware and Appliances
1623	MM02329ZC	Own Electric Coffee Grinder	Hardware and Appliances
1624	MM02319ZC	Own Electric Corded Drill	Hardware and Appliances
1625	MM02320ZC	Own Electric Cordless Drill	Hardware and Appliances
1626	MM02321ZC	Own Electric Cordless Screwdriver	Hardware and Appliances
1627	MM02330ZC	Own Electric Food Processor	Hardware and Appliances
1628	MM02331ZC	Own Electric Fry Pan	Hardware and Appliances
1629	MM61417ZC	Own Electric Grill-Outdoor	Hardware and Appliances
1630	MM02332ZC	Own Electric Indoor Grill	Hardware and Appliances
1631	MM02334ZC	Own Electric Juicer	Hardware and Appliances
1632	MM61418ZC	Own Electric Knife	Hardware and Appliances
1633	MM02335ZC	Own Electric Lawn Mower	Hardware and Appliances
1634	MM02336ZC	Own Electric Popcorn Maker	Hardware and Appliances
1635	MM61419ZC	Own Electric Router	Hardware and Appliances
1636	MM61420ZC	Own Electric Sander	Hardware and Appliances
1637	MM02337ZC	Own Electric Slow Cooker	Hardware and Appliances
1638	MM02338ZC	Own Electric Space Heater	Hardware and Appliances
1639	MM02339ZC	Own Electric Steam Cooker	Hardware and Appliances
1640	MM02340ZC	Own Electric Stove/Range	Hardware and Appliances
1641	MM02341ZC	Own Electric Toaster	Hardware and Appliances
1642	MM02342ZC	Own Electric Toaster Oven	Hardware and Appliances
1643	MM02343ZC	Own Electric Trimmer/Edger	Hardware and Appliances
1644	MM02344ZC	Own Electric Wok	Hardware and Appliances
1645	MM02345ZC	Own Electric/Gas Chain Saw	Hardware and Appliances
1646	MM02346ZC	Own Espresso/Cappuccino Maker	Hardware and Appliances
1647	MM61421ZC	Own Fan	Hardware and Appliances
1648	MM02347ZC	Own Fireplace	Hardware and Appliances
1649	MM02348ZC	Own Garage Door Opener	Hardware and Appliances
1650	MM02349ZC	Own Garbage Disposer	Hardware and Appliances
1651	MM02350ZC	Own Gas Chain Saw	Hardware and Appliances
1652	MM02351ZC	Own Gas Clothes Dryer	Hardware and Appliances
1653	MM02352ZC	Own Gas Grill	Hardware and Appliances
1654	MM02353ZC	Own Gas Lawn Mower	Hardware and Appliances
1655	MM02354ZC	Own Gas Stove/Range	Hardware and Appliances
1656	MM02355ZC	Own Gas Trimmer/Edger	Hardware and Appliances

ORDER	VARIABLE	DESCRIPTION	CATEGORY
1657	MM61422ZC	Own Glue Gun	Hardware and Appliances
1658	MM02356ZC	Own Hand Held Electric Mixer	Hardware and Appliances
1659	MM61423ZC	Own Hand Tools	Hardware and Appliances
1660	MM02357ZC	Own Hand-Held Vacuum Cleaner	Hardware and Appliances
1661	MM02358ZC	Own Heat Pump	Hardware and Appliances
1662	MM50179ZC	Own High Efficiency Washing Machine	Hardware and Appliances
1663	MM61424ZC	Own Home Fire Extinguisher	Hardware and Appliances
1664	MM02359ZC	Own Hot Tub/Whirlpool Spa	Hardware and Appliances
1665	MM02360ZC	Own Hot Water Heater	Hardware and Appliances
1666	MM02361ZC	Own Humidifier	Hardware and Appliances
1667	MM02362ZC	Own Ice Cream Maker	Hardware and Appliances
1668	MM02333ZC	Own Iron	Hardware and Appliances
1669	MM61425ZC	Own Jig/Sabre saw (portable)	Hardware and Appliances
1670	MM02363ZC	Own Kerosene Heater	Hardware and Appliances
1671	MM61426ZC	Own Lawn or garden tractor	Hardware and Appliances
1672	MM61427ZC	Own Lawn sprinkler	Hardware and Appliances
1673	MM61428ZC	Own Leaf shredder	Hardware and Appliances
1674	MM02364ZC	Own Microwave Cookware	Hardware and Appliances
1675	MM02365ZC	Own Microwave Oven	Hardware and Appliances
1676	MM61429ZC	Own Other	Hardware and Appliances
1677	MM61430ZC	Own Outdoor blower (electric)	Hardware and Appliances
1678	MM61431ZC	Own Outdoor blower (gas)	Hardware and Appliances
1679	MM02366ZC	Own Paint Sprayer	Hardware and Appliances
1680	MM02367ZC	Own Pasta Machine	Hardware and Appliances
1681	MM61432ZC	Own Pliers	Hardware and Appliances
1682	MM61433ZC	Own Pneumatic tools	Hardware and Appliances
1683	MM02368ZC	Own Portable Circular Saw	Hardware and Appliances
1684	MM50441ZC	Own Portable Generator	Hardware and Appliances
1685	MM61434ZC	Own Power ratchet, cordless	Hardware and Appliances
1686	MM02369ZC	Own Pressure Cooker	Hardware and Appliances
1687	MM02370ZC	Own Range Hood	Hardware and Appliances
1688	MM02371ZC	Own Rechargeable Flashlight	Hardware and Appliances
1689	MM02372ZC	Own Refrigerator	Hardware and Appliances
1690	MM02373ZC	Own Riding Lawn Mower	Hardware and Appliances
1691	MM61435ZC	Own Saw blades	Hardware and Appliances
1692	MM02374ZC	Own Separate Freezer	Hardware and Appliances
1693	MM02375ZC	Own Sewing Machine	Hardware and Appliances
1694	MM61436ZC	Own Shears (non-electric)	Hardware and Appliances
1695	MM61437ZC	Own Shovel	Hardware and Appliances
1696	MM02376ZC	Own Smoke/Fire Detector	Hardware and Appliances
1697	MM02377ZC	Own Snow Blower	Hardware and Appliances
1698	MM02378ZC	Own Stacked Washer/Dryer	Hardware and Appliances
1699	MM50180ZC	Own Standard Washing Machine	Hardware and Appliances
1700	MM61438ZC	Own Staple gun	Hardware and Appliances
1701	MM61439ZC	Own Stationary band saw	Hardware and Appliances
1702	MM61440ZC	Own Stationary drill press	Hardware and Appliances
1703	MM02379ZC	Own Stationary Electric Mixer	Hardware and Appliances
1704	MM61441ZC	Own Stationary radial arm saw	Hardware and Appliances
1705	MM02380ZC	Own Stationary Table Saw	Hardware and Appliances
1706	MM61442ZC	Own Tiller (garden)	Hardware and Appliances
1707	MM02381ZC	Own Trash Compactor	Hardware and Appliances
1708	MM02382ZC	Own Upright Vacuum Cleaner	Hardware and Appliances
1709	MM61443ZC	Own Vacuum Sealer	Hardware and Appliances
1710	MM02383ZC	Own Wallpaper Stripper	Hardware and Appliances
1711	MM02384ZC	Own Water Filter	Hardware and Appliances
1712	MM02385ZC	Own Water Softener	Hardware and Appliances
1713	MM61444ZC	Own Welder	Hardware and Appliances
1714	MM02386ZC	Own Wet-Dry Shop Vacuum	Hardware and Appliances
1715	MM02387ZC	Own Workbench (portable)	Hardware and Appliances
1716	MM61445ZC	Use Microwave Oven- 1wk	Hardware and Appliances
1717	MM61445ZD	Use Microwave Oven- 1wk - Times	Hardware and Appliances
1718	SB003665ZC	Actions taken as result of health ads pst 12 mths asked Dr to prescribe drug (A)	Health
1719	SB003666ZC	Actions taken as result of health ads pst 12 mths Discussed ad (A)	Health
1720	SB003667ZC	Actions taken as result of health ads pst 12 mths Made appointment with Dr (A)	Health
1721	SB003668ZC	Actions taken as result of health ads pst 12 mths Purch. non-prescrip drug (A)	Health
1722	SB003704ZC	Current health description Excellent (A)	Health
1723	SB003707ZC	Current health description Fair (A)	Health
1724	SB003706ZC	Current health description Good (A)	Health
1725	SB003708ZC	Current health description Poor (A)	Health

ORDER	VARIABLE	DESCRIPTION	CATEGORY
1726	SB003705ZC	Current health description Very good (A)	Health
1727	SB001080ZC	Group insurance companies Aetna (A)	Health
1728	SB001079ZC	Group insurance companies Blue Cross & Blue Shield (A)	Health
1729	SB001078ZC	Group insurance companies CIGNA (A)	Health
1730	SB003734ZC	Group insurance companies Health Net (A)	Health
1731	SB001077ZC	Group insurance companies Humana (A)	Health
1732	SB003733ZC	Group insurance companies State Farm (A)	Health
1733	SB001075ZC	Group insurance companies United Healthcare (A)	Health
1734	SB001076ZC	Group insurance companies No group insurance (A)	Health
1735	SB001089ZC	Group or individual insurance companies Aetna (A)	Health
1736	SB001088ZC	Group or individual insurance companies Aflac (A)	Health
1737	SB001087ZC	Group or individual insurance companies Any health insurance (A)	Health
1738	SB001086ZC	Group or individual insurance companies Blue Cross & Blue Shield (A)	Health
1739	SB001085ZC	Group or individual insurance companies CIGNA (A)	Health
1740	SB001084ZC	Group or individual insurance companies Health Net (A)	Health
1741	SB001083ZC	Group or individual insurance companies Humana (A)	Health
1742	SB001082ZC	Group or individual insurance companies State Farm (A)	Health
1743	SB001081ZC	Group or individual insurance companies United Healthcare (A)	Health
1744	SB003973ZC	How often usually smoke cigarettes Every day (A)	Health
1745	SB003974ZC	How often usually smoke cigarettes Some days (A)	Health
1746	SB003975ZC	How often usually smoke cigarettes Not at all (A)	Health
1747	SB001095ZC	Individual insurance companies Aflac (A)	Health
1748	SB001094ZC	Individual insurance companies Blue Cross & Blue Shield (A)	Health
1749	SB001092ZC	Individual insurance companies Humana (A)	Health
1750	SB001090ZC	Individual insurance companies United Healthcare (A)	Health
1751	SB001091ZC	Individual insurance companies No individual insurance (A)	Health
1752	SB001170ZC	Medical services HHLd received past 3 years Any overnight stay procedure	Health
1753	SB001183ZC	Medical services HHLd received past 3 years Cancer/oncology	Health
1754	SB001181ZC	Medical services HHLd received past 3 years Cardiac care	Health
1755	SB001180ZC	Medical services HHLd received past 3 years Corrective eye surgery	Health
1756	SB001182ZC	Medical services HHLd received past 3 years Cosmetic surgery	Health
1757	SB001179ZC	Medical services HHLd received past 3 years Hospital emergency room	Health
1758	SB001178ZC	Medical services HHLd received past 3 years Maternity care	Health
1759	SB001177ZC	Medical services HHLd received past 3 years Mental healthcare	Health
1760	SB001174ZC	Medical services HHLd received past 3 years Orthopedics	Health
1761	SB001173ZC	Medical services HHLd received past 3 years Pediatrics	Health
1762	SB001175ZC	Medical services HHLd received past 3 years Teeth whitening, veneers	Health
1763	SB001172ZC	Medical services HHLd received past 3 years Treatment for substance abuse	Health
1764	SB001171ZC	Medical services HHLd received past 3 years Urgent care facility	Health
1765	SB001196ZC	Medical services HHLd used at hospital past 3 years Any hospital service	Health
1766	SB001184ZC	Medical services HHLd used at hospital past 3 years Any overnight stay	Health
1767	SB001195ZC	Medical services HHLd used at hospital past 3 years Cancer/oncology	Health
1768	SB001194ZC	Medical services HHLd used at hospital past 3 years Cardiac care	Health
1769	SB001193ZC	Medical services HHLd used at hospital past 3 years Corrective eye surgery	Health
1770	SB001192ZC	Medical services HHLd used at hospital past 3 years Hospital emergency room	Health
1771	SB001191ZC	Medical services HHLd used at hospital past 3 years Maternity care	Health
1772	SB001190ZC	Medical services HHLd used at hospital past 3 years Mental healthcare	Health
1773	SB001187ZC	Medical services HHLd used at hospital past 3 years Orthopedics	Health
1774	SB001186ZC	Medical services HHLd used at hospital past 3 years Pediatrics	Health
1775	SB001185ZC	Medical services HHLd used at hospital past 3 years Urgent care facility	Health
1776	SB001188ZC	Medical services HHLd used at hospital past 3 years None	Health
1777	SB001197ZC	Medical services HHLd used at oth med facility pst 3 yrs Any overnight stay	Health
1778	SB001208ZC	Medical services HHLd used at oth med facility pst 3 yrs Cancer/oncology	Health
1779	SB001207ZC	Medical services HHLd used at oth med facility pst 3 yrs Cardiac care	Health
1780	SB001206ZC	Medical services HHLd used at oth med facility pst 3 yrs Corrective eye surgery	Health
1781	SB001205ZC	Medical services HHLd used at oth med facility pst 3 yrs Maternity care	Health
1782	SB001204ZC	Medical services HHLd used at oth med facility pst 3 yrs Mental healthcare	Health
1783	SB001200ZC	Medical services HHLd used at oth med facility pst 3 yrs Orthopedics	Health
1784	SB001209ZC	Medical services HHLd used at oth med facility pst 3 yrs Other med facility	Health
1785	SB001199ZC	Medical services HHLd used at oth med facility pst 3 yrs Pediatrics	Health
1786	SB001202ZC	Medical services HHLd used at oth med facility pst 3 yrs Teeth whitening	Health
1787	SB001198ZC	Medical services HHLd used at oth med facility pst 3 yrs Urgent care facility	Health
1788	SB001201ZC	Medical services HHLd used at oth med facility pst 3 yrs None	Health
1789	SB001110ZC	Medications reasons bought past 12 months Allergies (A)	Health
1790	SB004178ZC	Medications reasons bought past 12 months Anxiety/depression (A)	Health
1791	SB001109ZC	Medications reasons bought past 12 months Arthritis (A)	Health
1792	SB001108ZC	Medications reasons bought past 12 months Asthma (A)	Health
1793	SB001107ZC	Medications reasons bought past 12 months Childrens medicine (A)	Health
1794	SB001106ZC	Medications reasons bought past 12 months Cholesterol (A)	Health

ORDER	VARIABLE	DESCRIPTION	CATEGORY
1795	SB001105ZC	Medications reasons bought past 12 months Cold or flu (A)	Health
1796	SB001102ZC	Medications reasons bought past 12 months Diabetes (A)	Health
1797	SB001104ZC	Medications reasons bought past 12 months Did not buy medications (A)	Health
1798	SB001103ZC	Medications reasons bought past 12 months Digestive disorder (A)	Health
1799	SB001101ZC	Medications reasons bought past 12 months High blood pressure (A)	Health
1800	SB001098ZC	Medications reasons bought past 12 months Quit smoking (A)	Health
1801	SB001097ZC	Medications reasons bought past 12 months Weight loss (A)	Health
1802	SB004023ZC	No. of cigarettes smoked yesterday 1 - 9 cigarettes (A)	Health
1803	SB004024ZC	No. of cigarettes smoked yesterday 10 - 19 cigarettes (A)	Health
1804	SB004025ZC	No. of cigarettes smoked yesterday 20 - 29 cigarettes (A)	Health
1805	SB004026ZC	No. of cigarettes smoked yesterday 30 cigarettes or more (A)	Health
1806	SB004027ZC	No. of cigarettes smoked yesterday None (A)	Health
1807	SB004028ZC	No. of times tried to quit smoking past 12 months 1 - 4 times (A)	Health
1808	SB004029ZC	No. of times tried to quit smoking past 12 months 5 - 9 times (A)	Health
1809	SB004030ZC	No. of times tried to quit smoking past 12 months 10 or more times (A)	Health
1810	SB004031ZC	No. of times tried to quit smoking past 12 months None (A)	Health
1811	SB001122ZC	NonRX/health/beauty items:Stores bought past 30 days Any drug store bought (A)	Health
1812	SB001120ZC	NonRX/health/beauty items:Stores bought past 30 days By mail order (A)	Health
1813	SB001119ZC	NonRX/health/beauty items:Stores bought past 30 days Costco (A)	Health
1814	SB001118ZC	NonRX/health/beauty items:Stores bought past 30 days CVS (A)	Health
1815	SB001117ZC	NonRX/health/beauty items:Stores bought past 30 days Did not buy (A)	Health
1816	SB001115ZC	NonRX/health/beauty items:Stores bought past 30 days Rite Aid (A)	Health
1817	SB001114ZC	NonRX/health/beauty items:Stores bought past 30 days Sams Club (A)	Health
1818	SB001113ZC	NonRX/health/beauty items:Stores bought past 30 days Target (A)	Health
1819	SB001111ZC	NonRX/health/beauty items:Stores bought past 30 days Walgreens (A)	Health
1820	SB001112ZC	NonRX/health/beauty items:Stores bought past 30 days Walmart (A)	Health
1821	SB004041ZC	Places bought tobacco/other nicotine products past 30 days Cigr/tobacco shp (A)	Health
1822	SB004036ZC	Places bought tobacco/other nicotine products past 30 days Conven. or gas (A)	Health
1823	SB004037ZC	Places bought tobacco/other nicotine products past 30 days Drug store (A)	Health
1824	SB004038ZC	Places bought tobacco/other nicotine products past 30 days Grocery store (A)	Health
1825	SB004039ZC	Places bought tobacco/other nicotine products past 30 days Indian reservtn (A)	Health
1826	SB004043ZC	Places bought tobacco/other nicotine products past 30 days Other place (A)	Health
1827	SB004044ZC	Places bought tobacco/other nicotine products past 30 days Othr dscent str (A)	Health
1828	SB004042ZC	Places bought tobacco/other nicotine products past 30 days Tobacco discount (A)	Health
1829	SB001133ZC	Prescription drugs (RX):Stores bought past 30 days Any drug store bought (A)	Health
1830	SB001132ZC	Prescription drugs (RX):Stores bought past 30 days By mail order (A)	Health
1831	SB001131ZC	Prescription drugs (RX):Stores bought past 30 days Costco (A)	Health
1832	SB001130ZC	Prescription drugs (RX):Stores bought past 30 days CVS (A)	Health
1833	SB001129ZC	Prescription drugs (RX):Stores bought past 30 days Did not buy (A)	Health
1834	SB001127ZC	Prescription drugs (RX):Stores bought past 30 days Rite Aid (A)	Health
1835	SB001126ZC	Prescription drugs (RX):Stores bought past 30 days Sams Club (A)	Health
1836	SB001125ZC	Prescription drugs (RX):Stores bought past 30 days Target (A)	Health
1837	SB001123ZC	Prescription drugs (RX):Stores bought past 30 days Walgreens (A)	Health
1838	SB001124ZC	Prescription drugs (RX):Stores bought past 30 days Walmart (A)	Health
1839	SB001142ZC	RX/nonRX/health/beauty items:Stores bght past 30 days Any drug store bought (A)	Health
1840	SB001141ZC	RX/nonRX/health/beauty items:Stores bought past 30 days By mail order (A)	Health
1841	SB001140ZC	RX/nonRX/health/beauty items:Stores bought past 30 days Costco (A)	Health
1842	SB001139ZC	RX/nonRX/health/beauty items:Stores bought past 30 days CVS (A)	Health
1843	SB001137ZC	RX/nonRX/health/beauty items:Stores bought past 30 days Rite Aid (A)	Health
1844	SB003995ZC	RX/nonRX/health/beauty items:Stores bought past 30 days Sams Club (A)	Health
1845	SB001136ZC	RX/nonRX/health/beauty items:Stores bought past 30 days Target (A)	Health
1846	SB001134ZC	RX/nonRX/health/beauty items:Stores bought past 30 days Walgreens (A)	Health
1847	SB001135ZC	RX/nonRX/health/beauty items:Stores bought past 30 days Walmart (A)	Health
1848	SB001152ZC	Specialists used past 12 months Cardiologist (A)	Health
1849	SB001151ZC	Specialists used past 12 months Chiropractor (A)	Health
1850	SB003946ZC	Specialists used past 12 months Cosmetic surgeon (A)	Health
1851	SB001150ZC	Specialists used past 12 months Dentist (A)	Health
1852	SB001149ZC	Specialists used past 12 months Eye doctor (ophthalmologist) (A)	Health
1853	SB001148ZC	Specialists used past 12 months Eye examiner (optometrist) (A)	Health
1854	SB001146ZC	Specialists used past 12 months None (A)	Health
1855	SB001145ZC	Specialists used past 12 months OB/GYN (A)	Health
1856	SB003947ZC	Specialists used past 12 months Orthopedist (A)	Health
1857	SB001144ZC	Specialists used past 12 months Other specialist (A)	Health
1858	SB003948ZC	Specialists used past 12 months Physical therapist (A)	Health
1859	SB001143ZC	Specialists used past 12 months Skin doctor (dermatologist) (A)	Health
1860	SB001159ZC	Stores bought glasses/contacts for self past 12 mo Mail order/phone/online (A)	Health
1861	SB001160ZC	Stores bought glasses/contacts for self past 12 months A doctors office (A)	Health
1862	SB001161ZC	Stores bought glasses/contacts for self past 12 months Americas Best (A)	Health
1863	SB001158ZC	Stores bought glasses/contacts for self past 12 months Costco Optical (A)	Health

ORDER	VARIABLE	DESCRIPTION	CATEGORY
1864	SB001157ZC	Stores bought glasses/contacts for self past 12 months Did not buy (A)	Health
1865	SB001156ZC	Stores bought glasses/contacts for self past 12 months LensCrafters (A)	Health
1866	SB003976ZC	Stores bought glasses/contacts for self past 12 months Pearle Vision (A)	Health
1867	SB001153ZC	Stores bought glasses/contacts for self past 12 months Walmart Optical (A)	Health
1868	SB003804ZC	Tobacco/other nicotine products used past 30 days Chewing tobacco, etc. (A)	Health
1869	SB003805ZC	Tobacco/other nicotine products used past 30 days Cigar, cigarillo (A)	Health
1870	SB003806ZC	Tobacco/other nicotine products used past 30 days Cigarette (A)	Health
1871	SB003807ZC	Tobacco/other nicotine products used past 30 days Electronic cigarette (A)	Health
1872	SB003810ZC	Tobacco/other nicotine products used past 30 days Hookah or water pipe (A)	Health
1873	SB003812ZC	Tobacco/other nicotine products used past 30 days None (A)	Health
1874	SB001169ZC	Type of health insurance HMO (Health Maintenance Organization) (A)	Health
1875	SB001168ZC	Type of health insurance Medicaid/public assistance/welfare (A)	Health
1876	SB001167ZC	Type of health insurance Medicare (Social Security health insurance program) (A)	Health
1877	SB001166ZC	Type of health insurance Military health insurance (CHAMPUS/TRICARE) (A)	Health
1878	SB001164ZC	Type of health insurance Other type of health insurance (A)	Health
1879	SB001162ZC	Type of health insurance POS (Point of Service) (A)	Health
1880	SB001163ZC	Type of health insurance PPO (Preferred Provider Organization) (A)	Health
1881	SB001165ZC	Type of health insurance None (A)	Health
1882	MM02713ZC	Any Home Remodeling- \$500+ - 1yr	Home Improvements
1883	MM02717ZC	Buy Any Interior Paint- 1yr (A)	Home Improvements
1884	MM02717ZD	Buy Any Interior Paint- 1yr (A) - Gallons	Home Improvements
1885	MM02720ZC	Buy Any Paint/Stain- 1yr (A)	Home Improvements
1886	MM02720ZD	Buy Any Paint/Stain- 1yr (A) - Gallons	Home Improvements
1887	MM61695ZC	Buy Clean-Air Filter- 1yr	Home Improvements
1888	MM61696ZC	Buy Down Spouts/Gutters- 1yr	Home Improvements
1889	MM61697ZC	Buy Exterior Painting- 1yr	Home Improvements
1890	MM61698ZC	Buy Insulation for Ceiling, floor, and/or Walls- 1yr	Home Improvements
1891	MM61699ZC	Buy Interior Painting- 1yr	Home Improvements
1892	MM02761ZC	Buy Paint/Stain at Department Store- 1yr (A)	Home Improvements
1893	MM02762ZC	Buy Paint/Stain at Hardware Store- 1yr (A)	Home Improvements
1894	MM02763ZC	Buy Paint/Stain at Home Center Store- 1yr (A)	Home Improvements
1895	MM02764ZC	Buy Paint/Stain at Paint/Stain Store- 1yr (A)	Home Improvements
1896	MM61701ZC	Buy Yard Fence- 1yr	Home Improvements
1897	MM04452ZC	Definitely/Probably Add Rooms- Exterior Additions- 1yr (A)	Home Improvements
1898	MM04451ZC	Definitely/Probably Convert Room To Home Office- 1yr (A)	Home Improvements
1899	MM04450ZC	Definitely/Probably Remodel Bathroom- 1yr (A)	Home Improvements
1900	MM04448ZC	Definitely/Probably Remodel Home- 1yr (A)	Home Improvements
1901	MM04449ZC	Definitely/Probably Remodel Kitchen- 1yr (A)	Home Improvements
1902	MM42203ZC	Definitely/Probably Remodel Other Part of Home- 1yr (A)	Home Improvements
1903	MM61702ZC	Has Garden	Home Improvements
1904	MM61703ZC	Has Garden (Size <250 Square Feet)	Home Improvements
1905	MM61705ZC	Has Garden (Size 250-499 Square Feet)	Home Improvements
1906	MM61706ZC	Has Garden (Size 500-1,999 Square Feet)	Home Improvements
1907	MM61704ZC	Has Garden (Size 2,000+ Square Feet)	Home Improvements
1908	MM61707ZC	Home Improvements by Contractor: Any- 1yr	Home Improvements
1909	MM61708ZC	Home Improvements by You or Other Family Member: Any	Home Improvements
1910	MM02723ZC	Home Remodeling- Add Deck/Porch/Patio- 1yr	Home Improvements
1911	MM02724ZC	Home Remodeling- Addition/Extension/Conversion- 1yr	Home Improvements
1912	MM02726ZC	Home Remodeling- Any- 1yr	Home Improvements
1913	MM02729ZC	Home Remodeling- Bathroom- 1yr	Home Improvements
1914	MM02730ZC	Home Remodeling- Bedroom- 1yr	Home Improvements
1915	MM02731ZC	Home Remodeling- Carpeting- \$1,000+ - 1yr	Home Improvements
1916	MM02732ZC	Home Remodeling- Carpeting- 1yr	Home Improvements
1917	MM02733ZC	Home Remodeling- Ceramic Tile Floor- 1yr	Home Improvements
1918	MM02736ZC	Home Remodeling- Hardwood Floors- 1yr	Home Improvements
1919	MM02737ZC	Home Remodeling- Interior/Exterior Doors- 1yr	Home Improvements
1920	MM02739ZC	Home Remodeling- Kitchen- 1yr	Home Improvements
1921	MM02738ZC	Home Remodeling- Kitchen Cabinets- 1yr	Home Improvements
1922	MM02740ZC	Home Remodeling- Other Room- 1yr	Home Improvements
1923	MM02743ZC	Home Remodeling- Roofing- \$1,000+ - 1yr	Home Improvements
1924	MM02744ZC	Home Remodeling- Roofing- 1yr	Home Improvements
1925	MM02746ZC	Home Remodeling- Vinyl Windows- 1yr	Home Improvements
1926	MM02748ZC	Home Remodeling- Work by Professional- 1yr	Home Improvements
1927	MM02749ZC	Home Remodeling- Work by Self- 1yr	Home Improvements
1928	MM02752ZC	Make Any Home Improvement- 1yr	Home Improvements
1929	MM02753ZC	Make Home Improvements- \$500+ - 1yr	Home Improvements
1930	MM02754ZC	Make Home Improvements- <\$500- 1yr	Home Improvements
1931	MM61709ZC	Number of Home Improvements: 1- 1yr	Home Improvements
1932	MM61710ZC	Number of Home Improvements: 2- 1yr	Home Improvements



ORDER	VARIABLE	DESCRIPTION	CATEGORY
1933	MM61711ZC	Number of Home Improvements- 3- 1yr	Home Improvements
1934	MM61713ZC	Number of Home Remodeling Jobs- 1- 1yr	Home Improvements
1935	MM61714ZC	Number of Home Remodeling Jobs- 2- 1yr	Home Improvements
1936	MM02765ZC	Property/Garden Maintenance- \$100-\$500- 1yr	Home Improvements
1937	MM08453ZC	Property/Garden Maintenance- \$500+ - 1yr	Home Improvements
1938	MM02755ZC	Remodel Any Climate Control Appliance- 1yr	Home Improvements
1939	MM02756ZC	Remodel Any Paint/Stain/Stain- 4+ Gallons- 1yr (A)	Home Improvements
1940	MM02757ZC	Remodel Indoor Light Fixtures- 1yr	Home Improvements
1941	MM02758ZC	Remodel Kitchen/Bathroom Faucets- 1yr	Home Improvements
1942	MM02759ZC	Remodel Other Bathroom/Kitchen Plumbing- 1yr	Home Improvements
1943	MM02760ZC	Remodel Outdoor Light Fixtures- 1yr	Home Improvements
1944	MM61715ZC	Use Any Environmentally Friendly/Green Products for Home Improvements- 1yr	Home Improvements
1945	MM02768ZC	Use Any Housekeeping Service- 1yr	Home Improvements
1946	MM61720ZC	Use Carpet/Run Cleaners- 6 mo	Home Improvements
1947	MM02770ZC	Use Maid/Housekeeper- 1yr	Home Improvements
1948	MM02772ZC	Use Oven Cleaners- 6mo	Home Improvements
1949	MM61721ZC	Use Professional Exterminator- Orkin	Home Improvements
1950	MM61722ZC	Use Professional Exterminator- Other	Home Improvements
1951	MM61723ZC	Use Professional Exterminator- Terminix	Home Improvements
1952	MM02773ZC	Use Professional Carpet Cleaning Service- 1yr	Home Improvements
1953	MM02774ZC	Use Professional Exterminator- 1yr	Home Improvements
1954	MM02774ZD	Use Professional Exterminator- 1yr - Times	Home Improvements
1955	MM02778ZC	Use Professional Housecleaning Service- 1yr	Home Improvements
1956	MM02779ZC	Use Property/Garden Maintenance Svc- 1yr	Home Improvements
1957	MM02780ZC	Use Rubber Gloves- 6mo	Home Improvements
1958	MM02781ZC	Use Spray Starch- 6mo	Home Improvements
1959	NFTHH002ZC	Household Income: < \$10K	Household Detailed Demographics
1960	NFTHH003ZC	Household Income: \$10K-\$19K	Household Detailed Demographics
1961	NFTHH004ZC	Household Income: \$20K-\$29K	Household Detailed Demographics
1962	NFTHH005ZC	Household Income: \$30K-\$39K	Household Detailed Demographics
1963	NFTHH006ZC	Household Income: \$40K-\$49K	Household Detailed Demographics
1964	NFTHH007ZC	Household Income: \$50K-\$74K	Household Detailed Demographics
1965	NFTHH008ZC	Household Income: \$75K-\$99K	Household Detailed Demographics
1966	NFTHH009ZC	Household Income: \$100K-\$149K	Household Detailed Demographics
1967	NFTHH010ZC	Household Income: \$150K-\$199K	Household Detailed Demographics
1968	NFTHH011ZC	Household Income: \$200K-\$249K	Household Detailed Demographics
1969	NFTHH012ZC	Household Income: \$250K-\$499K	Household Detailed Demographics
1970	NFTHH013ZC	Household Income: \$500K+	Household Detailed Demographics
1971	NFTHH018ZC	Age: 18-24	Household Detailed Demographics
1972	NFTHH019ZC	Age: 25-34	Household Detailed Demographics
1973	NFTHH020ZC	Age: 35-44	Household Detailed Demographics
1974	NFTHH021ZC	Age: 45-54	Household Detailed Demographics
1975	NFTHH022ZC	Age: 55-64	Household Detailed Demographics
1976	NFTHH023ZC	Age: 65-74	Household Detailed Demographics
1977	NFTHH024ZC	Age: 75+	Household Detailed Demographics
1978	NFTHH104ZC	Household Origin/Descent: Hispanic	Household Detailed Demographics
1979	NFTHH105ZC	Race: Caucasian	Household Detailed Demographics
1980	NFTHH106ZC	Race: Black/African-American	Household Detailed Demographics
1981	NFTHH107ZC	Race: Asian	Household Detailed Demographics
1982	NFTHH108ZC	Race: American Indian or Alaska Native	Household Detailed Demographics
1983	NFTHH109ZC	Race: Other	Household Detailed Demographics
1984	NFTHH028ZC	Marital Status: Married	Household Detailed Demographics
1985	NFTHH029ZC	Marital Status: Single/Never Married	Household Detailed Demographics
1986	NFTHH110ZC	Marital Status: Divorced or Separated	Household Detailed Demographics
1987	NFTHH031ZC	Marital Status: Widowed	Household Detailed Demographics
1988	NFTHH032ZC	Marital Status: Other	Household Detailed Demographics
1989	NFTHH033ZC	Household Size: 1 Person	Household Detailed Demographics
1990	NFTHH034ZC	Household Size: 2 People	Household Detailed Demographics
1991	NFTHH035ZC	Household Size: 3 or 4 People	Household Detailed Demographics
1992	NFTHH036ZC	Household Size: 5+ People	Household Detailed Demographics
1993	NFTHH037ZC	Number of children in Household: 1 Child	Household Detailed Demographics
1994	NFTHH038ZC	Number of children in Household: 2 Children	Household Detailed Demographics
1995	NFTHH039ZC	Number of children in Household: 3 Children	Household Detailed Demographics
1996	NFTHH040ZC	Number of children in Household: 4 or More Children	Household Detailed Demographics
1997	NFTHH042ZC	Households with Children	Household Detailed Demographics
1998	NFTHH043ZC	Households with No Children	Household Detailed Demographics
1999	NFTHH044ZC	Households with Children <6 Years	Household Detailed Demographics
2000	NFTHH045ZC	Households with Children 6-12 Years	Household Detailed Demographics
2001	NFTHH046ZC	Households with Children 13-17 Years	Household Detailed Demographics

ORDER	VARIABLE	DESCRIPTION	CATEGORY
2002	NFTHH048ZC	Tenure: Owns Home	Household Detailed Demographics
2003	NFTHH049ZC	Tenure: Rents Home	Household Detailed Demographics
2004	NFTHH050ZC	Home Value: <\$50K	Household Detailed Demographics
2005	NFTHH051ZC	Home Value: \$50K-\$99K	Household Detailed Demographics
2006	NFTHH052ZC	Home Value: \$100K-\$149K	Household Detailed Demographics
2007	NFTHH053ZC	Home Value: \$150K-\$199K	Household Detailed Demographics
2008	NFTHH054ZC	Home Value: \$200K-\$499K	Household Detailed Demographics
2009	NFTHH055ZC	Home Value: \$500K-\$999K	Household Detailed Demographics
2010	NFTHH056ZC	Home Value: \$1 Million+	Household Detailed Demographics
2011	NFTHH058ZC	Length of Residence: < 1 Year	Household Detailed Demographics
2012	NFTHH059ZC	Length of Residence: 1-4 Years	Household Detailed Demographics
2013	NFTHH060ZC	Length of Residence: 5-9 Years	Household Detailed Demographics
2014	NFTHH061ZC	Length of Residence: 10+ Years	Household Detailed Demographics
2015	NFTHH062ZC	Education: Some High School	Household Detailed Demographics
2016	NFTHH063ZC	Education: High School Graduate	Household Detailed Demographics
2017	NFTHH064ZC	Education: Some College	Household Detailed Demographics
2018	NFTHH065ZC	Education: Undergraduate Degree	Household Detailed Demographics
2019	NFTHH111ZC	Education: Some Postgraduate Work	Household Detailed Demographics
2020	NFTHH066ZC	Education: Graduate Degree	Household Detailed Demographics
2021	NFTHH067ZC	Employment: One Household Member - Full Time	Household Detailed Demographics
2022	NFTHH068ZC	Employment: Two Household Members - Full Time	Household Detailed Demographics
2023	NFTHH069ZC	Employment: Three or More Household Members - Full Time	Household Detailed Demographics
2024	NFTHH070ZC	Employment: One Household Member - Part Time	Household Detailed Demographics
2025	NFTHH071ZC	Employment: Two or More Household Members - Part Time	Household Detailed Demographics
2026	NFTHH073ZC	Occupation Category: Management/Business/Financial	Household Detailed Demographics
2027	NFTHH074ZC	Occupation Category: Professional	Household Detailed Demographics
2028	NFTHH075ZC	Occupation Category: Sales/Office Worker	Household Detailed Demographics
2029	NFTHH076ZC	Occupation Category: Natural Resources/Construction/Maintenance	Household Detailed Demographics
2030	NFTHH077ZC	Occupation Category: Other	Household Detailed Demographics
2031	NFTHH078ZC	Occupation: Management Chief Executive, Upper Managers, Superintendent	Household Detailed Demographics
2032	NFTHH079ZC	Occupation: Business/Financial Operations Agent, Accountant, Financial Analyst	Household Detailed Demographics
2033	NFTHH080ZC	Occupation: Computer and Mathematical Programmer, DBA, Actuary, Statistician	Household Detailed Demographics
2034	NFTHH081ZC	Occupation: Architecture and Engineering Architect, Engineer	Household Detailed Demographics
2035	NFTHH083ZC	Occupation: Community/Social Services Counselor, Social or Religious Worker	Household Detailed Demographics
2036	NFTHH084ZC	Occupation: Legal Lawyer, Paralegal, Judge	Household Detailed Demographics
2037	NFTHH085ZC	Occupation: Education, Teacher, Professor, Librarian	Household Detailed Demographics
2038	NFTHH086ZC	Occupation: Art, Design, Entertainment, Media Artist, Writer, Public Relations	Household Detailed Demographics
2039	NFTHH087ZC	Occupation: Healthcare Practitioners, Doctor, Nurse, Chiropractor, Dentist	Household Detailed Demographics
2040	NFTHH088ZC	Occupation: Healthcare Support, Nursing Aide, Dental Asst, Massage Therapist	Household Detailed Demographics
2041	NFTHH089ZC	Occupation: Protective Service, Police, Fire Fighter, Detective	Household Detailed Demographics
2042	NFTHH090ZC	Occupation: Food Preparation and Service, Chef, Cook, Waiter, Food Service	Household Detailed Demographics
2043	NFTHH091ZC	Occupation: Building and Grounds Service, Landscaping, Housekeeping, Janitor	Household Detailed Demographics
2044	NFTHH092ZC	Occupation: Personal Care and Service, Barber, Child Care, Animal Trainer	Household Detailed Demographics
2045	NFTHH093ZC	Occupation: Sales, Cashier, Sales Representative, Telemarketer	Household Detailed Demographics
2046	NFTHH094ZC	Occupation: Office/Administrative Support, Secretary, Clerk, Bank Teller	Household Detailed Demographics
2047	NFTHH096ZC	Occupation: Construction, Mason, Carpenter, Electrician	Household Detailed Demographics
2048	NFTHH097ZC	Occupation: Installation, Maintenance, Repair, Electrical, HVAC, Mechanic	Household Detailed Demographics
2049	NFTHH098ZC	Occupation: Production, Baker, Metal/Woodworker, Assembler, Plant Operator	Household Detailed Demographics
2050	NFTHH099ZC	Occupation: Transportation, Pilot, Driver, Railway Worker	Household Detailed Demographics
2051	NFTHH101ZC	Occupation: Student	Household Detailed Demographics
2052	NFTHH102ZC	Occupation: Unemployed	Household Detailed Demographics
2053	NFTHH103ZC	Occupation: Retired	Household Detailed Demographics
2054	NFTHS014ZC	Household Income: < \$30K	Household Summary Demographics
2055	NFTHS015ZC	Household Income: \$30K-\$74K	Household Summary Demographics
2056	NFTHS008ZC	Household Income: \$75K-\$99K	Household Summary Demographics
2057	NFTHS016ZC	Household Income: \$100K+	Household Summary Demographics
2058	NFTHS025ZC	Age: 18-34	Household Summary Demographics
2059	NFTHS026ZC	Age: 35-54	Household Summary Demographics
2060	NFTHS027ZC	Age: 55+	Household Summary Demographics
2061	NFTHS042ZC	Households with Children	Household Summary Demographics
2062	NFTHS043ZC	Households with No Children	Household Summary Demographics
2063	NFTHS044ZC	Households with Children <6 Years	Household Summary Demographics
2064	NFTHS047ZC	Households with Children 6 to 17 Years	Household Summary Demographics
2065	NFTHS048ZC	Tenure: Owns Home	Household Summary Demographics
2066	NFTHS049ZC	Tenure: Rents Home	Household Summary Demographics
2067	SB001547ZC	Carpet/floor covering:Stores bought past 12 months Any carpet store	Items in the Home
2068	SB001545ZC	Carpet/floor covering:Stores bought past 12 months Lowes	Items in the Home
2069	SB001544ZC	Carpet/floor covering:Stores bought past 12 months The Home Depot	Items in the Home
2070	SB001546ZC	Carpet/floor covering:Stores bought past 12 months Did not buy	Items in the Home

ORDER	VARIABLE	DESCRIPTION	CATEGORY
2071	SB001551ZC	Carpet/floor covering:Stores shopped past 12 months Any carpet store	Items in the Home
2072	SB001549ZC	Carpet/floor covering:Stores shopped past 12 months Lowes	Items in the Home
2073	SB001548ZC	Carpet/floor covering:Stores shopped past 12 months The Home Depot	Items in the Home
2074	SB001550ZC	Carpet/floor covering:Stores shopped past 12 months Did not shop	Items in the Home
2075	SB001569ZC	Consumer electronics:Stores bought past 12 months Amazon	Items in the Home
2076	SB001568ZC	Consumer electronics:Stores bought past 12 months Any electronic store	Items in the Home
2077	SB001567ZC	Consumer electronics:Stores bought past 12 months Apple Store	Items in the Home
2078	SB001566ZC	Consumer electronics:Stores bought past 12 months Best Buy	Items in the Home
2079	SB003977ZC	Consumer electronics:Stores bought past 12 months Best Buy Mobile	Items in the Home
2080	SB001565ZC	Consumer electronics:Stores bought past 12 months Costco	Items in the Home
2081	SB001564ZC	Consumer electronics:Stores bought past 12 months Dell	Items in the Home
2082	SB001559ZC	Consumer electronics:Stores bought past 12 months Office Depot	Items in the Home
2083	SB001558ZC	Consumer electronics:Stores bought past 12 months OfficeMax	Items in the Home
2084	SB001556ZC	Consumer electronics:Stores bought past 12 months Sams Club	Items in the Home
2085	SB001555ZC	Consumer electronics:Stores bought past 12 months Sears	Items in the Home
2086	SB001554ZC	Consumer electronics:Stores bought past 12 months Staples	Items in the Home
2087	SB001553ZC	Consumer electronics:Stores bought past 12 months Target	Items in the Home
2088	SB001552ZC	Consumer electronics:Stores bought past 12 months Walmart	Items in the Home
2089	SB001563ZC	Consumer electronics:Stores bought past 12 months Did not buy	Items in the Home
2090	SB001588ZC	Consumer electronics:Stores shopped past 12 months Amazon	Items in the Home
2091	SB001587ZC	Consumer electronics:Stores shopped past 12 months Any consumer store	Items in the Home
2092	SB001586ZC	Consumer electronics:Stores shopped past 12 months Apple Store	Items in the Home
2093	SB001585ZC	Consumer electronics:Stores shopped past 12 months Best Buy	Items in the Home
2094	SB001584ZC	Consumer electronics:Stores shopped past 12 months Best Buy Mobile	Items in the Home
2095	SB001583ZC	Consumer electronics:Stores shopped past 12 months Costco	Items in the Home
2096	SB001582ZC	Consumer electronics:Stores shopped past 12 months Dell	Items in the Home
2097	SB001579ZC	Consumer electronics:Stores shopped past 12 months hgregg	Items in the Home
2098	SB001578ZC	Consumer electronics:Stores shopped past 12 months Kmart	Items in the Home
2099	SB001577ZC	Consumer electronics:Stores shopped past 12 months Office Depot	Items in the Home
2100	SB001576ZC	Consumer electronics:Stores shopped past 12 months OfficeMax	Items in the Home
2101	SB001574ZC	Consumer electronics:Stores shopped past 12 months Sams Club	Items in the Home
2102	SB001572ZC	Consumer electronics:Stores shopped past 12 months Staples	Items in the Home
2103	SB001571ZC	Consumer electronics:Stores shopped past 12 months Target	Items in the Home
2104	SB001570ZC	Consumer electronics:Stores shopped past 12 months Walmart	Items in the Home
2105	SB001581ZC	Consumer electronics:Stores shopped past 12 months Did not shop	Items in the Home
2106	SB001595ZC	Furniture/mattress:Stores bought past 12 months Any furn/mattress store	Items in the Home
2107	SB001596ZC	Furniture/mattress:Stores bought past 12 months Ashley Furn HomeStore	Items in the Home
2108	SB001593ZC	Furniture/mattress:Stores bought past 12 months IKEA	Items in the Home
2109	SB001592ZC	Furniture/mattress:Stores bought past 12 months JCPenney	Items in the Home
2110	SB001591ZC	Furniture/mattress:Stores bought past 12 months Macys	Items in the Home
2111	SB001590ZC	Furniture/mattress:Stores bought past 12 months Pier 1 imports	Items in the Home
2112	SB001594ZC	Furniture/mattress:Stores bought past 12 months Did not buy	Items in the Home
2113	SB001609ZC	Furniture/mattress:Stores shopped past 12 months Any furn/mattress store	Items in the Home
2114	SB001608ZC	Furniture/mattress:Stores shopped past 12 months Ashley Furn HomeStore	Items in the Home
2115	SB001607ZC	Furniture/mattress:Stores shopped past 12 months Crate & Barrel	Items in the Home
2116	SB001605ZC	Furniture/mattress:Stores shopped past 12 months IKEA	Items in the Home
2117	SB001604ZC	Furniture/mattress:Stores shopped past 12 months JCPenney	Items in the Home
2118	SB001603ZC	Furniture/mattress:Stores shopped past 12 months La-Z-Boy Furniture	Items in the Home
2119	SB001602ZC	Furniture/mattress:Stores shopped past 12 months Macys	Items in the Home
2120	SB001600ZC	Furniture/mattress:Stores shopped past 12 months Pier 1 imports	Items in the Home
2121	SB001598ZC	Furniture/mattress:Stores shopped past 12 months Sleep Number	Items in the Home
2122	SB001597ZC	Furniture/mattress:Stores shopped past 12 months Value City Furniture	Items in the Home
2123	SB001606ZC	Furniture/mattress:Stores shopped past 12 months Did not shop for furn	Items in the Home
2124	SB001622ZC	Hardware/paint/lawn/garden:Stores bought past 12 mo Ace Hardware	Items in the Home
2125	SB001621ZC	Hardware/paint/lawn/garden:Stores bought past 12 mo Any hardware store	Items in the Home
2126	SB001619ZC	Hardware/paint/lawn/garden:Stores bought past 12 mo Kmart	Items in the Home
2127	SB001618ZC	Hardware/paint/lawn/garden:Stores bought past 12 mo Lowes	Items in the Home
2128	SB001616ZC	Hardware/paint/lawn/garden:Stores bought past 12 mo Sears	Items in the Home
2129	SB001615ZC	Hardware/paint/lawn/garden:Stores bought past 12 mo Sherwin-Williams	Items in the Home
2130	SB001614ZC	Hardware/paint/lawn/garden:Stores bought past 12 mo Target	Items in the Home
2131	SB001613ZC	Hardware/paint/lawn/garden:Stores bought past 12 mo The Home Depot	Items in the Home
2132	SB001612ZC	Hardware/paint/lawn/garden:Stores bought past 12 mo Tractor Supply Co	Items in the Home
2133	SB001611ZC	Hardware/paint/lawn/garden:Stores bought past 12 mo True Value	Items in the Home
2134	SB001610ZC	Hardware/paint/lawn/garden:Stores bought past 12 mo Walmart	Items in the Home
2135	SB001620ZC	Hardware/paint/lawn/garden:Stores bought past 12 mo Did not buy	Items in the Home
2136	SB001635ZC	Hardware/paint/lawn/garden:Stores shopped past 12 mo Ace Hardware	Items in the Home
2137	SB001634ZC	Hardware/paint/lawn/garden:Stores shopped past 12 mo Any hardware store	Items in the Home
2138	SB001632ZC	Hardware/paint/lawn/garden:Stores shopped past 12 mo Kmart	Items in the Home
2139	SB001631ZC	Hardware/paint/lawn/garden:Stores shopped past 12 mo Lowes	Items in the Home

ORDER	VARIABLE	DESCRIPTION	CATEGORY
2140	SB001630ZC	Hardware/paint/lawn/garden:Stores shopped past 12 mo Sams Club	Items in the Home
2141	SB001629ZC	Hardware/paint/lawn/garden:Stores shopped past 12 mo Sears	Items in the Home
2142	SB001628ZC	Hardware/paint/lawn/garden:Stores shopped past 12 mo Sherwin-Williams	Items in the Home
2143	SB001627ZC	Hardware/paint/lawn/garden:Stores shopped past 12 mo Target	Items in the Home
2144	SB001626ZC	Hardware/paint/lawn/garden:Stores shopped past 12 mo The Home Depot	Items in the Home
2145	SB001625ZC	Hardware/paint/lawn/garden:Stores shopped past 12 mo Tractor Supply Co	Items in the Home
2146	SB001624ZC	Hardware/paint/lawn/garden:Stores shopped past 12 mo True Value	Items in the Home
2147	SB001623ZC	Hardware/paint/lawn/garden:Stores shopped past 12 mo Walmart	Items in the Home
2148	SB001633ZC	Hardware/paint/lawn/garden:Stores shopped past 12 mo Did not shop	Items in the Home
2149	SB003738ZC	HHLd items bought past 12 mths (amount spent) Hardware, etc.:Under \$100	Items in the Home
2150	SB003739ZC	HHLd items bought past 12 mths (amount spent) Hardware, etc.:\$100 - \$249	Items in the Home
2151	SB003740ZC	HHLd items bought past 12 mths (amount spent) Hardware, etc.:\$250 - \$499	Items in the Home
2152	SB003741ZC	HHLd items bought past 12 mths (amount spent) Hardware, etc.:\$500 - \$999	Items in the Home
2153	SB003750ZC	HHLd items bought past 12 mths (amt spent) cons. electronics:Under \$100	Items in the Home
2154	SB003751ZC	HHLd items bought past 12 mths (amt spent) cons. electronics:\$100 - \$249	Items in the Home
2155	SB003752ZC	HHLd items bought past 12 mths (amt spent) cons. electronics:\$250 - \$499	Items in the Home
2156	SB003753ZC	HHLd items bought past 12 mths (amt spent) cons. electronics:\$500 - \$999	Items in the Home
2157	SB003754ZC	HHLd items bought past 12 mths (amt spent) cons. electronics:\$1000-\$2999	Items in the Home
2158	SB003389ZC	HHLd items bought past 12 mths (amt spent) Draperies:Under \$100	Items in the Home
2159	SB003390ZC	HHLd items bought past 12 mths (amt spent) Draperies:\$100-\$249	Items in the Home
2160	SB003391ZC	HHLd items bought past 12 mths (amt spent) Draperies:\$250-\$499	Items in the Home
2161	SB003385ZC	HHLd items bought past 12 mths (amt spent) Floor covering:\$250-\$499	Items in the Home
2162	SB003386ZC	HHLd items bought past 12 mths (amt spent) Floor covering:\$500-\$999	Items in the Home
2163	SB003387ZC	HHLd items bought past 12 mths (amt spent) Floor covering:\$1000-\$2999	Items in the Home
2164	SB003388ZC	HHLd items bought past 12 mths (amt spent) Floor covering:\$3000 or more	Items in the Home
2165	SB003392ZC	HHLd items bought past 12 mths (amt spent) Furniture:Under \$100	Items in the Home
2166	SB003393ZC	HHLd items bought past 12 mths (amt spent) Furniture:\$100-\$249	Items in the Home
2167	SB003394ZC	HHLd items bought past 12 mths (amt spent) Furniture:\$250-\$499	Items in the Home
2168	SB003395ZC	HHLd items bought past 12 mths (amt spent) Furniture:\$500-\$999	Items in the Home
2169	SB003396ZC	HHLd items bought past 12 mths (amt spent) Furniture:\$1000-\$2999	Items in the Home
2170	SB003397ZC	HHLd items bought past 12 mths (amt spent) Furniture:\$3000 or more	Items in the Home
2171	SB003742ZC	HHLd items bought past 12 mths (amt spent) Hardware, etc.:\$1000 - \$2999	Items in the Home
2172	SB003743ZC	HHLd items bought past 12 mths (amt spent) Hardware, etc.:\$3000 or more	Items in the Home
2173	SB003744ZC	HHLd items bought past 12 mths (amt spent) Lawn or garden:Under \$100	Items in the Home
2174	SB003745ZC	HHLd items bought past 12 mths (amt spent) Lawn or garden:\$100 - \$249	Items in the Home
2175	SB003746ZC	HHLd items bought past 12 mths (amt spent) Lawn or garden:\$250 - \$499	Items in the Home
2176	SB003747ZC	HHLd items bought past 12 mths (amt spent) Lawn or garden:\$500 - \$999	Items in the Home
2177	SB003748ZC	HHLd items bought past 12 mths (amt spent) Lawn or garden:\$1000 - \$2999	Items in the Home
2178	SB003749ZC	HHLd items bought past 12 mths (amt spent) Lawn or garden:\$3000 or more	Items in the Home
2179	SB003398ZC	HHLd items bought past 12 mths (amt spent) Mattress:\$100-\$249	Items in the Home
2180	SB003399ZC	HHLd items bought past 12 mths (amt spent) Mattress:\$250-\$499	Items in the Home
2181	SB003400ZC	HHLd items bought past 12 mths (amt spent) Mattress:\$500-\$999	Items in the Home
2182	SB003401ZC	HHLd items bought past 12 mths (amt spent) Mattress:\$1000-\$2999	Items in the Home
2183	SB003403ZC	HHLd items bought past 12 mths (amt spent) Television:\$100-\$249	Items in the Home
2184	SB003405ZC	HHLd items bought past 12 mths (amt spent) Television:\$500-\$999	Items in the Home
2185	SB003406ZC	HHLd items bought past 12 mths (amt spent) Television:\$1000-\$2999	Items in the Home
2186	SB001639ZC	Household items bought past 12 months (amount spent) Camera:Under \$100	Items in the Home
2187	SB001636ZC	Household items bought past 12 months (amount spent) Camera:\$100 - \$249	Items in the Home
2188	SB001637ZC	Household items bought past 12 months (amount spent) Camera:\$250 - \$499	Items in the Home
2189	SB001638ZC	Household items bought past 12 months (amount spent) Camera:\$500 - \$999	Items in the Home
2190	SB001647ZC	Household items bought past 12 months Camera or accessories	Items in the Home
2191	SB001646ZC	Household items bought past 12 months Carpeting or floor covering	Items in the Home
2192	SB001645ZC	Household items bought past 12 months Draperies, blinds, etc.	Items in the Home
2193	SB001644ZC	Household items bought past 12 months Furniture	Items in the Home
2194	SB003736ZC	Household items bought past 12 months Hardware, building, or paint	Items in the Home
2195	SB003737ZC	Household items bought past 12 months Lawn or garden items	Items in the Home
2196	SB001642ZC	Household items bought past 12 months Mattress	Items in the Home
2197	SB001640ZC	Household items bought past 12 months Other consumer electronics	Items in the Home
2198	SB001641ZC	Household items bought past 12 months Television	Items in the Home
2199	SB001667ZC	Items/services HHLd plans to buy in next 12 months Blu-ray/DVD player	Items in the Home
2200	SB003765ZC	Items/services HHLd plans to buy in next 12 months Boat	Items in the Home
2201	SB001666ZC	Items/services HHLd plans to buy in next 12 months Computer	Items in the Home
2202	SB003766ZC	Items/services HHLd plans to buy in next 12 months Day care service	Items in the Home
2203	SB001665ZC	Items/services HHLd plans to buy in next 12 months Digital camera	Items in the Home
2204	SB003767ZC	Items/services HHLd plans to buy in next 12 months DVR	Items in the Home
2205	SB001651ZC	Items/services HHLd plans to buy in next 12 months eReader	Items in the Home
2206	SB001664ZC	Items/services HHLd plans to buy in next 12 months Furniture	Items in the Home
2207	SB001663ZC	Items/services HHLd plans to buy in next 12 months High-definition TV	Items in the Home
2208	SB001662ZC	Items/services HHLd plans to buy in next 12 months Home security system	Items in the Home

ORDER	VARIABLE	DESCRIPTION	CATEGORY
2209	SB001660ZC	Items/services HHLD plans to buy in next 12 months Major appliance	Items in the Home
2210	SB001659ZC	Items/services HHLD plans to buy in next 12 months Mattress	Items in the Home
2211	SB001658ZC	Items/services HHLD plans to buy in next 12 months Motorcycle	Items in the Home
2212	SB001657ZC	Items/services HHLD plans to buy in next 12 months MP3 player	Items in the Home
2213	SB001655ZC	Items/services HHLD plans to buy in next 12 months Pest control service	Items in the Home
2214	SB001654ZC	Items/services HHLD plans to buy in next 12 months Pool, hot tub, or spa	Items in the Home
2215	SB001653ZC	Items/services HHLD plans to buy in next 12 months Primary house or condo	Items in the Home
2216	SB003769ZC	Items/services HHLD plans to buy in next 12 months Primary Resid New	Items in the Home
2217	SB003770ZC	Items/services HHLD plans to buy in next 12 months RV (motor home)	Items in the Home
2218	SB003771ZC	Items/services HHLD plans to buy in next 12 months Satellite radio	Items in the Home
2219	SB003772ZC	Items/services HHLD plans to buy in next 12 months Satellite TV subscr.	Items in the Home
2220	SB003773ZC	Items/services HHLD plans to buy in next 12 months Second home	Items in the Home
2221	SB003774ZC	Items/services HHLD plans to buy in next 12 months Smart TV	Items in the Home
2222	SB001652ZC	Items/services HHLD plans to buy in next 12 months Smartphone	Items in the Home
2223	SB001650ZC	Items/services HHLD plans to buy in next 12 months Solar panels	Items in the Home
2224	SB001661ZC	Items/services HHLD plans to buy in next 12 months Tablet	Items in the Home
2225	SB001649ZC	Items/services HHLD plans to buy in next 12 months Video game system	Items in the Home
2226	SB001648ZC	Items/services HHLD plans to buy in next 12 months Wireless phone service	Items in the Home
2227	SB001668ZC	Items/services household currently has ATV (all-terrain vehicle)	Items in the Home
2228	SB001669ZC	Items/services household currently has Blu-ray/DVD player	Items in the Home
2229	SB001670ZC	Items/services household currently has Boat	Items in the Home
2230	SB001671ZC	Items/services household currently has Computer (desktop or laptop)	Items in the Home
2231	SB004018ZC	Items/services household currently has Day care service	Items in the Home
2232	SB001672ZC	Items/services household currently has Digital camera	Items in the Home
2233	SB001673ZC	Items/services household currently has Digital Video Recorder	Items in the Home
2234	SB001674ZC	Items/services household currently has Energy saving appliance	Items in the Home
2235	SB001675ZC	Items/services household currently has eReader (Kindle, Nook, etc.)	Items in the Home
2236	SB001676ZC	Items/services household currently has HD Radio	Items in the Home
2237	SB001677ZC	Items/services household currently has High-definition TV	Items in the Home
2238	SB001678ZC	Items/services household currently has Home security system	Items in the Home
2239	SB001679ZC	Items/services household currently has Mobile/manufactured home	Items in the Home
2240	SB001680ZC	Items/services household currently has Motorcycle	Items in the Home
2241	SB001681ZC	Items/services household currently has MP3 player	Items in the Home
2242	SB001682ZC	Items/services household currently has Office in the home	Items in the Home
2243	SB001684ZC	Items/services household currently has Pest control service	Items in the Home
2244	SB001685ZC	Items/services household currently has Pool, hot tub, or spa	Items in the Home
2245	SB001686ZC	Items/services household currently has Primary house or condo existing	Items in the Home
2246	SB001687ZC	Items/services household currently has Primary house or condo new	Items in the Home
2247	SB004019ZC	Items/services household currently has RV (motor home)	Items in the Home
2248	SB001688ZC	Items/services household currently has Satellite radio (Sirius XM)	Items in the Home
2249	SB001689ZC	Items/services household currently has Satellite TV subscription	Items in the Home
2250	SB001690ZC	Items/services household currently has Second home	Items in the Home
2251	SB004020ZC	Items/services household currently has Smart TV	Items in the Home
2252	SB001691ZC	Items/services household currently has Smartphone	Items in the Home
2253	SB001692ZC	Items/services household currently has Solar panels	Items in the Home
2254	SB001693ZC	Items/services household currently has Tablet	Items in the Home
2255	SB001694ZC	Items/services household currently has Video game system	Items in the Home
2256	SB001695ZC	Items/services household currently has VoIP	Items in the Home
2257	SB001696ZC	Items/services household currently has Wireless/cell phone service	Items in the Home
2258	SB001697ZC	Large appliance:Stores bought past 12 months Any large appliance store	Items in the Home
2259	SB001698ZC	Large appliance:Stores bought past 12 months Best Buy	Items in the Home
2260	SB001700ZC	Large appliance:Stores bought past 12 months hhgregg	Items in the Home
2261	SB001701ZC	Large appliance:Stores bought past 12 months Lowes	Items in the Home
2262	SB001702ZC	Large appliance:Stores bought past 12 months Sears	Items in the Home
2263	SB001703ZC	Large appliance:Stores bought past 12 months The Home Depot	Items in the Home
2264	SB001699ZC	Large appliance:Stores bought past 12 months Did not buy	Items in the Home
2265	SB001704ZC	Large appliance:Stores shopped past 12 months Any large appliance store	Items in the Home
2266	SB001705ZC	Large appliance:Stores shopped past 12 months Best Buy	Items in the Home
2267	SB001708ZC	Large appliance:Stores shopped past 12 months Lowes	Items in the Home
2268	SB001709ZC	Large appliance:Stores shopped past 12 months Sears	Items in the Home
2269	SB001710ZC	Large appliance:Stores shopped past 12 months The Home Depot	Items in the Home
2270	SB001706ZC	Large appliance:Stores shopped past 12 months Did not shop	Items in the Home
2271	SB003822ZC	Type of home improvement done past 12 mo (amt) Ext paint:Under \$500	Items in the Home
2272	SB003824ZC	Type of home improvement done past 12 mo (amt) Ext paint:\$1,000 - \$2,999	Items in the Home
2273	SB003873ZC	Type of home improvement done past 12 mo (amt) All home:Under \$500	Items in the Home
2274	SB003874ZC	Type of home improvement done past 12 mo (amt) All home:\$500 - \$999	Items in the Home
2275	SB003875ZC	Type of home improvement done past 12 mo (amt) All home:\$1,000 - \$2,999	Items in the Home
2276	SB003876ZC	Type of home improvement done past 12 mo (amt) All home:\$3,000 - \$4,999	Items in the Home
2277	SB003877ZC	Type of home improvement done past 12 mo (amt) All home:\$5,000 - \$7,499	Items in the Home



ORDER	VARIABLE	DESCRIPTION	CATEGORY
2278	SB003878ZC	Type of home improvement done past 12 mo (amt) All home:\$7,500 - \$9,999	Items in the Home
2279	SB003879ZC	Type of home improvement done past 12 mo (amt) All home:\$10,000 or more	Items in the Home
2280	SB003859ZC	Type of home improvement done past 12 mo (amt) Bathroom:Under \$500	Items in the Home
2281	SB003860ZC	Type of home improvement done past 12 mo (amt) Bathroom:\$500 - \$999	Items in the Home
2282	SB003861ZC	Type of home improvement done past 12 mo (amt) Bathroom:\$1,000 - \$2,999	Items in the Home
2283	SB003862ZC	Type of home improvement done past 12 mo (amt) Bathroom:\$3,000 - \$4,999	Items in the Home
2284	SB003815ZC	Type of home improvement done past 12 mo (amt) Carpeting:Under \$500	Items in the Home
2285	SB003816ZC	Type of home improvement done past 12 mo (amt) Carpeting:\$1,000 - \$2,999	Items in the Home
2286	SB003819ZC	Type of home improvement done past 12 mo (amt) Carpeting:\$3,000 - \$4,999	Items in the Home
2287	SB003825ZC	Type of home improvement done past 12 mo (amt) Heating or AC:Under \$500	Items in the Home
2288	SB003832ZC	Type of home improvement done past 12 mo (amt) Heating or AC:\$500 - \$999	Items in the Home
2289	SB003834ZC	Type of home improvement done past 12 mo (amt) Heat or AC:\$1,000 - \$2,999	Items in the Home
2290	SB003835ZC	Type of home improvement done past 12 mo (amt) Heat or AC:\$3,000 - \$4,999	Items in the Home
2291	SB003836ZC	Type of home improvement done past 12 mo (amt) Heat or AC:\$5,000 - \$7,499	Items in the Home
2292	SB003839ZC	Type of home improvement done past 12 mo (amt) Int paint:Under \$500	Items in the Home
2293	SB003841ZC	Type of home improvement done past 12 mo (amt) Int paint:\$500 - \$999	Items in the Home
2294	SB003842ZC	Type of home improvement done past 12 mo (amt) Int paint:\$1,000 - \$2,999	Items in the Home
2295	SB003864ZC	Type of home improvement done past 12 mo (amt) Kitchen:Under \$500	Items in the Home
2296	SB003866ZC	Type of home improvement done past 12 mo (amt) Kitchen:\$1,000 - \$2,999	Items in the Home
2297	SB003867ZC	Type of home improvement done past 12 mo (amt) Kitchen:\$3,000 - \$4,999	Items in the Home
2298	SB003843ZC	Type of home improvement done past 12 mo (amt) Landscaping:Under \$500	Items in the Home
2299	SB003844ZC	Type of home improvement done past 12 mo (amt) Landscaping:\$500 - \$999	Items in the Home
2300	SB003846ZC	Type of home improvement done pst 12 mo (amt) Landscaping:\$1,000 - \$2,999	Items in the Home
2301	SB003856ZC	Type of home improvement done past 12 mo (amt) Plumbing:Under \$500	Items in the Home
2302	SB003857ZC	Type of home improvement done past 12 mo (amt) Plumbing:\$500 - \$999	Items in the Home
2303	SB003858ZC	Type of home improvement done past 12 mo (amt) Plumbing:\$1,000 - \$2,999	Items in the Home
2304	SB003868ZC	Type of home improvement done past 12 mo (amt) Repair roof:Under \$500	Items in the Home
2305	SB003869ZC	Type of home improvement done past 12 mo (amt) Windows:Under \$500	Items in the Home
2306	SB003871ZC	Type of home improvement done past 12 mo (amt) Windows:\$1,000 - \$2,999	Items in the Home
2307	SB003872ZC	Type of home improvement done past 12 mo (amt) Windows:\$3,000 - \$4,999	Items in the Home
2308	SB001711ZC	Type of home improvement done past 12 months Any addition	Items in the Home
2309	SB001712ZC	Type of home improvement done past 12 months Any home improvement	Items in the Home
2310	SB001713ZC	Type of home improvement done past 12 months Carpeting or floor covering	Items in the Home
2311	SB001714ZC	Type of home improvement done past 12 months Exterior paint	Items in the Home
2312	SB001715ZC	Type of home improvement done past 12 months Heating or air conditioning	Items in the Home
2313	SB001716ZC	Type of home improvement done past 12 months Interior paint or wallpaper	Items in the Home
2314	SB001717ZC	Type of home improvement done past 12 months Landscaping	Items in the Home
2315	SB001724ZC	Type of home improvement done past 12 months Major repair to roof	Items in the Home
2316	SB001718ZC	Type of home improvement done past 12 months None	Items in the Home
2317	SB001719ZC	Type of home improvement done past 12 months Other home improvement	Items in the Home
2318	SB001720ZC	Type of home improvement done past 12 months Other remodeling	Items in the Home
2319	SB001721ZC	Type of home improvement done past 12 months Plumbing	Items in the Home
2320	SB001722ZC	Type of home improvement done past 12 months Remodeled bathroom	Items in the Home
2321	SB001723ZC	Type of home improvement done past 12 months Remodeled kitchen	Items in the Home
2322	SB001725ZC	Type of home improvement done past 12 months Replaced windows	Items in the Home
2323	SB001726ZC	Type of home improvement done past 12 months Siding	Items in the Home
2324	NDP_014ZC	CY HHs, Hhldr Age 15 - 24	Neighborhood Age, Education, Income & Occupation
2325	NDP_015ZC	CY HHs, Hhldr Age 25 - 34	Neighborhood Age, Education, Income & Occupation
2326	NDP_016ZC	CY HHs, Hhldr Age 35 - 44	Neighborhood Age, Education, Income & Occupation
2327	NDP_017ZC	CY HHs, Hhldr Age 45 - 54	Neighborhood Age, Education, Income & Occupation
2328	NDP_018ZC	CY HHs, Hhldr Age 55 - 64	Neighborhood Age, Education, Income & Occupation
2329	NDP_019ZC	CY HHs, Hhldr Age 65 - 74	Neighborhood Age, Education, Income & Occupation
2330	NDP_020ZC	CY HHs, Hhldr Age 75 - 84	Neighborhood Age, Education, Income & Occupation
2331	NDP_021ZC	CY HHs, Hhldr Age 85+	Neighborhood Age, Education, Income & Occupation
2332	NDP_022ZC	CY Pop, Age 0 - 4	Neighborhood Age, Education, Income & Occupation
2333	NDP_023ZC	CY Pop, Age 5 - 9	Neighborhood Age, Education, Income & Occupation
2334	NDP_024ZC	CY Pop, Age 10 - 14	Neighborhood Age, Education, Income & Occupation
2335	NDP_025ZC	CY Pop, Age 15 - 17	Neighborhood Age, Education, Income & Occupation
2336	NDP_026ZC	CY Pop, Age 18 - 20	Neighborhood Age, Education, Income & Occupation
2337	NDP_027ZC	CY Pop, Age 21 - 24	Neighborhood Age, Education, Income & Occupation
2338	NDP_028ZC	CY Pop, Age 25 - 34	Neighborhood Age, Education, Income & Occupation
2339	NDP_029ZC	CY Pop, Age 35 - 44	Neighborhood Age, Education, Income & Occupation
2340	NDP_030ZC	CY Pop, Age 45 - 54	Neighborhood Age, Education, Income & Occupation
2341	NDP_031ZC	CY Pop, Age 55 - 64	Neighborhood Age, Education, Income & Occupation
2342	NDP_032ZC	CY Pop, Age 65 - 74	Neighborhood Age, Education, Income & Occupation
2343	NDP_033ZC	CY Pop, Age 75 - 84	Neighborhood Age, Education, Income & Occupation
2344	NDP_034ZC	CY Pop, Age 85+	Neighborhood Age, Education, Income & Occupation
2345	NDP_035ZC	CY Pop, Age 2+	Neighborhood Age, Education, Income & Occupation
2346	NDP_036ZC	CY Pop, Age 18+	Neighborhood Age, Education, Income & Occupation

ORDER	VARIABLE	DESCRIPTION	CATEGORY
2347	NDP_037ZC	CY Pop, Age 21+	Neighborhood Age, Education, Income & Occupation
2348	NDP_038ZC	CY Pop, Age 35+	Neighborhood Age, Education, Income & Occupation
2349	NDP_039ZC	CY Pop, Age 50+	Neighborhood Age, Education, Income & Occupation
2350	NDP_040ZC	CY Pop, Age 65+	Neighborhood Age, Education, Income & Occupation
2351	NDP_041ZC	CY Pop, Age 2 - 11	Neighborhood Age, Education, Income & Occupation
2352	NDP_042ZC	CY Pop, Age 6 - 11	Neighborhood Age, Education, Income & Occupation
2353	NDP_043ZC	CY Pop, Age 12 - 17	Neighborhood Age, Education, Income & Occupation
2354	NDP_044ZC	CY Pop, Age 12 - 24	Neighborhood Age, Education, Income & Occupation
2355	NDP_045ZC	CY Pop, Age 12 - 34	Neighborhood Age, Education, Income & Occupation
2356	NDP_046ZC	CY Pop, Age 18 - 34	Neighborhood Age, Education, Income & Occupation
2357	NDP_047ZC	CY Pop, Age 18 - 49	Neighborhood Age, Education, Income & Occupation
2358	NDP_048ZC	CY Pop, Age 21 - 49	Neighborhood Age, Education, Income & Occupation
2359	NDP_049ZC	CY Pop, Age 25 - 49	Neighborhood Age, Education, Income & Occupation
2360	NDP_050ZC	CY Pop, Age 25 - 54	Neighborhood Age, Education, Income & Occupation
2361	NDP_051ZC	CY Pop, Age 25 - 64	Neighborhood Age, Education, Income & Occupation
2362	NDP_052ZC	CY Pop, Age 35 - 64	Neighborhood Age, Education, Income & Occupation
2363	NDP_053ZC	CY Pop, Male: Age 0 - 4	Neighborhood Age, Education, Income & Occupation
2364	NDP_054ZC	CY Pop, Male: Age 5 - 9	Neighborhood Age, Education, Income & Occupation
2365	NDP_055ZC	CY Pop, Male: Age 10 - 14	Neighborhood Age, Education, Income & Occupation
2366	NDP_056ZC	CY Pop, Male: Age 15 - 17	Neighborhood Age, Education, Income & Occupation
2367	NDP_057ZC	CY Pop, Male: Age 18 - 20	Neighborhood Age, Education, Income & Occupation
2368	NDP_058ZC	CY Pop, Male: Age 21 - 24	Neighborhood Age, Education, Income & Occupation
2369	NDP_059ZC	CY Pop, Male: Age 25 - 34	Neighborhood Age, Education, Income & Occupation
2370	NDP_060ZC	CY Pop, Male: Age 35 - 44	Neighborhood Age, Education, Income & Occupation
2371	NDP_061ZC	CY Pop, Male: Age 45 - 54	Neighborhood Age, Education, Income & Occupation
2372	NDP_062ZC	CY Pop, Male: Age 55 - 64	Neighborhood Age, Education, Income & Occupation
2373	NDP_063ZC	CY Pop, Male: Age 65 - 74	Neighborhood Age, Education, Income & Occupation
2374	NDP_064ZC	CY Pop, Male: Age 75 - 84	Neighborhood Age, Education, Income & Occupation
2375	NDP_065ZC	CY Pop, Male: Age 85+	Neighborhood Age, Education, Income & Occupation
2376	NDP_066ZC	CY Pop, Male: Age 2+	Neighborhood Age, Education, Income & Occupation
2377	NDP_067ZC	CY Pop, Male: Age 16+	Neighborhood Age, Education, Income & Occupation
2378	NDP_068ZC	CY Pop, Male: Age 18+	Neighborhood Age, Education, Income & Occupation
2379	NDP_069ZC	CY Pop, Male: Age 21+	Neighborhood Age, Education, Income & Occupation
2380	NDP_070ZC	CY Pop, Male: Age 25+	Neighborhood Age, Education, Income & Occupation
2381	NDP_071ZC	CY Pop, Male: Age 35+	Neighborhood Age, Education, Income & Occupation
2382	NDP_072ZC	CY Pop, Male: Age 50+	Neighborhood Age, Education, Income & Occupation
2383	NDP_073ZC	CY Pop, Male: Age 65+	Neighborhood Age, Education, Income & Occupation
2384	NDP_074ZC	CY Pop, Male: Age 2 - 11	Neighborhood Age, Education, Income & Occupation
2385	NDP_075ZC	CY Pop, Male: Age 6 - 11	Neighborhood Age, Education, Income & Occupation
2386	NDP_076ZC	CY Pop, Male: Age 12 - 17	Neighborhood Age, Education, Income & Occupation
2387	NDP_077ZC	CY Pop, Male: Age 12 - 24	Neighborhood Age, Education, Income & Occupation
2388	NDP_078ZC	CY Pop, Male: Age 12 - 34	Neighborhood Age, Education, Income & Occupation
2389	NDP_079ZC	CY Pop, Male: Age 18 - 34	Neighborhood Age, Education, Income & Occupation
2390	NDP_080ZC	CY Pop, Male: Age 18 - 49	Neighborhood Age, Education, Income & Occupation
2391	NDP_081ZC	CY Pop, Male: Age 21 - 49	Neighborhood Age, Education, Income & Occupation
2392	NDP_082ZC	CY Pop, Male: Age 25 - 49	Neighborhood Age, Education, Income & Occupation
2393	NDP_083ZC	CY Pop, Male: Age 25 - 54	Neighborhood Age, Education, Income & Occupation
2394	NDP_084ZC	CY Pop, Male: Age 25 - 64	Neighborhood Age, Education, Income & Occupation
2395	NDP_085ZC	CY Pop, Male: Age 35 - 64	Neighborhood Age, Education, Income & Occupation
2396	NDP_086ZC	CY Pop, Female: Age 0 - 4	Neighborhood Age, Education, Income & Occupation
2397	NDP_087ZC	CY Pop, Female: Age 5 - 9	Neighborhood Age, Education, Income & Occupation
2398	NDP_088ZC	CY Pop, Female: Age 10 - 14	Neighborhood Age, Education, Income & Occupation
2399	NDP_089ZC	CY Pop, Female: Age 15 - 17	Neighborhood Age, Education, Income & Occupation
2400	NDP_090ZC	CY Pop, Female: Age 18 - 20	Neighborhood Age, Education, Income & Occupation
2401	NDP_091ZC	CY Pop, Female: Age 21 - 24	Neighborhood Age, Education, Income & Occupation
2402	NDP_092ZC	CY Pop, Female: Age 25 - 34	Neighborhood Age, Education, Income & Occupation
2403	NDP_093ZC	CY Pop, Female: Age 35 - 44	Neighborhood Age, Education, Income & Occupation
2404	NDP_094ZC	CY Pop, Female: Age 45 - 54	Neighborhood Age, Education, Income & Occupation
2405	NDP_095ZC	CY Pop, Female: Age 55 - 64	Neighborhood Age, Education, Income & Occupation
2406	NDP_096ZC	CY Pop, Female: Age 65 - 74	Neighborhood Age, Education, Income & Occupation
2407	NDP_097ZC	CY Pop, Female: Age 75 - 84	Neighborhood Age, Education, Income & Occupation
2408	NDP_098ZC	CY Pop, Female: Age 85+	Neighborhood Age, Education, Income & Occupation
2409	NDP_099ZC	CY Pop, Female: Age 2+	Neighborhood Age, Education, Income & Occupation
2410	NDP_100ZC	CY Pop, Female: Age 16+	Neighborhood Age, Education, Income & Occupation
2411	NDP_101ZC	CY Pop, Female: Age 18+	Neighborhood Age, Education, Income & Occupation
2412	NDP_102ZC	CY Pop, Female: Age 21+	Neighborhood Age, Education, Income & Occupation
2413	NDP_103ZC	CY Pop, Female: Age 25+	Neighborhood Age, Education, Income & Occupation
2414	NDP_104ZC	CY Pop, Female: Age 35+	Neighborhood Age, Education, Income & Occupation
2415	NDP_105ZC	CY Pop, Female: Age 50+	Neighborhood Age, Education, Income & Occupation

ORDER	VARIABLE	DESCRIPTION	CATEGORY
2416	NDP_106ZC	CY Pop, Female: Age 65+	Neighborhood Age, Education, Income & Occupation
2417	NDP_107ZC	CY Pop, Female: Age 2 - 11	Neighborhood Age, Education, Income & Occupation
2418	NDP_108ZC	CY Pop, Female: Age 6 - 11	Neighborhood Age, Education, Income & Occupation
2419	NDP_109ZC	CY Pop, Female: Age 12 - 17	Neighborhood Age, Education, Income & Occupation
2420	NDP_110ZC	CY Pop, Female: Age 12 - 24	Neighborhood Age, Education, Income & Occupation
2421	NDP_111ZC	CY Pop, Female: Age 12 - 34	Neighborhood Age, Education, Income & Occupation
2422	NDP_112ZC	CY Pop, Female: Age 18 - 34	Neighborhood Age, Education, Income & Occupation
2423	NDP_113ZC	CY Pop, Female: Age 18 - 49	Neighborhood Age, Education, Income & Occupation
2424	NDP_114ZC	CY Pop, Female: Age 21 - 49	Neighborhood Age, Education, Income & Occupation
2425	NDP_115ZC	CY Pop, Female: Age 25 - 49	Neighborhood Age, Education, Income & Occupation
2426	NDP_116ZC	CY Pop, Female: Age 25 - 54	Neighborhood Age, Education, Income & Occupation
2427	NDP_117ZC	CY Pop, Female: Age 25 - 64	Neighborhood Age, Education, Income & Occupation
2428	NDP_118ZC	CY Pop, Female: Age 35 - 64	Neighborhood Age, Education, Income & Occupation
2429	NDP_119ZC	CY Pop, Hisp/Lat: Age 0 - 4	Neighborhood Age, Education, Income & Occupation
2430	NDP_120ZC	CY Pop, Hisp/Lat: Age 5 - 9	Neighborhood Age, Education, Income & Occupation
2431	NDP_121ZC	CY Pop, Hisp/Lat: Age 10 - 14	Neighborhood Age, Education, Income & Occupation
2432	NDP_122ZC	CY Pop, Hisp/Lat: Age 15 - 17	Neighborhood Age, Education, Income & Occupation
2433	NDP_123ZC	CY Pop, Hisp/Lat: Age 18 - 20	Neighborhood Age, Education, Income & Occupation
2434	NDP_124ZC	CY Pop, Hisp/Lat: Age 21 - 24	Neighborhood Age, Education, Income & Occupation
2435	NDP_125ZC	CY Pop, Hisp/Lat: Age 25 - 34	Neighborhood Age, Education, Income & Occupation
2436	NDP_126ZC	CY Pop, Hisp/Lat: Age 35 - 44	Neighborhood Age, Education, Income & Occupation
2437	NDP_127ZC	CY Pop, Hisp/Lat: Age 45 - 54	Neighborhood Age, Education, Income & Occupation
2438	NDP_128ZC	CY Pop, Hisp/Lat: Age 55 - 64	Neighborhood Age, Education, Income & Occupation
2439	NDP_129ZC	CY Pop, Hisp/Lat: Age 65 - 74	Neighborhood Age, Education, Income & Occupation
2440	NDP_130ZC	CY Pop, Hisp/Lat: Age 75 - 84	Neighborhood Age, Education, Income & Occupation
2441	NDP_131ZC	CY Pop, Hisp/Lat: Age 85+	Neighborhood Age, Education, Income & Occupation
2442	NDP_132ZC	CY Pop, Hisp/Lat: Age 18+	Neighborhood Age, Education, Income & Occupation
2443	NDP_133ZC	CY Pop, Hisp/Lat: Age 21+	Neighborhood Age, Education, Income & Occupation
2444	NDP_134ZC	CY Pop, Hisp/Lat: Age 65+	Neighborhood Age, Education, Income & Occupation
2445	NDP_135ZC	CY Pop, Age 25+: Less than 9th Grade	Neighborhood Age, Education, Income & Occupation
2446	NDP_136ZC	CY Pop, Age 25+: Some High School, No Diploma	Neighborhood Age, Education, Income & Occupation
2447	NDP_137ZC	CY Pop, Age 25+: High School Grad	Neighborhood Age, Education, Income & Occupation
2448	NDP_138ZC	CY Pop, Age 25+: Some College, No Degree	Neighborhood Age, Education, Income & Occupation
2449	NDP_139ZC	CY Pop, Age 25+: Associate Degree	Neighborhood Age, Education, Income & Occupation
2450	NDP_140ZC	CY Pop, Age 25+: Bachelor Degree	Neighborhood Age, Education, Income & Occupation
2451	NDP_141ZC	CY Pop, Age 25+: Master's Degree	Neighborhood Age, Education, Income & Occupation
2452	NDP_142ZC	CY Pop, Age 25+: Professional School Degree	Neighborhood Age, Education, Income & Occupation
2453	NDP_143ZC	CY Pop, Age 25+: Doctorate Degree	Neighborhood Age, Education, Income & Occupation
2454	NDP_144ZC	CY Pop, Age 25+: College Grad	Neighborhood Age, Education, Income & Occupation
2455	NDP_145ZC	CY Pop, Age 25+: College Educated	Neighborhood Age, Education, Income & Occupation
2456	NDP_146ZC	CY Pop, Age 25+: Hisp/Lat, < High School Graduate	Neighborhood Age, Education, Income & Occupation
2457	NDP_147ZC	CY Pop, Age 25+: Hisp/Lat, High School Graduate	Neighborhood Age, Education, Income & Occupation
2458	NDP_148ZC	CY Pop, Age 25+: Hisp/Lat, Some College or Associate's Degree	Neighborhood Age, Education, Income & Occupation
2459	NDP_149ZC	CY Pop, Age 25+: Hisp/Lat, Bachelor's Degree or Higher	Neighborhood Age, Education, Income & Occupation
2460	NDP_150ZC	CY HHs, Inc: < \$15,000	Neighborhood Age, Education, Income & Occupation
2461	NDP_151ZC	CY HHs, Inc: \$15,000 - \$24,999	Neighborhood Age, Education, Income & Occupation
2462	NDP_152ZC	CY HHs, Inc: \$25,000 - \$34,999	Neighborhood Age, Education, Income & Occupation
2463	NDP_153ZC	CY HHs, Inc: \$35,000 - \$49,999	Neighborhood Age, Education, Income & Occupation
2464	NDP_154ZC	CY HHs, Inc: \$50,000 - \$74,999	Neighborhood Age, Education, Income & Occupation
2465	NDP_155ZC	CY HHs, Inc: \$75,000 - \$99,999	Neighborhood Age, Education, Income & Occupation
2466	NDP_156ZC	CY HHs, Inc: \$100,000 - \$124,999	Neighborhood Age, Education, Income & Occupation
2467	NDP_157ZC	CY HHs, Inc: \$125,000 - \$149,999	Neighborhood Age, Education, Income & Occupation
2468	NDP_158ZC	CY HHs, Inc: \$150,000 - \$199,999	Neighborhood Age, Education, Income & Occupation
2469	NDP_159ZC	CY HHs, Inc: \$200,000 - \$249,999	Neighborhood Age, Education, Income & Occupation
2470	NDP_160ZC	CY HHs, Inc: \$250,000 - \$499,999	Neighborhood Age, Education, Income & Occupation
2471	NDP_161ZC	CY HHs, Inc: \$500,000+	Neighborhood Age, Education, Income & Occupation
2472	NDP_162ZC	CY HHs, Asian Hhldr, HH Inc: < \$15,000	Neighborhood Age, Education, Income & Occupation
2473	NDP_163ZC	CY HHs, Asian Hhldr, HH Inc: \$15,000 - \$24,999	Neighborhood Age, Education, Income & Occupation
2474	NDP_164ZC	CY HHs, Asian Hhldr, HH Inc: \$25,000 - \$34,999	Neighborhood Age, Education, Income & Occupation
2475	NDP_165ZC	CY HHs, Asian Hhldr, HH Inc: \$35,000 - \$49,999	Neighborhood Age, Education, Income & Occupation
2476	NDP_166ZC	CY HHs, Asian Hhldr, HH Inc: \$50,000 - \$74,999	Neighborhood Age, Education, Income & Occupation
2477	NDP_167ZC	CY HHs, Asian Hhldr, HH Inc: \$75,000 - \$99,999	Neighborhood Age, Education, Income & Occupation
2478	NDP_168ZC	CY HHs, Asian Hhldr, HH Inc: \$100,000 - \$124,999	Neighborhood Age, Education, Income & Occupation
2479	NDP_169ZC	CY HHs, Asian Hhldr, HH Inc: \$125,000 - \$149,999	Neighborhood Age, Education, Income & Occupation
2480	NDP_170ZC	CY HHs, Asian Hhldr, HH Inc: \$150,000 - \$199,999	Neighborhood Age, Education, Income & Occupation
2481	NDP_171ZC	CY HHs, Asian Hhldr, HH Inc: \$200,000+	Neighborhood Age, Education, Income & Occupation
2482	NDP_172ZC	CY HHs, Black/Af Amer Hhldr, HH Inc: < \$15,000	Neighborhood Age, Education, Income & Occupation
2483	NDP_173ZC	CY HHs, Black/Af Amer Hhldr, HH Inc: \$15,000 - \$24,999	Neighborhood Age, Education, Income & Occupation
2484	NDP_174ZC	CY HHs, Black/Af Amer Hhldr, HH Inc: \$25,000 - \$34,999	Neighborhood Age, Education, Income & Occupation

ORDER	VARIABLE	DESCRIPTION	CATEGORY
2485	NDP_175ZC	CY HHs, Black/Af Amer Hhldr, HH Inc: \$35,000 - \$49,999	Neighborhood Age, Education, Income & Occupation
2486	NDP_176ZC	CY HHs, Black/Af Amer Hhldr, HH Inc: \$50,000 - \$74,999	Neighborhood Age, Education, Income & Occupation
2487	NDP_177ZC	CY HHs, Black/Af Amer Hhldr, HH Inc: \$75,000 - \$99,999	Neighborhood Age, Education, Income & Occupation
2488	NDP_178ZC	CY HHs, Black/Af Amer Hhldr, HH Inc: \$100,000 - \$124,999	Neighborhood Age, Education, Income & Occupation
2489	NDP_179ZC	CY HHs, Black/Af Amer Hhldr, HH Inc: \$125,000 - \$149,999	Neighborhood Age, Education, Income & Occupation
2490	NDP_180ZC	CY HHs, Black/Af Amer Hhldr, HH Inc: \$150,000 - \$199,999	Neighborhood Age, Education, Income & Occupation
2491	NDP_181ZC	CY HHs, Black/Af Amer Hhldr, HH Inc: \$200,000+	Neighborhood Age, Education, Income & Occupation
2492	NDP_182ZC	CY HHs, Hisp/Lat Hhldr, HH Inc: < \$15,000	Neighborhood Age, Education, Income & Occupation
2493	NDP_183ZC	CY HHs, Hisp/Lat Hhldr, HH Inc: \$15,000 - \$24,999	Neighborhood Age, Education, Income & Occupation
2494	NDP_184ZC	CY HHs, Hisp/Lat Hhldr, HH Inc: \$25,000 - \$34,999	Neighborhood Age, Education, Income & Occupation
2495	NDP_185ZC	CY HHs, Hisp/Lat Hhldr, HH Inc: \$35,000 - \$49,999	Neighborhood Age, Education, Income & Occupation
2496	NDP_186ZC	CY HHs, Hisp/Lat Hhldr, HH Inc: \$50,000 - \$74,999	Neighborhood Age, Education, Income & Occupation
2497	NDP_187ZC	CY HHs, Hisp/Lat Hhldr, HH Inc: \$75,000 - \$99,999	Neighborhood Age, Education, Income & Occupation
2498	NDP_188ZC	CY HHs, Hisp/Lat Hhldr, HH Inc: \$100,000 - \$124,999	Neighborhood Age, Education, Income & Occupation
2499	NDP_189ZC	CY HHs, Hisp/Lat Hhldr, HH Inc: \$125,000 - \$149,999	Neighborhood Age, Education, Income & Occupation
2500	NDP_190ZC	CY HHs, Hisp/Lat Hhldr, HH Inc: \$150,000 - \$199,999	Neighborhood Age, Education, Income & Occupation
2501	NDP_191ZC	CY HHs, Hisp/Lat Hhldr, HH Inc: \$200,000+	Neighborhood Age, Education, Income & Occupation
2502	NDP_192ZC	CY Emp Civ Pop, Age 16+	Neighborhood Age, Education, Income & Occupation
2503	NDP_193ZC	CY Emp Civ Pop 16+, Occ: White Collar	Neighborhood Age, Education, Income & Occupation
2504	NDP_194ZC	CY Emp Civ Pop 16+, Occ: Blue Collar	Neighborhood Age, Education, Income & Occupation
2505	NDP_195ZC	CY Emp Civ Pop 16+, Occ: Service & Farm	Neighborhood Age, Education, Income & Occupation
2506	NDP_196ZC	CY Emp Civ Pop 16+, Occ: Architect/Engineer	Neighborhood Age, Education, Income & Occupation
2507	NDP_197ZC	CY Emp Civ Pop 16+, Occ: Arts/Entertain/Sports	Neighborhood Age, Education, Income & Occupation
2508	NDP_198ZC	CY Emp Civ Pop 16+, Occ: Building Grounds Maint	Neighborhood Age, Education, Income & Occupation
2509	NDP_199ZC	CY Emp Civ Pop 16+, Occ: Business/Financial Ops	Neighborhood Age, Education, Income & Occupation
2510	NDP_200ZC	CY Emp Civ Pop 16+, Occ: Community/Soc Svcs	Neighborhood Age, Education, Income & Occupation
2511	NDP_201ZC	CY Emp Civ Pop 16+, Occ: Computer/Mathematical	Neighborhood Age, Education, Income & Occupation
2512	NDP_202ZC	CY Emp Civ Pop 16+, Occ: Construction/Extraction	Neighborhood Age, Education, Income & Occupation
2513	NDP_203ZC	CY Emp Civ Pop 16+, Occ: Edu/Training/Library	Neighborhood Age, Education, Income & Occupation
2514	NDP_204ZC	CY Emp Civ Pop 16+, Occ: Farm/Fish/Forestry	Neighborhood Age, Education, Income & Occupation
2515	NDP_205ZC	CY Emp Civ Pop 16+, Occ: Food Prep/Serving	Neighborhood Age, Education, Income & Occupation
2516	NDP_206ZC	CY Emp Civ Pop 16+, Occ: Health Practitioner/Tec	Neighborhood Age, Education, Income & Occupation
2517	NDP_207ZC	CY Emp Civ Pop 16+, Occ: Healthcare Support	Neighborhood Age, Education, Income & Occupation
2518	NDP_208ZC	CY Emp Civ Pop 16+, Occ: Legal	Neighborhood Age, Education, Income & Occupation
2519	NDP_209ZC	CY Emp Civ Pop 16+, Occ: Life/Phys/Soc Science	Neighborhood Age, Education, Income & Occupation
2520	NDP_210ZC	CY Emp Civ Pop 16+, Occ: Maintenance Repair	Neighborhood Age, Education, Income & Occupation
2521	NDP_211ZC	CY Emp Civ Pop 16+, Occ: Management	Neighborhood Age, Education, Income & Occupation
2522	NDP_212ZC	CY Emp Civ Pop 16+, Occ: Office/Admin Support	Neighborhood Age, Education, Income & Occupation
2523	NDP_213ZC	CY Emp Civ Pop 16+, Occ: Personal Care/Svc	Neighborhood Age, Education, Income & Occupation
2524	NDP_214ZC	CY Emp Civ Pop 16+, Occ: Production	Neighborhood Age, Education, Income & Occupation
2525	NDP_215ZC	CY Emp Civ Pop 16+, Occ: Protective Svcs	Neighborhood Age, Education, Income & Occupation
2526	NDP_216ZC	CY Emp Civ Pop 16+, Occ: Sales/Related	Neighborhood Age, Education, Income & Occupation
2527	NDP_217ZC	CY Emp Civ Pop 16+, Occ: Transportation/Moving	Neighborhood Age, Education, Income & Occupation
2528	NDP_218ZC	CY Emp Civ Pop 16+, Ind: Accommdtn/Food Svcs	Neighborhood Age, Education, Income & Occupation
2529	NDP_219ZC	CY Emp Civ Pop 16+, Ind: Admin/Sprrt/Waste Mgmt	Neighborhood Age, Education, Income & Occupation
2530	NDP_220ZC	CY Emp Civ Pop 16+, Ind: Agr/Frst/Fish/Hunt/Mine	Neighborhood Age, Education, Income & Occupation
2531	NDP_221ZC	CY Emp Civ Pop 16+, Ind: Construction	Neighborhood Age, Education, Income & Occupation
2532	NDP_222ZC	CY Emp Civ Pop 16+, Ind: Educational Svcs	Neighborhood Age, Education, Income & Occupation
2533	NDP_223ZC	CY Emp Civ Pop 16+, Ind: Entertainment/Rec Svcs	Neighborhood Age, Education, Income & Occupation
2534	NDP_224ZC	CY Emp Civ Pop 16+, Ind: Fin/Insur/RE/Rent/Lse	Neighborhood Age, Education, Income & Occupation
2535	NDP_225ZC	CY Emp Civ Pop 16+, Ind: Health Care/Soc Asst	Neighborhood Age, Education, Income & Occupation
2536	NDP_226ZC	CY Emp Civ Pop 16+, Ind: Information	Neighborhood Age, Education, Income & Occupation
2537	NDP_227ZC	CY Emp Civ Pop 16+, Ind: Mgmt of Companies	Neighborhood Age, Education, Income & Occupation
2538	NDP_228ZC	CY Emp Civ Pop 16+, Ind: Oth Svcs, Not Pub Admin	Neighborhood Age, Education, Income & Occupation
2539	NDP_229ZC	CY Emp Civ Pop 16+, Ind: Prof/Sci/Tech/Admin	Neighborhood Age, Education, Income & Occupation
2540	NDP_230ZC	CY Emp Civ Pop 16+, Ind: Public Administration	Neighborhood Age, Education, Income & Occupation
2541	NDP_231ZC	CY Emp Civ Pop 16+, Ind: Retail Trade	Neighborhood Age, Education, Income & Occupation
2542	NDP_232ZC	CY Emp Civ Pop 16+, Ind: Total Manufacturing	Neighborhood Age, Education, Income & Occupation
2543	NDP_233ZC	CY Emp Civ Pop 16+, Ind: Transport/Warehse/Utils	Neighborhood Age, Education, Income & Occupation
2544	NDP_234ZC	CY Emp Civ Pop 16+, Ind: Wholesale Trade	Neighborhood Age, Education, Income & Occupation
2545	NDP_235ZC	CY Workers, Transportation: Worked at Home	Neighborhood Age, Education, Income & Occupation
2546	NDP_236ZC	CY Workers, Transportation: Walked	Neighborhood Age, Education, Income & Occupation
2547	NDP_237ZC	CY Workers, Transportation: Bicycle	Neighborhood Age, Education, Income & Occupation
2548	NDP_238ZC	CY Workers, Transportation: Drove Alone	Neighborhood Age, Education, Income & Occupation
2549	NDP_239ZC	CY Workers, Transportation: Carpooled	Neighborhood Age, Education, Income & Occupation
2550	NDP_240ZC	CY Workers, Transportation: Public Transport	Neighborhood Age, Education, Income & Occupation
2551	NDP_241ZC	CY Workers, Transportation: Other	Neighborhood Age, Education, Income & Occupation
2552	NDP_242ZC	CY Workers, Travel Time: < 15 Minutes	Neighborhood Age, Education, Income & Occupation
2553	NDP_243ZC	CY Workers, Travel Time: 15 - 29 Minutes	Neighborhood Age, Education, Income & Occupation



ORDER	VARIABLE	DESCRIPTION	CATEGORY
2554	NDP_244ZC	CY Workers, Travel Time: 30 - 44 Minutes	Neighborhood Age, Education, Income & Occupation
2555	NDP_245ZC	CY Workers, Travel Time: 45 - 59 Minutes	Neighborhood Age, Education, Income & Occupation
2556	NDP_246ZC	CY Workers, Travel Time: 60+ Minutes	Neighborhood Age, Education, Income & Occupation
2557	NDP_379ZC	CY Pop, Age 18 - 34	Neighborhood Demographic Profiles - Summary
2558	NDP_380ZC	CY Pop, Age 35 - 54	Neighborhood Demographic Profiles - Summary
2559	NDP_381ZC	CY Pop, Age 55+	Neighborhood Demographic Profiles - Summary
2560	NDP_382ZC	CY HHs, Inc: \$0 - \$34,999	Neighborhood Demographic Profiles - Summary
2561	NDP_383ZC	CY HHs, Inc: \$35,000 - \$74,999	Neighborhood Demographic Profiles - Summary
2562	NDP_384ZC	CY HHs, Inc: \$75,000 - \$99,999	Neighborhood Demographic Profiles - Summary
2563	NDP_385ZC	CY HHs, Inc: >\$100,000	Neighborhood Demographic Profiles - Summary
2564	NDP_386ZC	CY HHs, Owner Occ	Neighborhood Demographic Profiles - Summary
2565	NDP_387ZC	CY HHs, Renter Occ	Neighborhood Demographic Profiles - Summary
2566	NDP_325ZC	CY HUs, Owner-Occ	Neighborhood Housing, Tenure & Urbanization
2567	NDP_326ZC	CY HUs, Renter-Occ	Neighborhood Housing, Tenure & Urbanization
2568	NDP_327ZC	CY Own Occ HUs, Value < \$20,000	Neighborhood Housing, Tenure & Urbanization
2569	NDP_328ZC	CY Own Occ HUs, Value \$20,000 - \$39,999	Neighborhood Housing, Tenure & Urbanization
2570	NDP_329ZC	CY Own Occ HUs, Value \$40,000 - \$59,999	Neighborhood Housing, Tenure & Urbanization
2571	NDP_330ZC	CY Own Occ HUs, Value \$60,000 - \$79,999	Neighborhood Housing, Tenure & Urbanization
2572	NDP_331ZC	CY Own Occ HUs, Value \$80,000 - \$99,999	Neighborhood Housing, Tenure & Urbanization
2573	NDP_332ZC	CY Own Occ HUs, Value \$100,000 - \$149,999	Neighborhood Housing, Tenure & Urbanization
2574	NDP_333ZC	CY Own Occ HUs, Value \$150,000 - \$199,999	Neighborhood Housing, Tenure & Urbanization
2575	NDP_334ZC	CY Own Occ HUs, Value \$200,000 - \$299,999	Neighborhood Housing, Tenure & Urbanization
2576	NDP_335ZC	CY Own Occ HUs, Value \$300,000 - \$399,999	Neighborhood Housing, Tenure & Urbanization
2577	NDP_336ZC	CY Own Occ HUs, Value \$400,000 - \$499,999	Neighborhood Housing, Tenure & Urbanization
2578	NDP_337ZC	CY Own Occ HUs, Value \$500,000 - \$749,999	Neighborhood Housing, Tenure & Urbanization
2579	NDP_338ZC	CY Own Occ HUs, Value \$750,000 - \$999,999	Neighborhood Housing, Tenure & Urbanization
2580	NDP_339ZC	CY Own Occ HUs, Value \$1,000,000+	Neighborhood Housing, Tenure & Urbanization
2581	NDP_340ZC	CY Owner-Occ HUs, Value \$100,000+	Neighborhood Housing, Tenure & Urbanization
2582	NDP_341ZC	CY Owner-Occ HUs, Value \$200,000+	Neighborhood Housing, Tenure & Urbanization
2583	NDP_342ZC	CY Owner-Occ HUs, Value \$300,000+	Neighborhood Housing, Tenure & Urbanization
2584	NDP_343ZC	CY HUs, 1 Unit Attached	Neighborhood Housing, Tenure & Urbanization
2585	NDP_344ZC	CY HUs, 1 Unit Detached	Neighborhood Housing, Tenure & Urbanization
2586	NDP_345ZC	CY HUs, 2 Units	Neighborhood Housing, Tenure & Urbanization
2587	NDP_346ZC	CY HUs, 3 to 4 Units	Neighborhood Housing, Tenure & Urbanization
2588	NDP_347ZC	CY HUs, 5 to 19 Units	Neighborhood Housing, Tenure & Urbanization
2589	NDP_348ZC	CY HUs, 20 to 49 Units	Neighborhood Housing, Tenure & Urbanization
2590	NDP_349ZC	CY HUs, 50+ Units	Neighborhood Housing, Tenure & Urbanization
2591	NDP_350ZC	CY HUs, Mobile Home	Neighborhood Housing, Tenure & Urbanization
2592	NDP_351ZC	CY HUs, Other	Neighborhood Housing, Tenure & Urbanization
2593	NDP_352ZC	CY HUs, Built 1939 or Earlier	Neighborhood Housing, Tenure & Urbanization
2594	NDP_353ZC	CY HUs, Built 1940 to 1949	Neighborhood Housing, Tenure & Urbanization
2595	NDP_354ZC	CY HUs, Built 1950 to 1959	Neighborhood Housing, Tenure & Urbanization
2596	NDP_355ZC	CY HUs, Built 1960 to 1969	Neighborhood Housing, Tenure & Urbanization
2597	NDP_356ZC	CY HUs, Built 1970 to 1979	Neighborhood Housing, Tenure & Urbanization
2598	NDP_357ZC	CY HUs, Built 1980 to 1989	Neighborhood Housing, Tenure & Urbanization
2599	NDP_358ZC	CY HUs, Built 1990 to 1999	Neighborhood Housing, Tenure & Urbanization
2600	NDP_402ZC	CY HUs, Built 2000 to 2009	Neighborhood Housing, Tenure & Urbanization
2601	NDP_403ZC	CY HUs, Built 2010 or Later	Neighborhood Housing, Tenure & Urbanization
2602	NDP_361ZC	CY Occ HUs, Hhldr Moved in 1969 or earlier	Neighborhood Housing, Tenure & Urbanization
2603	NDP_362ZC	CY Occ HUs, Hhldr Moved in 1970 to 1979	Neighborhood Housing, Tenure & Urbanization
2604	NDP_363ZC	CY Occ HUs, Hhldr Moved in 1980 to 1989	Neighborhood Housing, Tenure & Urbanization
2605	NDP_364ZC	CY Occ HUs, Hhldr Moved in 1990 to 1999	Neighborhood Housing, Tenure & Urbanization
2606	NDP_404ZC	CY Occ HUs, Hhldr Moved in 2000 to 2009	Neighborhood Housing, Tenure & Urbanization
2607	NDP_405ZC	CY Occ HUs, Hhldr Moved in 2010 or Later	Neighborhood Housing, Tenure & Urbanization
2608	NDP_367ZC	CY GQ Pop, Institution: Correctional	Neighborhood Housing, Tenure & Urbanization
2609	NDP_368ZC	CY GQ Pop, Inst: Juvenile	Neighborhood Housing, Tenure & Urbanization
2610	NDP_369ZC	CY GQ Pop, Institution: Nursing Home	Neighborhood Housing, Tenure & Urbanization
2611	NDP_370ZC	CY GQ Pop, Inst: Other Facilities	Neighborhood Housing, Tenure & Urbanization
2612	NDP_371ZC	CY GQ Pop, Noninst: College Dorms	Neighborhood Housing, Tenure & Urbanization
2613	NDP_372ZC	CY GQ Pop, Noninst: Military Quarters	Neighborhood Housing, Tenure & Urbanization
2614	NDP_373ZC	CY GQ Pop, Noninst: Other	Neighborhood Housing, Tenure & Urbanization
2615	NDP_374ZC	CY HHs Urban	Neighborhood Housing, Tenure & Urbanization
2616	NDP_375ZC	CY HHs Suburban	Neighborhood Housing, Tenure & Urbanization
2617	NDP_376ZC	CY HHs Second City	Neighborhood Housing, Tenure & Urbanization
2618	NDP_377ZC	CY HHs Town	Neighborhood Housing, Tenure & Urbanization
2619	NDP_378ZC	CY HHs Rural	Neighborhood Housing, Tenure & Urbanization
2620	NDP_001ZC	CY HHs	Neighborhood Population & Households
2621	NDP_002ZC	CY HUs	Neighborhood Population & Households
2622	NDP_003ZC	CY HUs, Owner-Occ	Neighborhood Population & Households



ORDER	VARIABLE	DESCRIPTION	CATEGORY
2623	NDP_004ZC	CY Families	Neighborhood Population & Households
2624	NDP_005ZC	CY GQ Pop	Neighborhood Population & Households
2625	NDP_006ZC	CY Pop	Neighborhood Population & Households
2626	NDP_007ZC	CY Pop, Male	Neighborhood Population & Households
2627	NDP_008ZC	CY Pop, Female	Neighborhood Population & Households
2628	NDP_009ZC	CY Pop, Age 5+	Neighborhood Population & Households
2629	NDP_010ZC	CY Pop, Age 15+	Neighborhood Population & Households
2630	NDP_011ZC	CY Pop, Age 16+	Neighborhood Population & Households
2631	NDP_012ZC	CY Pop, Age 25+	Neighborhood Population & Households
2632	NDP_013ZC	CY Workers, Age 16+	Neighborhood Population & Households
2633	NDP_247ZC	CY HHs, White	Neighborhood Race & Family Composition
2634	NDP_248ZC	CY HHs, Black/Af Amer	Neighborhood Race & Family Composition
2635	NDP_249ZC	CY HHs, Asian	Neighborhood Race & Family Composition
2636	NDP_250ZC	CY HHs, Am Ind/AK Native	Neighborhood Race & Family Composition
2637	NDP_251ZC	CY HHs, Native HI/PI	Neighborhood Race & Family Composition
2638	NDP_252ZC	CY HHs, Some Other Race	Neighborhood Race & Family Composition
2639	NDP_253ZC	CY HHs, 2+ Races	Neighborhood Race & Family Composition
2640	NDP_254ZC	CY HHs, Hisp/Lat	Neighborhood Race & Family Composition
2641	NDP_255ZC	CY Pop, White	Neighborhood Race & Family Composition
2642	NDP_256ZC	CY Pop, Black/Af Amer	Neighborhood Race & Family Composition
2643	NDP_257ZC	CY Pop, Asian	Neighborhood Race & Family Composition
2644	NDP_258ZC	CY Pop, Am Ind/AK Native	Neighborhood Race & Family Composition
2645	NDP_259ZC	CY Pop, Native HI/PI	Neighborhood Race & Family Composition
2646	NDP_260ZC	CY Pop, Some Other Race	Neighborhood Race & Family Composition
2647	NDP_261ZC	CY Pop, 2+ Races	Neighborhood Race & Family Composition
2648	NDP_262ZC	CY Pop, Hisp/Lat	Neighborhood Race & Family Composition
2649	NDP_263ZC	CY Pop, Not Hisp/Lat	Neighborhood Race & Family Composition
2650	NDP_264ZC	CY Hisp/Lat Pop, Argentinean	Neighborhood Race & Family Composition
2651	NDP_265ZC	CY Hisp/Lat Pop, Bolivian	Neighborhood Race & Family Composition
2652	NDP_266ZC	CY Hisp/Lat Pop, Chilean	Neighborhood Race & Family Composition
2653	NDP_267ZC	CY Hisp/Lat Pop, Colombian	Neighborhood Race & Family Composition
2654	NDP_268ZC	CY Hisp/Lat Pop, Costa Rican	Neighborhood Race & Family Composition
2655	NDP_269ZC	CY Hisp/Lat Pop, Cuban	Neighborhood Race & Family Composition
2656	NDP_270ZC	CY Hisp/Lat Pop, Dominican	Neighborhood Race & Family Composition
2657	NDP_271ZC	CY Hisp/Lat Pop, Ecuadorian	Neighborhood Race & Family Composition
2658	NDP_272ZC	CY Hisp/Lat Pop, Guatemalan	Neighborhood Race & Family Composition
2659	NDP_273ZC	CY Hisp/Lat Pop, Honduran	Neighborhood Race & Family Composition
2660	NDP_274ZC	CY Hisp/Lat Pop, Mexican	Neighborhood Race & Family Composition
2661	NDP_275ZC	CY Hisp/Lat Pop, Nicaraguan	Neighborhood Race & Family Composition
2662	NDP_276ZC	CY Hisp/Lat Pop, Panamanian	Neighborhood Race & Family Composition
2663	NDP_277ZC	CY Hisp/Lat Pop, Paraguayan	Neighborhood Race & Family Composition
2664	NDP_278ZC	CY Hisp/Lat Pop, Peruvian	Neighborhood Race & Family Composition
2665	NDP_279ZC	CY Hisp/Lat Pop, Puerto Rican	Neighborhood Race & Family Composition
2666	NDP_280ZC	CY Hisp/Lat Pop, Salvadoran	Neighborhood Race & Family Composition
2667	NDP_281ZC	CY Hisp/Lat Pop, Spaniard	Neighborhood Race & Family Composition
2668	NDP_282ZC	CY Hisp/Lat Pop, Spanish	Neighborhood Race & Family Composition
2669	NDP_283ZC	CY Hisp/Lat Pop, Spanish American	Neighborhood Race & Family Composition
2670	NDP_284ZC	CY Hisp/Lat Pop, Uruguayan	Neighborhood Race & Family Composition
2671	NDP_285ZC	CY Hisp/Lat Pop, Venezuelan	Neighborhood Race & Family Composition
2672	NDP_286ZC	CY Hisp/Lat Pop, Other Central American	Neighborhood Race & Family Composition
2673	NDP_287ZC	CY Hisp/Lat Pop, Other South American	Neighborhood Race & Family Composition
2674	NDP_288ZC	CY Hisp/Lat Pop, All Other Origin	Neighborhood Race & Family Composition
2675	NDP_289ZC	CY Pop Age 5+: Speak Chinese at Home	Neighborhood Race & Family Composition
2676	NDP_290ZC	CY Pop Age 5+: Speak Only English at Home	Neighborhood Race & Family Composition
2677	NDP_291ZC	CY Pop Age 5+: Speak French at Home	Neighborhood Race & Family Composition
2678	NDP_292ZC	CY Pop Age 5+: Speak Germanic Lang at Home	Neighborhood Race & Family Composition
2679	NDP_293ZC	CY Pop Age 5+: Speak Korean at Home	Neighborhood Race & Family Composition
2680	NDP_294ZC	CY Pop Age 5+: Speak Other Asian/PI Lang at Home	Neighborhood Race & Family Composition
2681	NDP_295ZC	CY Pop Age 5+: Speak Other Indo-Euro Lang at Home	Neighborhood Race & Family Composition
2682	NDP_296ZC	CY Pop Age 5+: Speak Slavic Lang at Home	Neighborhood Race & Family Composition
2683	NDP_297ZC	CY Pop Age 5+: Speak Spanish at Home	Neighborhood Race & Family Composition
2684	NDP_298ZC	CY Pop Age 5+: Speak Tagalog at Home	Neighborhood Race & Family Composition
2685	NDP_299ZC	CY Pop Age 5+: Speak Vietnamese at Home	Neighborhood Race & Family Composition
2686	NDP_300ZC	CY Pop Age 5+: Speak Other Lang at Home	Neighborhood Race & Family Composition
2687	NDP_301ZC	CY HHs, 1-Person HH	Neighborhood Race & Family Composition
2688	NDP_302ZC	CY HHs, 2-Person HH	Neighborhood Race & Family Composition
2689	NDP_303ZC	CY HHs, 3-Person HH	Neighborhood Race & Family Composition
2690	NDP_304ZC	CY HHs, 4-Person HH	Neighborhood Race & Family Composition
2691	NDP_305ZC	CY HHs, 5-Person HH	Neighborhood Race & Family Composition

ORDER	VARIABLE	DESCRIPTION	CATEGORY
2692	NDP_306ZC	CY HHs, 6-Person HH	Neighborhood Race & Family Composition
2693	NDP_307ZC	CY HHs, 7+ Person HH	Neighborhood Race & Family Composition
2694	NDP_308ZC	CY HHs, People < 18	Neighborhood Race & Family Composition
2695	NDP_309ZC	CY HHs, People < 18, Married Couple Fam	Neighborhood Race & Family Composition
2696	NDP_310ZC	CY HHs, People < 18, Non Fam HH, Male Hhldr	Neighborhood Race & Family Composition
2697	NDP_311ZC	CY HHs, People < 18, Non Fam HH, Female Hhldr	Neighborhood Race & Family Composition
2698	NDP_312ZC	CY HHs, People < 18, Oth Fam HH, Male Hhldr	Neighborhood Race & Family Composition
2699	NDP_313ZC	CY HHs, People < 18, Oth Fam HH, Female Hhldr	Neighborhood Race & Family Composition
2700	NDP_314ZC	CY HHs, No People < 18	Neighborhood Race & Family Composition
2701	NDP_315ZC	CY HHs, No People < 18, Married Couple Fam	Neighborhood Race & Family Composition
2702	NDP_316ZC	CY HHs, No People < 18, Non Fam HH, Male Hhldr	Neighborhood Race & Family Composition
2703	NDP_317ZC	CY HHs, No People < 18, Non Fam HH, Female Hhldr	Neighborhood Race & Family Composition
2704	NDP_318ZC	CY HHs, No People < 18, Oth Fam HH, Male Hhldr	Neighborhood Race & Family Composition
2705	NDP_319ZC	CY HHs, No People < 18, Oth Fam HH, Female Hhldr	Neighborhood Race & Family Composition
2706	NDP_320ZC	CY Pop 15+: Never Married	Neighborhood Race & Family Composition
2707	NDP_321ZC	CY Pop 15+: Married, Spouse present	Neighborhood Race & Family Composition
2708	NDP_322ZC	CY Pop 15+: Married, Spouse absent	Neighborhood Race & Family Composition
2709	NDP_323ZC	CY Pop 15+: Divorced	Neighborhood Race & Family Composition
2710	NDP_324ZC	CY Pop 15+: Widowed	Neighborhood Race & Family Composition
2711	SB003954ZC	Daily newspapers e-Edition - Avg Issue Reader Any daily newspaper e-Edition (A)	Newspapers
2712	SB003955ZC	Daily newspapers e-Edition - Cume Any daily newspaper e-Edition (A)	Newspapers
2713	SB003956ZC	Daily newspapers print edition - Average Issue Reader Any daily newspaper (A)	Newspapers
2714	SB003657ZC	Daily newspapers print edition - Average Issue Reader New York Times (A)	Newspapers
2715	SB003658ZC	Daily newspapers print edition - Average Issue Reader USA Today (A)	Newspapers
2716	SB003659ZC	Daily newspapers print edition - Average Issue Reader Wall Street Journal (A)	Newspapers
2717	SB003660ZC	Daily newspapers print edition - Cume Any daily newspaper print edition (A)	Newspapers
2718	SB003661ZC	Daily newspapers print edition - Cume New York Times (A)	Newspapers
2719	SB003662ZC	Daily newspapers print edition - Cume USA Today (A)	Newspapers
2720	SB003663ZC	Daily newspapers print edition - Cume Wall Street Journal (A)	Newspapers
2721	SB000021ZC	Newspaper sections look at/read daily, Sat, or Sun Ad circulars/inserts (A)	Newspapers
2722	SB000020ZC	Newspaper sections look at/read daily, Sat, or Sun Business/finance pages (A)	Newspapers
2723	SB000019ZC	Newspaper sections look at/read daily, Sat, or Sun Classified advertising (A)	Newspapers
2724	SB000018ZC	Newspaper sections look at/read daily, Sat, or Sun Comics (A)	Newspapers
2725	SB000017ZC	Newspaper sections look at/read daily, Sat, or Sun Editorial/opinion pages (A)	Newspapers
2726	SB000016ZC	Newspaper sections look at/read daily, Sat, or Sun Entertain/lifestyle pages (A)	Newspapers
2727	SB000014ZC	Newspaper sections look at/read daily, Sat, or Sun Fashion pages/section (A)	Newspapers
2728	SB000015ZC	Newspaper sections look at/read daily, Sat, or Sun Food/cook pages/section (A)	Newspapers
2729	SB000013ZC	Newspaper sections look at/read daily, Sat, or Sun Home/garden pages/section (A)	Newspapers
2730	SB000009ZC	Newspaper sections look at/read daily, Sat, or Sun Internatl/national news (A)	Newspapers
2731	SB000012ZC	Newspaper sections look at/read daily, Sat, or Sun Local news section (A)	Newspapers
2732	SB000011ZC	Newspaper sections look at/read daily, Sat, or Sun Main/front page section (A)	Newspapers
2733	SB000010ZC	Newspaper sections look at/read daily, Sat, or Sun Movie listings/reviews (A)	Newspapers
2734	SB000008ZC	Newspaper sections look at/read daily, Sat, or Sun Science and tech pages (A)	Newspapers
2735	SB000007ZC	Newspaper sections look at/read daily, Sat, or Sun Sports pages/section (A)	Newspapers
2736	SB004096ZC	Newspaper sections look at/read daily, Sat, or Sun Travel (A)	Newspapers
2737	SB000006ZC	Newspaper sections look at/read daily, Sat, or Sun TV or radio listings (A)	Newspapers
2738	SB003788ZC	Sunday newspapers e-Edition - Average Issue Reader Any Sunday newspaper (A)	Newspapers
2739	SB003790ZC	Sunday newspapers e-Edition - Cume Any Sunday newspaper e-Edition (A)	Newspapers
2740	SB003781ZC	Sunday newspapers print edition - Average Issue Reader Any newspaper (A)	Newspapers
2741	SB003783ZC	Sunday newspapers print edition - Average Issue Reader LA: Los Angeles Times (A)	Newspapers
2742	SB003784ZC	Sunday newspapers print edition - Average Issue Reader New York Times (A)	Newspapers
2743	SB003785ZC	Sunday newspapers print edition - Average Issue Reader WS: Washington Post (A)	Newspapers
2744	SB003642ZC	Type of mobile device used to read newspapers iPad (A)	Newspapers
2745	SB003644ZC	Type of mobile device used to read newspapers iPhone (A)	Newspapers
2746	SB003646ZC	Type of mobile device used to read newspapers Other electronic device (A)	Newspapers
2747	SB003645ZC	Type of mobile device used to read newspapers Other smartphone (A)	Newspapers
2748	SB003643ZC	Type of mobile device used to read newspapers Other tablet (A)	Newspapers
2749	SB003648ZC	Used mobile device to read newspapers past 30 days No (A)	Newspapers
2750	SB003647ZC	Used mobile device to read newspapers past 30 days Yes (A)	Newspapers
2751	SB003293ZC	Yellow Pages (printed) past 7 days No (A)	Newspapers
2752	SB003292ZC	Yellow Pages (printed) past 7 days Yes (A)	Newspapers
2753	MM61724ZC	Actions Taken from Reading Newspaper: Cut Out an Ad for Later Reference- 1mo (A)	PM Magazines and Newspapers
2754	MM61725ZC	Actions Taken from Reading Newspaper: Purchased an Ad Product- 1mo (A)	PM Magazines and Newspapers
2755	MM61727ZC	Actions Taken from Reading Newspaper: Shopped at an Advertised Store- 1mo (A)	PM Magazines and Newspapers
2756	MM04453ZC	Read AARP- The Magazine (A)	PM Magazines and Newspapers
2757	MM06100ZC	Read AARP- The Magazine- Last Issue (A)	PM Magazines and Newspapers
2758	MM50456ZC	Read All You - Last Issue (A)	PM Magazines and Newspapers
2759	MM50455ZC	Read All You Magazine (A)	PM Magazines and Newspapers
2760	MM02783ZC	Read Allure (A)	PM Magazines and Newspapers

ORDER	VARIABLE	DESCRIPTION	CATEGORY
2761	MM06105ZC	Read Allure- Last Issue (A)	PM Magazines and Newspapers
2762	MM02784ZC	Read American Baby (A)	PM Magazines and Newspapers
2763	MM06110ZC	Read American Baby- Last Issue (A)	PM Magazines and Newspapers
2764	MM06890ZC	Read American Hunter (A)	PM Magazines and Newspapers
2765	MM06895ZC	Read American Hunter- Last Issue (A)	PM Magazines and Newspapers
2766	MM06900ZC	Read American Legion Magazine (A)	PM Magazines and Newspapers
2767	MM06905ZC	Read American Legion Magazine- Last Issue (A)	PM Magazines and Newspapers
2768	MM50454ZC	Read Any Magazine- 6mo (A)	PM Magazines and Newspapers
2769	MM42005ZC	Read Any Spanish Language Magazine- 6mo (A)	PM Magazines and Newspapers
2770	MM02786ZC	Read Architectural Digest (A)	PM Magazines and Newspapers
2771	MM06125ZC	Read Architectural Digest- Last Issue (A)	PM Magazines and Newspapers
2772	MM06910ZC	Read Audubon Magazine (A)	PM Magazines and Newspapers
2773	MM02788ZC	Read Automobile Magazine (A)	PM Magazines and Newspapers
2774	MM06135ZC	Read Automobile Magazine- Last Issue (A)	PM Magazines and Newspapers
2775	MM06930ZC	Read Backpacker (A)	PM Magazines and Newspapers
2776	MM02790ZC	Read Barron's (A)	PM Magazines and Newspapers
2777	MM02791ZC	Read Bassmaster (A)	PM Magazines and Newspapers
2778	MM06150ZC	Read Bassmaster- Last Issue (A)	PM Magazines and Newspapers
2779	MM02792ZC	Read Better Homes & Gardens (A)	PM Magazines and Newspapers
2780	MM06155ZC	Read Better Homes & Gardens- Last Issue (A)	PM Magazines and Newspapers
2781	MM02793ZC	Read Bicycling (A)	PM Magazines and Newspapers
2782	MM50458ZC	Read Birds & Blooms- Last Issue (A)	PM Magazines and Newspapers
2783	MM50457ZC	Read Birds & Blooms Magazine (A)	PM Magazines and Newspapers
2784	MM02794ZC	Read Black Enterprise (A)	PM Magazines and Newspapers
2785	MM06165ZC	Read Black Enterprise- Last Issue (A)	PM Magazines and Newspapers
2786	MM02795ZC	Read Boating (A)	PM Magazines and Newspapers
2787	MM02796ZC	Read Bon Appetit (A)	PM Magazines and Newspapers
2788	MM06175ZC	Read Bon Appetit- Last Issue (A)	PM Magazines and Newspapers
2789	MM02797ZC	Read Brides (A)	PM Magazines and Newspapers
2790	MM06180ZC	Read Brides- Last Issue (A)	PM Magazines and Newspapers
2791	MM02800ZC	Read Car & Driver (A)	PM Magazines and Newspapers
2792	MM06190ZC	Read Car & Driver- Last Issue (A)	PM Magazines and Newspapers
2793	MM02801ZC	Read Car Craft (A)	PM Magazines and Newspapers
2794	MM02802ZC	Read Catholic Digest (A)	PM Magazines and Newspapers
2795	MM50182ZC	Read Chicago Tribune- Sunday (A)	PM Magazines and Newspapers
2796	MM06205ZC	Read Chicago Tribune- Sunday- Last Issue (A)	PM Magazines and Newspapers
2797	MM04455ZC	Read Cigar Aficionado (A)	PM Magazines and Newspapers
2798	MM02804ZC	Read Coastal Living (A)	PM Magazines and Newspapers
2799	MM06215ZC	Read Coastal Living- Last Issue (A)	PM Magazines and Newspapers
2800	MM50724ZC	Read Conde Nast Traveler (A)	PM Magazines and Newspapers
2801	MM50725ZC	Read Conde Nast Traveler- Last Issue (A)	PM Magazines and Newspapers
2802	MM02807ZC	Read Consumer Reports (A)	PM Magazines and Newspapers
2803	MM06230ZC	Read Consumer Reports- Last Issue (A)	PM Magazines and Newspapers
2804	MM02808ZC	Read Cooking Light (A)	PM Magazines and Newspapers
2805	MM06235ZC	Read Cooking Light- Last Issue (A)	PM Magazines and Newspapers
2806	MM02809ZC	Read Cosmopolitan (A)	PM Magazines and Newspapers
2807	MM06245ZC	Read Cosmopolitan- Last Issue (A)	PM Magazines and Newspapers
2808	MM02811ZC	Read Country Living (A)	PM Magazines and Newspapers
2809	MM06255ZC	Read Country Living- Last Issue (A)	PM Magazines and Newspapers
2810	MM02812ZC	Read Cycle World (A)	PM Magazines and Newspapers
2811	MM50462ZC	Read Delta Sky- Last Issue (A)	PM Magazines and Newspapers
2812	MM50461ZC	Read Delta Sky Magazine (A)	PM Magazines and Newspapers
2813	MM08045ZC	Read Details (A)	PM Magazines and Newspapers
2814	MM50463ZC	Read Diabetes Self-Management (A)	PM Magazines and Newspapers
2815	MM50464ZC	Read Diabetes Self-Management- Last Issue (A)	PM Magazines and Newspapers
2816	MM06940ZC	Read Dirt Rider Magazine (A)	PM Magazines and Newspapers
2817	MM02815ZC	Read Discover (A)	PM Magazines and Newspapers
2818	MM06270ZC	Read Discover- Last Issue (A)	PM Magazines and Newspapers
2819	MM42629ZC	Read Dwell (A)	PM Magazines and Newspapers
2820	MM50467ZC	Read EatingWell (A)	PM Magazines and Newspapers
2821	MM50468ZC	Read EatingWell- Last Issue (A)	PM Magazines and Newspapers
2822	MM02816ZC	Read Ebony (A)	PM Magazines and Newspapers
2823	MM06275ZC	Read Ebony- Last Issue (A)	PM Magazines and Newspapers
2824	MM02817ZC	Read Elle (A)	PM Magazines and Newspapers
2825	MM02818ZC	Read Elle Decor (A)	PM Magazines and Newspapers
2826	MM06280ZC	Read Elle- Last Issue (A)	PM Magazines and Newspapers
2827	MM02819ZC	Read Entertainment Weekly (A)	PM Magazines and Newspapers
2828	MM06290ZC	Read Entertainment Weekly- Last Issue (A)	PM Magazines and Newspapers
2829	MM02820ZC	Read Entrepreneur (A)	PM Magazines and Newspapers

ORDER	VARIABLE	DESCRIPTION	CATEGORY
2830	MM06295ZC	Read Entrepreneur- Last Issue (A)	PM Magazines and Newspapers
2831	MM02821ZC	Read ESPN The Magazine (A)	PM Magazines and Newspapers
2832	MM06300ZC	Read ESPN The Magazine- Last Issue (A)	PM Magazines and Newspapers
2833	MM02822ZC	Read Esquire (A)	PM Magazines and Newspapers
2834	MM06305ZC	Read Esquire- Last Issue (A)	PM Magazines and Newspapers
2835	MM02823ZC	Read Essence (A)	PM Magazines and Newspapers
2836	MM06310ZC	Read Essence- Last Issue (A)	PM Magazines and Newspapers
2837	MM41895ZC	Read Every Day with Rachel Ray (A)	PM Magazines and Newspapers
2838	MM41896ZC	Read Every Day with Rachel Ray- Last Issue (A)	PM Magazines and Newspapers
2839	MM02824ZC	Read Family Circle (A)	PM Magazines and Newspapers
2840	MM06315ZC	Read Family Circle- Last Issue (A)	PM Magazines and Newspapers
2841	MM02825ZC	Read Family Fun (A)	PM Magazines and Newspapers
2842	MM06320ZC	Read Family Fun- Last Issue (A)	PM Magazines and Newspapers
2843	MM02826ZC	Read Family Handyman (A)	PM Magazines and Newspapers
2844	MM06325ZC	Read Family Handyman- Last Issue (A)	PM Magazines and Newspapers
2845	MM02828ZC	Read Field & Stream (A)	PM Magazines and Newspapers
2846	MM06330ZC	Read Field & Stream- Last Issue (A)	PM Magazines and Newspapers
2847	MM06960ZC	Read Fit Pregnancy Magazine (A)	PM Magazines and Newspapers
2848	MM02830ZC	Read Fitness (A)	PM Magazines and Newspapers
2849	MM06340ZC	Read Fitness- Last Issue (A)	PM Magazines and Newspapers
2850	MM02831ZC	Read Food & Wine (A)	PM Magazines and Newspapers
2851	MM06345ZC	Read Food & Wine- Last Issue (A)	PM Magazines and Newspapers
2852	MM50726ZC	Read Food Network Magazine (A)	PM Magazines and Newspapers
2853	MM50727ZC	Read Food Network Magazine- Last Issue (A)	PM Magazines and Newspapers
2854	MM02832ZC	Read Forbes (A)	PM Magazines and Newspapers
2855	MM06350ZC	Read Forbes- Last Issue (A)	PM Magazines and Newspapers
2856	MM02833ZC	Read Fortune (A)	PM Magazines and Newspapers
2857	MM06355ZC	Read Fortune- Last Issue (A)	PM Magazines and Newspapers
2858	MM06970ZC	Read Four Wheeler Magazine (A)	PM Magazines and Newspapers
2859	MM06980ZC	Read Game & Fish Magazine (A)	PM Magazines and Newspapers
2860	MM06985ZC	Read Game & Fish/Sportsman- Last Issue (A)	PM Magazines and Newspapers
2861	MM02834ZC	Read Glamour (A)	PM Magazines and Newspapers
2862	MM06365ZC	Read Glamour- Last Issue (A)	PM Magazines and Newspapers
2863	MM02835ZC	Read Golf Digest (A)	PM Magazines and Newspapers
2864	MM06370ZC	Read Golf Digest- Last Issue (A)	PM Magazines and Newspapers
2865	MM02836ZC	Read Golf Magazine (A)	PM Magazines and Newspapers
2866	MM06375ZC	Read Golf Magazine- Last Issue (A)	PM Magazines and Newspapers
2867	MM02837ZC	Read Good Housekeeping (A)	PM Magazines and Newspapers
2868	MM06380ZC	Read Good Housekeeping- Last Issue (A)	PM Magazines and Newspapers
2869	MM02839ZC	Read GQ (A)	PM Magazines and Newspapers
2870	MM06390ZC	Read GQ- Last Issue (A)	PM Magazines and Newspapers
2871	MM02840ZC	Read Guns & Ammo (A)	PM Magazines and Newspapers
2872	MM06395ZC	Read Guns & Ammo- Last Issue (A)	PM Magazines and Newspapers
2873	MM02842ZC	Read Harper's Bazaar (A)	PM Magazines and Newspapers
2874	MM06405ZC	Read Harper's Bazaar- Last Issue (A)	PM Magazines and Newspapers
2875	MM02843ZC	Read Health (A)	PM Magazines and Newspapers
2876	MM06410ZC	Read Health- Last Issue (A)	PM Magazines and Newspapers
2877	MM02845ZC	Read Hot Rod (A)	PM Magazines and Newspapers
2878	MM06420ZC	Read Hot Rod- Last Issue (A)	PM Magazines and Newspapers
2879	MM02847ZC	Read House Beautiful (A)	PM Magazines and Newspapers
2880	MM06430ZC	Read House Beautiful- Last Issue (A)	PM Magazines and Newspapers
2881	MM02848ZC	Read Hunting (A)	PM Magazines and Newspapers
2882	MM06435ZC	Read Hunting- Last Issue (A)	PM Magazines and Newspapers
2883	MM02849ZC	Read In Style (A)	PM Magazines and Newspapers
2884	MM06440ZC	Read In Style- Last Issue (A)	PM Magazines and Newspapers
2885	MM02850ZC	Read Inc. (A)	PM Magazines and Newspapers
2886	MM02853ZC	Read Kiplinger's Personal Finance (A)	PM Magazines and Newspapers
2887	MM06990ZC	Read Latina (A)	PM Magazines and Newspapers
2888	MM41962ZC	Read Life & Style Weekly (A)	PM Magazines and Newspapers
2889	MM41963ZC	Read Life & Style Weekly- Last Issue (A)	PM Magazines and Newspapers
2890	MM50183ZC	Read Los Angeles Times- Sunday (A)	PM Magazines and Newspapers
2891	MM02857ZC	Read Marie Claire (A)	PM Magazines and Newspapers
2892	MM06480ZC	Read Marie Claire- Last Issue (A)	PM Magazines and Newspapers
2893	MM02858ZC	Read Martha Stewart Living (A)	PM Magazines and Newspapers
2894	MM06485ZC	Read Martha Stewart Living- Last Issue (A)	PM Magazines and Newspapers
2895	MM02859ZC	Read Maxim (A)	PM Magazines and Newspapers
2896	MM06490ZC	Read Maxim- Last Issue (A)	PM Magazines and Newspapers
2897	MM02860ZC	Read Men's Fitness (A)	PM Magazines and Newspapers
2898	MM06495ZC	Read Men's Fitness- Last Issue (A)	PM Magazines and Newspapers

ORDER	VARIABLE	DESCRIPTION	CATEGORY
2899	MM02861ZC	Read Men's Health (A)	PM Magazines and Newspapers
2900	MM06500ZC	Read Men's Health- Last Issue (A)	PM Magazines and Newspapers
2901	MM02865ZC	Read Money (A)	PM Magazines and Newspapers
2902	MM06520ZC	Read Money- Last Issue (A)	PM Magazines and Newspapers
2903	MM41965ZC	Read More (A)	PM Magazines and Newspapers
2904	MM02866ZC	Read Motor Trend (A)	PM Magazines and Newspapers
2905	MM06525ZC	Read Motor Trend- Last Issue (A)	PM Magazines and Newspapers
2906	MM02867ZC	Read Motorcyclist (A)	PM Magazines and Newspapers
2907	MM02868ZC	Read Muscle & Fitness (A)	PM Magazines and Newspapers
2908	MM06535ZC	Read Muscle & Fitness- Last Issue (A)	PM Magazines and Newspapers
2909	MM02869ZC	Read National Enquirer (A)	PM Magazines and Newspapers
2910	MM06540ZC	Read National Enquirer- Last Issue (A)	PM Magazines and Newspapers
2911	MM02870ZC	Read National Geographic (A)	PM Magazines and Newspapers
2912	MM42630ZC	Read National Geographic Kids (A)	PM Magazines and Newspapers
2913	MM42648ZC	Read National Geographic Kids- Last Issue (A)	PM Magazines and Newspapers
2914	MM06545ZC	Read National Geographic- Last Issue (A)	PM Magazines and Newspapers
2915	MM02871ZC	Read National Geographic Traveler (A)	PM Magazines and Newspapers
2916	MM06550ZC	Read National Geographic Traveler- Last Issue (A)	PM Magazines and Newspapers
2917	MM02872ZC	Read New York Magazine (A)	PM Magazines and Newspapers
2918	MM06555ZC	Read New York Magazine- Last Issue (A)	PM Magazines and Newspapers
2919	MM50184ZC	Read New York Times- Daily (A)	PM Magazines and Newspapers
2920	MM06560ZC	Read New York Times- Daily- Last Issue (A)	PM Magazines and Newspapers
2921	MM50185ZC	Read New York Times- Sunday (A)	PM Magazines and Newspapers
2922	MM50728ZC	Read New York Times- Sunday- Last Issue (A)	PM Magazines and Newspapers
2923	MM02877ZC	Read O- The Oprah Magazine (A)	PM Magazines and Newspapers
2924	MM06580ZC	Read O- The Oprah Magazine- Last Issue (A)	PM Magazines and Newspapers
2925	MM41983ZC	Read OK! Weekly (A)	PM Magazines and Newspapers
2926	MM41984ZC	Read OK! Weekly- Last Issue (A)	PM Magazines and Newspapers
2927	MM02878ZC	Read Outdoor Life (A)	PM Magazines and Newspapers
2928	MM06585ZC	Read Outdoor Life- Last Issue (A)	PM Magazines and Newspapers
2929	MM02879ZC	Read Outside (A)	PM Magazines and Newspapers
2930	MM50186ZC	Read Parade Carrier Newspaper (A)	PM Magazines and Newspapers
2931	MM06595ZC	Read Parade- Last Issue (A)	PM Magazines and Newspapers
2932	MM02882ZC	Read Parents Magazine (A)	PM Magazines and Newspapers
2933	MM06075ZC	Read Parents Magazine- Last Issue (A)	PM Magazines and Newspapers
2934	MM02886ZC	Read People (A)	PM Magazines and Newspapers
2935	MM07010ZC	Read People en Espanol (A)	PM Magazines and Newspapers
2936	MM07015ZC	Read People en Espanol- Last Issue (A)	PM Magazines and Newspapers
2937	MM06620ZC	Read People- Last Issue (A)	PM Magazines and Newspapers
2938	MM02888ZC	Read Playboy (A)	PM Magazines and Newspapers
2939	MM06625ZC	Read Playboy- Last Issue (A)	PM Magazines and Newspapers
2940	MM02890ZC	Read Popular Mechanics (A)	PM Magazines and Newspapers
2941	MM06635ZC	Read Popular Mechanics- Last Issue (A)	PM Magazines and Newspapers
2942	MM50471ZC	Read Popular Photography (A)	PM Magazines and Newspapers
2943	MM02892ZC	Read Popular Science (A)	PM Magazines and Newspapers
2944	MM06080ZC	Read Popular Science- Last Issue (A)	PM Magazines and Newspapers
2945	MM02894ZC	Read Prevention (A)	PM Magazines and Newspapers
2946	MM06645ZC	Read Prevention- Last Issue (A)	PM Magazines and Newspapers
2947	MM07020ZC	Read Psychology Magazine (A)	PM Magazines and Newspapers
2948	MM07025ZC	Read Psychology Magazine- Last Issue (A)	PM Magazines and Newspapers
2949	MM02895ZC	Read Reader's Digest (A)	PM Magazines and Newspapers
2950	MM06650ZC	Read Reader's Digest- Last Issue (A)	PM Magazines and Newspapers
2951	MM02896ZC	Read Redbook (A)	PM Magazines and Newspapers
2952	MM06655ZC	Read Redbook- Last Issue (A)	PM Magazines and Newspapers
2953	MM02897ZC	Read Road & Track (A)	PM Magazines and Newspapers
2954	MM06660ZC	Read Road & Track- Last Issue (A)	PM Magazines and Newspapers
2955	MM02898ZC	Read Rolling Stone (A)	PM Magazines and Newspapers
2956	MM06665ZC	Read Rolling Stone- Last Issue (A)	PM Magazines and Newspapers
2957	MM02899ZC	Read Runner's World (A)	PM Magazines and Newspapers
2958	MM06670ZC	Read Runner's World- Last Issue (A)	PM Magazines and Newspapers
2959	MM02901ZC	Read Scientific American (A)	PM Magazines and Newspapers
2960	MM06680ZC	Read Scientific American- Last Issue (A)	PM Magazines and Newspapers
2961	MM02902ZC	Read Self (A)	PM Magazines and Newspapers
2962	MM06685ZC	Read Self- Last Issue (A)	PM Magazines and Newspapers
2963	MM07060ZC	Read Ser Padres Magazine (A)	PM Magazines and Newspapers
2964	MM02903ZC	Read Seventeen (A)	PM Magazines and Newspapers
2965	MM06690ZC	Read Seventeen- Last Issue (A)	PM Magazines and Newspapers
2966	MM02904ZC	Read Shape (A)	PM Magazines and Newspapers
2967	MM06695ZC	Read Shape- Last Issue (A)	PM Magazines and Newspapers



ORDER	VARIABLE	DESCRIPTION	CATEGORY
2968	MM50729ZC	Read Siempre Mujer (A)	PM Magazines and Newspapers
2969	MM02905ZC	Read Ski (A)	PM Magazines and Newspapers
2970	MM02908ZC	Read Smithsonian (A)	PM Magazines and Newspapers
2971	MM06715ZC	Read Smithsonian- Last Issue (A)	PM Magazines and Newspapers
2972	MM02909ZC	Read Soap Opera Digest (A)	PM Magazines and Newspapers
2973	MM06720ZC	Read Soap Opera Digest- Last Issue (A)	PM Magazines and Newspapers
2974	MM02911ZC	Read Southern Living (A)	PM Magazines and Newspapers
2975	MM06730ZC	Read Southern Living- Last Issue (A)	PM Magazines and Newspapers
2976	MM02915ZC	Read Sports Illustrated (A)	PM Magazines and Newspapers
2977	MM06750ZC	Read Sports Illustrated- Last Issue (A)	PM Magazines and Newspapers
2978	MM02916ZC	Read Star (A)	PM Magazines and Newspapers
2979	MM06755ZC	Read Star- Last Issue (A)	PM Magazines and Newspapers
2980	MM02919ZC	Read Sunset (A)	PM Magazines and Newspapers
2981	MM06765ZC	Read Sunset- Last Issue (A)	PM Magazines and Newspapers
2982	MM02921ZC	Read Tennis (A)	PM Magazines and Newspapers
2983	MM42006ZC	Read The Atlantic (A)	PM Magazines and Newspapers
2984	MM50459ZC	Read The Costco Connection (A)	PM Magazines and Newspapers
2985	MM50460ZC	Read The Costco Connection- Last Issue (A)	PM Magazines and Newspapers
2986	MM02949ZC	Read The Economist (A)	PM Magazines and Newspapers
2987	MM06885ZC	Read The Economist- Last Issue (A)	PM Magazines and Newspapers
2988	MM02923ZC	Read The New Yorker (A)	PM Magazines and Newspapers
2989	MM06775ZC	Read The New Yorker- Last Issue (A)	PM Magazines and Newspapers
2990	MM02925ZC	Read This Old House (A)	PM Magazines and Newspapers
2991	MM06780ZC	Read This Old House- Last Issue (A)	PM Magazines and Newspapers
2992	MM02926ZC	Read Time (A)	PM Magazines and Newspapers
2993	MM06785ZC	Read Time- Last Issue (A)	PM Magazines and Newspapers
2994	MM02927ZC	Read Town & Country (A)	PM Magazines and Newspapers
2995	MM06790ZC	Read Town & Country- Last Issue (A)	PM Magazines and Newspapers
2996	MM02928ZC	Read Traditional Home (A)	PM Magazines and Newspapers
2997	MM06795ZC	Read Traditional Home- Last Issue (A)	PM Magazines and Newspapers
2998	MM02929ZC	Read Travel & Leisure (A)	PM Magazines and Newspapers
2999	MM06800ZC	Read Travel & Leisure- Last Issue (A)	PM Magazines and Newspapers
3000	MM50187ZC	Read Tribune (8) Daily (A)	PM Magazines and Newspapers
3001	MM42009ZC	Read Tribune (8) Daily- Last Issue (A)	PM Magazines and Newspapers
3002	MM50188ZC	Read Tribune (8) Sunday (A)	PM Magazines and Newspapers
3003	MM42011ZC	Read Tribune (8) Weekly- Last Issue (A)	PM Magazines and Newspapers
3004	MM50731ZC	Read United Hemispheres (A)	PM Magazines and Newspapers
3005	MM50732ZC	Read United Hemispheres- Last Issue (A)	PM Magazines and Newspapers
3006	MM50733ZC	Read USA Hockey (A)	PM Magazines and Newspapers
3007	MM50189ZC	Read USA Today (A)	PM Magazines and Newspapers
3008	MM06810ZC	Read USA Today- Daily- Last Issue (A)	PM Magazines and Newspapers
3009	MM02935ZC	Read Vanity Fair (A)	PM Magazines and Newspapers
3010	MM06820ZC	Read Vanity Fair- Last Issue (A)	PM Magazines and Newspapers
3011	MM04458ZC	Read Veranda (A)	PM Magazines and Newspapers
3012	MM07070ZC	Read VFW Magazine (A)	PM Magazines and Newspapers
3013	MM07075ZC	Read VFW Magazine- Last Issue (A)	PM Magazines and Newspapers
3014	MM02937ZC	Read Vogue (A)	PM Magazines and Newspapers
3015	MM06835ZC	Read Vogue- Last Issue (A)	PM Magazines and Newspapers
3016	MM07080ZC	Read W Magazine (A)	PM Magazines and Newspapers
3017	MM50190ZC	Read Wall Street Journal (A)	PM Magazines and Newspapers
3018	MM06840ZC	Read Wall Street Journal- Daily- Last Issue (A)	PM Magazines and Newspapers
3019	MM50191ZC	Read Washington Post Sunday (A)	PM Magazines and Newspapers
3020	MM06845ZC	Read Washington Post- Sunday- Last Issue (A)	PM Magazines and Newspapers
3021	MM50192ZC	Read WebMD Magazine (A)	PM Magazines and Newspapers
3022	MM50193ZC	Read WebMD Magazine- Last Issue (A)	PM Magazines and Newspapers
3023	MM04459ZC	Read Wine Spectator (A)	PM Magazines and Newspapers
3024	MM06850ZC	Read Wine Spectator- Last Issue (A)	PM Magazines and Newspapers
3025	MM04460ZC	Read Wired (A)	PM Magazines and Newspapers
3026	MM06855ZC	Read Wired- Last Issue (A)	PM Magazines and Newspapers
3027	MM02940ZC	Read Woman's Day (A)	PM Magazines and Newspapers
3028	MM06860ZC	Read Woman's Day- Last Issue (A)	PM Magazines and Newspapers
3029	MM02941ZC	Read Woman's World (A)	PM Magazines and Newspapers
3030	MM06865ZC	Read Woman's World- Last Issue (A)	PM Magazines and Newspapers
3031	MM42631ZC	Read Women's Health (A)	PM Magazines and Newspapers
3032	MM42649ZC	Read Women's Health- Last Issue (A)	PM Magazines and Newspapers
3033	MM02944ZC	Read Yachting (A)	PM Magazines and Newspapers
3034	MM42632ZC	Read Yoga Journal (A)	PM Magazines and Newspapers
3035	MM42650ZC	Read Yoga Journal- Last Issue (A)	PM Magazines and Newspapers
3036	MM42651ZC	Read Weekday Newspaper- Advertisements Section (A)	PM Magazines and Newspapers

ORDER	VARIABLE	DESCRIPTION	CATEGORY
3037	MM42633ZC	Read Weekday Newspaper- Business/Finance Section (A)	PM Magazines and Newspapers
3038	MM42634ZC	Read Weekday Newspaper- Circulars/Inserts/Fliers Section (A)	PM Magazines and Newspapers
3039	MM42635ZC	Read Weekday Newspaper- Classified Advertising Section (A)	PM Magazines and Newspapers
3040	MM42636ZC	Read Weekday Newspaper- Comics Section (A)	PM Magazines and Newspapers
3041	MM42637ZC	Read Weekday Newspaper- Editorial Section (A)	PM Magazines and Newspapers
3042	MM42652ZC	Read Weekday Newspaper- Entertainment/Lifestyle Section (A)	PM Magazines and Newspapers
3043	MM42638ZC	Read Weekday Newspaper- Fashion Section (A)	PM Magazines and Newspapers
3044	MM05545ZC	Read Weekday Newspaper- Food/Cooking Section (A)	PM Magazines and Newspapers
3045	MM61728ZC	Read Weekday Newspaper- Health Section (A)	PM Magazines and Newspapers
3046	MM42639ZC	Read Weekday Newspaper- Home/Home Design/Furnishings/Garden Section (A)	PM Magazines and Newspapers
3047	MM42653ZC	Read Weekday Newspaper- International/National News Section (A)	PM Magazines and Newspapers
3048	MM42654ZC	Read Weekday Newspaper- Local News Section (A)	PM Magazines and Newspapers
3049	MM42655ZC	Read Weekday Newspaper- Main News/Front Page Section (A)	PM Magazines and Newspapers
3050	MM42640ZC	Read Weekday Newspaper- Movie Listings/Reviews Section (A)	PM Magazines and Newspapers
3051	MM42641ZC	Read Weekday Newspaper- Science/Technology Section (A)	PM Magazines and Newspapers
3052	MM42642ZC	Read Weekday Newspaper- Sports Section (A)	PM Magazines and Newspapers
3053	MM42643ZC	Read Weekday Newspaper- Travel Section (A)	PM Magazines and Newspapers
3054	MM42656ZC	Read Weekday Newspaper- TV Listings Section (A)	PM Magazines and Newspapers
3055	MM50473ZC	Read Weekday Newspaper- Weather Section (A)	PM Magazines and Newspapers
3056	MM05670ZC	Read Weekend Newspaper- Advertisements Section (A)	PM Magazines and Newspapers
3057	MM05610ZC	Read Weekend Newspaper- Business/Finance Section (A)	PM Magazines and Newspapers
3058	MM05675ZC	Read Weekend Newspaper- Circulars/Inserts/Flyer Section (A)	PM Magazines and Newspapers
3059	MM05615ZC	Read Weekend Newspaper- Classified Section (A)	PM Magazines and Newspapers
3060	MM05590ZC	Read Weekend Newspaper- Comics Section (A)	PM Magazines and Newspapers
3061	MM05620ZC	Read Weekend Newspaper- Editorial Section (A)	PM Magazines and Newspapers
3062	MM05625ZC	Read Weekend Newspaper- Entertainment/Lifestyle Section (A)	PM Magazines and Newspapers
3063	MM05630ZC	Read Weekend Newspaper- Fashion Section (A)	PM Magazines and Newspapers
3064	MM05635ZC	Read Weekend Newspaper- Food/Cooking Section (A)	PM Magazines and Newspapers
3065	MM61729ZC	Read Weekend Newspaper- Health Section (A)	PM Magazines and Newspapers
3066	MM05640ZC	Read Weekend Newspaper- Home Design/Gardening Section (A)	PM Magazines and Newspapers
3067	MM05600ZC	Read Weekend Newspaper- International/National News Section (A)	PM Magazines and Newspapers
3068	MM05605ZC	Read Weekend Newspaper- Local News Section (A)	PM Magazines and Newspapers
3069	MM05595ZC	Read Weekend Newspaper- Main News/Front Page Section (A)	PM Magazines and Newspapers
3070	MM05645ZC	Read Weekend Newspaper- Movie Listings/Reviews Section (A)	PM Magazines and Newspapers
3071	MM05650ZC	Read Weekend Newspaper- Science/Technology Section (A)	PM Magazines and Newspapers
3072	MM05655ZC	Read Weekend Newspaper- Sports Section (A)	PM Magazines and Newspapers
3073	MM05660ZC	Read Weekend Newspaper- Travel Section (A)	PM Magazines and Newspapers
3074	MM05665ZC	Read Weekend Newspaper- TV Listings Section (A)	PM Magazines and Newspapers
3075	MM51000ZC	Read Weekend Newspaper- Weather Section (A)	PM Magazines and Newspapers
3076	MM61734ZC	Weekday Newspaper Advertising: Not at All Useful (A)	PM Magazines and Newspapers
3077	MM61735ZC	Weekday Newspaper Advertising: Somewhat Useful (A)	PM Magazines and Newspapers
3078	MM61736ZC	Weekday Newspaper Advertising: Very Useful (A)	PM Magazines and Newspapers
3079	MM61737ZC	Weekend Newspaper Advertising: Not at All Useful (A)	PM Magazines and Newspapers
3080	MM61738ZC	Weekend Newspaper Advertising: Somewhat Useful (A)	PM Magazines and Newspapers
3081	MM61739ZC	Weekend Newspaper Advertising: Very Useful (A)	PM Magazines and Newspapers
3082	MM50297ZC	Outdoor Quintile: I (Heavy) (A)	Print Media Usage
3083	MM50298ZC	Outdoor Quintile: II (A)	Print Media Usage
3084	MM50299ZC	Outdoor Quintile: III (A)	Print Media Usage
3085	MM50300ZC	Outdoor Quintile: IV (A)	Print Media Usage
3086	MM50301ZC	Outdoor Quintile: V (Light) (A)	Print Media Usage
3087	MM02963ZC	Magazine Quintile: I (Heavy) (A)	Print Media Usage
3088	MM02964ZC	Magazine Quintile: II (A)	Print Media Usage
3089	MM02965ZC	Magazine Quintile: III (A)	Print Media Usage
3090	MM02966ZC	Magazine Quintile: IV (A)	Print Media Usage
3091	MM02967ZC	Magazine Quintile: V (Light) (A)	Print Media Usage
3092	MM02962ZC	Read Magazines- Lower Half (A)	Print Media Usage
3093	MM02968ZC	Read Magazines- Upper Half (A)	Print Media Usage
3094	MM02984ZC	Newspaper Quintile: I (Heavy) (A)	Print Media Usage
3095	MM02985ZC	Newspaper Quintile: II (A)	Print Media Usage
3096	MM02986ZC	Newspaper Quintile: III (A)	Print Media Usage
3097	MM02987ZC	Newspaper Quintile: IV (A)	Print Media Usage
3098	MM02988ZC	Newspaper Quintile: V (Light) (A)	Print Media Usage
3099	MM02982ZC	Read Newspaper- Lower Half (A)	Print Media Usage
3100	MM02993ZC	Read Newspaper- Upper Half (A)	Print Media Usage
3101	MM50754ZC	Read Any Digital Reproduction of Magazine (A)	Print Media Usage
3102	MM50753ZC	Read Any Electronic Version of Magazine (A)	Print Media Usage
3103	MM50756ZC	Read Any Magazine App (showing a digital magazine) of Magazine (A)	Print Media Usage
3104	MM50751ZC	Read Any Magazine on a cell phone or other mobile device (A)	Print Media Usage
3105	MM50750ZC	Read Any Magazine on a laptop or desktop (A)	Print Media Usage

ORDER	VARIABLE	DESCRIPTION	CATEGORY
3106	MM50752ZC	Read Any Magazine on an e-reader or table (A)	Print Media Usage
3107	MM50755ZC	Read Any Magazine Website of Magazine (A)	Print Media Usage
3108	MM50749ZC	Read Any Newspaper (electronic edition)-1mo (A)	Print Media Usage
3109	MM02947ZC	Read Airline Magazines- Net Audience (A)	Print Media Usage
3110	MM61740ZC	Read American Rifleman (A)	Print Media Usage
3111	MM61741ZC	Read American Rifleman Last Issue (A)	Print Media Usage
3112	MM61742ZC	Read American Way (A)	Print Media Usage
3113	MM61743ZC	Read Arthritis Today (A)	Print Media Usage
3114	MM61744ZC	Read Arthritis Today Last Issue (A)	Print Media Usage
3115	MM02948ZC	Read Automotive Magazines- Net Audience (A)	Print Media Usage
3116	MM08135ZC	Read Babies Magazines- Net Audience (A)	Print Media Usage
3117	MM02950ZC	Read Boating Magazines- Net Audience (A)	Print Media Usage
3118	MM61745ZC	Read Bridal Guide (A)	Print Media Usage
3119	MM61746ZC	Read Bridal Guide Last Issue (A)	Print Media Usage
3120	MM02951ZC	Read Bridal Magazines- Net Audience (A)	Print Media Usage
3121	MM02952ZC	Read Business/Finance Magazines- Net Audience (A)	Print Media Usage
3122	MM02953ZC	Read Computer Magazines- Net Audience (A)	Print Media Usage
3123	MM61747ZC	Read Country Sampler (A)	Print Media Usage
3124	MM02954ZC	Read Daily Newspaper (A)	Print Media Usage
3125	MM61748ZC	Read Diabetes Forecast (A)	Print Media Usage
3126	MM61750ZC	Read Ducks Unlimited (A)	Print Media Usage
3127	MM61751ZC	Read Ducks Unlimited Last Issue (A)	Print Media Usage
3128	MM02955ZC	Read Epicurean Magazines- Net Audience (A)	Print Media Usage
3129	MM61752ZC	Read First For Women (A)	Print Media Usage
3130	MM61753ZC	Read First For Women Last Issue (A)	Print Media Usage
3131	MM02956ZC	Read Fishing/Hunting Magazines- Net Audience (A)	Print Media Usage
3132	MM61754ZC	Read Flying (A)	Print Media Usage
3133	MM02957ZC	Read Fraternal Magazines- Net Audience (A)	Print Media Usage
3134	MM61755ZC	Read Game Informer (A)	Print Media Usage
3135	MM61756ZC	Read Game Informer Last Issue (A)	Print Media Usage
3136	MM02959ZC	Read General Editorial Magazines- Net Audience (A)	Print Media Usage
3137	MM61758ZC	Read Guideposts (A)	Print Media Usage
3138	MM61759ZC	Read Guideposts Last Issue (A)	Print Media Usage
3139	MM02960ZC	Read Health Magazines- Net Audience (A)	Print Media Usage
3140	MM02961ZC	Read Home Services Magazines- Net Audience (A)	Print Media Usage
3141	MM61760ZC	Read In Touch (A)	Print Media Usage
3142	MM61761ZC	Read In-Fisherman (A)	Print Media Usage
3143	MM61762ZC	Read In-Fisherman Last Issue (A)	Print Media Usage
3144	MM02970ZC	Read Men's Magazines- Net Audience (A)	Print Media Usage
3145	MM61765ZC	Read Metro-Puck Carrier Newspapers Last Issue (A)	Print Media Usage
3146	MM61766ZC	Read Midwest Living (A)	Print Media Usage
3147	MM61767ZC	Read Midwest Living Last Issue (A)	Print Media Usage
3148	MM61768ZC	Read Mother Earth News (A)	Print Media Usage
3149	MM61769ZC	Read National Wildlife (A)	Print Media Usage
3150	MM61770ZC	Read National Wildlife Last Issue (A)	Print Media Usage
3151	MM02973ZC	Read News Weekly Magazines- Net Audience (A)	Print Media Usage
3152	MM02994ZC	Read Newspaper-Distributed Magazines- Net Audience (A)	Print Media Usage
3153	MM02996ZC	Read Parenthood Magazines- Net Audience (A)	Print Media Usage
3154	MM61771ZC	Read Real Simple (A)	Print Media Usage
3155	MM61772ZC	Read Real Simple Last Issue (A)	Print Media Usage
3156	MM61773ZC	Read Salt Water Sportsman (A)	Print Media Usage
3157	MM61774ZC	Read Scholastic Parent & Child (A)	Print Media Usage
3158	MM61775ZC	Read Scholastic Parent & Child Last Issue (A)	Print Media Usage
3159	MM02998ZC	Read Science/Tech Magazines- Net Audience (A)	Print Media Usage
3160	MM61776ZC	Read Sierra (A)	Print Media Usage
3161	MM02999ZC	Read Sports Magazines- Net Audience (A)	Print Media Usage
3162	MM61779ZC	Read Street Rodder (A)	Print Media Usage
3163	MM61780ZC	Read Sunday Mag/Net Carrier Newspapers Last Issue (A)	Print Media Usage
3164	MM03000ZC	Read Sunday Newspaper (A)	Print Media Usage
3165	MM61781ZC	Read Super Chevy (A)	Print Media Usage
3166	MM61782ZC	Read Teen Vogue (A)	Print Media Usage
3167	MM61783ZC	Read Teen Vogue Last Issue (A)	Print Media Usage
3168	MM61784ZC	Read Texas Monthly (A)	Print Media Usage
3169	MM61785ZC	Read Texas Monthly Last Issue (A)	Print Media Usage
3170	MM03001ZC	Read Travel Magazines- Net Audience (A)	Print Media Usage
3171	MM61786ZC	Read TV Guide (A)	Print Media Usage
3172	MM61787ZC	Read TV Guide Last Issue (A)	Print Media Usage
3173	MM61790ZC	Read Us Weekly (A)	Print Media Usage
3174	MM61791ZC	Read Us Weekly Last Issue (A)	Print Media Usage

ORDER	VARIABLE	DESCRIPTION	CATEGORY
3175	MM03002ZC	Read Video Games/PC & Console Magazines- Net Audience (A)	Print Media Usage
3176	MM03003ZC	Read Women's Fashion Magazines- Net Audience (A)	Print Media Usage
3177	MM03004ZC	Read Women's Magazines- Net Audience (A)	Print Media Usage
3178	MM61793ZC	Read Yankee (A)	Print Media Usage
3179	MM61795ZC	Read Daily Newspaper: 1 (A)	Print Media Usage
3180	MM61796ZC	Read Daily Newspaper: 2 or More (A)	Print Media Usage
3181	MM61797ZC	Read Sunday Newspaper: 1 (A)	Print Media Usage
3182	MM61798ZC	Read Sunday Newspaper: 2 or More (A)	Print Media Usage
3183	MM50474ZC	Saw Alternative Ads at bus stops or train stations- 1mo (A)	Print Media Usage
3184	MM50475ZC	Saw Alternative Ads at bus stops or train stations- 6mo (A)	Print Media Usage
3185	MM50476ZC	Saw Alternative Ads at sports or entertainment events- 1mo (A)	Print Media Usage
3186	MM50477ZC	Saw Alternative Ads at sports or entertainment events- 6mo (A)	Print Media Usage
3187	MM50480ZC	Saw Alternative Ads in stores (not video ads)- 1mo (A)	Print Media Usage
3188	MM50481ZC	Saw Alternative Ads in stores (not video ads)- 6mo (A)	Print Media Usage
3189	MM50482ZC	Saw Alternative Ads inside taxis- 1mo (A)	Print Media Usage
3190	MM50483ZC	Saw Alternative Ads inside taxis- 6mo (A)	Print Media Usage
3191	MM50484ZC	Saw Alternative Ads on Billboards - 1mo (A)	Print Media Usage
3192	MM50485ZC	Saw Alternative Ads on Billboards- 6mo (A)	Print Media Usage
3193	MM50486ZC	Saw Alternative Ads on buses/trains- 1mo (A)	Print Media Usage
3194	MM50487ZC	Saw Alternative Ads on buses/trains- 6mo (A)	Print Media Usage
3195	MM50489ZC	Saw Alternative Ads on phone booths- 6mo (A)	Print Media Usage
3196	MM50490ZC	Saw Alternative Ads on postcards- 1mo (A)	Print Media Usage
3197	MM50491ZC	Saw Alternative Ads on postcards- 6mo (A)	Print Media Usage
3198	MM61799ZC	Saw Alternative Ads on posters at movie theaters- 1mo (A)	Print Media Usage
3199	MM61800ZC	Saw Alternative Ads on posters at movie theaters- 6mo (A)	Print Media Usage
3200	MM50492ZC	Saw Alternative Ads on top of taxis- 1mo (A)	Print Media Usage
3201	MM50493ZC	Saw Alternative Ads on top of taxis- 6mo (A)	Print Media Usage
3202	MM50494ZC	Saw Alternative Ads sent to a cell phone or mobile device- 1mo (A)	Print Media Usage
3203	MM50495ZC	Saw Alternative Ads sent to a cell phone or mobile device- 6mo (A)	Print Media Usage
3204	MM61801ZC	Saw Alternative Ads shown on-screen before the start of a movie- 1mo (A)	Print Media Usage
3205	MM61802ZC	Saw Alternative Ads shown on-screen before the start of a movie- 6mo (A)	Print Media Usage
3206	MM61803ZC	Saw Alternative Product placement in movies- 1mo (A)	Print Media Usage
3207	MM61804ZC	Saw Alternative Product placement in movies- 6mo (A)	Print Media Usage
3208	MM61805ZC	Saw Alternative Product placement in TV shows- 1mo (A)	Print Media Usage
3209	MM61806ZC	Saw Alternative Product placement in TV shows- 6mo (A)	Print Media Usage
3210	MM61807ZC	Saw Alternative Product placement in video games- 1mo (A)	Print Media Usage
3211	MM61808ZC	Saw Alternative Product placement in video games- 6mo (A)	Print Media Usage
3212	MM61809ZC	Saw Digital/Video Ads at coffee shops, cafes or delis- 1mo (A)	Print Media Usage
3213	MM50500ZC	Saw Digital/Video Ads at gas stations- 1mo (A)	Print Media Usage
3214	MM50501ZC	Saw Digital/Video Ads at gas stations- 6mo (A)	Print Media Usage
3215	MM50502ZC	Saw Digital/Video Ads in airports- 1mo (A)	Print Media Usage
3216	MM50503ZC	Saw Digital/Video Ads in airports- 6mo (A)	Print Media Usage
3217	MM50504ZC	Saw Digital/Video Ads in bars/pubs - 6mo (A)	Print Media Usage
3218	MM50505ZC	Saw Digital/Video Ads in bars/pubs- 1mo (A)	Print Media Usage
3219	MM61810ZC	Saw Digital/Video Ads in coffee shops, cafes or delis- 6mo (A)	Print Media Usage
3220	MM61811ZC	Saw Digital/Video Ads in convenience stores- 1mo (A)	Print Media Usage
3221	MM61812ZC	Saw Digital/Video Ads in convenience stores- 6mo (A)	Print Media Usage
3222	MM61813ZC	Saw Digital/Video Ads in drug stores- 1mo (A)	Print Media Usage
3223	MM61814ZC	Saw Digital/Video Ads in drug stores- 6mo (A)	Print Media Usage
3224	MM61815ZC	Saw Digital/Video Ads in fast food or family restaurants- 1mo (A)	Print Media Usage
3225	MM61816ZC	Saw Digital/Video Ads in fast food or family restaurants- 6mo (A)	Print Media Usage
3226	MM61817ZC	Saw Digital/Video Ads in grocery stores- 1mo (A)	Print Media Usage
3227	MM61818ZC	Saw Digital/Video Ads in grocery stores- 6mo (A)	Print Media Usage
3228	MM50506ZC	Saw Digital/Video Ads in gym/health clubs- 1mo (A)	Print Media Usage
3229	MM50507ZC	Saw Digital/Video Ads in gym/health clubs- 6mo (A)	Print Media Usage
3230	MM61819ZC	Saw Digital/Video Ads in large discount/department stores- 1mo (A)	Print Media Usage
3231	MM61820ZC	Saw Digital/Video Ads in large discount/department stores- 6mo (A)	Print Media Usage
3232	MM50508ZC	Saw Digital/Video Ads in medical offices- 1mo (A)	Print Media Usage
3233	MM50509ZC	Saw Digital/Video Ads in medical offices- 6mo (A)	Print Media Usage
3234	MM61821ZC	Saw Digital/Video Ads in movie theater lobbies- 1mo (A)	Print Media Usage
3235	MM61822ZC	Saw Digital/Video Ads in movie theater lobbies- 6mo (A)	Print Media Usage
3236	MM50510ZC	Saw Digital/Video Ads in office building elevators- 1mo (A)	Print Media Usage
3237	MM50511ZC	Saw Digital/Video Ads in office building elevators- 6mo (A)	Print Media Usage
3238	MM61823ZC	Saw Digital/Video Ads in office building lobbies- 1mo (A)	Print Media Usage
3239	MM61824ZC	Saw Digital/Video Ads in office building lobbies- 6mo (A)	Print Media Usage
3240	MM61825ZC	Saw Digital/Video Ads in other stores- 1mo (A)	Print Media Usage
3241	MM61826ZC	Saw Digital/Video Ads in other stores- 6mo (A)	Print Media Usage
3242	MM50514ZC	Saw Digital/Video Ads in shopping malls- 1mo (A)	Print Media Usage
3243	MM50515ZC	Saw Digital/Video Ads in shopping malls- 6mo (A)	Print Media Usage

ORDER	VARIABLE	DESCRIPTION	CATEGORY
3244	MM61827ZC	Saw Digital/Video Ads in warehouse/club stores- 1mo (A)	Print Media Usage
3245	MM61828ZC	Saw Digital/Video Ads in warehouse/club stores- 6mo (A)	Print Media Usage
3246	MM50496ZC	Saw Infomercials- 1mo (A)	Print Media Usage
3247	MM50497ZC	Saw Infomercials- 6mo (A)	Print Media Usage
3248	MM50498ZC	Saw Offers or Ads sent to your home by mail - 1mo (A)	Print Media Usage
3249	MM50499ZC	Saw Offers or Ads sent to your home by mail- 6mo (A)	Print Media Usage
3250	MM61829ZC	Use Any Internet Yellow Pages- 1wk (A)	Print Media Usage
3251	MM61831ZC	Use Any Print Yellow Pages- 1wk (A)	Print Media Usage
3252	MM41421ZC	Use Paper Yellow Pages for Attorneys- 1yr (A)	Print Media Usage
3253	MM42080ZC	Use Paper Yellow Pages for Auto Dealers & Sales- 1yr (A)	Print Media Usage
3254	MM41374ZC	Use Paper Yellow Pages for Auto Parts & Supplies- 1yr (A)	Print Media Usage
3255	MM41376ZC	Use Paper Yellow Pages for Auto Repair & Services- 1yr (A)	Print Media Usage
3256	MM42658ZC	Use Paper Yellow Pages for Banking- Finance & Insurance- 1yr (A)	Print Media Usage
3257	MM41411ZC	Use Paper Yellow Pages for Beauty Salons- 1yr (A)	Print Media Usage
3258	MM61839ZC	Use Paper Yellow Pages for Carpet Cleaning- 1yr (A)	Print Media Usage
3259	MM41433ZC	Use Paper Yellow Pages for Department Stores- 1yr (A)	Print Media Usage
3260	MM42659ZC	Use Paper Yellow Pages for Doctors- Dentists and other Medical Services- 1yr (A)	Print Media Usage
3261	MM42660ZC	Use Paper Yellow Pages for Electronic Equipment- Supplies & Service- 1yr (A)	Print Media Usage
3262	MM41416ZC	Use Paper Yellow Pages for Florists- 1yr (A)	Print Media Usage
3263	MM61847ZC	Use Paper Yellow Pages for Home Appliance Repairs- 1yr (A)	Print Media Usage
3264	MM42661ZC	Use Paper Yellow Pages for Home Improvement & Repairs- 1yr (A)	Print Media Usage
3265	MM42664ZC	Use Paper Yellow Pages for Other- 1yr (A)	Print Media Usage
3266	MM41419ZC	Use Paper Yellow Pages for Pharmacies- 1yr (A)	Print Media Usage
3267	MM41389ZC	Use Paper Yellow Pages for Pizza- 1yr (A)	Print Media Usage
3268	MM42665ZC	Use Paper Yellow Pages for Plumbers & Electricians- 1yr (A)	Print Media Usage
3269	MM41378ZC	Use Paper Yellow Pages for Restaurants- 1yr (A)	Print Media Usage
3270	MM41390ZC	Use Paper Yellow Pages for Supermarkets/Grocers- 1yr (A)	Print Media Usage
3271	MM41379ZC	Use Paper Yellow Pages for Theaters- 1yr (A)	Print Media Usage
3272	MM41435ZC	Use Paper Yellow Pages-Any Reference (Net)- 1yr (A)	Print Media Usage
3273	MM61830ZC	Use Yellow Pages- 1yr (A)	Print Media Usage
3274	MM61832ZC	Use Yellow Pages for Attorneys- 1yr (A)	Print Media Usage
3275	MM61833ZC	Use Yellow Pages for Auto - Dealers & Sales- 1yr (A)	Print Media Usage
3276	MM61834ZC	Use Yellow Pages for Auto - Other- 1yr (A)	Print Media Usage
3277	MM61835ZC	Use Yellow Pages for Auto - Parts & Supplies- 1yr (A)	Print Media Usage
3278	MM61836ZC	Use Yellow Pages for Auto - Repair & Services- 1yr (A)	Print Media Usage
3279	MM61838ZC	Use Yellow Pages for Beauty Salons- 1yr (A)	Print Media Usage
3280	MM61840ZC	Use Yellow Pages for Carpet Cleaning- 1yr (A)	Print Media Usage
3281	MM61841ZC	Use Yellow Pages for Department Stores- 1yr (A)	Print Media Usage
3282	MM61842ZC	Use Yellow Pages for Doctors, Dentists and Other Medical Services- 1yr (A)	Print Media Usage
3283	MM61844ZC	Use Yellow Pages for Education/Schools- 1yr (A)	Print Media Usage
3284	MM61845ZC	Use Yellow Pages for Electronic Equipment, Supplies & Services- 1yr (A)	Print Media Usage
3285	MM61846ZC	Use Yellow Pages for Florists- 1yr (A)	Print Media Usage
3286	MM61848ZC	Use Yellow Pages for Home Appliance Repairs- 1yr (A)	Print Media Usage
3287	MM61849ZC	Use Yellow Pages for Home Improvement & Repairs- 1yr (A)	Print Media Usage
3288	MM61850ZC	Use Yellow Pages for Household Furnishings- 1yr (A)	Print Media Usage
3289	MM61851ZC	Use Yellow Pages for Jewelers/Jewelry- 1yr (A)	Print Media Usage
3290	MM61852ZC	Use Yellow Pages for Other- 1yr (A)	Print Media Usage
3291	MM61853ZC	Use Yellow Pages for Pharmacies- 1yr (A)	Print Media Usage
3292	MM61854ZC	Use Yellow Pages for Pizza- 1yr (A)	Print Media Usage
3293	MM61855ZC	Use Yellow Pages for Plumbers & Electricians- 1yr (A)	Print Media Usage
3294	MM61856ZC	Use Yellow Pages for Real Estate- 1yr (A)	Print Media Usage
3295	MM61857ZC	Use Yellow Pages for Restaurants- 1yr (A)	Print Media Usage
3296	MM61859ZC	Use Yellow Pages for Supermarkets/Grocers- 1yr (A)	Print Media Usage
3297	MM61860ZC	Use Yellow Pages for Theaters- 1yr (A)	Print Media Usage
3298	MM61861ZC	Use Yellow Pages for Travel - Airlines/Airline Tickets- 1yr (A)	Print Media Usage
3299	MM61862ZC	Use Yellow Pages for Travel - Hotels/Motels- 1yr (A)	Print Media Usage
3300	MM61863ZC	Use Yellow Pages for Travel - Other Services- 1yr (A)	Print Media Usage
3301	MM50759ZC	Visited Better Homes & Gardens website (A)	Print Media Usage
3302	MM50761ZC	Visited Consumer Reports website (A)	Print Media Usage
3303	MM50762ZC	Visited Cooking Light website (A)	Print Media Usage
3304	MM50766ZC	Visited Discover website (A)	Print Media Usage
3305	MM50769ZC	Visited Entertainment Weekly website (A)	Print Media Usage
3306	MM50771ZC	Visited Fitness website (A)	Print Media Usage
3307	MM50773ZC	Visited Food Network Magazine website (A)	Print Media Usage
3308	MM50774ZC	Visited Forbes website (A)	Print Media Usage
3309	MM50782ZC	Visited Mens Health website (A)	Print Media Usage
3310	MM50783ZC	Visited Money website (A)	Print Media Usage
3311	MM50786ZC	Visited National Geographic Traveler website (A)	Print Media Usage
3312	MM50785ZC	Visited National Geographic website (A)	Print Media Usage



ORDER	VARIABLE	DESCRIPTION	CATEGORY
3313	MM50791ZC	Visited People website (A)	Print Media Usage
3314	MM50795ZC	Visited Rolling Stone website (A)	Print Media Usage
3315	MM50796ZC	Visited Sports Illustrated website (A)	Print Media Usage
3316	MM50797ZC	Visited Time website (A)	Print Media Usage
3317	MM50799ZC	Visited USA Today website (A)	Print Media Usage
3318	MM50801ZC	Visited Wall Street Journal website (A)	Print Media Usage
3319	MM50802ZC	Visited WebMD Magazine website (A)	Print Media Usage
3320	MM50803ZC	Visited Weight Watchers website (A)	Print Media Usage
3321	MM50804ZC	Visited Wired website (A)	Print Media Usage
3322	MM04551ZC	Ads Are More Manipulative Than Informative- Agree (A)	Psychographics
3323	MM04549ZC	Ads Keep Me Up-to-Date about Products/Services I Want- Agree (A)	Psychographics
3324	MM04554ZC	Brands in Ads Better Quality Than Brands Not - Agree (A)	Psychographics
3325	MM04553ZC	Like to Look at Ads- Agree (A)	Psychographics
3326	MM04550ZC	Many Prods Don't Perform as Well as Ads claim- Agree (A)	Psychographics
3327	MM04552ZC	Most Ads Are Annoying- Agree (A)	Psychographics
3328	MM41444ZC	Find Vehicle I Like- Recommend to People I Know - Agree (A)	Psychographics
3329	MM41445ZC	Fun to Drive a Top Consideration in my Purchasing Decision- Agree (A)	Psychographics
3330	MM41446ZC	I Buy Vehicles that Reflect my Commitment to the Environment- Agree (A)	Psychographics
3331	MM41447ZC	I Purchase Most Expensive Model with all Luxury Options- Agree (A)	Psychographics
3332	MM41448ZC	Rebates/incentives strongly influence new vehicle purchasing decision- Agree (A)	Psychographics
3333	MM41449ZC	Want the Cheapest and Easiest to Maintain Vehicle I can Find- Agree (A)	Psychographics
3334	MM04476ZC	Annoyed by all of the Signs in Stores- Agree (A)	Psychographics
3335	MM04502ZC	Brand Name is the Best Indication of Quality- Agree (A)	Psychographics
3336	MM04468ZC	Buy Based on Quality- Not Price- Agree (A)	Psychographics
3337	MM04480ZC	Buy Brands that Reflect My Style- Agree (A)	Psychographics
3338	MM04483ZC	Buy the Brands I Grew Up With- Agree (A)	Psychographics
3339	MM04503ZC	Buy Things My Friends/Neighbors Approve of- Agree (A)	Psychographics
3340	MM04461ZC	Buying American Products Is Important to Me- Agree (A)	Psychographics
3341	MM04474ZC	Celebrity Endorsement May Influence Buying Product- Agree (A)	Psychographics
3342	MM04492ZC	Change Brands Often for Variety/Novelty- Agree (A)	Psychographics
3343	MM04485ZC	Check Ingredients/Nutrition of Food Before Buy- Agree (A)	Psychographics
3344	MM04494ZC	Choose Store Because Store Personnel Service- Agree (A)	Psychographics
3345	MM50197ZC	Concerned about Environment When Buying Natural Products- Agree (A)	Psychographics
3346	MM50196ZC	Concerned about Family Health When Buying Natural Products- Agree (A)	Psychographics
3347	MM04465ZC	Don't Buy Based on Advertising- Agree (A)	Psychographics
3348	MM04486ZC	Don't Have Time to Save Coupons- Agree (A)	Psychographics
3349	MM50198ZC	Enjoy Wandering Store for New and Interesting Products- Agree (A)	Psychographics
3350	MM04478ZC	Environmental Safety More Important than Convenience- Agree (A)	Psychographics
3351	MM50199ZC	Expect Brands I Buy to support Social Causes- Agree (A)	Psychographics
3352	MM04473ZC	Favorite Grocery Store Offers Low Prices every day- Agree (A)	Psychographics
3353	MM04496ZC	First of My Friends to Try New Products/Services- Agree (A)	Psychographics
3354	MM50200ZC	Generic/store brand products are as effective as brand-name products- Agree (A)	Psychographics
3355	MM50202ZC	I am more likely to buy brands that support a cause that I care about- Agree (A)	Psychographics
3356	MM50201ZC	I Smell Personal Care and Household Products in Store Before I Buy- Agree (A)	Psychographics
3357	MM04482ZC	I Tend to Make Impulse Purchases- Agree (A)	Psychographics
3358	MM04471ZC	Important that Salespeople Know their Products- Agree (A)	Psychographics
3359	MM04472ZC	Influenced by What's Hot and What's Not- Agree (A)	Psychographics
3360	MM50203ZC	Important How Personal Care and Household Products Smell- Agree (A)	Psychographics
3361	MM04462ZC	Know Price of the Foods/Packaged Goods I Buy- Agree (A)	Psychographics
3362	MM50518ZC	Like to Compare Sites Prices Before Purchasing Online - Agree (A)	Psychographics
3363	MM50519ZC	Like to Share My Opinions on Products/Services Posting Reviews Online- Agree (A)	Psychographics
3364	MM04466ZC	Like to Shop Around Before Making a Purchase- Agree (A)	Psychographics
3365	MM04487ZC	My Kids Have an Impact on the Brands I Choose- Agree (A)	Psychographics
3366	MM50195ZC	Number One Goal When Shopping is to Save as Much Money as Possible- Agree (A)	Psychographics
3367	MM50520ZC	Offer of Free Shipping Attracts Me to Shopping Site - Agree (A)	Psychographics
3368	MM50521ZC	Often Save Money by Buying Previously Used Items Online - Agree (A)	Psychographics
3369	MM04477ZC	Often Seek Advice of Others Before Buying- Agree (A)	Psychographics
3370	MM50522ZC	Only Purchase Products Online When I Have Coupon or Promo Code- Agree (A)	Psychographics
3371	MM04475ZC	Only Use Coupons for Brands I Usually Buy- Agree (A)	Psychographics
3372	MM04488ZC	Pay Extra For a Product that Suits My Image- Agree (A)	Psychographics
3373	MM04481ZC	People Ask Me for Purchasing Advice- Agree (A)	Psychographics
3374	MM04484ZC	Prefer Products With the Latest Technology- Agree (A)	Psychographics
3375	MM50523ZC	Prefer Purchasing Items Online for Set Price vs. Bidding in Auctions- Agree (A)	Psychographics
3376	MM04497ZC	Prefer Stores with Many Familiar Brands- Agree (A)	Psychographics
3377	MM04501ZC	Prefer To Shop At Specialized Stores- Agree (A)	Psychographics
3378	MM04469ZC	Price Is More Important than Brand Names- Agree (A)	Psychographics
3379	MM04499ZC	Rather Receive Sample than Price-Off Coupon- Agree (A)	Psychographics
3380	MM04479ZC	Shopping Used to Be More Enjoyable- Agree (A)	Psychographics
3381	MM04470ZC	Spender Rather than a Saver- Agree (A)	Psychographics

ORDER	VARIABLE	DESCRIPTION	CATEGORY
3382	MM04489ZC	Spouse Has Impact on the Brands I Choose- Agree (A)	Psychographics
3383	MM04493ZC	Think Coupon Offer Means Overpriced Before- Agree (A)	Psychographics
3384	MM04463ZC	Think Shopping Is a Great Way to Relax- Agree (A)	Psychographics
3385	MM50524ZC	Typically Read Online Reviews Before Purchasing Online - Agree (A)	Psychographics
3386	MM50525ZC	Use the Internet to Buy Hard-to-Find Products - Agree (A)	Psychographics
3387	MM04498ZC	Wait for Others to Try Things Before I Buy- Agree (A)	Psychographics
3388	MM04490ZC	When I Find a Brand I Like- I Stick to It- Agree (A)	Psychographics
3389	MM04467ZC	Will Buy on Credit Rather than Wait- Agree (A)	Psychographics
3390	MM04491ZC	Will Pay More for a Brand I Trust- Agree (A)	Psychographics
3391	MM04500ZC	Will Pay More for Environmentally Safe Product- Agree (A)	Psychographics
3392	MM04495ZC	Will Switch Brands to Use a Cents-Off Coupon- Agree (A)	Psychographics
3393	MM42672ZC	Advertisements on Cell Phones are Annoying- Agree (A)	Psychographics
3394	MM42673ZC	Cell Phones are too Complicated these Days- Agree (A)	Psychographics
3395	MM42670ZC	Choosing Available Cell-Phone Models- Important (A)	Psychographics
3396	MM42668ZC	Choosing Available Cell-Service Plans- Important (A)	Psychographics
3397	MM42669ZC	Choosing Cell-Customer Service- Important (A)	Psychographics
3398	MM42671ZC	Choosing Cell-Service Coverage Area- Important (A)	Psychographics
3399	MM42675ZC	I am interested in watching live TV on my cell phone: Agree (A)	Psychographics
3400	MM42676ZC	I am Interested in Watching Video Clips on My Cell Phone- Agree (A)	Psychographics
3401	MM42677ZC	I Carry My Cell Phone Everywhere I Go- Agree (A)	Psychographics
3402	MM42678ZC	I Enjoy Customizing the Look and Sound of My Cell Phone- Agree (A)	Psychographics
3403	MM42674ZC	I Expect quality of video on cell phone to be equal to TV- Agree (A)	Psychographics
3404	MM42679ZC	I Often Use My Cell Phone to Make Phone Calls from My Home- Agree (A)	Psychographics
3405	MM42680ZC	I Only Answer My Cell Phone When I Know Who is Calling- Agree (A)	Psychographics
3406	MM42681ZC	I Think of My Mobile Phone as a Source of Entertainment- Agree (A)	Psychographics
3407	MM42690ZC	I Understand How to Use Most of the Features on My Cell Phone- Agree (A)	Psychographics
3408	MM42698ZC	I Would Pay Mthly Subscription Fee to Receive Live TV on Cell Phone- Agree (A)	Psychographics
3409	MM42699ZC	I Would Receive Ads on My Cell Phone for Lower Mthly Costs- Agree (A)	Psychographics
3410	MM42700ZC	I Would Receive Ads on My Cell Phone in Exchange for Services- Agree (A)	Psychographics
3411	MM42696ZC	I Would Text Message More Often if it Were Easier to Type- Agree (A)	Psychographics
3412	MM42697ZC	I Would Text Message More Often if it Were Less Expensive- Agree (A)	Psychographics
3413	MM42693ZC	I Would Use Internet on My Cell More Often if it were Easier to Read- Agree (A)	Psychographics
3414	MM42694ZC	I Would Use Internet on My Cell More Often if it were Less Expensive- Agree (A)	Psychographics
3415	MM42695ZC	I Would Use Internet on My Cell More Often if the Web Loaded Easier- Agree (A)	Psychographics
3416	MM42687ZC	I Would Use Some Features on Cell Phone but do not Know How to- Agree (A)	Psychographics
3417	MM42682ZC	I Would Use Text Messaging if I Knew How to do it- Agree (A)	Psychographics
3418	MM42683ZC	My Cell Phone is an Extension of My Personality- Agree (A)	Psychographics
3419	MM42684ZC	Often Annoyed By Others Talking Loudly on Cell Phones in Public- Agree (A)	Psychographics
3420	MM42685ZC	One Mobile Device that Can do Everything is Very Convenient- Agree (A)	Psychographics
3421	MM42686ZC	Primary Reason I have My Cell Phone is for Safety- Agree (A)	Psychographics
3422	MM42688ZC	Sometimes My Cell Phone Makes Me Feel that I am Too Available- Agree (A)	Psychographics
3423	MM42689ZC	Text Messaging is an Important Part of My Daily Life- Agree (A)	Psychographics
3424	MM42691ZC	Want Cell Phone for Calls but do not Use Other Features- Agree (A)	Psychographics
3425	MM42692ZC	Will Keep Landline Telephone Even if Cell Service Improves- Agree (A)	Psychographics
3426	MM41450ZC	Better to Put Money in Low-risk- Even if Return not as Great- Agree (A)	Psychographics
3427	MM41451ZC	Find Financial Products/Services I like- Recommend to Others- Agree (A)	Psychographics
3428	MM41452ZC	I Find the Ups and Downs of the Financial Markets Exciting- Agree (A)	Psychographics
3429	MM41453ZC	Investing in the Stock Market is too Risky for Me- Agree (A)	Psychographics
3430	MM41454ZC	Like to Take Risks when Investing for Chance of High Return- Agree (A)	Psychographics
3431	MM41455ZC	Find Food Product Like- I Recommend to Others- Agree (A)	Psychographics
3432	MM65015ZC	Dinners in My Home Are Usually Planned Ahead of Time- Agree (A)	Psychographics
3433	MM65016ZC	During a Given Week, I Cook Meals Frequently- Agree (A)	Psychographics
3434	MM65017ZC	Eating at a Fast Food Restaurant Is Fun- Agree (A)	Psychographics
3435	MM65018ZC	Fast Food Is Junk Food- Agree (A)	Psychographics
3436	MM65019ZC	Food Is a Comfort to Me- Agree (A)	Psychographics
3437	MM65020ZC	Frozen Dinners are a Convenient Alternative For a Meal- Agree (A)	Psychographics
3438	MM41456ZC	I Don't Allow Junk Food in my Home- Agree (A)	Psychographics
3439	MM65021ZC	I Don't Have Very Much Interest In Cooking- Agree (A)	Psychographics
3440	MM65022ZC	I Don't Pay Much Attention to My Intake of Fat- Agree (A)	Psychographics
3441	MM65023ZC	I Enjoy Being Creative In the Kitchen- Agree (A)	Psychographics
3442	MM65024ZC	I Enjoy Trying Different Types of Food- Agree (A)	Psychographics
3443	MM65025ZC	I Evaluate the Nutrition of Menu Items When Ordering at a Restaurant- Agree (A)	Psychographics
3444	MM65026ZC	I Indulge My Cravings For Sweets- Agree (A)	Psychographics
3445	MM65027ZC	I Let My Children Make Their Own Decisions Ordering at a Restaurant- Agree (A)	Psychographics
3446	MM65028ZC	I Often Use Recipes When Preparing a meal- Agree (A)	Psychographics
3447	MM65029ZC	I Only Eat Fast Food When I'm in a Rush- Agree (A)	Psychographics
3448	MM65030ZC	I Prefer Cooking With Fresh Food Rather Than Canned or Frozen- Agree (A)	Psychographics
3449	MM41457ZC	I Prefer Picking up Quick Meals to Cooking Meals- Agree (A)	Psychographics
3450	MM65031ZC	I Rarely Eat Frozen Dinners- Agree (A)	Psychographics

ORDER	VARIABLE	DESCRIPTION	CATEGORY
3451	MM41458ZC	I Regularly Eat Organic Foods- Agree (A)	Psychographics
3452	MM65032ZC	I Rely on Product Labels to Help Me Make Decisions When Food Shopping- Agree (A)	Psychographics
3453	MM65033ZC	I Try to Buy Foods Grown or Produced Locally (region where I live)- Agree (A)	Psychographics
3454	MM65034ZC	I Try to Eat a Healthy Breakfast Every Day- Agree (A)	Psychographics
3455	MM65035ZC	I Typically Celebrate Special Occasions at Restaurants- Agree (A)	Psychographics
3456	MM65036ZC	I Typically Drink Wine With Dinner- Agree (A)	Psychographics
3457	MM65037ZC	If a Food Item Is on Sale, I Buy Multiple Units to Stock Up- Agree (A)	Psychographics
3458	MM65038ZC	I'm a Creature of Habit, and Stick to the Food I Know I Like- Agree (A)	Psychographics
3459	MM65039ZC	I'm Always on the Lookout for Quick and Easy Meal Options- Agree (A)	Psychographics
3460	MM65040ZC	I'm Fine with Eating at a Restaurant By Myself- Agree (A)	Psychographics
3461	MM65041ZC	I'm Willing to Spend More for a Quality Bottle of Wine- Agree (A)	Psychographics
3462	MM65042ZC	Often, I Eat My Meals on the Run- Agree (A)	Psychographics
3463	MM41459ZC	Only Buy Food Items that are Name-Brand, Not Generic Brands- Agree (A)	Psychographics
3464	MM65043ZC	People Often Ask My Advice When it Comes to Food- Agree (A)	Psychographics
3465	MM41460ZC	Try to Eat Healthy and Pay Attention to my Nutrition- Agree (A)	Psychographics
3466	MM65044ZC	When I Find a Restaurant I Like, I Stick with It- Agree (A)	Psychographics
3467	MM41461ZC	Will Purchase Generic Brands Over My Normal Name-Brand- Agree (A)	Psychographics
3468	MM42701ZC	Children have a Right to be Spoiled- Agree (A)	Psychographics
3469	MM42702ZC	Company's Environment Record Important in Purchase Decisions- Agree (A)	Psychographics
3470	MM42703ZC	Even if Things Look Messy- I Know Where Everything is- Agree (A)	Psychographics
3471	MM50526ZC	Frequently Wish I Had More Time to Spend With My Family- Agree (A)	Psychographics
3472	MM42704ZC	Given the Choice- I Would be My Own Boss- Agree (A)	Psychographics
3473	MM42705ZC	Global Warming is a Serious Threat- Agree (A)	Psychographics
3474	MM42706ZC	Government Should Pay More Attention to Environmental Issues- Agree (A)	Psychographics
3475	MM42731ZC	I am Interested in Finding Out How I Can Help the Environment- Agree (A)	Psychographics
3476	MM42707ZC	I am so Busy I Often can't Finish Everything I Need to do in a Day- Agree (A)	Psychographics
3477	MM42708ZC	I am Typically Willing to Pay More for High-Quality Items- Agree (A)	Psychographics
3478	MM42709ZC	I am Very Interested in the Fine Arts- Agree (A)	Psychographics
3479	MM42710ZC	I Attend Religious Services Regularly- Agree (A)	Psychographics
3480	MM42711ZC	I Consider Myself a Spiritual Person- Agree (A)	Psychographics
3481	MM50527ZC	I Consider Myself Outspoken- Agree (A)	Psychographics
3482	MM42712ZC	I Consider Myself Sophisticated- Agree (A)	Psychographics
3483	MM50205ZC	I Consider Myself to be Very Sociable- Agree (A)	Psychographics
3484	MM42713ZC	I Don't Mind Giving Up My Personal Time for Work- Agree (A)	Psychographics
3485	MM42714ZC	I Enjoy Being the Center of Attention- Agree (A)	Psychographics
3486	MM50528ZC	I Enjoy Maintaining Traditions- Agree (A)	Psychographics
3487	MM42715ZC	I Enjoy Showing Off My Home to Guests- Agree (A)	Psychographics
3488	MM42716ZC	I Feel I am More Environmentally Conscious than Most- Agree (A)	Psychographics
3489	MM42717ZC	I Like to Give the Impression that My Life is Under Control- Agree (A)	Psychographics
3490	MM42718ZC	I Like to Learn About Foreign Cultures- Agree (A)	Psychographics
3491	MM42719ZC	I Like to Live a Lifestyle that Impresses Others- Agree (A)	Psychographics
3492	MM42720ZC	I Like to Shower my Loved Ones with Gifts- Agree (A)	Psychographics
3493	MM50529ZC	I Make Sure I Take Time for Myself Each Day- Agree (A)	Psychographics
3494	MM42721ZC	I Must Admit that I Work Most Weekends- Agree (A)	Psychographics
3495	MM42722ZC	I Often Feel Like My Life is Slipping Out of Control- Agree (A)	Psychographics
3496	MM42723ZC	I Often Find Myself in a Leadership Position- Agree (A)	Psychographics
3497	MM42724ZC	I Prefer a Set Routine in My Daily Life- Agree (A)	Psychographics
3498	MM42725ZC	I Purchase Products to Help Organize My Life- Agree (A)	Psychographics
3499	MM50530ZC	I See Myself as Somewhat of a Loner- Agree (A)	Psychographics
3500	MM42726ZC	I Seek Out Variety in My Everyday Life- Agree (A)	Psychographics
3501	MM42727ZC	I Strive to Achieve a High Social Status- Agree (A)	Psychographics
3502	MM42728ZC	I Try to Eat Dinner with My Family Almost Every Night- Agree (A)	Psychographics
3503	MM42729ZC	I Work Primarily for the Salary- Agree (A)	Psychographics
3504	MM50531ZC	I Would Continue Working Even If I Won the Lottery- Agree (A)	Psychographics
3505	MM42730ZC	I Would Rather Prepare a Meal than Eat in a Restaurant- Agree (A)	Psychographics
3506	MM50532ZC	Juggling Family and Work Demands Is Very Stressful for Me- Agree (A)	Psychographics
3507	MM42732ZC	Keeping a Neat and Organized Home is a Top Priority for Me- Agree (A)	Psychographics
3508	MM42733ZC	Marriage Should Only be Legal Between a Man and a Woman- Agree (A)	Psychographics
3509	MM50533ZC	My Cultural/Ethnic Heritage is an Important Part of Who I Am- Agree (A)	Psychographics
3510	MM42734ZC	My Friends are the Most Important Thing in My Life- Agree (A)	Psychographics
3511	MM42735ZC	My Goal is to Make it to the Top of My Profession- Agree (A)	Psychographics
3512	MM50534ZC	My Home is an Expression of My Personal Style- Agree (A)	Psychographics
3513	MM42736ZC	My Philosophy is Life Should be as Much Fun as Possible- Agree (A)	Psychographics
3514	MM50204ZC	Other Interests are Equally Important as Family- Agree (A)	Psychographics
3515	MM50535ZC	People Who Are Worried About the Environment Are Overreacting- Agree (A)	Psychographics
3516	MM42737ZC	Prayer is a Part of My Daily Life- Agree (A)	Psychographics
3517	MM42738ZC	Religion Should be the Pillar of Our Society- Agree (A)	Psychographics
3518	MM42739ZC	Risk-taking is Exciting to Me- Agree (A)	Psychographics
3519	MM42740ZC	Spending Time with My Family is My Top Priority- Agree (A)	Psychographics

ORDER	VARIABLE	DESCRIPTION	CATEGORY
3520	MM65060ZC	I Feel Really Good Seeing Celebrities that Share My Ethnic Background- Agree (A)	Psychographics
3521	MM42741ZC	Always Looking for New Ways to Live Healthier Life- Agree (A)	Psychographics
3522	MM41471ZC	Generic Medications as Effective as Brand-Name RX drugs- Agree (A)	Psychographics
3523	MM50206ZC	I am Happy with my Weight- Agree (A)	Psychographics
3524	MM41477ZC	I am Often First to try the Most Advanced Medicines- Agree (A)	Psychographics
3525	MM50536ZC	I consult my pharmacist for health advice- Agree (A)	Psychographics
3526	MM42742ZC	I Follow a Regular Exercise Routine- Agree (A)	Psychographics
3527	MM41472ZC	I Go to the Doctor Regularly for Check-Ups- Agree (A)	Psychographics
3528	MM41473ZC	I Prefer Alternative Medicine to Traditional Practices- Agree (A)	Psychographics
3529	MM41474ZC	I Prefer Popular Brand-Name Drugs- Even if They Cost More- Agree (A)	Psychographics
3530	MM41475ZC	I Rely on my Physician to Recommend Drug Brands- Agree (A)	Psychographics
3531	MM41476ZC	I Would Buy RX Drugs from Other Countries- to Save Money- Agree (A)	Psychographics
3532	MM50537ZC	Vitamin supplements improve one's health- Agree (A)	Psychographics
3533	MM42167ZC	In General- I feel I Eat Right- Agree (A)	Psychographics
3534	MM41478ZC	In General- I Think Herbal Supplements are Effective- Agree (A)	Psychographics
3535	MM42168ZC	In General- Newer Drug Brands Work Better than Older Brands- Agree (A)	Psychographics
3536	MM42743ZC	Over the Counter Medications are Safer than RX Drugs- Agree (A)	Psychographics
3537	MM04545ZC	Internet Ads Appear at Inconvenient Moments- Agree (A)	Psychographics
3538	MM04548ZC	Internet Ads Are Alike- Agree (A)	Psychographics
3539	MM04544ZC	Internet Ads Are Amusing- Agree (A)	Psychographics
3540	MM04547ZC	Internet Ads Are Repeated too Often- Agree (A)	Psychographics
3541	MM04543ZC	Internet Ads Give Good Info on New Products/Services- Agree (A)	Psychographics
3542	MM04542ZC	Internet Ads Give Good Information on Consumer Product Use- Agree (A)	Psychographics
3543	MM04540ZC	Internet Ads Give Useful Info on Bargains- Agree (A)	Psychographics
3544	MM04546ZC	Internet Ads Have No Credibility- Agree (A)	Psychographics
3545	MM04539ZC	Magazine Ads Are Alike- Agree (A)	Psychographics
3546	MM04538ZC	Magazine Ads Are Repeated too Often- Agree (A)	Psychographics
3547	MM04534ZC	Magazine Ads Give Good Info on Consumer Product Use- Agree (A)	Psychographics
3548	MM04535ZC	Magazine Ads Give Good Info on New Products/Services- Agree (A)	Psychographics
3549	MM04532ZC	Magazine Ads Give Useful Information on Bargains- Agree (A)	Psychographics
3550	MM04537ZC	Magazine Ads Have No Credibility- Agree (A)	Psychographics
3551	MM04531ZC	Newspaper Ads Are Alike- Agree (A)	Psychographics
3552	MM04528ZC	Newspaper Ads Are Amusing- Agree (A)	Psychographics
3553	MM04530ZC	Newspaper Ads Are Repeated too Often- Agree (A)	Psychographics
3554	MM04526ZC	Newspaper Ads Give Good Info on Consumer Products Use- Agree (A)	Psychographics
3555	MM04527ZC	Newspaper Ads Give Good Info on New Products/Services- Agree (A)	Psychographics
3556	MM04524ZC	Newspaper Ads Give Useful Info on Bargains- Agree (A)	Psychographics
3557	MM04529ZC	Newspaper Ads Have No Credibility- Agree (A)	Psychographics
3558	MM04519ZC	Radio Ads Appear at Inconvenient Moments- Agree (A)	Psychographics
3559	MM04523ZC	Radio Ads Are Alike- Agree (A)	Psychographics
3560	MM04522ZC	Radio Ads Are Repeated too Often- Agree (A)	Psychographics
3561	MM04516ZC	Radio Ads Give Good Info on Consumer Prod Use- Agree (A)	Psychographics
3562	MM04517ZC	Radio Ads Give Good Info on New Products/Services- Agree (A)	Psychographics
3563	MM04514ZC	Radio Ads Give Useful Info on Bargains- Agree (A)	Psychographics
3564	MM04521ZC	Radio Ads Have No Credibility- Agree (A)	Psychographics
3565	MM04509ZC	TV Ads Appear at Inconvenient Moments- Agree (A)	Psychographics
3566	MM04513ZC	TV Ads Are Alike- Agree (A)	Psychographics
3567	MM04508ZC	TV Ads Are Amusing- Agree (A)	Psychographics
3568	MM04512ZC	TV Ads Are Repeated too Often- Agree (A)	Psychographics
3569	MM04506ZC	TV Ads Give Good Info on Consumer Prod Use- Agree (A)	Psychographics
3570	MM04507ZC	TV Ads Give Good Info on New Products/Services- Agree (A)	Psychographics
3571	MM04504ZC	TV Ads Give Useful Info on Bargains- Agree (A)	Psychographics
3572	MM04511ZC	TV Ads Have No Credibility- Agree (A)	Psychographics
3573	MM04700ZC	Media Trusted the Most- Internet (A)	Psychographics
3574	MM04701ZC	Media Trusted the Most- Magazines (A)	Psychographics
3575	MM04702ZC	Media Trusted the Most- Newspapers (A)	Psychographics
3576	MM04703ZC	Media Trusted the Most- Radio (A)	Psychographics
3577	MM04704ZC	Media Trusted the Most- Television (A)	Psychographics
3578	MM04708ZC	Buying Electronics- Do As Much Research as Possible- Agree (A)	Psychographics
3579	MM41462ZC	Find Tech/Electronics Product I like- I Recommend to Others- Agree (A)	Psychographics
3580	MM41463ZC	I am Among First of my Friends to try new Technology Products- Agree (A)	Psychographics
3581	MM41464ZC	I am Willing to Pay More for Top Quality Electronics- Agree (A)	Psychographics
3582	MM65082ZC	Concerns about Security Issues Have Made Me Less Likely to Travel- Agree (A)	Psychographics
3583	MM41465ZC	Find a Great Vacation- I Recommend to Others- Agree (A)	Psychographics
3584	MM65083ZC	Group Tours are Fun and a Good Way to Meet People- Agree (A)	Psychographics
3585	MM65084ZC	I Enjoy Learning About Vacation Options from Others- Agree (A)	Psychographics
3586	MM65085ZC	I Frequently Choose Active Vacations with Lots to Do- Agree (A)	Psychographics
3587	MM65086ZC	I Love Doing Research on a Location Before I Go on Vacation- Agree (A)	Psychographics
3588	MM65087ZC	I Often Ask The Advice of Others When It Comes to Vacation Travel- Agree (A)	Psychographics



ORDER	VARIABLE	DESCRIPTION	CATEGORY
3589	MM65088ZC	I Often Take the Opportunity to Discuss Vacation Options w/Others- Agree (A)	Psychographics
3590	MM41466ZC	I Prefer Guided Tours to Traveling Independently- Agree (A)	Psychographics
3591	MM41467ZC	I Would Rather Travel in the U.S. than to a Foreign Location- Agree (A)	Psychographics
3592	MM65089ZC	I'd Rather Take a Few Weekend Vacations Than One Long Vacation- Agree (A)	Psychographics
3593	MM65090ZC	I'd Rather Travel By Myself or with Just a Small Group of People- Agree (A)	Psychographics
3594	MM65091ZC	I'm Happy to do Very Little, if any, Sightseeing on My Vacations- Agree (A)	Psychographics
3595	MM50538ZC	In general, price is more important vs. convenience in travel planning- Agree (A)	Psychographics
3596	MM50207ZC	Its Worth it to Pay more for Higher Quality Hotel Accommodations- Agree (A)	Psychographics
3597	MM50539ZC	Last-minute travel specials are a great way to get a bargain- Agree (A)	Psychographics
3598	MM65092ZC	On My Vacations, I Prefer Traveling to Places I've Never Been- Agree (A)	Psychographics
3599	MM65093ZC	Packaged Deals are Great, Because I Don't Have to Plan Too Much- Agree (A)	Psychographics
3600	MM65094ZC	People Often Ask My Advice When It Comes to Vacation Travel- Agree (A)	Psychographics
3601	MM50540ZC	Planning a vacation is just as much fun as the trip itself- Agree (A)	Psychographics
3602	MM41468ZC	Rather Book a Trip over the Internet than Meet Travel Agent- Agree (A)	Psychographics
3603	MM65095ZC	The Best Vacation is Restful Without Too Much Physical Exercise- Agree (A)	Psychographics
3604	MM65096ZC	The Internet is Not a Secure Way to Make Travel Plans- Agree (A)	Psychographics
3605	MM41469ZC	Travel/Hotel Discounts Strong Influence Where I Travel/Stay- Agree (A)	Psychographics
3606	MM65097ZC	Traveling to Foreign Places is Great for Learning Other Cultures- Agree (A)	Psychographics
3607	MM65098ZC	When I Find a Vacation Spot I Like, I Go Back Whenever I Can- Agree (A)	Psychographics
3608	MM41470ZC	Willing to Pay More for a Flight on my Favorite Airline- Agree (A)	Psychographics
3609	MM50541ZC	Going online is one of my favorite things to do with my free time- Agree (A)	Psychographics
3610	MM50542ZC	I like to keep my personal Internet pgs updated w/ info about my life- Agree (A)	Psychographics
3611	MM50543ZC	I would feel disconnected without the Internet- Agree (A)	Psychographics
3612	MM50544ZC	Instant Messenger Keeps Me in Touch With My Friends- Agree (A)	Psychographics
3613	MM50545ZC	I think people put too much private info about their lives on Internet- Agree (A)	Psychographics
3614	MM50546ZC	The Internet is a main source of entertainment for me- Agree (A)	Psychographics
3615	MM50547ZC	The Internet is a good thing, but I worry too much tech. can be bad- Agree (A)	Psychographics
3616	MM50548ZC	The Internet is a good way to meet new people- Agree (A)	Psychographics
3617	MM50549ZC	The Internet is great to get info on products/services I might buy- Agree (A)	Psychographics
3618	MM50550ZC	The Internet is a great way to actually buy products- Agree (A)	Psychographics
3619	MM50551ZC	The Internet is a great way to communicate with family/friends- Agree (A)	Psychographics
3620	MM50552ZC	The Internet allowed me to learn things I probably wouldn't have- Agree (A)	Psychographics
3621	MM50553ZC	The Internet has little impact on my daily life- Agree (A)	Psychographics
3622	MM50806ZC	Use Social-Networking site- 1mo (A)	Psychographics
3623	MM50807ZC	Use Social Network to find info about a movie, TV station or show- Important (A)	Psychographics
3624	MM50808ZC	Use Social Network to find info about news/other current events- Important (A)	Psychographics
3625	MM50809ZC	Use Social Network to find local information - Important (A)	Psychographics
3626	MM50810ZC	Use Social Network to find out about products and services - Important (A)	Psychographics
3627	MM50811ZC	Use Social Network to find people with interests similar to mine- Important (A)	Psychographics
3628	MM50812ZC	Use Social Network to Follow the activities of my friends/family - Important (A)	Psychographics
3629	MM50813ZC	Use Social Network to Keep in touch with family/friends - Important (A)	Psychographics
3630	MM50814ZC	Use Social Network to Meet new friends - Important (A)	Psychographics
3631	MM50815ZC	Use Social Network to Meet or network with professional contacts- Important (A)	Psychographics
3632	MM50816ZC	Use Social Network to Play games- Important (A)	Psychographics
3633	MM50817ZC	Use Social Network to Rate or review a product or service- Important (A)	Psychographics
3634	MM50818ZC	Use Social Network to Reconnect with people from my past- Important (A)	Psychographics
3635	MM50819ZC	Use Social Network to gain access to VIP or Members-Only events- Important (A)	Psychographics
3636	MM50820ZC	Use Social Network to receive exclusive offers/coupons/discounts- Important (A)	Psychographics
3637	MM50821ZC	Use Social Network to show support for favorite companies/brands- Important (A)	Psychographics
3638	MM65099ZC	Being Able to Customize an Item Makes Me More Willing to Purchase It- Agree (A)	Psychographics
3639	MM65100ZC	Comfort is One of the Most Important Factors in Selecting Fashion- Agree (A)	Psychographics
3640	MM65101ZC	I Am Loyal to Only a Few Fashion Brands and Stick with Them- Agree (A)	Psychographics
3641	MM65102ZC	I Am More Likely to Buy a Brand That I Know Supports a Charity- Agree (A)	Psychographics
3642	MM65103ZC	I Buy New Clothes at the Beginning of Each Season- Agree (A)	Psychographics
3643	MM65104ZC	I Often Spend More Money Than I Expected to On My Fashion Purchases- Agree (A)	Psychographics
3644	MM65105ZC	I Often Use Natural or Organic Beauty Products- Agree (A)	Psychographics
3645	MM65106ZC	I Only Buy Shoes and Clothing When I Have to Replace Something- Agree (A)	Psychographics
3646	MM65107ZC	I Only Spend What I Budget on Fashion Items- Agree (A)	Psychographics
3647	MM65108ZC	I Prefer Fashion that is Classic and Timeless as Opposed to Trendy- Agree (A)	Psychographics
3648	MM65109ZC	I Rely on Magazines to Keep Me Up to Date on Fashion- Agree (A)	Psychographics
3649	SB002870ZC	Amount HHLD contributed to public radio past 12 mos Less than \$35	Radio
3650	SB002871ZC	Amount HHLD contributed to public radio past 12 mos \$35 - \$99	Radio
3651	SB002872ZC	Amount HHLD contributed to public radio past 12 mos \$100 or more	Radio
3652	SB002873ZC	Amount HHLD contributed to public radio past 12 mos Nothing	Radio
3653	SB003209ZC	BIA radio ownership groups (M-S 6am-Mid cume) Beasley Media Group (A)	Radio
3654	SB003210ZC	BIA radio ownership groups (M-S 6am-Mid cume) Bonneville International Corp (A)	Radio
3655	SB003211ZC	BIA radio ownership groups (M-S 6am-Mid cume) CBS Radio (A)	Radio
3656	SB003213ZC	BIA radio ownership groups (M-S 6am-Mid cume) Connoisseur Media LLC (A)	Radio
3657	SB003214ZC	BIA radio ownership groups (M-S 6am-Mid cume) Cox Media Group (A)	Radio



ORDER	VARIABLE	DESCRIPTION	CATEGORY
3658	SB003215ZC	BIA radio ownership groups (M-S 6am-Mid cume) Cumulus Media Holdings Inc (A)	Radio
3659	SB003217ZC	BIA radio ownership groups (M-S 6am-Mid cume) Educational Media Foundation (A)	Radio
3660	SB003218ZC	BIA radio ownership groups (M-S 6am-Mid cume) Emmis Communications (A)	Radio
3661	SB003219ZC	BIA radio ownership groups (M-S 6am-Mid cume) Entercom (A)	Radio
3662	SB003220ZC	BIA radio ownership groups (M-S 6am-Mid cume) Entravision Comm Corp (A)	Radio
3663	SB003221ZC	BIA radio ownership groups (M-S 6am-Mid cume) ESPN Radio (A)	Radio
3664	SB003222ZC	BIA radio ownership groups (M-S 6am-Mid cume) Greater Media Inc (A)	Radio
3665	SB003223ZC	BIA radio ownership groups (M-S 6am-Mid cume) Hubbard Radio LLC (A)	Radio
3666	SB003226ZC	BIA radio ownership groups (M-S 6am-Mid cume) Midwest Communications Inc (A)	Radio
3667	SB003227ZC	BIA radio ownership groups (M-S 6am-Mid cume) Radio One Inc (A)	Radio
3668	SB003228ZC	BIA radio ownership groups (M-S 6am-Mid cume) Saga Communications Inc (A)	Radio
3669	SB003229ZC	BIA radio ownership groups (M-S 6am-Mid cume) Salem Media Group Inc (A)	Radio
3670	SB003230ZC	BIA radio ownership groups (M-S 6am-Mid cume) SummitMedia LLC (A)	Radio
3671	SB003231ZC	BIA radio ownership groups (M-S 6am-Mid cume) Townsquare Media Inc (A)	Radio
3672	SB003232ZC	BIA radio ownership groups (M-S 6am-Mid cume) Univision (A)	Radio
3673	SB003280ZC	Listened past week Satellite radio (A)	Radio
3674	SB003233ZC	Public radio (M-S 6am-Mid cume) Public radio (CPB) (A)	Radio
3675	SB003241ZC	Radio format profiles (M-S 6am-Mid cume) Active Rock (A)	Radio
3676	SB003242ZC	Radio format profiles (M-S 6am-Mid cume) Adult Contemporary (A)	Radio
3677	SB003243ZC	Radio format profiles (M-S 6am-Mid cume) Adult Hits (A)	Radio
3678	SB003244ZC	Radio format profiles (M-S 6am-Mid cume) Adult Standards (A)	Radio
3679	SB003245ZC	Radio format profiles (M-S 6am-Mid cume) Album Adult Alternative (A)	Radio
3680	SB003246ZC	Radio format profiles (M-S 6am-Mid cume) Album Oriented Rock (A)	Radio
3681	SB003247ZC	Radio format profiles (M-S 6am-Mid cume) All News (A)	Radio
3682	SB003248ZC	Radio format profiles (M-S 6am-Mid cume) All Sports (A)	Radio
3683	SB003249ZC	Radio format profiles (M-S 6am-Mid cume) Alternative (A)	Radio
3684	SB003250ZC	Radio format profiles (M-S 6am-Mid cume) Christian Adult Contemporary (A)	Radio
3685	SB003251ZC	Radio format profiles (M-S 6am-Mid cume) Classic Country (A)	Radio
3686	SB003252ZC	Radio format profiles (M-S 6am-Mid cume) Classic Hits (A)	Radio
3687	SB003253ZC	Radio format profiles (M-S 6am-Mid cume) Classic Rock (A)	Radio
3688	SB003254ZC	Radio format profiles (M-S 6am-Mid cume) Classical (A)	Radio
3689	SB003255ZC	Radio format profiles (M-S 6am-Mid cume) Contemporary Christian (A)	Radio
3690	SB003256ZC	Radio format profiles (M-S 6am-Mid cume) Contemporary Inspirational (A)	Radio
3691	SB003257ZC	Radio format profiles (M-S 6am-Mid cume) Country (A)	Radio
3692	SB003258ZC	Radio format profiles (M-S 6am-Mid cume) Format Not Provided/Unknown (A)	Radio
3693	SB003259ZC	Radio format profiles (M-S 6am-Mid cume) Gospel (A)	Radio
3694	SB003260ZC	Radio format profiles (M-S 6am-Mid cume) Hot AC (A)	Radio
3695	SB003261ZC	Radio format profiles (M-S 6am-Mid cume) Jazz (A)	Radio
3696	SB003262ZC	Radio format profiles (M-S 6am-Mid cume) Mainstream Rock (A)	Radio
3697	SB003263ZC	Radio format profiles (M-S 6am-Mid cume) Mexican Regional (A)	Radio
3698	SB003266ZC	Radio format profiles (M-S 6am-Mid cume) News/Talk/Information (A)	Radio
3699	SB003267ZC	Radio format profiles (M-S 6am-Mid cume) Oldies (A)	Radio
3700	SB003268ZC	Radio format profiles (M-S 6am-Mid cume) Pop Contemporary Hit Radio (A)	Radio
3701	SB003269ZC	Radio format profiles (M-S 6am-Mid cume) Religious (A)	Radio
3702	SB003270ZC	Radio format profiles (M-S 6am-Mid cume) Rhythmic AC (A)	Radio
3703	SB003271ZC	Radio format profiles (M-S 6am-Mid cume) Rhythmic Contemporary Hit Radio (A)	Radio
3704	SB003272ZC	Radio format profiles (M-S 6am-Mid cume) Soft Adult Contemporary (A)	Radio
3705	SB003273ZC	Radio format profiles (M-S 6am-Mid cume) Spanish Adult Hits (A)	Radio
3706	SB003275ZC	Radio format profiles (M-S 6am-Mid cume) Spanish Tropical (A)	Radio
3707	SB003276ZC	Radio format profiles (M-S 6am-Mid cume) Talk/Personality (A)	Radio
3708	SB003277ZC	Radio format profiles (M-S 6am-Mid cume) Urban AC (A)	Radio
3709	SB003278ZC	Radio format profiles (M-S 6am-Mid cume) Urban Contemporary (A)	Radio
3710	SB003279ZC	Radio format profiles (M-S 6am-Mid cume) Variety (A)	Radio
3711	SB003927ZC	Radio networks ABC NEWS (A)	Radio
3712	SB003234ZC	Radio networks CBS CHR (A)	Radio
3713	SB003235ZC	Radio networks CBS Country (A)	Radio
3714	SB003236ZC	Radio networks CBS Local Sports (A)	Radio
3715	SB003237ZC	Radio networks CBS News, News/Talk (A)	Radio
3716	SB003928ZC	Radio networks NFL (A)	Radio
3717	SB003929ZC	Radio networks NHL (A)	Radio
3718	SB003930ZC	Radio networks Platinum Plus (A)	Radio
3719	SB003931ZC	Radio networks USRN AccuWeather Network (A)	Radio
3720	SB003932ZC	Radio networks USRN Bloomberg Radio Network (A)	Radio
3721	SB003933ZC	Radio networks USRN Impact Network (A)	Radio
3722	SB004149ZC	Radio Quintile 1st Quintile (heaviest) (A)	Radio
3723	SB004151ZC	Radio Quintile 2nd Quintile (heavy) (A)	Radio
3724	SB004152ZC	Radio Quintile 3rd Quintile (medium) (A)	Radio
3725	SB004153ZC	Radio Quintile 4th Quintile (light) (A)	Radio
3726	SB004154ZC	Radio Quintile 5th Quintile (lightest) (A)	Radio

ORDER	VARIABLE	DESCRIPTION	CATEGORY
3727	SB003021ZC	Sports listened to on radio past 12 months (net) ACC football (A)	Radio
3728	SB003048ZC	Sports listened to on radio past 12 months (net) Any minor league baseball (A)	Radio
3729	SB003049ZC	Sports listened to on radio past 12 months (net) Any NASCAR (A)	Radio
3730	SB003022ZC	Sports listened to on radio past 12 months (net) Big Ten basketball (A)	Radio
3731	SB003023ZC	Sports listened to on radio past 12 months (net) Big Ten football (A)	Radio
3732	SB003024ZC	Sports listened to on radio past 12 months (net) Bowl games (A)	Radio
3733	SB003025ZC	Sports listened to on radio past 12 months (net) College basketball (A)	Radio
3734	SB003026ZC	Sports listened to on radio past 12 months (net) College basketball - mens (A)	Radio
3735	SB003027ZC	Sports listened to on radio past 12 mo (net) College basketball reg season (A)	Radio
3736	SB003028ZC	Sports listened to on radio past 12 months (net) College football (A)	Radio
3737	SB003029ZC	Sports listened to on radio past 12 mo (net) College football regular season (A)	Radio
3738	SB003030ZC	Sports listened to on radio past 12 months (net) College sports event (A)	Radio
3739	SB003031ZC	Sports listened to on radio past 12 months (net) IMG College basketball (A)	Radio
3740	SB003032ZC	Sports listened to on radio past 12 months (net) IMG College football (A)	Radio
3741	SB003033ZC	Sports listened to on radio past 12 months (net) IMG College sports event (A)	Radio
3742	SB003034ZC	Sports listened to on radio past 12 months (net) Learfield Coll. basketball (A)	Radio
3743	SB003035ZC	Sports listened to on radio past 12 months (net) Learfield Coll. football (A)	Radio
3744	SB003036ZC	Sports listened to on radio past 12 mo (net) Learfield Coll. sports event (A)	Radio
3745	SB003037ZC	Sports listened to on radio past 12 months (net) MLB (A)	Radio
3746	SB003038ZC	Sports listened to on radio past 12 months (net) MLB regular season (A)	Radio
3747	SB003039ZC	Sports listened to on radio past 12 months (net) NBA (A)	Radio
3748	SB003040ZC	Sports listened to on radio past 12 months (net) NBA regular season (A)	Radio
3749	SB003041ZC	Sports listened to on radio past 12 months (net) NFL (A)	Radio
3750	SB003042ZC	Sports listened to on radio past 12 months (net) NFL regular season (A)	Radio
3751	SB003043ZC	Sports listened to on radio past 12 months (net) NHL (A)	Radio
3752	SB003044ZC	Sports listened to on radio past 12 months (net) NHL regular season (A)	Radio
3753	SB003045ZC	Sports listened to on radio past 12 months (net) SEC basketball (A)	Radio
3754	SB003046ZC	Sports listened to on radio past 12 months (net) SEC football (A)	Radio
3755	SB003047ZC	Sports listened to on radio past 12 months (net) SEC sports event (A)	Radio
3756	SB002060ZC	Sports listened to on radio past 12 months Major League Baseball playoffs (A)	Radio
3757	SB002061ZC	Sports listened to on radio past 12 months Monday Night Football (A)	Radio
3758	SB002064ZC	Sports listened to on radio past 12 months NCAA Mens Tournament (A)	Radio
3759	SB002065ZC	Sports listened to on radio past 12 months NFL playoffs (A)	Radio
3760	SB002066ZC	Sports listened to on radio past 12 months Regular season NFL (A)	Radio
3761	SB002067ZC	Sports listened to on radio past 12 months Stanley Cup playoffs (A)	Radio
3762	SB002068ZC	Sports listened to on radio past 12 months Sunday Night Football (A)	Radio
3763	SB002069ZC	Sports listened to on radio past 12 months Super Bowl (A)	Radio
3764	SB003952ZC	Sports listened to on radio past 12 months Thursday Night Football (A)	Radio
3765	SB002070ZC	Sports listened to on radio past 12 months World Series (A)	Radio
3766	SB002071ZC	Sports listened to on radio past 12 months None (A)	Radio
3767	SB002240ZC	Any restaurant used past 30 days Any quick service restaurant past 30 days (A)	Restaurants
3768	SB002239ZC	Any restaurant used past 30 days Any restaurant used past 30 days (A)	Restaurants
3769	SB002238ZC	Any restaurant used past 30 days Any sit-down restaurant past 30 days (A)	Restaurants
3770	SB002241ZC	No. of times used quick service restaurant past 30 days 1 time (A)	Restaurants
3771	SB002242ZC	No. of times used quick service restaurant past 30 days 2 times (A)	Restaurants
3772	SB002243ZC	No. of times used quick service restaurant past 30 days 3 times (A)	Restaurants
3773	SB002244ZC	No. of times used quick service restaurant past 30 days 4 times (A)	Restaurants
3774	SB002245ZC	No. of times used quick service restaurant past 30 days 5 times (A)	Restaurants
3775	SB002246ZC	No. of times used quick service restaurant past 30 days 6 - 9 times (A)	Restaurants
3776	SB002256ZC	No. of times used quick service restaurant past 30 days 10 times or more (A)	Restaurants
3777	SB002247ZC	No. of times used quick service restaurant past 30 days None (A)	Restaurants
3778	SB002248ZC	No. of times used sitdown restaurant past 30 days 1 time (A)	Restaurants
3779	SB002249ZC	No. of times used sitdown restaurant past 30 days 2 times (A)	Restaurants
3780	SB002250ZC	No. of times used sitdown restaurant past 30 days 3 times (A)	Restaurants
3781	SB002251ZC	No. of times used sitdown restaurant past 30 days 4 times (A)	Restaurants
3782	SB002252ZC	No. of times used sitdown restaurant past 30 days 5 times (A)	Restaurants
3783	SB002253ZC	No. of times used sitdown restaurant past 30 days 6 - 9 times (A)	Restaurants
3784	SB002255ZC	No. of times used sitdown restaurant past 30 days None (A)	Restaurants
3785	SB002257ZC	Quick service rest used for breakfast past 30 days Any quick service rest (A)	Restaurants
3786	SB002264ZC	Quick service rest used for breakfast past 30 days No quick service rest (A)	Restaurants
3787	SB002268ZC	Quick service rest used for dinner past 30 days Any quick service rest (A)	Restaurants
3788	SB002319ZC	Quick service rest used for other reason past 30 days Any quick service (A)	Restaurants
3789	SB002321ZC	Quick service rest used for other reason past 30 days Cold Stone Creamery (A)	Restaurants
3790	SB002325ZC	Quick service rest used for other reason past 30 days No quick service (A)	Restaurants
3791	SB004142ZC	Quick service restaurants Quintile 1st Quintile (heaviest) (A)	Restaurants
3792	SB004143ZC	Quick service restaurants Quintile 2nd Quintile (heavy) (A)	Restaurants
3793	SB004145ZC	Quick service restaurants Quintile 3rd Quintile (medium) (A)	Restaurants
3794	SB004146ZC	Quick service restaurants Quintile 4th Quintile (light) (A)	Restaurants
3795	SB004147ZC	Quick service restaurants Quintile 5th Quintile (lightest) (A)	Restaurants

ORDER	VARIABLE	DESCRIPTION	CATEGORY
3796	SB003904ZC	Quick service restaurants used for breakfast past 30 days Arbys (A)	Restaurants
3797	SB002258ZC	Quick service restaurants used for breakfast past 30 days Burger King (A)	Restaurants
3798	SB002259ZC	Quick service restaurants used for breakfast past 30 days Chick-fil-A (A)	Restaurants
3799	SB002260ZC	Quick service restaurants used for breakfast past 30 days Dunkin Donuts (A)	Restaurants
3800	SB002261ZC	Quick service restaurants used for breakfast past 30 days Hardees (A)	Restaurants
3801	SB002262ZC	Quick service restaurants used for breakfast past 30 days Jack in the box (A)	Restaurants
3802	SB002263ZC	Quick service restaurants used for breakfast past 30 days McDonalds (A)	Restaurants
3803	SB002265ZC	Quick service restaurants used for breakfast past 30 days Panera Bread (A)	Restaurants
3804	SB003905ZC	Quick service restaurants used for breakfast past 30 days Sonic (A)	Restaurants
3805	SB002266ZC	Quick service restaurants used for breakfast past 30 days Starbucks (A)	Restaurants
3806	SB003906ZC	Quick service restaurants used for breakfast past 30 days Taco Bell (A)	Restaurants
3807	SB003907ZC	Quick service restaurants used for breakfast past 30 days Wendys (A)	Restaurants
3808	SB002269ZC	Quick service restaurants used for dinner past 30 days Arbys (A)	Restaurants
3809	SB002270ZC	Quick service restaurants used for dinner past 30 days Boston Market (A)	Restaurants
3810	SB002271ZC	Quick service restaurants used for dinner past 30 days Burger King (A)	Restaurants
3811	SB002272ZC	Quick service restaurants used for dinner past 30 days Chick-fil-A (A)	Restaurants
3812	SB002273ZC	Quick service restaurants used for dinner past 30 days Chipotle (A)	Restaurants
3813	SB002274ZC	Quick service restaurants used for dinner past 30 days Churchs Chicken (A)	Restaurants
3814	SB002275ZC	Quick service restaurants used for dinner past 30 days Dairy Queen (A)	Restaurants
3815	SB002276ZC	Quick service restaurants used for dinner past 30 days Dominos Pizza (A)	Restaurants
3816	SB002277ZC	Quick service restaurants used for dinner past 30 days Five Guys (A)	Restaurants
3817	SB003908ZC	Quick service restaurants used for dinner past 30 days Hardees (A)	Restaurants
3818	SB002278ZC	Quick service restaurants used for dinner past 30 days Jack in the box (A)	Restaurants
3819	SB002279ZC	Quick service restaurants used for dinner past 30 days KFC (A)	Restaurants
3820	SB002280ZC	Quick service restaurants used for dinner past 30 days Little Caesars (A)	Restaurants
3821	SB002281ZC	Quick service restaurants used for dinner past 30 days Long John Silvers (A)	Restaurants
3822	SB002282ZC	Quick service restaurants used for dinner past 30 days McDonalds (A)	Restaurants
3823	SB002284ZC	Quick service restaurants used for dinner past 30 days Panera Bread (A)	Restaurants
3824	SB002285ZC	Quick service restaurants used for dinner past 30 days Papa Johns Pizza (A)	Restaurants
3825	SB002286ZC	Quick service restaurants used for dinner past 30 days Pizza Hut (A)	Restaurants
3826	SB002287ZC	Quick service restaurants used for dinner past 30 days Popeyes (A)	Restaurants
3827	SB003909ZC	Quick service restaurants used for dinner past 30 days Qdoba (A)	Restaurants
3828	SB002288ZC	Quick service restaurants used for dinner past 30 days Sonic (A)	Restaurants
3829	SB002289ZC	Quick service restaurants used for dinner past 30 days Subway (A)	Restaurants
3830	SB002290ZC	Quick service restaurants used for dinner past 30 days Taco Bell (A)	Restaurants
3831	SB002291ZC	Quick service restaurants used for dinner past 30 days Wendys (A)	Restaurants
3832	SB003910ZC	Quick service restaurants used for dinner past 30 days White Castle (A)	Restaurants
3833	SB003911ZC	Quick service restaurants used for dinner past 30 days Wingstop (A)	Restaurants
3834	SB002283ZC	Quick service restaurants used for dinner past 30 days No quick service rest (A)	Restaurants
3835	SB002292ZC	Quick service restaurants used for lunch past 30 days Any quick service rest (A)	Restaurants
3836	SB003912ZC	Quick service restaurants used for lunch past 30 days Boston Market (A)	Restaurants
3837	SB002294ZC	Quick service restaurants used for lunch past 30 days Burger King (A)	Restaurants
3838	SB002295ZC	Quick service restaurants used for lunch past 30 days Chick-fil-A (A)	Restaurants
3839	SB002296ZC	Quick service restaurants used for lunch past 30 days Chipotle (A)	Restaurants
3840	SB002297ZC	Quick service restaurants used for lunch past 30 days Churchs Chicken (A)	Restaurants
3841	SB002298ZC	Quick service restaurants used for lunch past 30 days Dairy Queen (A)	Restaurants
3842	SB002299ZC	Quick service restaurants used for lunch past 30 days Dominos Pizza (A)	Restaurants
3843	SB002300ZC	Quick service restaurants used for lunch past 30 days Dunkin Donuts (A)	Restaurants
3844	SB002301ZC	Quick service restaurants used for lunch past 30 days Five Guys (A)	Restaurants
3845	SB002302ZC	Quick service restaurants used for lunch past 30 days Hardees (A)	Restaurants
3846	SB002303ZC	Quick service restaurants used for lunch past 30 days Jack in the box (A)	Restaurants
3847	SB003914ZC	Quick service restaurants used for lunch past 30 days Jasons deli (A)	Restaurants
3848	SB002304ZC	Quick service restaurants used for lunch past 30 days KFC (A)	Restaurants
3849	SB002305ZC	Quick service restaurants used for lunch past 30 days Little Caesars (A)	Restaurants
3850	SB002306ZC	Quick service restaurants used for lunch past 30 days Long John Silvers (A)	Restaurants
3851	SB002307ZC	Quick service restaurants used for lunch past 30 days McDonalds (A)	Restaurants
3852	SB002309ZC	Quick service restaurants used for lunch past 30 days Panera Bread (A)	Restaurants
3853	SB002310ZC	Quick service restaurants used for lunch past 30 days Papa Johns Pizza (A)	Restaurants
3854	SB002311ZC	Quick service restaurants used for lunch past 30 days Pizza Hut (A)	Restaurants
3855	SB002312ZC	Quick service restaurants used for lunch past 30 days Popeyes (A)	Restaurants
3856	SB003913ZC	Quick service restaurants used for lunch past 30 days Qdoba (A)	Restaurants
3857	SB002314ZC	Quick service restaurants used for lunch past 30 days Sonic (A)	Restaurants
3858	SB002315ZC	Quick service restaurants used for lunch past 30 days Starbucks (A)	Restaurants
3859	SB002317ZC	Quick service restaurants used for lunch past 30 days Taco Bell (A)	Restaurants
3860	SB002318ZC	Quick service restaurants used for lunch past 30 days Wendys (A)	Restaurants
3861	SB003915ZC	Quick service restaurants used for lunch past 30 days White Castle (A)	Restaurants
3862	SB002308ZC	Quick service restaurants used for lunch past 30 days No quick service rest (A)	Restaurants
3863	SB003917ZC	Quick service restaurants used for other reason past 30 days Arbys (A)	Restaurants
3864	SB003918ZC	Quick service restaurants used for other reason past 30 days Auntie Annes (A)	Restaurants

ORDER	VARIABLE	DESCRIPTION	CATEGORY
3865	SB003919ZC	Quick service restaurants used for other reason past 30 days Chick-fil-A (A)	Restaurants
3866	SB002322ZC	Quick service restaurants used for other reason past 30 days Dairy Queen (A)	Restaurants
3867	SB003920ZC	Quick service restaurants used for other reason past 30 days Dominos Pizza (A)	Restaurants
3868	SB002323ZC	Quick service restaurants used for other reason past 30 days Dunkin Donuts (A)	Restaurants
3869	SB003922ZC	Quick service restaurants used for other reason past 30 days KFC (A)	Restaurants
3870	SB003923ZC	Quick service restaurants used for other reason past 30 days Little Caesars (A)	Restaurants
3871	SB003924ZC	Quick service restaurants used for other reason past 30 days Panera Bread (A)	Restaurants
3872	SB003925ZC	Quick service restaurants used for other reason past 30 days Pizza Hut (A)	Restaurants
3873	SB002326ZC	Quick service restaurants used for other reason past 30 days Sonic (A)	Restaurants
3874	SB002327ZC	Quick service restaurants used for other reason past 30 days Starbucks (A)	Restaurants
3875	SB002328ZC	Quick service restaurants used for other reason past 30 days Subway (A)	Restaurants
3876	SB002329ZC	Quick service restaurants used for other reason past 30 days Taco Bell (A)	Restaurants
3877	SB002330ZC	Quick service restaurants used for other reason past 30 days Wendys (A)	Restaurants
3878	SB002331ZC	Quick service restaurants used past 30 days Any quick service rest (A)	Restaurants
3879	SB002332ZC	Quick service restaurants used past 30 days Arbys (A)	Restaurants
3880	SB002333ZC	Quick service restaurants used past 30 days Auntie Annes (A)	Restaurants
3881	SB002335ZC	Quick service restaurants used past 30 days Burger King (A)	Restaurants
3882	SB002336ZC	Quick service restaurants used past 30 days Chick-fil-A (A)	Restaurants
3883	SB002337ZC	Quick service restaurants used past 30 days Chipotle (A)	Restaurants
3884	SB002338ZC	Quick service restaurants used past 30 days Churchs Chicken (A)	Restaurants
3885	SB002339ZC	Quick service restaurants used past 30 days CiCis Pizza (A)	Restaurants
3886	SB002340ZC	Quick service restaurants used past 30 days Cold Stone Creamery (A)	Restaurants
3887	SB002341ZC	Quick service restaurants used past 30 days Dairy Queen (A)	Restaurants
3888	SB002342ZC	Quick service restaurants used past 30 days Dominos Pizza (A)	Restaurants
3889	SB002343ZC	Quick service restaurants used past 30 days Dunkin Donuts (A)	Restaurants
3890	SB002344ZC	Quick service restaurants used past 30 days Five Guys (A)	Restaurants
3891	SB002345ZC	Quick service restaurants used past 30 days Hardees (A)	Restaurants
3892	SB002346ZC	Quick service restaurants used past 30 days Jack in the box (A)	Restaurants
3893	SB002347ZC	Quick service restaurants used past 30 days Jasons deli (A)	Restaurants
3894	SB002348ZC	Quick service restaurants used past 30 days KFC (A)	Restaurants
3895	SB002349ZC	Quick service restaurants used past 30 days Little Caesars (A)	Restaurants
3896	SB002350ZC	Quick service restaurants used past 30 days Long John Silvers (A)	Restaurants
3897	SB002351ZC	Quick service restaurants used past 30 days McDonalds (A)	Restaurants
3898	SB002352ZC	Quick service restaurants used past 30 days Panera Bread (A)	Restaurants
3899	SB002353ZC	Quick service restaurants used past 30 days Papa Johns Pizza (A)	Restaurants
3900	SB002354ZC	Quick service restaurants used past 30 days Pizza Hut (A)	Restaurants
3901	SB002355ZC	Quick service restaurants used past 30 days Popeyes (A)	Restaurants
3902	SB002356ZC	Quick service restaurants used past 30 days Qdoba (A)	Restaurants
3903	SB002358ZC	Quick service restaurants used past 30 days Sonic (A)	Restaurants
3904	SB002359ZC	Quick service restaurants used past 30 days Starbucks (A)	Restaurants
3905	SB002360ZC	Quick service restaurants used past 30 days Subway (A)	Restaurants
3906	SB002361ZC	Quick service restaurants used past 30 days Taco Bell (A)	Restaurants
3907	SB002362ZC	Quick service restaurants used past 30 days Wendys (A)	Restaurants
3908	SB002363ZC	Quick service restaurants used past 30 days White Castle (A)	Restaurants
3909	SB002364ZC	Quick service restaurants used past 30 days Wingstop (A)	Restaurants
3910	SB004156ZC	Sit-down restaurants Quintile 1st Quintile (heaviest) (A)	Restaurants
3911	SB004157ZC	Sit-down restaurants Quintile 2nd Quintile (heavy) (A)	Restaurants
3912	SB004158ZC	Sit-down restaurants Quintile 3rd Quintile (medium) (A)	Restaurants
3913	SB004160ZC	Sit-down restaurants Quintile 4th Quintile (light) (A)	Restaurants
3914	SB004162ZC	Sit-down restaurants Quintile 5th Quintile (lightest) (A)	Restaurants
3915	SB002370ZC	Sitdown restaurants used for breakfast past 30 days Any sit-down restaurant (A)	Restaurants
3916	SB002365ZC	Sitdown restaurants used for breakfast past 30 days Bob Evans (A)	Restaurants
3917	SB002366ZC	Sitdown restaurants used for breakfast past 30 days Cracker Barrel (A)	Restaurants
3918	SB002367ZC	Sitdown restaurants used for breakfast past 30 days Dennys (A)	Restaurants
3919	SB002368ZC	Sitdown restaurants used for breakfast past 30 days IHOP (A)	Restaurants
3920	SB002371ZC	Sitdown restaurants used for dinner past 30 days Any sit-down restaurant (A)	Restaurants
3921	SB002372ZC	Sitdown restaurants used for dinner past 30 days Applebees (A)	Restaurants
3922	SB002373ZC	Sitdown restaurants used for dinner past 30 days Bob Evans (A)	Restaurants
3923	SB002374ZC	Sitdown restaurants used for dinner past 30 days Bonefish Grill (A)	Restaurants
3924	SB003934ZC	Sitdown restaurants used for dinner past 30 days Buffalo Wild Wings (A)	Restaurants
3925	SB003935ZC	Sitdown restaurants used for dinner past 30 days California Pizza Kitchen (A)	Restaurants
3926	SB002375ZC	Sitdown restaurants used for dinner past 30 days Carrabbas Italian Grill (A)	Restaurants
3927	SB002377ZC	Sitdown restaurants used for dinner past 30 days Chilis (A)	Restaurants
3928	SB003936ZC	Sitdown restaurants used for dinner past 30 days Chuck E Cheeses (A)	Restaurants
3929	SB002378ZC	Sitdown restaurants used for dinner past 30 days Cracker Barrel (A)	Restaurants
3930	SB002379ZC	Sitdown restaurants used for dinner past 30 days Dennys (A)	Restaurants
3931	SB002380ZC	Sitdown restaurants used for dinner past 30 days Golden Corral (A)	Restaurants
3932	SB003937ZC	Sitdown restaurants used for dinner past 30 days Hooters (A)	Restaurants
3933	SB002381ZC	Sitdown restaurants used for dinner past 30 days IHOP (A)	Restaurants



ORDER	VARIABLE	DESCRIPTION	CATEGORY
3934	SB002382ZC	Sitdown restaurants used for dinner past 30 days Logans Roadhouse (A)	Restaurants
3935	SB002383ZC	Sitdown restaurants used for dinner past 30 days LongHorn Steakhouse (A)	Restaurants
3936	SB002385ZC	Sitdown restaurants used for dinner past 30 days Olive Garden (A)	Restaurants
3937	SB002386ZC	Sitdown restaurants used for dinner past 30 days Outback Steakhouse (A)	Restaurants
3938	SB002388ZC	Sitdown restaurants used for dinner past 30 days Ruby Tuesday (A)	Restaurants
3939	SB002376ZC	Sitdown restaurants used for dinner past 30 days The Cheesecake Factory (A)	Restaurants
3940	SB002384ZC	Sitdown restaurants used for dinner past 30 days No sit-down restaurant (A)	Restaurants
3941	SB002390ZC	Sitdown restaurants used for lunch past 30 days Any sit-down restaurant (A)	Restaurants
3942	SB003938ZC	Sitdown restaurants used for lunch past 30 days Bob Evans (A)	Restaurants
3943	SB003939ZC	Sitdown restaurants used for lunch past 30 days Buffalo Wild Wings (A)	Restaurants
3944	SB003940ZC	Sitdown restaurants used for lunch past 30 days California Pizza Kitchen (A)	Restaurants
3945	SB002392ZC	Sitdown restaurants used for lunch past 30 days Chilis (A)	Restaurants
3946	SB003941ZC	Sitdown restaurants used for lunch past 30 days Chuck E Cheeses (A)	Restaurants
3947	SB002393ZC	Sitdown restaurants used for lunch past 30 days Cracker Barrel (A)	Restaurants
3948	SB002395ZC	Sitdown restaurants used for lunch past 30 days Golden Corral (A)	Restaurants
3949	SB002396ZC	Sitdown restaurants used for lunch past 30 days IHOP (A)	Restaurants
3950	SB003943ZC	Sitdown restaurants used for lunch past 30 days Logans Roadhouse (A)	Restaurants
3951	SB003944ZC	Sitdown restaurants used for lunch past 30 days LongHorn Steakhouse (A)	Restaurants
3952	SB002398ZC	Sitdown restaurants used for lunch past 30 days Olive Garden (A)	Restaurants
3953	SB003945ZC	Sitdown restaurants used for lunch past 30 days Outback Steakhouse (A)	Restaurants
3954	SB002399ZC	Sitdown restaurants used for lunch past 30 days Red Lobster (A)	Restaurants
3955	SB002400ZC	Sitdown restaurants used for lunch past 30 days Ruby Tuesday (A)	Restaurants
3956	SB002401ZC	Sitdown restaurants used for lunch past 30 days T.G.I. Fridays (A)	Restaurants
3957	SB002402ZC	Sitdown restaurants used for lunch past 30 days The Cheesecake Factory (A)	Restaurants
3958	SB002397ZC	Sitdown restaurants used for lunch past 30 days No sit-down restaurant (A)	Restaurants
3959	SB002403ZC	Sitdown restaurants used past 30 days Any sit-down restaurant (A)	Restaurants
3960	SB002405ZC	Sitdown restaurants used past 30 days Bob Evans (A)	Restaurants
3961	SB002406ZC	Sitdown restaurants used past 30 days Bonefish Grill (A)	Restaurants
3962	SB002407ZC	Sitdown restaurants used past 30 days California Pizza Kitchen (A)	Restaurants
3963	SB002408ZC	Sitdown restaurants used past 30 days Carrabbas Italian Grill (A)	Restaurants
3964	SB002409ZC	Sitdown restaurants used past 30 days Chilis (A)	Restaurants
3965	SB002410ZC	Sitdown restaurants used past 30 days Chuck E Cheeses (A)	Restaurants
3966	SB002411ZC	Sitdown restaurants used past 30 days Cracker Barrel (A)	Restaurants
3967	SB002412ZC	Sitdown restaurants used past 30 days Dennys (A)	Restaurants
3968	SB002413ZC	Sitdown restaurants used past 30 days Golden Corral (A)	Restaurants
3969	SB002414ZC	Sitdown restaurants used past 30 days Hooters (A)	Restaurants
3970	SB002415ZC	Sitdown restaurants used past 30 days IHOP (A)	Restaurants
3971	SB002416ZC	Sitdown restaurants used past 30 days Logans Roadhouse (A)	Restaurants
3972	SB002417ZC	Sitdown restaurants used past 30 days LongHorn Steakhouse (A)	Restaurants
3973	SB002418ZC	Sitdown restaurants used past 30 days Olive Garden (A)	Restaurants
3974	SB002419ZC	Sitdown restaurants used past 30 days Outback Steakhouse (A)	Restaurants
3975	SB002420ZC	Sitdown restaurants used past 30 days Red Lobster (A)	Restaurants
3976	SB002421ZC	Sitdown restaurants used past 30 days Ruby Tuesday (A)	Restaurants
3977	SB002422ZC	Sitdown restaurants used past 30 days T.G.I. Fridays (A)	Restaurants
3978	SB002423ZC	Sitdown restaurants used past 30 days The Cheesecake Factory (A)	Restaurants
3979	SB002425ZC	Types of rest used for breakfast past 30 days Any coffee house/coffee bar (A)	Restaurants
3980	SB002424ZC	Types of restaurants used for breakfast past 30 days Any Chinese restaurant (A)	Restaurants
3981	SB002426ZC	Types of restaurants used for breakfast past 30 days Any Mexican restaurant (A)	Restaurants
3982	SB002428ZC	Types of rest used for dinner past 30 days Any coffee house/coffee bar (A)	Restaurants
3983	SB002427ZC	Types of restaurants used for dinner past 30 days Any Chinese restaurant (A)	Restaurants
3984	SB002429ZC	Types of restaurants used for dinner past 30 days Any Italian restaurant (A)	Restaurants
3985	SB002430ZC	Types of restaurants used for dinner past 30 days Any Mexican restaurant (A)	Restaurants
3986	SB002431ZC	Types of restaurants used for dinner past 30 days Any pizza restaurant (A)	Restaurants
3987	SB002432ZC	Types of restaurants used for dinner past 30 days Any seafood restaurant (A)	Restaurants
3988	SB003979ZC	Types of restaurants used for dinner past 30 days Any sports bar (A)	Restaurants
3989	SB002433ZC	Types of restaurants used for dinner past 30 days Any steakhouse (A)	Restaurants
3990	SB002434ZC	Types of restaurants used for dinner past 30 days Any upscale restaurant (A)	Restaurants
3991	SB002435ZC	Types of restaurants used for lunch past 30 days Any Chinese restaurant (A)	Restaurants
3992	SB002436ZC	Types of restaurants used for lunch past 30 days Any coffee house/coffee bar (A)	Restaurants
3993	SB002437ZC	Types of restaurants used for lunch past 30 days Any Italian restaurant (A)	Restaurants
3994	SB002438ZC	Types of restaurants used for lunch past 30 days Any Mexican restaurant (A)	Restaurants
3995	SB002439ZC	Types of restaurants used for lunch past 30 days Any pizza restaurant (A)	Restaurants
3996	SB002440ZC	Types of restaurants used for lunch past 30 days Any seafood restaurant (A)	Restaurants
3997	SB003980ZC	Types of restaurants used for lunch past 30 days Any sports bar (A)	Restaurants
3998	SB002442ZC	Types of restaurants used for lunch past 30 days Any upscale restaurant (A)	Restaurants
3999	SB002443ZC	Types of restaurants used past 30 days Any Chinese restaurant (A)	Restaurants
4000	SB002444ZC	Types of restaurants used past 30 days Any coffee house/coffee bar (A)	Restaurants
4001	SB002445ZC	Types of restaurants used past 30 days Any Italian restaurant (A)	Restaurants
4002	SB002446ZC	Types of restaurants used past 30 days Any Mexican restaurant (A)	Restaurants



ORDER	VARIABLE	DESCRIPTION	CATEGORY
4003	SB002447ZC	Types of restaurants used past 30 days Any pizza restaurant (A)	Restaurants
4004	SB002448ZC	Types of restaurants used past 30 days Any seafood restaurant (A)	Restaurants
4005	SB003978ZC	Types of restaurants used past 30 days Any sports bar (A)	Restaurants
4006	SB002449ZC	Types of restaurants used past 30 days Any steakhouse (A)	Restaurants
4007	SB002450ZC	Types of restaurants used past 30 days Any upscale restaurant (A)	Restaurants
4008	SB002451ZC	Bookstores:Stores shopped/used services past 12 months Amazon (A)	Retail Shopping
4009	SB002452ZC	Bookstores:Stores shopped/used services past 12 months Any bookstore (A)	Retail Shopping
4010	SB002453ZC	Bookstores:Stores shopped/used services past 12 months Barnes & Noble (A)	Retail Shopping
4011	SB002455ZC	Bookstores:Stores shopped/used services past 12 months iTunes (A)	Retail Shopping
4012	SB002456ZC	Bookstores:Stores shopped/used services past 12 months Target (A)	Retail Shopping
4013	SB002457ZC	Bookstores:Stores shopped/used services past 12 months Walmart (A)	Retail Shopping
4014	SB002458ZC	Bookstores:Stores shopped/used services past 3 months Amazon (A)	Retail Shopping
4015	SB002459ZC	Bookstores:Stores shopped/used services past 3 months Any bookstore (A)	Retail Shopping
4016	SB002460ZC	Bookstores:Stores shopped/used services past 3 months Barnes & Noble (A)	Retail Shopping
4017	SB002461ZC	Bookstores:Stores shopped/used services past 3 months Books-A-Million (A)	Retail Shopping
4018	SB002462ZC	Bookstores:Stores shopped/used services past 3 months iTunes (A)	Retail Shopping
4019	SB002463ZC	Bookstores:Stores shopped/used services past 3 months Target (A)	Retail Shopping
4020	SB002464ZC	Bookstores:Stores shopped/used services past 3 months Walmart (A)	Retail Shopping
4021	SB002465ZC	Bridal shops:Stores shopped/used services past 12 months Any bridal shop (A)	Retail Shopping
4022	SB003828ZC	Clothing:Stores bought past 3 months Ann Taylor (A)	Retail Shopping
4023	SB003829ZC	Clothing:Stores bought past 3 months Anthropologie (A)	Retail Shopping
4024	SB002467ZC	Clothing:Stores bought past 3 months Any clothing store bought (A)	Retail Shopping
4025	SB002468ZC	Clothing:Stores bought past 3 months Banana Republic (A)	Retail Shopping
4026	SB003826ZC	Clothing:Stores bought past 3 months Bloomingdales (A)	Retail Shopping
4027	SB003827ZC	Clothing:Stores bought past 3 months Brooks Brothers (A)	Retail Shopping
4028	SB002469ZC	Clothing:Stores bought past 3 months Burlington (A)	Retail Shopping
4029	SB002470ZC	Clothing:Stores bought past 3 months Chicos (A)	Retail Shopping
4030	SB002471ZC	Clothing:Stores bought past 3 months Did not buy clothing (A)	Retail Shopping
4031	SB002472ZC	Clothing:Stores bought past 3 months Dillards (A)	Retail Shopping
4032	SB002473ZC	Clothing:Stores bought past 3 months Express/Express for Men (A)	Retail Shopping
4033	SB002474ZC	Clothing:Stores bought past 3 months Gap (A)	Retail Shopping
4034	SB002475ZC	Clothing:Stores bought past 3 months Gap Kids (A)	Retail Shopping
4035	SB002476ZC	Clothing:Stores bought past 3 months JCPenney (A)	Retail Shopping
4036	SB002477ZC	Clothing:Stores bought past 3 months Justice (A)	Retail Shopping
4037	SB002478ZC	Clothing:Stores bought past 3 months Kmart (A)	Retail Shopping
4038	SB002479ZC	Clothing:Stores bought past 3 months Kohls (A)	Retail Shopping
4039	SB002480ZC	Clothing:Stores bought past 3 months Lands End (A)	Retail Shopping
4040	SB002481ZC	Clothing:Stores bought past 3 months Macys (A)	Retail Shopping
4041	SB002482ZC	Clothing:Stores bought past 3 months Marshalls (A)	Retail Shopping
4042	SB002483ZC	Clothing:Stores bought past 3 months New York & Company (A)	Retail Shopping
4043	SB002484ZC	Clothing:Stores bought past 3 months Nordstrom (A)	Retail Shopping
4044	SB002485ZC	Clothing:Stores bought past 3 months Nordstrom Rack (A)	Retail Shopping
4045	SB002486ZC	Clothing:Stores bought past 3 months Old Navy (A)	Retail Shopping
4046	SB002487ZC	Clothing:Stores bought past 3 months Ross Dress For Less (A)	Retail Shopping
4047	SB002488ZC	Clothing:Stores bought past 3 months Sams Club (A)	Retail Shopping
4048	SB002489ZC	Clothing:Stores bought past 3 months Sears (A)	Retail Shopping
4049	SB002490ZC	Clothing:Stores bought past 3 months Stear Mart (A)	Retail Shopping
4050	SB003833ZC	Clothing:Stores bought past 3 months Talbots (A)	Retail Shopping
4051	SB002491ZC	Clothing:Stores bought past 3 months Target (A)	Retail Shopping
4052	SB002493ZC	Clothing:Stores bought past 3 months TJ Maxx (A)	Retail Shopping
4053	SB002494ZC	Clothing:Stores bought past 3 months Victorias Secret (A)	Retail Shopping
4054	SB002495ZC	Clothing:Stores bought past 3 months Walmart (A)	Retail Shopping
4055	SB002496ZC	Clothing:Stores shopped past 3 months Ann Taylor (A)	Retail Shopping
4056	SB002497ZC	Clothing:Stores shopped past 3 months Anthropologie (A)	Retail Shopping
4057	SB002498ZC	Clothing:Stores shopped past 3 months Any clothing store shopped (A)	Retail Shopping
4058	SB002499ZC	Clothing:Stores shopped past 3 months Banana Republic (A)	Retail Shopping
4059	SB003837ZC	Clothing:Stores shopped past 3 months Bloomingdales (A)	Retail Shopping
4060	SB002500ZC	Clothing:Stores shopped past 3 months Brooks Brothers (A)	Retail Shopping
4061	SB002501ZC	Clothing:Stores shopped past 3 months Burlington (A)	Retail Shopping
4062	SB002502ZC	Clothing:Stores shopped past 3 months Chicos (A)	Retail Shopping
4063	SB002503ZC	Clothing:Stores shopped past 3 months Did not shop for clothing (A)	Retail Shopping
4064	SB002504ZC	Clothing:Stores shopped past 3 months Dillards (A)	Retail Shopping
4065	SB002506ZC	Clothing:Stores shopped past 3 months Express/Express for Men (A)	Retail Shopping
4066	SB002507ZC	Clothing:Stores shopped past 3 months Gap (A)	Retail Shopping
4067	SB002508ZC	Clothing:Stores shopped past 3 months Gap Kids (A)	Retail Shopping
4068	SB002509ZC	Clothing:Stores shopped past 3 months JCPenney (A)	Retail Shopping
4069	SB002510ZC	Clothing:Stores shopped past 3 months Justice (A)	Retail Shopping
4070	SB002511ZC	Clothing:Stores shopped past 3 months Kmart (A)	Retail Shopping
4071	SB002512ZC	Clothing:Stores shopped past 3 months Kohls (A)	Retail Shopping

ORDER	VARIABLE	DESCRIPTION	CATEGORY
4072	SB002513ZC	Clothing:Stores shopped past 3 months Lands End (A)	Retail Shopping
4073	SB002515ZC	Clothing:Stores shopped past 3 months Macys (A)	Retail Shopping
4074	SB002516ZC	Clothing:Stores shopped past 3 months Marshalls (A)	Retail Shopping
4075	SB003838ZC	Clothing:Stores shopped past 3 months Neiman Marcus (A)	Retail Shopping
4076	SB002517ZC	Clothing:Stores shopped past 3 months New York & Company (A)	Retail Shopping
4077	SB002518ZC	Clothing:Stores shopped past 3 months Nordstrom (A)	Retail Shopping
4078	SB002519ZC	Clothing:Stores shopped past 3 months Nordstrom Rack (A)	Retail Shopping
4079	SB002520ZC	Clothing:Stores shopped past 3 months Old Navy (A)	Retail Shopping
4080	SB002521ZC	Clothing:Stores shopped past 3 months Ross Dress For Less (A)	Retail Shopping
4081	SB002522ZC	Clothing:Stores shopped past 3 months Sams Club (A)	Retail Shopping
4082	SB002523ZC	Clothing:Stores shopped past 3 months Sears (A)	Retail Shopping
4083	SB002524ZC	Clothing:Stores shopped past 3 months Stein Mart (A)	Retail Shopping
4084	SB003845ZC	Clothing:Stores shopped past 3 months Talbots (A)	Retail Shopping
4085	SB002525ZC	Clothing:Stores shopped past 3 months Target (A)	Retail Shopping
4086	SB002526ZC	Clothing:Stores shopped past 3 months The Limited (A)	Retail Shopping
4087	SB002527ZC	Clothing:Stores shopped past 3 months TJ Maxx (A)	Retail Shopping
4088	SB002528ZC	Clothing:Stores shopped past 3 months Victorias Secret (A)	Retail Shopping
4089	SB002529ZC	Clothing:Stores shopped past 3 months Walmart (A)	Retail Shopping
4090	SB002530ZC	Day spas:Stores shopped/used services past 12 months Any day spa (A)	Retail Shopping
4091	SB002531ZC	Day spas:Stores shopped/used services past 3 months Any day spa (A)	Retail Shopping
4092	SB002532ZC	Dry cleaners:Stores shopped/used services past 12 months Any dry cleaner (A)	Retail Shopping
4093	SB002533ZC	Dry cleaners:Stores shopped/used services past 3 months Any dry cleaner (A)	Retail Shopping
4094	SB002535ZC	Florists:Stores shop/used services past 3 months Any florist (excl grocers) (A)	Retail Shopping
4095	SB002534ZC	Florists:Stores shopped/used services past 12 mo Any florist (excl grocers) (A)	Retail Shopping
4096	SB003725ZC	Games/toys:Stores shopped/used services past 12 months Amazon (A)	Retail Shopping
4097	SB002536ZC	Games/toys:Stores shopped/used services past 12 months Any game/toy store (A)	Retail Shopping
4098	SB003726ZC	Games/toys:Stores shopped/used services past 12 months Best Buy (A)	Retail Shopping
4099	SB002537ZC	Games/toys:Stores shopped/used services past 12 months GameStop (A)	Retail Shopping
4100	SB002538ZC	Games/toys:Stores shopped/used services past 12 months Target (A)	Retail Shopping
4101	SB002539ZC	Games/toys:Stores shopped/used services past 12 months Toys R Us (A)	Retail Shopping
4102	SB002540ZC	Games/toys:Stores shopped/used services past 12 months Walmart (A)	Retail Shopping
4103	SB003727ZC	Games/toys:Stores shopped/used services past 3 months Amazon (A)	Retail Shopping
4104	SB002541ZC	Games/toys:Stores shopped/used services past 3 months Any game/toy store (A)	Retail Shopping
4105	SB003728ZC	Games/toys:Stores shopped/used services past 3 months Best Buy (A)	Retail Shopping
4106	SB002542ZC	Games/toys:Stores shopped/used services past 3 months GameStop (A)	Retail Shopping
4107	SB002543ZC	Games/toys:Stores shopped/used services past 3 months Target (A)	Retail Shopping
4108	SB002544ZC	Games/toys:Stores shopped/used services past 3 months Toys R Us (A)	Retail Shopping
4109	SB002545ZC	Games/toys:Stores shopped/used services past 3 months Walmart (A)	Retail Shopping
4110	SB002548ZC	Home accessories:Stores shopped/used services past 12 mo Bed, Bath & Beyond (A)	Retail Shopping
4111	SB002549ZC	Home accessories:Stores shopped/used services past 12 mo Cost Plus World Mkt (A)	Retail Shopping
4112	SB002559ZC	Home accessories:Stores shopped/used services past 12 mo The Container Store (A)	Retail Shopping
4113	SB002546ZC	Home accessories:Stores shopped/used services past 12 months Annas Linens (A)	Retail Shopping
4114	SB002547ZC	Home accessories:Stores shopped/used services past 12 months Any store (A)	Retail Shopping
4115	SB002550ZC	Home accessories:Stores shopped/used services past 12 months Crate & Barrel (A)	Retail Shopping
4116	SB002551ZC	Home accessories:Stores shopped/used services past 12 months Hobby Lobby (A)	Retail Shopping
4117	SB002552ZC	Home accessories:Stores shopped/used services past 12 months HomeGoods (A)	Retail Shopping
4118	SB002553ZC	Home accessories:Stores shopped/used services past 12 months IKEA (A)	Retail Shopping
4119	SB002554ZC	Home accessories:Stores shopped/used services past 12 months JoAnn Fabric (A)	Retail Shopping
4120	SB002555ZC	Home accessories:Stores shopped/used services past 12 months Michaels (A)	Retail Shopping
4121	SB002556ZC	Home accessories:Stores shopped/used services past 12 months Pier 1 imports (A)	Retail Shopping
4122	SB002557ZC	Home accessories:Stores shopped/used services past 12 months Pottery Barn (A)	Retail Shopping
4123	SB002558ZC	Home accessories:Stores shopped/used services past 12 months Target (A)	Retail Shopping
4124	SB002560ZC	Home accessories:Stores shopped/used services past 12 months Walmart (A)	Retail Shopping
4125	SB002563ZC	Home accessories:Stores shopped/used services past 3 mo Bed, Bath & Beyond (A)	Retail Shopping
4126	SB002564ZC	Home accessories:Stores shopped/used services past 3 mo Cost Plus World Mkt (A)	Retail Shopping
4127	SB002574ZC	Home accessories:Stores shopped/used services past 3 mo The Container Store (A)	Retail Shopping
4128	SB002561ZC	Home accessories:Stores shopped/used services past 3 months Annas Linens (A)	Retail Shopping
4129	SB002562ZC	Home accessories:Stores shopped/used services past 3 months Any store (A)	Retail Shopping
4130	SB002565ZC	Home accessories:Stores shopped/used services past 3 months Crate & Barrel (A)	Retail Shopping
4131	SB002566ZC	Home accessories:Stores shopped/used services past 3 months Hobby Lobby (A)	Retail Shopping
4132	SB002567ZC	Home accessories:Stores shopped/used services past 3 months HomeGoods (A)	Retail Shopping
4133	SB002568ZC	Home accessories:Stores shopped/used services past 3 months IKEA (A)	Retail Shopping
4134	SB002569ZC	Home accessories:Stores shopped/used services past 3 months JoAnn Fabric (A)	Retail Shopping
4135	SB002570ZC	Home accessories:Stores shopped/used services past 3 months Michaels (A)	Retail Shopping
4136	SB002571ZC	Home accessories:Stores shopped/used services past 3 months Pier 1 imports (A)	Retail Shopping
4137	SB002572ZC	Home accessories:Stores shopped/used services past 3 months Pottery Barn (A)	Retail Shopping
4138	SB002573ZC	Home accessories:Stores shopped/used services past 3 months Target (A)	Retail Shopping
4139	SB002575ZC	Home accessories:Stores shopped/used services past 3 months Walmart (A)	Retail Shopping
4140	SB002593ZC	Items bought past 12 months (amount spent) Mens business clothing:Under \$100 (A)	Retail Shopping

ORDER	VARIABLE	DESCRIPTION	CATEGORY
4141	SB002592ZC	Items bought past 12 mo (amount spent) Mens business clothing:\$100 - \$499 (A)	Retail Shopping
4142	SB002594ZC	Items bought past 12 mo (amount spent) Mens business clothing:\$500 or more (A)	Retail Shopping
4143	SB002601ZC	Items bought past 12 mo (amount spent) Womens business clothing:Under \$100 (A)	Retail Shopping
4144	SB002602ZC	Items bought past 12 mo (amount spent) Womens business clothing:\$100 - \$499 (A)	Retail Shopping
4145	SB002603ZC	Items bought past 12 mo (amount spent) Womens business clothing:\$500 or more (A)	Retail Shopping
4146	SB002604ZC	Items bought past 12 months (amount spent) Womens casual clothing:Under \$100 (A)	Retail Shopping
4147	SB002605ZC	Items bought past 12 mo (amount spent) Womens casual clothing:\$100 - \$499 (A)	Retail Shopping
4148	SB002606ZC	Items bought past 12 mo (amount spent) Womens casual clothing:\$500 or more (A)	Retail Shopping
4149	SB002576ZC	Items bought past 12 months (amount spent) Athletic clothing:Under \$100 (A)	Retail Shopping
4150	SB002577ZC	Items bought past 12 months (amount spent) Athletic clothing:\$100 - \$499 (A)	Retail Shopping
4151	SB002578ZC	Items bought past 12 months (amount spent) Athletic shoes:Under \$100 (A)	Retail Shopping
4152	SB002579ZC	Items bought past 12 months (amount spent) Athletic shoes:\$100 - \$499 (A)	Retail Shopping
4153	SB002580ZC	Items bought past 12 months (amount spent) Childrens clothing:Under \$100 (A)	Retail Shopping
4154	SB002581ZC	Items bought past 12 months (amount spent) Childrens clothing:\$100 - \$499 (A)	Retail Shopping
4155	SB002582ZC	Items bought past 12 months (amount spent) Childrens clothing:\$500 or more (A)	Retail Shopping
4156	SB002584ZC	Items bought past 12 months (amount spent) Cosmetics/perfumes:\$100 - \$499 (A)	Retail Shopping
4157	SB002585ZC	Items bought past 12 months (amount spent) Cosmetics/perfumes:\$500 or more (A)	Retail Shopping
4158	SB002586ZC	Items bought past 12 months (amount spent) Costume jewelry:Under \$100 (A)	Retail Shopping
4159	SB002587ZC	Items bought past 12 months (amount spent) Costume jewelry:\$100 - \$499 (A)	Retail Shopping
4160	SB002588ZC	Items bought past 12 months (amount spent) Fine jewelry:Under \$100 (A)	Retail Shopping
4161	SB002590ZC	Items bought past 12 months (amount spent) Fine jewelry:\$500 or more (A)	Retail Shopping
4162	SB002591ZC	Items bought past 12 months (amount spent) Infants clothing:Under \$100 (A)	Retail Shopping
4163	SB002595ZC	Items bought past 12 months (amount spent) Mens casual clothing:Under \$100 (A)	Retail Shopping
4164	SB002596ZC	Items bought past 12 months (amount spent) Mens casual clothing:\$100 - \$499 (A)	Retail Shopping
4165	SB002597ZC	Items bought past 12 months (amount spent) Mens casual clothing:\$500 or more (A)	Retail Shopping
4166	SB002598ZC	Items bought past 12 months (amount spent) Mens shoes:Under \$100 (A)	Retail Shopping
4167	SB002599ZC	Items bought past 12 months (amount spent) Sports equipment:\$100 - \$499 (A)	Retail Shopping
4168	SB002600ZC	Items bought past 12 months (amount spent) Sports equipment:\$500 or more (A)	Retail Shopping
4169	SB002607ZC	Items bought past 12 months (amount spent) Womens shoes:Under \$100 (A)	Retail Shopping
4170	SB002608ZC	Items bought past 12 months (amount spent) Womens shoes:\$100 - \$499 (A)	Retail Shopping
4171	SB002609ZC	Items bought past 12 months (amount spent) Womens shoes:\$500 or more (A)	Retail Shopping
4172	SB002610ZC	Items bought past 12 months Athletic clothing (A)	Retail Shopping
4173	SB002611ZC	Items bought past 12 months Athletic shoes (A)	Retail Shopping
4174	SB002612ZC	Items bought past 12 months Childrens clothing (A)	Retail Shopping
4175	SB002613ZC	Items bought past 12 months Cosmetics/perfumes (A)	Retail Shopping
4176	SB002614ZC	Items bought past 12 months Costume jewelry (A)	Retail Shopping
4177	SB002615ZC	Items bought past 12 months Fine jewelry (A)	Retail Shopping
4178	SB002616ZC	Items bought past 12 months Infants clothing (A)	Retail Shopping
4179	SB002617ZC	Items bought past 12 months Mens business clothing (A)	Retail Shopping
4180	SB002618ZC	Items bought past 12 months Mens casual clothing (A)	Retail Shopping
4181	SB002619ZC	Items bought past 12 months Mens shoes (A)	Retail Shopping
4182	SB002620ZC	Items bought past 12 months Sports equipment (A)	Retail Shopping
4183	SB002621ZC	Items bought past 12 months Womens business clothing (A)	Retail Shopping
4184	SB002622ZC	Items bought past 12 months Womens casual clothing (A)	Retail Shopping
4185	SB002623ZC	Items bought past 12 months Womens shoes (A)	Retail Shopping
4186	SB002625ZC	Jewelry stores:Stores shopped past 12 mo Any jewelry store for cost. jewelry (A)	Retail Shopping
4187	SB002626ZC	Jewelry stores:Stores shopped past 12 mo Any jewelry store for fine jewelry (A)	Retail Shopping
4188	SB002624ZC	Jewelry stores:Stores shopped past 12 months Any jewelry store (A)	Retail Shopping
4189	SB002628ZC	Jewelry stores:Stores shopped past 3 mo Any jewelry store for cost. jewelry (A)	Retail Shopping
4190	SB002629ZC	Jewelry stores:Stores shopped past 3 mo Any jewelry store for fine jewelry (A)	Retail Shopping
4191	SB002627ZC	Jewelry stores:Stores shopped past 3 months Any jewelry store (A)	Retail Shopping
4192	SB002631ZC	Major/department stores:Stores bought past 30 days Babies R Us (A)	Retail Shopping
4193	SB002632ZC	Major/department stores:Stores bought past 30 days Best Buy (A)	Retail Shopping
4194	SB002633ZC	Major/department stores:Stores bought past 30 days Big Lots (A)	Retail Shopping
4195	SB002634ZC	Major/department stores:Stores bought past 30 days BJs Wholesale Club (A)	Retail Shopping
4196	SB002635ZC	Major/department stores:Stores bought past 30 days Burlington (A)	Retail Shopping
4197	SB002636ZC	Major/department stores:Stores bought past 30 days Costco (A)	Retail Shopping
4198	SB002638ZC	Major/department stores:Stores bought past 30 days Dillards (A)	Retail Shopping
4199	SB002639ZC	Major/department stores:Stores bought past 30 days Dollar General (A)	Retail Shopping
4200	SB002640ZC	Major/department stores:Stores bought past 30 days Dollar Tree (A)	Retail Shopping
4201	SB002641ZC	Major/department stores:Stores bought past 30 days Family Dollar (A)	Retail Shopping
4202	SB002642ZC	Major/department stores:Stores bought past 30 days HomeGoods (A)	Retail Shopping
4203	SB002643ZC	Major/department stores:Stores bought past 30 days JCPenney (A)	Retail Shopping
4204	SB002644ZC	Major/department stores:Stores bought past 30 days Kmart (A)	Retail Shopping
4205	SB002645ZC	Major/department stores:Stores bought past 30 days Kohls (A)	Retail Shopping
4206	SB002646ZC	Major/department stores:Stores bought past 30 days Macys (A)	Retail Shopping
4207	SB002647ZC	Major/department stores:Stores bought past 30 days Marshalls (A)	Retail Shopping
4208	SB002648ZC	Major/department stores:Stores bought past 30 days Nordstrom (A)	Retail Shopping
4209	SB002649ZC	Major/department stores:Stores bought past 30 days Nordstrom Rack (A)	Retail Shopping

ORDER	VARIABLE	DESCRIPTION	CATEGORY
4210	SB002650ZC	Major/department stores:Stores bought past 30 days Ross Dress For Less (A)	Retail Shopping
4211	SB002651ZC	Major/department stores:Stores bought past 30 days Sams Club (A)	Retail Shopping
4212	SB002652ZC	Major/department stores:Stores bought past 30 days Sears (A)	Retail Shopping
4213	SB002653ZC	Major/department stores:Stores bought past 30 days Stein Mart (A)	Retail Shopping
4214	SB002654ZC	Major/department stores:Stores bought past 30 days Target (A)	Retail Shopping
4215	SB002655ZC	Major/department stores:Stores bought past 30 days TJ Maxx (A)	Retail Shopping
4216	SB002656ZC	Major/department stores:Stores bought past 30 days Walmart (A)	Retail Shopping
4217	SB002637ZC	Major/department stores:Stores bought past 30 days Did not buy (A)	Retail Shopping
4218	SB002657ZC	Major/department stores:Stores shopped past 3 mo Any major/department store (A)	Retail Shopping
4219	SB002658ZC	Major/department stores:Stores shopped past 3 months Babies R Us (A)	Retail Shopping
4220	SB002659ZC	Major/department stores:Stores shopped past 3 months Best Buy (A)	Retail Shopping
4221	SB002660ZC	Major/department stores:Stores shopped past 3 months Big Lots (A)	Retail Shopping
4222	SB002661ZC	Major/department stores:Stores shopped past 3 months BJs Wholesale Club (A)	Retail Shopping
4223	SB002662ZC	Major/department stores:Stores shopped past 3 months Bloomingdales (A)	Retail Shopping
4224	SB002663ZC	Major/department stores:Stores shopped past 3 months Burlington (A)	Retail Shopping
4225	SB002664ZC	Major/department stores:Stores shopped past 3 months Costco (A)	Retail Shopping
4226	SB002666ZC	Major/department stores:Stores shopped past 3 months Dillards (A)	Retail Shopping
4227	SB002667ZC	Major/department stores:Stores shopped past 3 months Dollar General (A)	Retail Shopping
4228	SB002668ZC	Major/department stores:Stores shopped past 3 months Dollar Tree (A)	Retail Shopping
4229	SB002669ZC	Major/department stores:Stores shopped past 3 months Family Dollar (A)	Retail Shopping
4230	SB002670ZC	Major/department stores:Stores shopped past 3 months HomeGoods (A)	Retail Shopping
4231	SB002671ZC	Major/department stores:Stores shopped past 3 months JCPenney (A)	Retail Shopping
4232	SB002672ZC	Major/department stores:Stores shopped past 3 months Kmart (A)	Retail Shopping
4233	SB002673ZC	Major/department stores:Stores shopped past 3 months Kohls (A)	Retail Shopping
4234	SB002675ZC	Major/department stores:Stores shopped past 3 months Macys (A)	Retail Shopping
4235	SB002676ZC	Major/department stores:Stores shopped past 3 months Marshalls (A)	Retail Shopping
4236	SB002677ZC	Major/department stores:Stores shopped past 3 months Neiman Marcus (A)	Retail Shopping
4237	SB002678ZC	Major/department stores:Stores shopped past 3 months Nordstrom (A)	Retail Shopping
4238	SB002679ZC	Major/department stores:Stores shopped past 3 months Nordstrom Rack (A)	Retail Shopping
4239	SB002680ZC	Major/department stores:Stores shopped past 3 months Ross Dress For Less (A)	Retail Shopping
4240	SB002681ZC	Major/department stores:Stores shopped past 3 months Sams Club (A)	Retail Shopping
4241	SB002682ZC	Major/department stores:Stores shopped past 3 months Sears (A)	Retail Shopping
4242	SB002683ZC	Major/department stores:Stores shopped past 3 months Stein Mart (A)	Retail Shopping
4243	SB002684ZC	Major/department stores:Stores shopped past 3 months Target (A)	Retail Shopping
4244	SB002685ZC	Major/department stores:Stores shopped past 3 months TJ Maxx (A)	Retail Shopping
4245	SB002686ZC	Major/department stores:Stores shopped past 3 months Walmart (A)	Retail Shopping
4246	SB002665ZC	Major/department stores:Stores shopped past 3 months Did not shop (A)	Retail Shopping
4247	SB002688ZC	Major/department stores:Stores shopped past 30 days Babies R Us (A)	Retail Shopping
4248	SB002689ZC	Major/department stores:Stores shopped past 30 days Best Buy (A)	Retail Shopping
4249	SB002690ZC	Major/department stores:Stores shopped past 30 days Big Lots (A)	Retail Shopping
4250	SB002691ZC	Major/department stores:Stores shopped past 30 days BJs Wholesale Club (A)	Retail Shopping
4251	SB002692ZC	Major/department stores:Stores shopped past 30 days Burlington (A)	Retail Shopping
4252	SB002693ZC	Major/department stores:Stores shopped past 30 days Costco (A)	Retail Shopping
4253	SB002695ZC	Major/department stores:Stores shopped past 30 days Dillards (A)	Retail Shopping
4254	SB002696ZC	Major/department stores:Stores shopped past 30 days Dollar General (A)	Retail Shopping
4255	SB002697ZC	Major/department stores:Stores shopped past 30 days Dollar Tree (A)	Retail Shopping
4256	SB002698ZC	Major/department stores:Stores shopped past 30 days Family Dollar (A)	Retail Shopping
4257	SB002699ZC	Major/department stores:Stores shopped past 30 days HomeGoods (A)	Retail Shopping
4258	SB002700ZC	Major/department stores:Stores shopped past 30 days JCPenney (A)	Retail Shopping
4259	SB002701ZC	Major/department stores:Stores shopped past 30 days Kmart (A)	Retail Shopping
4260	SB002702ZC	Major/department stores:Stores shopped past 30 days Kohls (A)	Retail Shopping
4261	SB002703ZC	Major/department stores:Stores shopped past 30 days Macys (A)	Retail Shopping
4262	SB002704ZC	Major/department stores:Stores shopped past 30 days Marshalls (A)	Retail Shopping
4263	SB002705ZC	Major/department stores:Stores shopped past 30 days Nordstrom (A)	Retail Shopping
4264	SB002706ZC	Major/department stores:Stores shopped past 30 days Nordstrom Rack (A)	Retail Shopping
4265	SB002707ZC	Major/department stores:Stores shopped past 30 days Ross Dress For Less (A)	Retail Shopping
4266	SB002708ZC	Major/department stores:Stores shopped past 30 days Sams Club (A)	Retail Shopping
4267	SB002709ZC	Major/department stores:Stores shopped past 30 days Sears (A)	Retail Shopping
4268	SB002710ZC	Major/department stores:Stores shopped past 30 days Stein Mart (A)	Retail Shopping
4269	SB002711ZC	Major/department stores:Stores shopped past 30 days Target (A)	Retail Shopping
4270	SB002712ZC	Major/department stores:Stores shopped past 30 days TJ Maxx (A)	Retail Shopping
4271	SB002713ZC	Major/department stores:Stores shopped past 30 days Walmart (A)	Retail Shopping
4272	SB002694ZC	Major/department stores:Stores shopped past 30 days Did not shop (A)	Retail Shopping
4273	SB002630ZC	Major/dept stores:Stores bought past 30 days Any major/department store (A)	Retail Shopping
4274	SB002687ZC	Major/dept stores:Stores shopped past 30 days Any major/department store (A)	Retail Shopping
4275	SB002742ZC	Malls shopped/visited past 3 months Any mall/shopping center past 3 months (A)	Retail Shopping
4276	SB002741ZC	Malls shopped/visited past 3 months Did not shop (A)	Retail Shopping
4277	SB002744ZC	Malls shopped/visited past 30 days Any mall/shopping center past 30 days (A)	Retail Shopping
4278	SB002743ZC	Malls shopped/visited past 30 days Did not shop (A)	Retail Shopping



ORDER	VARIABLE	DESCRIPTION	CATEGORY
4279	SB002746ZC	Merch/services bought past 12 mo as result of mail ads Auto service (A)	Retail Shopping
4280	SB002748ZC	Merch/services bought past 12 mo as result of mail ads Computer hard/soft (A)	Retail Shopping
4281	SB002753ZC	Merch/services bought past 12 mo as result of mail ads Home cleaning serv (A)	Retail Shopping
4282	SB002745ZC	Merchandise/services bought past 12 mo as result of mail ads Apparel (A)	Retail Shopping
4283	SB002747ZC	Merchandise/services bought past 12 mo as result of mail ads CDs or DVDs (A)	Retail Shopping
4284	SB002749ZC	Merchandise/services bought past 12 mo as result of mail ads Cosmetics (A)	Retail Shopping
4285	SB002751ZC	Merchandise/services bought past 12 mo as result of mail ads Furniture (A)	Retail Shopping
4286	SB002754ZC	Merchandise/services bought past 12 mo as result of mail ads Insurance (A)	Retail Shopping
4287	SB002750ZC	Merchandise/services bought past 12 mo as result of mail ads Restaurant meal (A)	Retail Shopping
4288	SB002755ZC	Merchandise/services bought past 12 mo as result of mail ads None (A)	Retail Shopping
4289	SB002756ZC	Music/video:Stores shopped/used services past 12 months Amazon (A)	Retail Shopping
4290	SB002758ZC	Music/video:Stores shopped/used services past 12 months Best Buy (A)	Retail Shopping
4291	SB002760ZC	Music/video:Stores shopped/used services past 12 months iTunes (A)	Retail Shopping
4292	SB002761ZC	Music/video:Stores shopped/used services past 12 months Netflix (A)	Retail Shopping
4293	SB002762ZC	Music/video:Stores shopped/used services past 12 months Redbox (A)	Retail Shopping
4294	SB002763ZC	Music/video:Stores shopped/used services past 12 months Target (A)	Retail Shopping
4295	SB002764ZC	Music/video:Stores shopped/used services past 12 months Walmart (A)	Retail Shopping
4296	SB002757ZC	Music/video:Stores shopped/used services past 12 mths Any music/video store (A)	Retail Shopping
4297	SB002765ZC	Music/video:Stores shopped/used services past 3 months Amazon (A)	Retail Shopping
4298	SB002766ZC	Music/video:Stores shopped/used services past 3 months Any music/video store (A)	Retail Shopping
4299	SB002767ZC	Music/video:Stores shopped/used services past 3 months Best Buy (A)	Retail Shopping
4300	SB002768ZC	Music/video:Stores shopped/used services past 3 months iTunes (A)	Retail Shopping
4301	SB002769ZC	Music/video:Stores shopped/used services past 3 months Netflix (A)	Retail Shopping
4302	SB002770ZC	Music/video:Stores shopped/used services past 3 months Redbox (A)	Retail Shopping
4303	SB002771ZC	Music/video:Stores shopped/used services past 3 months Target (A)	Retail Shopping
4304	SB002772ZC	Music/video:Stores shopped/used services past 3 months Walmart (A)	Retail Shopping
4305	SB002774ZC	No. of times bought from a mail order catalog past 12 months 2 times (A)	Retail Shopping
4306	SB002775ZC	No. of times bought from a mail order catalog past 12 months 3 - 5 times (A)	Retail Shopping
4307	SB002776ZC	No. of times bought from a mail order catalog past 12 months 6 times or more (A)	Retail Shopping
4308	SB002777ZC	No. of times bought from a mail order catalog past 12 months None (A)	Retail Shopping
4309	SB002778ZC	No. of times bought from other mail advertising past 12 mos 1 time (A)	Retail Shopping
4310	SB002779ZC	No. of times bought from other mail advertising past 12 mos 2 times (A)	Retail Shopping
4311	SB002780ZC	No. of times bought from other mail advertising past 12 mos 3 - 5 times (A)	Retail Shopping
4312	SB002781ZC	No. of times bought from other mail advertising past 12 mos 6 times or more (A)	Retail Shopping
4313	SB002783ZC	Office supplies/services:Stores shop/used srvc past 12 mo Any office store (A)	Retail Shopping
4314	SB002784ZC	Office supplies/services:Stores shopped/used srvc past 12 mo FedEx Office (A)	Retail Shopping
4315	SB002785ZC	Office supplies/services:Stores shopped/used srvc past 12 mo Office Depot (A)	Retail Shopping
4316	SB002786ZC	Office supplies/services:Stores shopped/used srvc past 12 mo OfficeMax (A)	Retail Shopping
4317	SB002787ZC	Office supplies/services:Stores shopped/used srvc past 12 mo Staples (A)	Retail Shopping
4318	SB002788ZC	Office supplies/services:Stores shopped/used srvc past 12 mo Target (A)	Retail Shopping
4319	SB002789ZC	Office supplies/services:Stores shopped/used srvc past 12 mo The UPS Store (A)	Retail Shopping
4320	SB002790ZC	Office supplies/services:Stores shopped/used srvc past 12 mo Walmart (A)	Retail Shopping
4321	SB002792ZC	Office supplies/services:Stores shopped/used srvc past 3 mo FedEx Office (A)	Retail Shopping
4322	SB002793ZC	Office supplies/services:Stores shopped/used srvc past 3 mo Office Depot (A)	Retail Shopping
4323	SB002794ZC	Office supplies/services:Stores shopped/used srvc past 3 mo OfficeMax (A)	Retail Shopping
4324	SB002795ZC	Office supplies/services:Stores shopped/used srvc past 3 mo Staples (A)	Retail Shopping
4325	SB002796ZC	Office supplies/services:Stores shopped/used srvc past 3 mo Target (A)	Retail Shopping
4326	SB002797ZC	Office supplies/services:Stores shopped/used srvc past 3 mo The UPS Store (A)	Retail Shopping
4327	SB002798ZC	Office supplies/services:Stores shopped/used srvc past 3 mo Walmart (A)	Retail Shopping
4328	SB002791ZC	Office supplies/srvcs:Stores shopped/used srvc past 3 mo Any office store (A)	Retail Shopping
4329	SB002799ZC	Other stores:Stores shopped/used services past 12 months Bath & Body Works (A)	Retail Shopping
4330	SB002800ZC	Other stores:Stores shopped/used services past 3 months Bath & Body Works (A)	Retail Shopping
4331	SB002801ZC	Pet supplies:Stores shopped/used services past 12 mo Any pet supply store (A)	Retail Shopping
4332	SB002802ZC	Pet supplies:Stores shopped/used services past 12 months Petco (A)	Retail Shopping
4333	SB002803ZC	Pet supplies:Stores shopped/used services past 12 months PetSmart (A)	Retail Shopping
4334	SB002804ZC	Pet supplies:Stores shopped/used services past 12 months Target (A)	Retail Shopping
4335	SB002805ZC	Pet supplies:Stores shopped/used services past 12 months Walmart (A)	Retail Shopping
4336	SB002806ZC	Pet supplies:Stores shopped/used services past 3 months Any pet supply store (A)	Retail Shopping
4337	SB002807ZC	Pet supplies:Stores shopped/used services past 3 months Petco (A)	Retail Shopping
4338	SB002808ZC	Pet supplies:Stores shopped/used services past 3 months PetSmart (A)	Retail Shopping
4339	SB002809ZC	Pet supplies:Stores shopped/used services past 3 months Target (A)	Retail Shopping
4340	SB002810ZC	Pet supplies:Stores shopped/used services past 3 months Walmart (A)	Retail Shopping
4341	SB002812ZC	Shoes/sneakers/other footwear:Stores shopped past 3 mo Dicks Sporting Goods (A)	Retail Shopping
4342	SB002826ZC	Shoes/sneakers/other footwear:Stores shopped past 3 mo Payless ShoeSource (A)	Retail Shopping
4343	SB002811ZC	Shoes/sneakers/other footwear:Stores shopped past 3 months Any shoe store (A)	Retail Shopping
4344	SB002815ZC	Shoes/sneakers/other footwear:Stores shopped past 3 months DSW (A)	Retail Shopping
4345	SB002816ZC	Shoes/sneakers/other footwear:Stores shopped past 3 months Famous Footwear (A)	Retail Shopping
4346	SB002817ZC	Shoes/sneakers/other footwear:Stores shopped past 3 months Finish Line (A)	Retail Shopping
4347	SB002818ZC	Shoes/sneakers/other footwear:Stores shopped past 3 months Foot Locker (A)	Retail Shopping



ORDER	VARIABLE	DESCRIPTION	CATEGORY
4348	SB002820ZC	Shoes/sneakers/other footwear:Stores shopped past 3 months Kmart (A)	Retail Shopping
4349	SB002821ZC	Shoes/sneakers/other footwear:Stores shopped past 3 months Kohls (A)	Retail Shopping
4350	SB002822ZC	Shoes/sneakers/other footwear:Stores shopped past 3 months Lady Foot Locker (A)	Retail Shopping
4351	SB002823ZC	Shoes/sneakers/other footwear:Stores shopped past 3 months Macys (A)	Retail Shopping
4352	SB002824ZC	Shoes/sneakers/other footwear:Stores shopped past 3 months Nordstrom (A)	Retail Shopping
4353	SB002825ZC	Shoes/sneakers/other footwear:Stores shopped past 3 months Nordstrom Rack (A)	Retail Shopping
4354	SB002827ZC	Shoes/sneakers/other footwear:Stores shopped past 3 months Rack Room Shoes (A)	Retail Shopping
4355	SB002829ZC	Shoes/sneakers/other footwear:Stores shopped past 3 months Shoe Carnival (A)	Retail Shopping
4356	SB002830ZC	Shoes/sneakers/other footwear:Stores shopped past 3 months Sports Authority (A)	Retail Shopping
4357	SB002831ZC	Shoes/sneakers/other footwear:Stores shopped past 3 months Target (A)	Retail Shopping
4358	SB002832ZC	Shoes/sneakers/other footwear:Stores shopped past 3 months The Athletes Foot (A)	Retail Shopping
4359	SB002833ZC	Shoes/sneakers/other footwear:Stores shopped past 3 months Walmart (A)	Retail Shopping
4360	SB002813ZC	Shoes/sneakers/other footwear:Stores shopped past 3 months Did not shop (A)	Retail Shopping
4361	SB002834ZC	Sporting goods:Stores shopped past 3 months Academy Sports & Outdoors (A)	Retail Shopping
4362	SB002835ZC	Sporting goods:Stores shopped past 3 months Any sporting goods store (A)	Retail Shopping
4363	SB002836ZC	Sporting goods:Stores shopped past 3 months Bass Pro Shops (A)	Retail Shopping
4364	SB002837ZC	Sporting goods:Stores shopped past 3 months Cabelas (A)	Retail Shopping
4365	SB002838ZC	Sporting goods:Stores shopped past 3 months Dicks Sporting Goods (A)	Retail Shopping
4366	SB002840ZC	Sporting goods:Stores shopped past 3 months Gander Mountain (A)	Retail Shopping
4367	SB002841ZC	Sporting goods:Stores shopped past 3 months Kmart (A)	Retail Shopping
4368	SB002842ZC	Sporting goods:Stores shopped past 3 months REI (A)	Retail Shopping
4369	SB002843ZC	Sporting goods:Stores shopped past 3 months Sports Authority (A)	Retail Shopping
4370	SB002844ZC	Sporting goods:Stores shopped past 3 months Target (A)	Retail Shopping
4371	SB002845ZC	Sporting goods:Stores shopped past 3 months Walmart (A)	Retail Shopping
4372	SB002839ZC	Sporting goods:Stores shopped past 3 months Did not shop for sporting goods (A)	Retail Shopping
4373	SB002846ZC	Sports apparel/clothing with team logos bought past 12 mo College sports (A)	Retail Shopping
4374	SB002847ZC	Sports apparel/clothing with team logos bought past 12 mo High school sports (A)	Retail Shopping
4375	SB002848ZC	Sports apparel/clothing with team logos bought past 12 mo MLB (A)	Retail Shopping
4376	SB002849ZC	Sports apparel/clothing with team logos bought past 12 mo NASCAR (A)	Retail Shopping
4377	SB002850ZC	Sports apparel/clothing with team logos bought past 12 mo NBA (A)	Retail Shopping
4378	SB002851ZC	Sports apparel/clothing with team logos bought past 12 mo NFL (A)	Retail Shopping
4379	SB002852ZC	Sports apparel/clothing with team logos bought past 12 mo NHL (A)	Retail Shopping
4380	SB002854ZC	Sports apparel/clothing with team logos bought past 12 mo Other sport (A)	Retail Shopping
4381	SB002853ZC	Sports apparel/clothing with team logos bought past 12 mo None (A)	Retail Shopping
4382	SB000045ZC	Activities past 12 months Adult continuing education (A)	Sports & Leisure
4383	SB000043ZC	Activities past 12 months Basketball (A)	Sports & Leisure
4384	SB000042ZC	Activities past 12 months Bicycling (A)	Sports & Leisure
4385	SB000041ZC	Activities past 12 months Boating (A)	Sports & Leisure
4386	SB000040ZC	Activities past 12 months Bowling (A)	Sports & Leisure
4387	SB000039ZC	Activities past 12 months Camping (A)	Sports & Leisure
4388	SB000038ZC	Activities past 12 months Fishing (A)	Sports & Leisure
4389	SB000037ZC	Activities past 12 months Football (A)	Sports & Leisure
4390	SB000036ZC	Activities past 12 months Gardening (flowers or vegetables) (A)	Sports & Leisure
4391	SB000035ZC	Activities past 12 months Golf (A)	Sports & Leisure
4392	SB003669ZC	Activities past 12 months Grilling - outdoor cooking (A)	Sports & Leisure
4393	SB000034ZC	Activities past 12 months Hiking - backpacking (A)	Sports & Leisure
4394	SB000033ZC	Activities past 12 months Hunting (A)	Sports & Leisure
4395	SB000032ZC	Activities past 12 months Jogging - running (A)	Sports & Leisure
4396	SB000031ZC	Activities past 12 months Lawn care (A)	Sports & Leisure
4397	SB000030ZC	Activities past 12 months Photography (A)	Sports & Leisure
4398	SB000028ZC	Activities past 12 months Sewing - crafts (A)	Sports & Leisure
4399	SB000027ZC	Activities past 12 months Snow skiing - snowboarding (A)	Sports & Leisure
4400	SB000026ZC	Activities past 12 months Soccer (A)	Sports & Leisure
4401	SB000044ZC	Activities past 12 months Softball - baseball (A)	Sports & Leisure
4402	SB000025ZC	Activities past 12 months Swimming (A)	Sports & Leisure
4403	SB000024ZC	Activities past 12 months Tennis (A)	Sports & Leisure
4404	SB000023ZC	Activities past 12 months Volunteer work (A)	Sports & Leisure
4405	SB000022ZC	Activities past 12 months Yoga - pilates (A)	Sports & Leisure
4406	SB003456ZC	Current level of interest in Arena Football League (AFL) A little bit (A)	Sports & Leisure
4407	SB003455ZC	Current level of interest in Arena Football League (AFL) Somewhat (A)	Sports & Leisure
4408	SB003457ZC	Current level of interest in Arena Football League (AFL) Not at all (A)	Sports & Leisure
4409	SB003458ZC	Current level of interest in College baseball Very (A)	Sports & Leisure
4410	SB003460ZC	Current level of interest in College baseball A little bit (A)	Sports & Leisure
4411	SB003459ZC	Current level of interest in College baseball Somewhat (A)	Sports & Leisure
4412	SB003461ZC	Current level of interest in College baseball Not at all (A)	Sports & Leisure
4413	SB003462ZC	Current level of interest in College basketball Very (A)	Sports & Leisure
4414	SB003464ZC	Current level of interest in College basketball A little bit (A)	Sports & Leisure
4415	SB003463ZC	Current level of interest in College basketball Somewhat (A)	Sports & Leisure
4416	SB003465ZC	Current level of interest in College basketball Not at all (A)	Sports & Leisure

ORDER	VARIABLE	DESCRIPTION	CATEGORY
4417	SB003466ZC	Current level of interest in College football Very (A)	Sports & Leisure
4418	SB003468ZC	Current level of interest in College football A little bit (A)	Sports & Leisure
4419	SB003467ZC	Current level of interest in College football Somewhat (A)	Sports & Leisure
4420	SB003469ZC	Current level of interest in College football Not at all (A)	Sports & Leisure
4421	SB003470ZC	Current level of interest in College hockey Very (A)	Sports & Leisure
4422	SB003472ZC	Current level of interest in College hockey A little bit (A)	Sports & Leisure
4423	SB003471ZC	Current level of interest in College hockey Somewhat (A)	Sports & Leisure
4424	SB003473ZC	Current level of interest in College hockey Not at all (A)	Sports & Leisure
4425	SB003475ZC	Current level of interest in Cricket Not at all (A)	Sports & Leisure
4426	SB003476ZC	Current level of interest in European soccer Very (A)	Sports & Leisure
4427	SB003478ZC	Current level of interest in European soccer A little bit (A)	Sports & Leisure
4428	SB003477ZC	Current level of interest in European soccer Somewhat (A)	Sports & Leisure
4429	SB003479ZC	Current level of interest in European soccer Not at all (A)	Sports & Leisure
4430	SB003480ZC	Current level of interest in Extreme/action sports Very (A)	Sports & Leisure
4431	SB003482ZC	Current level of interest in Extreme/action sports A little bit (A)	Sports & Leisure
4432	SB003481ZC	Current level of interest in Extreme/action sports Somewhat (A)	Sports & Leisure
4433	SB003483ZC	Current level of interest in Extreme/action sports Not at all (A)	Sports & Leisure
4434	SB003484ZC	Current level of interest in Figure skating Very (A)	Sports & Leisure
4435	SB003486ZC	Current level of interest in Figure skating A little bit (A)	Sports & Leisure
4436	SB003485ZC	Current level of interest in Figure skating Somewhat (A)	Sports & Leisure
4437	SB003487ZC	Current level of interest in Figure skating Not at all (A)	Sports & Leisure
4438	SB003491ZC	Current level of interest in Formula One (F1) racing Very (A)	Sports & Leisure
4439	SB003489ZC	Current level of interest in Formula One (F1) racing A little bit (A)	Sports & Leisure
4440	SB003488ZC	Current level of interest in Formula One (F1) racing Somewhat (A)	Sports & Leisure
4441	SB003490ZC	Current level of interest in Formula One (F1) racing Not at all (A)	Sports & Leisure
4442	SB003495ZC	Current level of interest in Gymnastics Very (A)	Sports & Leisure
4443	SB003497ZC	Current level of interest in Gymnastics A little bit (A)	Sports & Leisure
4444	SB003496ZC	Current level of interest in Gymnastics Somewhat (A)	Sports & Leisure
4445	SB003498ZC	Current level of interest in Gymnastics Not at all (A)	Sports & Leisure
4446	SB003499ZC	Current level of interest in High school sports Very (A)	Sports & Leisure
4447	SB003501ZC	Current level of interest in High school sports A little bit (A)	Sports & Leisure
4448	SB003500ZC	Current level of interest in High school sports Somewhat (A)	Sports & Leisure
4449	SB003502ZC	Current level of interest in High school sports Not at all (A)	Sports & Leisure
4450	SB003503ZC	Current level of interest in Horse racing Very (A)	Sports & Leisure
4451	SB003505ZC	Current level of interest in Horse racing A little bit (A)	Sports & Leisure
4452	SB003504ZC	Current level of interest in Horse racing Somewhat (A)	Sports & Leisure
4453	SB003506ZC	Current level of interest in Horse racing Not at all (A)	Sports & Leisure
4454	SB003507ZC	Current level of interest in IndyCar Series Very (A)	Sports & Leisure
4455	SB003509ZC	Current level of interest in IndyCar Series A little bit (A)	Sports & Leisure
4456	SB003508ZC	Current level of interest in IndyCar Series Somewhat (A)	Sports & Leisure
4457	SB003510ZC	Current level of interest in IndyCar Series Not at all (A)	Sports & Leisure
4458	SB003511ZC	Current level of interest in LPGA Tour (womens golf) Very (A)	Sports & Leisure
4459	SB003513ZC	Current level of interest in LPGA Tour (womens golf) A little bit (A)	Sports & Leisure
4460	SB003512ZC	Current level of interest in LPGA Tour (womens golf) Somewhat (A)	Sports & Leisure
4461	SB003514ZC	Current level of interest in LPGA Tour (womens golf) Not at all (A)	Sports & Leisure
4462	SB003515ZC	Current level of interest in Major League Baseball (MLB) Very (A)	Sports & Leisure
4463	SB003517ZC	Current level of interest in Major League Baseball (MLB) A little bit (A)	Sports & Leisure
4464	SB003516ZC	Current level of interest in Major League Baseball (MLB) Somewhat (A)	Sports & Leisure
4465	SB003518ZC	Current level of interest in Major League Baseball (MLB) Not at all (A)	Sports & Leisure
4466	SB003519ZC	Current level of interest in Major League Soccer (MLS) Very (A)	Sports & Leisure
4467	SB003521ZC	Current level of interest in Major League Soccer (MLS) A little bit (A)	Sports & Leisure
4468	SB003520ZC	Current level of interest in Major League Soccer (MLS) Somewhat (A)	Sports & Leisure
4469	SB003522ZC	Current level of interest in Major League Soccer (MLS) Not at all (A)	Sports & Leisure
4470	SB003523ZC	Current level of interest in Mens tennis (ATP) Very (A)	Sports & Leisure
4471	SB003525ZC	Current level of interest in Mens tennis (ATP) A little bit (A)	Sports & Leisure
4472	SB003524ZC	Current level of interest in Mens tennis (ATP) Somewhat (A)	Sports & Leisure
4473	SB003526ZC	Current level of interest in Mens tennis (ATP) Not at all (A)	Sports & Leisure
4474	SB003527ZC	Current level of interest in Mexican League soccer Very (A)	Sports & Leisure
4475	SB003529ZC	Current level of interest in Mexican League soccer A little bit (A)	Sports & Leisure
4476	SB003528ZC	Current level of interest in Mexican League soccer Somewhat (A)	Sports & Leisure
4477	SB003530ZC	Current level of interest in Mexican League soccer Not at all (A)	Sports & Leisure
4478	SB003531ZC	Current level of interest in Minor League Baseball Very (A)	Sports & Leisure
4479	SB003533ZC	Current level of interest in Minor League Baseball A little bit (A)	Sports & Leisure
4480	SB003532ZC	Current level of interest in Minor League Baseball Somewhat (A)	Sports & Leisure
4481	SB003534ZC	Current level of interest in Minor League Baseball Not at all (A)	Sports & Leisure
4482	SB003535ZC	Current level of interest in Minor League Hockey Somewhat (A)	Sports & Leisure
4483	SB003537ZC	Current level of interest in Minor League Hockey Not at all (A)	Sports & Leisure
4484	SB003538ZC	Current level of interest in Monster Jam (monster trucks) Very (A)	Sports & Leisure
4485	SB003540ZC	Current level of interest in Monster Jam (monster trucks) A little bit (A)	Sports & Leisure

ORDER	VARIABLE	DESCRIPTION	CATEGORY
4486	SB003539ZC	Current level of interest in Monster Jam (monster trucks) Somewhat (A)	Sports & Leisure
4487	SB003541ZC	Current level of interest in Monster Jam (monster trucks) Not at all (A)	Sports & Leisure
4488	SB003542ZC	Current level of interest in MotoGP (Grand Prix motorcycle) Very (A)	Sports & Leisure
4489	SB003544ZC	Current level of interest in MotoGP (Grand Prix motorcycle) A little bit (A)	Sports & Leisure
4490	SB003543ZC	Current level of interest in MotoGP (Grand Prix motorcycle) Somewhat (A)	Sports & Leisure
4491	SB003545ZC	Current level of interest in MotoGP (Grand Prix motorcycle) Not at all (A)	Sports & Leisure
4492	SB003546ZC	Current level of interest in NASCAR Very (A)	Sports & Leisure
4493	SB003548ZC	Current level of interest in NASCAR A little bit (A)	Sports & Leisure
4494	SB003547ZC	Current level of interest in NASCAR Somewhat (A)	Sports & Leisure
4495	SB003549ZC	Current level of interest in NASCAR Not at all (A)	Sports & Leisure
4496	SB003554ZC	Current level of interest in National Football League (NFL) Very (A)	Sports & Leisure
4497	SB003556ZC	Current level of interest in National Football League (NFL) A little bit (A)	Sports & Leisure
4498	SB003555ZC	Current level of interest in National Football League (NFL) Somewhat (A)	Sports & Leisure
4499	SB003557ZC	Current level of interest in National Football League (NFL) Not at all (A)	Sports & Leisure
4500	SB003558ZC	Current level of interest in National Hockey League (NHL) Very (A)	Sports & Leisure
4501	SB003560ZC	Current level of interest in National Hockey League (NHL) A little bit (A)	Sports & Leisure
4502	SB003559ZC	Current level of interest in National Hockey League (NHL) Somewhat (A)	Sports & Leisure
4503	SB003561ZC	Current level of interest in National Hockey League (NHL) Not at all (A)	Sports & Leisure
4504	SB003550ZC	Current level of interest in Natl Basketball Assoc (NBA) Very (A)	Sports & Leisure
4505	SB003552ZC	Current level of interest in Natl Basketball Assoc (NBA) A little bit (A)	Sports & Leisure
4506	SB003551ZC	Current level of interest in Natl Basketball Assoc (NBA) Somewhat (A)	Sports & Leisure
4507	SB003553ZC	Current level of interest in Natl Basketball Assoc (NBA) Not at all (A)	Sports & Leisure
4508	SB003563ZC	Current level of interest in NBA Development League A little bit (A)	Sports & Leisure
4509	SB003562ZC	Current level of interest in NBA Development League Somewhat (A)	Sports & Leisure
4510	SB003564ZC	Current level of interest in NBA Development League Not at all (A)	Sports & Leisure
4511	SB003565ZC	Current level of interest in NHRA Drag Racing Very (A)	Sports & Leisure
4512	SB003567ZC	Current level of interest in NHRA Drag Racing A little bit (A)	Sports & Leisure
4513	SB003566ZC	Current level of interest in NHRA Drag Racing Somewhat (A)	Sports & Leisure
4514	SB003568ZC	Current level of interest in NHRA Drag Racing Not at all (A)	Sports & Leisure
4515	SB003569ZC	Current level of interest in Olympics Very (A)	Sports & Leisure
4516	SB003571ZC	Current level of interest in Olympics A little bit (A)	Sports & Leisure
4517	SB003570ZC	Current level of interest in Olympics Somewhat (A)	Sports & Leisure
4518	SB003572ZC	Current level of interest in Olympics Not at all (A)	Sports & Leisure
4519	SB003573ZC	Current level of interest in PGA TOUR (mens golf) Very (A)	Sports & Leisure
4520	SB003575ZC	Current level of interest in PGA TOUR (mens golf) A little bit (A)	Sports & Leisure
4521	SB003574ZC	Current level of interest in PGA TOUR (mens golf) Somewhat (A)	Sports & Leisure
4522	SB003576ZC	Current level of interest in PGA TOUR (mens golf) Not at all (A)	Sports & Leisure
4523	SB003577ZC	Current level of interest in Pro boxing Very (A)	Sports & Leisure
4524	SB003579ZC	Current level of interest in Pro boxing A little bit (A)	Sports & Leisure
4525	SB003578ZC	Current level of interest in Pro boxing Somewhat (A)	Sports & Leisure
4526	SB003580ZC	Current level of interest in Pro boxing Not at all (A)	Sports & Leisure
4527	SB003581ZC	Current level of interest in Pro Bull Riding (PBR) Very (A)	Sports & Leisure
4528	SB003583ZC	Current level of interest in Pro Bull Riding (PBR) A little bit (A)	Sports & Leisure
4529	SB003584ZC	Current level of interest in Pro Bull Riding (PBR) Not at all (A)	Sports & Leisure
4530	SB003585ZC	Current level of interest in Pro rodeo Very (A)	Sports & Leisure
4531	SB003587ZC	Current level of interest in Pro rodeo A little bit (A)	Sports & Leisure
4532	SB003586ZC	Current level of interest in Pro rodeo Somewhat (A)	Sports & Leisure
4533	SB003588ZC	Current level of interest in Pro rodeo Not at all (A)	Sports & Leisure
4534	SB003589ZC	Current level of interest in Supercross/Motocross Very (A)	Sports & Leisure
4535	SB003591ZC	Current level of interest in Supercross/Motocross A little bit (A)	Sports & Leisure
4536	SB003590ZC	Current level of interest in Supercross/Motocross Somewhat (A)	Sports & Leisure
4537	SB003592ZC	Current level of interest in Supercross/Motocross Not at all (A)	Sports & Leisure
4538	SB003593ZC	Current level of interest in UFC (Ultimate Fighting) Very (A)	Sports & Leisure
4539	SB003595ZC	Current level of interest in UFC (Ultimate Fighting) A little bit (A)	Sports & Leisure
4540	SB003594ZC	Current level of interest in UFC (Ultimate Fighting) Somewhat (A)	Sports & Leisure
4541	SB003596ZC	Current level of interest in UFC (Ultimate Fighting) Not at all (A)	Sports & Leisure
4542	SB003597ZC	Current level of interest in WNBA (Womens Natl Basketball) Very (A)	Sports & Leisure
4543	SB003599ZC	Current level of interest in WNBA (Womens Natl Basketball) A little bit (A)	Sports & Leisure
4544	SB003598ZC	Current level of interest in WNBA (Womens Natl Basketball) Somewhat (A)	Sports & Leisure
4545	SB003600ZC	Current level of interest in WNBA (Womens Natl Basketball) Not at all (A)	Sports & Leisure
4546	SB003601ZC	Current level of interest in Womens tennis (WTA) Very (A)	Sports & Leisure
4547	SB003603ZC	Current level of interest in Womens tennis (WTA) A little bit (A)	Sports & Leisure
4548	SB003602ZC	Current level of interest in Womens tennis (WTA) Somewhat (A)	Sports & Leisure
4549	SB003604ZC	Current level of interest in Womens tennis (WTA) Not at all (A)	Sports & Leisure
4550	SB003605ZC	Current level of interest in WWE (pro wrestling) Very (A)	Sports & Leisure
4551	SB003607ZC	Current level of interest in WWE (pro wrestling) A little bit (A)	Sports & Leisure
4552	SB003606ZC	Current level of interest in WWE (pro wrestling) Somewhat (A)	Sports & Leisure
4553	SB003608ZC	Current level of interest in WWE (pro wrestling) Not at all (A)	Sports & Leisure
4554	SB003009ZC	Events attended past 12 mo (net) Pacific Coast League minor league baseball (A)	Sports & Leisure

ORDER	VARIABLE	DESCRIPTION	CATEGORY
4555	SB002982ZC	Events attended past 12 months (net) ACC sports event (A)	Sports & Leisure
4556	SB003013ZC	Events attended past 12 months (net) Any auto racing track event (A)	Sports & Leisure
4557	SB003014ZC	Events attended past 12 months (net) Any high school sports event (A)	Sports & Leisure
4558	SB003015ZC	Events attended past 12 months (net) Any horse racing (A)	Sports & Leisure
4559	SB003016ZC	Events attended past 12 months (net) Any marathon/road race (A)	Sports & Leisure
4560	SB003017ZC	Events attended past 12 months (net) Any minor league baseball (A)	Sports & Leisure
4561	SB003018ZC	Events attended past 12 months (net) Any minor league hockey (A)	Sports & Leisure
4562	SB003019ZC	Events attended past 12 months (net) Any NASCAR (A)	Sports & Leisure
4563	SB003020ZC	Events attended past 12 months (net) Any pro rodeo (A)	Sports & Leisure
4564	SB002983ZC	Events attended past 12 months (net) Big Ten sports event (A)	Sports & Leisure
4565	SB002984ZC	Events attended past 12 months (net) College basketball (A)	Sports & Leisure
4566	SB002985ZC	Events attended past 12 months (net) College basketball regular season (A)	Sports & Leisure
4567	SB002986ZC	Events attended past 12 months (net) College football (A)	Sports & Leisure
4568	SB002987ZC	Events attended past 12 months (net) College football regular season (A)	Sports & Leisure
4569	SB002988ZC	Events attended past 12 months (net) College sports event (A)	Sports & Leisure
4570	SB002989ZC	Events attended past 12 months (net) Double-A (AA) Minor League Baseball (A)	Sports & Leisure
4571	SB002990ZC	Events attended past 12 months (net) IMG College basketball (A)	Sports & Leisure
4572	SB002991ZC	Events attended past 12 months (net) IMG College football (A)	Sports & Leisure
4573	SB002992ZC	Events attended past 12 months (net) IMG College sports event (A)	Sports & Leisure
4574	SB003001ZC	Events attended past 12 months (net) Intl. League minor league baseball (A)	Sports & Leisure
4575	SB003002ZC	Events attended past 12 months (net) Learfield Collegiate basketball (A)	Sports & Leisure
4576	SB003003ZC	Events attended past 12 months (net) Learfield Collegiate football (A)	Sports & Leisure
4577	SB003004ZC	Events attended past 12 months (net) Learfield Collegiate sports event (A)	Sports & Leisure
4578	SB003005ZC	Events attended past 12 months (net) Major League Baseball (MLB) (A)	Sports & Leisure
4579	SB003006ZC	Events attended past 12 months (net) National Basketball Association (NBA) (A)	Sports & Leisure
4580	SB003007ZC	Events attended past 12 months (net) National Football League (NFL) (A)	Sports & Leisure
4581	SB003008ZC	Events attended past 12 months (net) National Hockey League (NHL) (A)	Sports & Leisure
4582	SB003010ZC	Events attended past 12 months (net) SEC football (A)	Sports & Leisure
4583	SB003011ZC	Events attended past 12 months (net) SEC sports event (A)	Sports & Leisure
4584	SB003012ZC	Events attended past 12 months (net) Single-A (A) Minor League Baseball (A)	Sports & Leisure
4585	SB000089ZC	Events attended/places visited past 12 mo Times Square (in New York City) (A)	Sports & Leisure
4586	SB000093ZC	Events attended/places visited past 12 months Any paid ticket music concert (A)	Sports & Leisure
4587	SB000105ZC	Events attended/places visited past 12 months Any professional sports event (A)	Sports & Leisure
4588	SB000104ZC	Events attended/places visited past 12 months Any theme park (A)	Sports & Leisure
4589	SB000103ZC	Events attended/places visited past 12 months Art museum (A)	Sports & Leisure
4590	SB000102ZC	Events attended/places visited past 12 months Circus (A)	Sports & Leisure
4591	SB000101ZC	Events attended/places visited past 12 months Comedy club (A)	Sports & Leisure
4592	SB000100ZC	Events attended/places visited past 12 months Country music concert (A)	Sports & Leisure
4593	SB000099ZC	Events attended/places visited past 12 months Dance or ballet performance (A)	Sports & Leisure
4594	SB000097ZC	Events attended/places visited past 12 months Health/wellness/fitness expo (A)	Sports & Leisure
4595	SB000098ZC	Events attended/places visited past 12 months High school sports event (A)	Sports & Leisure
4596	SB003714ZC	Events attended/places visited past 12 months Ice show (A)	Sports & Leisure
4597	SB000096ZC	Events attended/places visited past 12 months Job fair/recruitment fair (A)	Sports & Leisure
4598	SB000095ZC	Events attended/places visited past 12 months Live theater (A)	Sports & Leisure
4599	SB000094ZC	Events attended/places visited past 12 months Monster Jam (monster trucks) (A)	Sports & Leisure
4600	SB000092ZC	Events attended/places visited past 12 months R&B/rap/hip-hop concert (A)	Sports & Leisure
4601	SB000091ZC	Events attended/places visited past 12 months Rock concert (A)	Sports & Leisure
4602	SB000090ZC	Events attended/places visited past 12 months Symphony concert, opera, etc. (A)	Sports & Leisure
4603	SB000088ZC	Events attended/places visited past 12 months WWE (pro wrestling) (A)	Sports & Leisure
4604	SB000087ZC	Events attended/places visited past 12 months Zoo (A)	Sports & Leisure
4605	SB003956ZC	Ever attended special/technical/vocational school Yes (A)	Sports & Leisure
4606	SB002213ZC	Lifestyle change/event personally plan to do next 12 mo Attnd adult ed class (A)	Sports & Leisure
4607	SB002215ZC	Lifestyle change/event personally plan to do next 12 mo Birth of grandchild (A)	Sports & Leisure
4608	SB002221ZC	Lifestyle change/event personally plan to do next 12 mo Move/change address (A)	Sports & Leisure
4609	SB002210ZC	Lifestyle changes HHLD plans to do next 12 mths Buy or lease a hybrid vehicle	Sports & Leisure
4610	SB002209ZC	Lifestyle changes HHLD plans to do next 12 mths Shop for nursing care	Sports & Leisure
4611	SB002218ZC	Lifestyle changes/events personally plan to do next 12 mo Go back to school (A)	Sports & Leisure
4612	SB002220ZC	Lifestyle changes/events personally plan to do next 12 mo Last mortgage pmt (A)	Sports & Leisure
4613	SB002222ZC	Lifestyle changes/events personally plan to do next 12 mo Refinance mortgage (A)	Sports & Leisure
4614	SB002211ZC	Lifestyle changes/events personally plan to do next 12 mo Sell house, condo (A)	Sports & Leisure
4615	SB002214ZC	Lifestyle changes/events personally plan to do next 12 mths Birth of a child (A)	Sports & Leisure
4616	SB002216ZC	Lifestyle changes/events personally plan to do next 12 mths Buy house, condo (A)	Sports & Leisure
4617	SB002217ZC	Lifestyle changes/events personally plan to do next 12 mths Get married (A)	Sports & Leisure
4618	SB002219ZC	Lifestyle changes/events personally plan to do next 12 mths Look for new job (A)	Sports & Leisure
4619	SB002212ZC	Lifestyle changes/events personally plan to do next 12 mths Retire (A)	Sports & Leisure
4620	SB002223ZC	Lifestyle characteristics Belong to health/fitness club or gym (A)	Sports & Leisure
4621	SB002224ZC	Lifestyle characteristics Have child in college (A)	Sports & Leisure
4622	SB002225ZC	Lifestyle characteristics Have life insurance (A)	Sports & Leisure
4623	SB002226ZC	Lifestyle characteristics Own a cat (A)	Sports & Leisure



ORDER	VARIABLE	DESCRIPTION	CATEGORY
4624	SB002227ZC	Lifestyle characteristics Own a dog (A)	Sports & Leisure
4625	SB002228ZC	Lifestyle characteristics Own other pet (A)	Sports & Leisure
4626	SB002229ZC	Lifestyle characteristics Self-employed (A)	Sports & Leisure
4627	SB002230ZC	Lifestyle characteristics Small business owner (A)	Sports & Leisure
4628	SB002231ZC	Lifestyle characteristics Work at home (most of the time or always) (A)	Sports & Leisure
4629	SB003409ZC	Movies when usually seen at a theater past 12 mo Did not attend new movie (A)	Sports & Leisure
4630	SB003408ZC	Movies when usually seen at a theater past 12 months After the second week (A)	Sports & Leisure
4631	SB003407ZC	Movies when usually seen at a theater past 12 months Opening weekend (A)	Sports & Leisure
4632	SB001901ZC	No. of College baseball games attended past 12 months 1 - 2 games (A)	Sports & Leisure
4633	SB004094ZC	No. of College baseball games attended past 12 months 3 - 9 games (A)	Sports & Leisure
4634	SB001903ZC	No. of College basketball games attended past 12 months 1 - 2 games (A)	Sports & Leisure
4635	SB001904ZC	No. of College basketball games attended past 12 months 3 - 9 games (A)	Sports & Leisure
4636	SB001905ZC	No. of College basketball games attended past 12 months 10+ games (A)	Sports & Leisure
4637	SB001902ZC	No. of College basketball games attended past 12 months None (A)	Sports & Leisure
4638	SB001906ZC	No. of College football games attended past 12 months 1 - 2 games (A)	Sports & Leisure
4639	SB001907ZC	No. of College football games attended past 12 months 3 - 9 games (A)	Sports & Leisure
4640	SB001908ZC	No. of College football games attended past 12 months 10+ games (A)	Sports & Leisure
4641	SB001909ZC	No. of College football games attended past 12 months None (A)	Sports & Leisure
4642	SB004093ZC	No. of College hockey games attended past 12 months 1 - 2 games (A)	Sports & Leisure
4643	SB004092ZC	No. of College hockey games attended past 12 months None (A)	Sports & Leisure
4644	SB004048ZC	No. of European soccer games attended past 12 months 1 - 2 games (A)	Sports & Leisure
4645	SB004047ZC	No. of European soccer games attended past 12 months None (A)	Sports & Leisure
4646	SB004050ZC	No. of Extreme/action sports events attended past 12 months 1 - 2 events (A)	Sports & Leisure
4647	SB004049ZC	No. of Extreme/action sports events attended past 12 months None (A)	Sports & Leisure
4648	SB001910ZC	No. of Figure skating events attended past 12 months 1 - 2 events (A)	Sports & Leisure
4649	SB001914ZC	No. of Gymnastics events attended past 12 months 1 - 2 events (A)	Sports & Leisure
4650	SB004051ZC	No. of Gymnastics events attended past 12 months 3 - 9 events (A)	Sports & Leisure
4651	SB004052ZC	No. of Gymnastics events attended past 12 months 10+ events (A)	Sports & Leisure
4652	SB001916ZC	No. of High school sports events attended past 12 months 1 - 2 events (A)	Sports & Leisure
4653	SB001917ZC	No. of High school sports events attended past 12 months 3 - 9 events (A)	Sports & Leisure
4654	SB001918ZC	No. of High school sports events attended past 12 months 10+ events (A)	Sports & Leisure
4655	SB001919ZC	No. of High school sports events attended past 12 months None (A)	Sports & Leisure
4656	SB001920ZC	No. of Horse racing events attended past 12 months 1 - 2 events (A)	Sports & Leisure
4657	SB004053ZC	No. of Horse racing events attended past 12 months 3 - 9 events (A)	Sports & Leisure
4658	SB004056ZC	No. of IndyCar Series events attended past 12 months 1 - 2 events (A)	Sports & Leisure
4659	SB004055ZC	No. of IndyCar Series events attended past 12 months None (A)	Sports & Leisure
4660	SB004058ZC	No. of LPGA Tour (womens golf) events attended past 12 mo 1 - 2 events (A)	Sports & Leisure
4661	SB004057ZC	No. of LPGA Tour (womens golf) events attended past 12 mo None (A)	Sports & Leisure
4662	SB001922ZC	No. of Major League Baseball (MLB) games attended past 12 mos 1 - 2 games (A)	Sports & Leisure
4663	SB001923ZC	No. of Major League Baseball (MLB) games attended past 12 mos 3 - 9 games (A)	Sports & Leisure
4664	SB001924ZC	No. of Major League Baseball (MLB) games attended past 12 mos 10+ games (A)	Sports & Leisure
4665	SB001925ZC	No. of Major League Baseball (MLB) games attended past 12 mos None (A)	Sports & Leisure
4666	SB001926ZC	No. of Major League Soccer (MLS) games attended past 12 mo 1 - 2 games (A)	Sports & Leisure
4667	SB001927ZC	No. of Major League Soccer (MLS) games attended past 12 mo None (A)	Sports & Leisure
4668	SB004060ZC	No. of Mens tennis (ATP) events attended past 12 months 1 - 2 events (A)	Sports & Leisure
4669	SB004059ZC	No. of Mens tennis (ATP) events attended past 12 months None (A)	Sports & Leisure
4670	SB004061ZC	No. of Mexican League soccer games attended past 12 months None (A)	Sports & Leisure
4671	SB001928ZC	No. of Minor League Baseball games attended past 12 mo 1 - 2 games (A)	Sports & Leisure
4672	SB001929ZC	No. of Minor League Baseball games attended past 12 mo 3 - 9 games (A)	Sports & Leisure
4673	SB001930ZC	No. of Minor League Baseball games attended past 12 mo None (A)	Sports & Leisure
4674	SB001931ZC	No. of Minor League Hockey games attended past 12 months 1 - 2 games (A)	Sports & Leisure
4675	SB001932ZC	No. of Minor League Hockey games attended past 12 months None (A)	Sports & Leisure
4676	SB001933ZC	No. of Monster Jam (monster trucks) events attd past 12 mths 1 - 2 events (A)	Sports & Leisure
4677	SB001934ZC	No. of Monster Jam (monster trucks) events attd past 12 mths None (A)	Sports & Leisure
4678	SB001935ZC	No. of NASCAR events attended past 12 months 1 - 2 events (A)	Sports & Leisure
4679	SB004064ZC	No. of NASCAR events attended past 12 months 3 - 9 events (A)	Sports & Leisure
4680	SB004065ZC	No. of NASCAR events attended past 12 months 10+ events (A)	Sports & Leisure
4681	SB001941ZC	No. of National Football League (NFL) games attd past 12 mos 1 - 2 games (A)	Sports & Leisure
4682	SB001942ZC	No. of National Football League (NFL) games attd past 12 mos 3 - 9 games (A)	Sports & Leisure
4683	SB001943ZC	No. of National Football League (NFL) games attd past 12 mos 10+ games (A)	Sports & Leisure
4684	SB001944ZC	No. of National Football League (NFL) games attd past 12 mos None (A)	Sports & Leisure
4685	SB001945ZC	No. of National Hockey League (NHL) games attd past 12 months 1 - 2 games (A)	Sports & Leisure
4686	SB001946ZC	No. of National Hockey League (NHL) games attd past 12 months 3 - 9 games (A)	Sports & Leisure
4687	SB004068ZC	No. of National Hockey League (NHL) games attd past 12 months 10+ games (A)	Sports & Leisure
4688	SB001947ZC	No. of National Hockey League (NHL) games attd past 12 months None (A)	Sports & Leisure
4689	SB001937ZC	No. of Natl Basketball Assoc (NBA) games attd past 12 months 1 - 2 games (A)	Sports & Leisure
4690	SB001938ZC	No. of Natl Basketball Assoc (NBA) games attd past 12 months 3 - 9 games (A)	Sports & Leisure
4691	SB001939ZC	No. of Natl Basketball Assoc (NBA) games attd past 12 months 10+ games (A)	Sports & Leisure
4692	SB001940ZC	No. of Natl Basketball Assoc (NBA) games attd past 12 months None (A)	Sports & Leisure



ORDER	VARIABLE	DESCRIPTION	CATEGORY
4693	SB004066ZC	No. of NBA Development League games attended past 12 months None (A)	Sports & Leisure
4694	SB004070ZC	No. of NHRA Drag Racing events attended past 12 months 1 - 2 events (A)	Sports & Leisure
4695	SB004069ZC	No. of NHRA Drag Racing events attended past 12 months None (A)	Sports & Leisure
4696	SB001948ZC	No. of PGA TOUR (mens golf) events attended past 12 mo 1 - 2 events (A)	Sports & Leisure
4697	SB004072ZC	No. of PGA TOUR (mens golf) events attended past 12 mo 3 - 9 events (A)	Sports & Leisure
4698	SB004075ZC	No. of PGA TOUR (mens golf) events attended past 12 mo 10+ events (A)	Sports & Leisure
4699	SB001950ZC	No. of Pro boxing events attended past 12 months 1 - 2 events (A)	Sports & Leisure
4700	SB001952ZC	No. of Pro Bull Riding (PBR) events attended past 12 months 1 - 2 events (A)	Sports & Leisure
4701	SB001954ZC	No. of Pro rodeo events attended past 12 months 1 - 2 events (A)	Sports & Leisure
4702	SB004083ZC	No. of Supercross/Motocross events attended past 12 months 1 - 2 events (A)	Sports & Leisure
4703	SB004081ZC	No. of Supercross/Motocross events attended past 12 months None (A)	Sports & Leisure
4704	SB001956ZC	No. of times attended movie at a theater past 3 months 1 time (A)	Sports & Leisure
4705	SB001957ZC	No. of times attended movie at a theater past 3 months 2 times (A)	Sports & Leisure
4706	SB001958ZC	No. of times attended movie at a theater past 3 months 3 times (A)	Sports & Leisure
4707	SB001959ZC	No. of times attended movie at a theater past 3 months 4 times or more (A)	Sports & Leisure
4708	SB001960ZC	No. of times attended movie at a theater past 3 months None (A)	Sports & Leisure
4709	SB003410ZC	No. of times attended movie at a theater past 30 days 1 time (A)	Sports & Leisure
4710	SB003411ZC	No. of times attended movie at a theater past 30 days 2 times (A)	Sports & Leisure
4711	SB003412ZC	No. of times attended movie at a theater past 30 days 3 times (A)	Sports & Leisure
4712	SB003413ZC	No. of times attended movie at a theater past 30 days 4 times or more (A)	Sports & Leisure
4713	SB003414ZC	No. of times attended movie at a theater past 30 days None (A)	Sports & Leisure
4714	SB001961ZC	No. of times bought lottery tckt past 30 day (Any bought) Any lottery ticket (A)	Sports & Leisure
4715	SB003415ZC	No. of times bought other lottery ticket past 30 days 1 - 2 times (A)	Sports & Leisure
4716	SB003416ZC	No. of times bought other lottery ticket past 30 days 3 - 4 times (A)	Sports & Leisure
4717	SB003417ZC	No. of times bought other lottery ticket past 30 days 5 times or more (A)	Sports & Leisure
4718	SB003418ZC	No. of times bought other lottery ticket past 30 days None (A)	Sports & Leisure
4719	SB003419ZC	No. of times bought Powerball ticket past 30 days 1 - 2 times (A)	Sports & Leisure
4720	SB003421ZC	No. of times bought Powerball ticket past 30 days 5 times or more (A)	Sports & Leisure
4721	SB003422ZC	No. of times bought Powerball ticket past 30 days None (A)	Sports & Leisure
4722	SB003423ZC	No. of times bought scratchoff lottery ticket past 30 days 1 - 2 times (A)	Sports & Leisure
4723	SB003424ZC	No. of times bought scratchoff lottery ticket past 30 days 3 - 4 times (A)	Sports & Leisure
4724	SB003425ZC	No. of times bought scratchoff lottery ticket past 30 days 5 times or more (A)	Sports & Leisure
4725	SB003426ZC	No. of times bought scratchoff lottery ticket past 30 days None (A)	Sports & Leisure
4726	SB004087ZC	No. of UFC (Ultimate Fighting) events attd past 12 months 1 - 2 events (A)	Sports & Leisure
4727	SB004085ZC	No. of UFC (Ultimate Fighting) events attd past 12 months None (A)	Sports & Leisure
4728	SB003883ZC	No. of WNBA (Womens Natl Basketball) games attd pst 12 mos 1 - 2 games (A)	Sports & Leisure
4729	SB003884ZC	No. of WNBA (Womens Natl Basketball) games attd pst 12 mos None (A)	Sports & Leisure
4730	SB003885ZC	No. of Womens tennis (WTA) events attended past 12 months 1 - 2 events (A)	Sports & Leisure
4731	SB003886ZC	No. of Womens tennis (WTA) events attended past 12 months None (A)	Sports & Leisure
4732	SB003887ZC	No. of WWE (pro wrestling) events attended past 12 months 1 - 2 events (A)	Sports & Leisure
4733	SB003888ZC	No. of WWE (pro wrestling) events attended past 12 months None (A)	Sports & Leisure
4734	SB003949ZC	Sports event interested in buying season tickets MLS or local team (A)	Sports & Leisure
4735	SB003950ZC	Sports event interested in buying season tickets NHL or local team (A)	Sports & Leisure
4736	SB002022ZC	Sports event amt willing to pay for single tkt College sports:Under \$25 (A)	Sports & Leisure
4737	SB002023ZC	Sports event amt willing to pay for single tkt College sports:\$25-\$49 (A)	Sports & Leisure
4738	SB002024ZC	Sports event amt willing to pay for single tkt College sports:\$50-\$74 (A)	Sports & Leisure
4739	SB002025ZC	Sports event amt willing to pay for single tkt College sports:\$75+ (A)	Sports & Leisure
4740	SB002026ZC	Sports event amt willing to pay for single tkt College sports:None (A)	Sports & Leisure
4741	SB002028ZC	Sports event amt willing to pay for single tkt MLB:\$25 - \$49 (A)	Sports & Leisure
4742	SB002029ZC	Sports event amt willing to pay for single tkt MLB:\$50 - \$74 (A)	Sports & Leisure
4743	SB002030ZC	Sports event amt willing to pay for single tkt MLB:\$75+ (A)	Sports & Leisure
4744	SB002031ZC	Sports event amt willing to pay for single tkt MLB:None (A)	Sports & Leisure
4745	SB002032ZC	Sports event amt willing to pay for single tkt MLS:Under \$25 (A)	Sports & Leisure
4746	SB002035ZC	Sports event amt willing to pay for single tkt MLS:\$25 - \$49 (A)	Sports & Leisure
4747	SB002034ZC	Sports event amt willing to pay for single tkt MLS:None (A)	Sports & Leisure
4748	SB002037ZC	Sports event amt willing to pay for single tkt NASCAR:Under \$25 (A)	Sports & Leisure
4749	SB002036ZC	Sports event amt willing to pay for single tkt NASCAR:\$25 - \$49 (A)	Sports & Leisure
4750	SB002038ZC	Sports event amt willing to pay for single tkt NASCAR:\$50 - \$74 (A)	Sports & Leisure
4751	SB002039ZC	Sports event amt willing to pay for single tkt NASCAR:\$75+ (A)	Sports & Leisure
4752	SB002043ZC	Sports event amt willing to pay for single tkt NBA:\$50-\$74 (A)	Sports & Leisure
4753	SB002045ZC	Sports event amt willing to pay for single tkt NBA:None (A)	Sports & Leisure
4754	SB002048ZC	Sports event amt willing to pay for single tkt NFL:\$50-\$74 (A)	Sports & Leisure
4755	SB002049ZC	Sports event amt willing to pay for single tkt NFL:\$75+ (A)	Sports & Leisure
4756	SB002050ZC	Sports event amt willing to pay for single tkt NFL:None (A)	Sports & Leisure
4757	SB002051ZC	Sports event amt willing to pay for single tkt NHL:Under \$25 (A)	Sports & Leisure
4758	SB002052ZC	Sports event amt willing to pay for single tkt NHL:\$25-\$49 (A)	Sports & Leisure
4759	SB002053ZC	Sports event amt willing to pay for single tkt NHL:\$50-\$74 (A)	Sports & Leisure
4760	SB002054ZC	Sports event amt willing to pay for single tkt NHL:None (A)	Sports & Leisure
4761	SB002055ZC	Sports event interested in buying season tickets College sports (A)	Sports & Leisure

ORDER	VARIABLE	DESCRIPTION	CATEGORY
4762	SB002057ZC	Sports event interested in buying season tickets Minor League Baseball (A)	Sports & Leisure
4763	SB002059ZC	Sports event interested in buying season tickets NFL (A)	Sports & Leisure
4764	D0000007ZC	Early Fringe, M-Su 6p-8p	TV - TV - 1Q Nielsen Daypart
4765	D0000007ZD	Early Fringe, M-Su 6p-8p - Minutes	TV - TV - 1Q Nielsen Daypart
4766	D0000003ZC	Late Fringe, M-Su 11p-6a	TV - TV - 1Q Nielsen Daypart
4767	D0000003ZD	Late Fringe, M-Su 11p-6a - Minutes	TV - TV - 1Q Nielsen Daypart
4768	D0000002ZC	Primetime, M-Su 8p-11p	TV - TV - 1Q Nielsen Daypart
4769	D0000002ZD	Primetime, M-Su 8p-11p - Minutes	TV - TV - 1Q Nielsen Daypart
4770	D0000001ZC	Total Day, M-Su 6a-6a	TV - TV - 1Q Nielsen Daypart
4771	D0000001ZD	Total Day, M-Su 6a-6a - Minutes	TV - TV - 1Q Nielsen Daypart
4772	D0000005ZC	Weekday Afternoon, M-F 10a-6p	TV - TV - 1Q Nielsen Daypart
4773	D0000005ZD	Weekday Afternoon, M-F 10a-6p - Minutes	TV - TV - 1Q Nielsen Daypart
4774	D0000004ZC	Weekday Morning, M-F 6a-10a	TV - TV - 1Q Nielsen Daypart
4775	D0000004ZD	Weekday Morning, M-F 6a-10a - Minutes	TV - TV - 1Q Nielsen Daypart
4776	D0000006ZC	Weekend Day, Sa-Su 6a-6p	TV - TV - 1Q Nielsen Daypart
4777	D0000006ZD	Weekend Day, Sa-Su 6a-6p - Minutes	TV - TV - 1Q Nielsen Daypart
4778	G0000001ZC	Audience Participation	TV - TV - 1Q Nielsen Genre Type
4779	G0000001ZD	Audience Participation - Minutes	TV - TV - 1Q Nielsen Genre Type
4780	G0000002ZC	Award Ceremonies	TV - TV - 1Q Nielsen Genre Type
4781	G0000002ZD	Award Ceremonies - Minutes	TV - TV - 1Q Nielsen Genre Type
4782	G0000003ZC	Child Multi-Weekly	TV - TV - 1Q Nielsen Genre Type
4783	G0000003ZD	Child Multi-Weekly - Minutes	TV - TV - 1Q Nielsen Genre Type
4784	G0000004ZC	Comedy Variety	TV - TV - 1Q Nielsen Genre Type
4785	G0000004ZD	Comedy Variety - Minutes	TV - TV - 1Q Nielsen Genre Type
4786	G0000005ZC	Concert Music	TV - TV - 1Q Nielsen Genre Type
4787	G0000005ZD	Concert Music - Minutes	TV - TV - 1Q Nielsen Genre Type
4788	G0000006ZC	Conversations, Colloquies	TV - TV - 1Q Nielsen Genre Type
4789	G0000006ZD	Conversations, Colloquies - Minutes	TV - TV - 1Q Nielsen Genre Type
4790	G0000007ZC	Daytime Drama	TV - TV - 1Q Nielsen Genre Type
4791	G0000007ZD	Daytime Drama - Minutes	TV - TV - 1Q Nielsen Genre Type
4792	G0000008ZC	Evening Animation	TV - TV - 1Q Nielsen Genre Type
4793	G0000008ZD	Evening Animation - Minutes	TV - TV - 1Q Nielsen Genre Type
4794	G0000009ZC	Feature Film	TV - TV - 1Q Nielsen Genre Type
4795	G0000009ZD	Feature Film - Minutes	TV - TV - 1Q Nielsen Genre Type
4796	G0000010ZC	General Documentary	TV - TV - 1Q Nielsen Genre Type
4797	G0000010ZD	General Documentary - Minutes	TV - TV - 1Q Nielsen Genre Type
4798	G0000011ZC	General Drama	TV - TV - 1Q Nielsen Genre Type
4799	G0000011ZD	General Drama - Minutes	TV - TV - 1Q Nielsen Genre Type
4800	G0000012ZC	General Variety	TV - TV - 1Q Nielsen Genre Type
4801	G0000012ZD	General Variety - Minutes	TV - TV - 1Q Nielsen Genre Type
4802	G0000013ZC	Instruction, Advice	TV - TV - 1Q Nielsen Genre Type
4803	G0000013ZD	Instruction, Advice - Minutes	TV - TV - 1Q Nielsen Genre Type
4804	G0000015ZC	News	TV - TV - 1Q Nielsen Genre Type
4805	G0000015ZD	News - Minutes	TV - TV - 1Q Nielsen Genre Type
4806	G0000014ZC	News Documentary	TV - TV - 1Q Nielsen Genre Type
4807	G0000014ZD	News Documentary - Minutes	TV - TV - 1Q Nielsen Genre Type
4808	G0000016ZC	Official Police	TV - TV - 1Q Nielsen Genre Type
4809	G0000016ZD	Official Police - Minutes	TV - TV - 1Q Nielsen Genre Type
4810	G0000017ZC	Participation Variety	TV - TV - 1Q Nielsen Genre Type
4811	G0000017ZD	Participation Variety - Minutes	TV - TV - 1Q Nielsen Genre Type
4812	G0000018ZC	Popular Music	TV - TV - 1Q Nielsen Genre Type
4813	G0000018ZD	Popular Music - Minutes	TV - TV - 1Q Nielsen Genre Type
4814	G0000019ZC	Quiz Give Away	TV - TV - 1Q Nielsen Genre Type
4815	G0000019ZD	Quiz Give Away - Minutes	TV - TV - 1Q Nielsen Genre Type
4816	G0000020ZC	Situation Comedy	TV - TV - 1Q Nielsen Genre Type
4817	G0000020ZD	Situation Comedy - Minutes	TV - TV - 1Q Nielsen Genre Type
4818	G0000021ZC	Sports Commentary	TV - TV - 1Q Nielsen Genre Type
4819	G0000021ZD	Sports Commentary - Minutes	TV - TV - 1Q Nielsen Genre Type
4820	G0000022ZC	Sports Event	TV - TV - 1Q Nielsen Genre Type
4821	G0000022ZD	Sports Event - Minutes	TV - TV - 1Q Nielsen Genre Type
4822	O0000140ZC	20th Television	TV - TV - 1Q Nielsen Networks
4823	O0000140ZD	20th Television - Minutes	TV - TV - 1Q Nielsen Networks
4824	O0000210ZC	5StarMax	TV - TV - 1Q Nielsen Networks
4825	O0000210ZD	5StarMax - Minutes	TV - TV - 1Q Nielsen Networks
4826	O0000077ZC	A&E Network	TV - TV - 1Q Nielsen Networks
4827	O0000077ZD	A&E Network - Minutes	TV - TV - 1Q Nielsen Networks
4828	O0000134ZC	ABC	TV - TV - 1Q Nielsen Networks
4829	O0000134ZD	ABC - Minutes	TV - TV - 1Q Nielsen Networks
4830	O0000127ZC	ABC Family	TV - TV - 1Q Nielsen Networks

ORDER	VARIABLE	DESCRIPTION	CATEGORY
4831	O0000127ZD	ABC Family - Minutes	TV - TV - 1Q Nielsen Networks
4832	O0000197ZC	ActionMax	TV - TV - 1Q Nielsen Networks
4833	O0000197ZD	ActionMax - Minutes	TV - TV - 1Q Nielsen Networks
4834	O0000064ZC	Adult Swim	TV - TV - 1Q Nielsen Networks
4835	O0000064ZD	Adult Swim - Minutes	TV - TV - 1Q Nielsen Networks
4836	O0000071ZC	Al Jazeera America	TV - TV - 1Q Nielsen Networks
4837	O0000071ZD	Al Jazeera America - Minutes	TV - TV - 1Q Nielsen Networks
4838	O0000105ZC	AMC	TV - TV - 1Q Nielsen Networks
4839	O0000105ZD	AMC - Minutes	TV - TV - 1Q Nielsen Networks
4840	O0000022ZC	American Heroes Channel	TV - TV - 1Q Nielsen Networks
4841	O0000022ZD	American Heroes Channel - Minutes	TV - TV - 1Q Nielsen Networks
4842	O0000100ZC	Animal Planet	TV - TV - 1Q Nielsen Networks
4843	O0000100ZD	Animal Planet - Minutes	TV - TV - 1Q Nielsen Networks
4844	O0000074ZC	Audience Network	TV - TV - 1Q Nielsen Networks
4845	O0000074ZD	Audience Network - Minutes	TV - TV - 1Q Nielsen Networks
4846	O0000058ZC	AZN	TV - TV - 1Q Nielsen Networks
4847	O0000058ZD	AZN - Minutes	TV - TV - 1Q Nielsen Networks
4848	O0000211ZC	Baby First TV	TV - TV - 1Q Nielsen Networks
4849	O0000211ZD	Baby First TV - Minutes	TV - TV - 1Q Nielsen Networks
4850	O0000142ZC	Badami Productions	TV - TV - 1Q Nielsen Networks
4851	O0000142ZD	Badami Productions - Minutes	TV - TV - 1Q Nielsen Networks
4852	O0000017ZC	BBC America	TV - TV - 1Q Nielsen Networks
4853	O0000017ZD	BBC America - Minutes	TV - TV - 1Q Nielsen Networks
4854	O0000182ZC	beIN SPORTS	TV - TV - 1Q Nielsen Networks
4855	O0000182ZD	beIN SPORTS - Minutes	TV - TV - 1Q Nielsen Networks
4856	O0000184ZC	beIN SPORTS Espanol	TV - TV - 1Q Nielsen Networks
4857	O0000184ZD	beIN SPORTS Espanol - Minutes	TV - TV - 1Q Nielsen Networks
4858	O0000198ZC	Big Ten Network	TV - TV - 1Q Nielsen Networks
4859	O0000198ZD	Big Ten Network - Minutes	TV - TV - 1Q Nielsen Networks
4860	O0000068ZC	Black Entertainment TV	TV - TV - 1Q Nielsen Networks
4861	O0000068ZD	Black Entertainment TV - Minutes	TV - TV - 1Q Nielsen Networks
4862	O0000186ZC	Boomerang	TV - TV - 1Q Nielsen Networks
4863	O0000186ZD	Boomerang - Minutes	TV - TV - 1Q Nielsen Networks
4864	O0000144ZC	Bounce TV	TV - TV - 1Q Nielsen Networks
4865	O0000144ZD	Bounce TV - Minutes	TV - TV - 1Q Nielsen Networks
4866	O0000107ZC	Bravo	TV - TV - 1Q Nielsen Networks
4867	O0000107ZD	Bravo - Minutes	TV - TV - 1Q Nielsen Networks
4868	O0000035ZC	BYUtv	TV - TV - 1Q Nielsen Networks
4869	O0000035ZD	BYUtv - Minutes	TV - TV - 1Q Nielsen Networks
4870	O0000135ZC	CBS	TV - TV - 1Q Nielsen Networks
4871	O0000135ZD	CBS - Minutes	TV - TV - 1Q Nielsen Networks
4872	O0000056ZC	CBS Sports Network	TV - TV - 1Q Nielsen Networks
4873	O0000056ZD	CBS Sports Network - Minutes	TV - TV - 1Q Nielsen Networks
4874	O0000146ZC	CBS TV Distribution	TV - TV - 1Q Nielsen Networks
4875	O0000146ZD	CBS TV Distribution - Minutes	TV - TV - 1Q Nielsen Networks
4876	O0000188ZC	Central City Productions	TV - TV - 1Q Nielsen Networks
4877	O0000188ZD	Central City Productions - Minutes	TV - TV - 1Q Nielsen Networks
4878	O0000114ZC	Centric	TV - TV - 1Q Nielsen Networks
4879	O0000114ZD	Centric - Minutes	TV - TV - 1Q Nielsen Networks
4880	O0000082ZC	Chiller	TV - TV - 1Q Nielsen Networks
4881	O0000082ZD	Chiller - Minutes	TV - TV - 1Q Nielsen Networks
4882	O0000005ZC	Cine Latino	TV - TV - 1Q Nielsen Networks
4883	O0000005ZD	Cine Latino - Minutes	TV - TV - 1Q Nielsen Networks
4884	O0000073ZC	Cloo	TV - TV - 1Q Nielsen Networks
4885	O0000073ZD	Cloo - Minutes	TV - TV - 1Q Nielsen Networks
4886	O0000081ZC	CMT	TV - TV - 1Q Nielsen Networks
4887	O0000081ZD	CMT - Minutes	TV - TV - 1Q Nielsen Networks
4888	O0000063ZC	CNBC	TV - TV - 1Q Nielsen Networks
4889	O0000063ZD	CNBC - Minutes	TV - TV - 1Q Nielsen Networks
4890	O0000101ZC	CNN	TV - TV - 1Q Nielsen Networks
4891	O0000101ZD	CNN - Minutes	TV - TV - 1Q Nielsen Networks
4892	O0000072ZC	Comedy Central	TV - TV - 1Q Nielsen Networks
4893	O0000072ZD	Comedy Central - Minutes	TV - TV - 1Q Nielsen Networks
4894	O0000150ZC	Connection III Entertainment Corp.	TV - TV - 1Q Nielsen Networks
4895	O0000150ZD	Connection III Entertainment Corp. - Minutes	TV - TV - 1Q Nielsen Networks
4896	O0000051ZC	Cooking Channel	TV - TV - 1Q Nielsen Networks
4897	O0000051ZD	Cooking Channel - Minutes	TV - TV - 1Q Nielsen Networks
4898	O0000191ZC	COZI TV	TV - TV - 1Q Nielsen Networks
4899	O0000191ZD	COZI TV - Minutes	TV - TV - 1Q Nielsen Networks

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4900	O0000192ZC	Creative Post Inc	TV - TV - 1Q Nielsen Networks
4901	O0000192ZD	Creative Post Inc - Minutes	TV - TV - 1Q Nielsen Networks
4902	O0000078ZC	CW	TV - TV - 1Q Nielsen Networks
4903	O0000078ZD	CW - Minutes	TV - TV - 1Q Nielsen Networks
4904	O0000152ZC	Dadt/Litton	TV - TV - 1Q Nielsen Networks
4905	O0000152ZD	Dadt/Litton - Minutes	TV - TV - 1Q Nielsen Networks
4906	O0000012ZC	Destination America	TV - TV - 1Q Nielsen Networks
4907	O0000012ZD	Destination America - Minutes	TV - TV - 1Q Nielsen Networks
4908	O0000067ZC	Discovery Channel	TV - TV - 1Q Nielsen Networks
4909	O0000067ZD	Discovery Channel - Minutes	TV - TV - 1Q Nielsen Networks
4910	O0000024ZC	Discovery en Espanol	TV - TV - 1Q Nielsen Networks
4911	O0000024ZD	Discovery en Espanol - Minutes	TV - TV - 1Q Nielsen Networks
4912	O0000069ZC	Discovery Familia	TV - TV - 1Q Nielsen Networks
4913	O0000069ZD	Discovery Familia - Minutes	TV - TV - 1Q Nielsen Networks
4914	O0000013ZC	Discovery Family Channel	TV - TV - 1Q Nielsen Networks
4915	O0000013ZD	Discovery Family Channel - Minutes	TV - TV - 1Q Nielsen Networks
4916	O0000030ZC	Discovery Life Channel	TV - TV - 1Q Nielsen Networks
4917	O0000030ZD	Discovery Life Channel - Minutes	TV - TV - 1Q Nielsen Networks
4918	O0000084ZC	Disney Channel	TV - TV - 1Q Nielsen Networks
4919	O0000084ZD	Disney Channel - Minutes	TV - TV - 1Q Nielsen Networks
4920	O0000117ZC	Disney Junior	TV - TV - 1Q Nielsen Networks
4921	O0000117ZD	Disney Junior - Minutes	TV - TV - 1Q Nielsen Networks
4922	O0000019ZC	Disney XD	TV - TV - 1Q Nielsen Networks
4923	O0000019ZD	Disney XD - Minutes	TV - TV - 1Q Nielsen Networks
4924	O0000156ZC	Disney-ABC Domestic TV	TV - TV - 1Q Nielsen Networks
4925	O0000156ZD	Disney-ABC Domestic TV - Minutes	TV - TV - 1Q Nielsen Networks
4926	O0000027ZC	DIY Network	TV - TV - 1Q Nielsen Networks
4927	O0000027ZD	DIY Network - Minutes	TV - TV - 1Q Nielsen Networks
4928	O0000090ZC	E!	TV - TV - 1Q Nielsen Networks
4929	O0000090ZD	E! - Minutes	TV - TV - 1Q Nielsen Networks
4930	O0000193ZC	El Rey	TV - TV - 1Q Nielsen Networks
4931	O0000193ZD	El Rey - Minutes	TV - TV - 1Q Nielsen Networks
4932	O0000148ZC	Entertainment Studios	TV - TV - 1Q Nielsen Networks
4933	O0000148ZD	Entertainment Studios - Minutes	TV - TV - 1Q Nielsen Networks
4934	O0000109ZC	ESPN	TV - TV - 1Q Nielsen Networks
4935	O0000109ZD	ESPN - Minutes	TV - TV - 1Q Nielsen Networks
4936	O0000042ZC	ESPN Deportes	TV - TV - 1Q Nielsen Networks
4937	O0000042ZD	ESPN Deportes - Minutes	TV - TV - 1Q Nielsen Networks
4938	O0000131ZC	ESPN2	TV - TV - 1Q Nielsen Networks
4939	O0000131ZD	ESPN2 - Minutes	TV - TV - 1Q Nielsen Networks
4940	O0000097ZC	ESPNews	TV - TV - 1Q Nielsen Networks
4941	O0000097ZD	ESPNews - Minutes	TV - TV - 1Q Nielsen Networks
4942	O0000066ZC	ESPNU	TV - TV - 1Q Nielsen Networks
4943	O0000066ZD	ESPNU - Minutes	TV - TV - 1Q Nielsen Networks
4944	O0000025ZC	Esquire Network	TV - TV - 1Q Nielsen Networks
4945	O0000025ZD	Esquire Network - Minutes	TV - TV - 1Q Nielsen Networks
4946	O0000108ZC	Estrella	TV - TV - 1Q Nielsen Networks
4947	O0000108ZD	Estrella - Minutes	TV - TV - 1Q Nielsen Networks
4948	O0000059ZC	FM NuvoTV	TV - TV - 1Q Nielsen Networks
4949	O0000059ZD	FM NuvoTV - Minutes	TV - TV - 1Q Nielsen Networks
4950	O0000132ZC	Food Network	TV - TV - 1Q Nielsen Networks
4951	O0000132ZD	Food Network - Minutes	TV - TV - 1Q Nielsen Networks
4952	O0000139ZC	FOX	TV - TV - 1Q Nielsen Networks
4953	O0000139ZD	FOX - Minutes	TV - TV - 1Q Nielsen Networks
4954	O0000087ZC	FOX Business Network	TV - TV - 1Q Nielsen Networks
4955	O0000087ZD	FOX Business Network - Minutes	TV - TV - 1Q Nielsen Networks
4956	O0000092ZC	FOX Deportes	TV - TV - 1Q Nielsen Networks
4957	O0000092ZD	FOX Deportes - Minutes	TV - TV - 1Q Nielsen Networks
4958	O0000032ZC	FOX Life	TV - TV - 1Q Nielsen Networks
4959	O0000032ZD	FOX Life - Minutes	TV - TV - 1Q Nielsen Networks
4960	O0000095ZC	FOX News Channel	TV - TV - 1Q Nielsen Networks
4961	O0000095ZD	FOX News Channel - Minutes	TV - TV - 1Q Nielsen Networks
4962	O0000004ZC	FOX Sports 1	TV - TV - 1Q Nielsen Networks
4963	O0000004ZD	FOX Sports 1 - Minutes	TV - TV - 1Q Nielsen Networks
4964	O0000057ZC	FOX Sports 2	TV - TV - 1Q Nielsen Networks
4965	O0000057ZD	FOX Sports 2 - Minutes	TV - TV - 1Q Nielsen Networks
4966	O0000008ZC	Fuse	TV - TV - 1Q Nielsen Networks
4967	O0000008ZD	Fuse - Minutes	TV - TV - 1Q Nielsen Networks
4968	O0000133ZC	FX	TV - TV - 1Q Nielsen Networks

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4969	O0000133ZD	FX - Minutes	TV - TV - 1Q Nielsen Networks
4970	O0000116ZC	FX Movie Channel	TV - TV - 1Q Nielsen Networks
4971	O0000116ZD	FX Movie Channel - Minutes	TV - TV - 1Q Nielsen Networks
4972	O0000158ZC	FXX	TV - TV - 1Q Nielsen Networks
4973	O0000158ZD	FXX - Minutes	TV - TV - 1Q Nielsen Networks
4974	O0000029ZC	FYI	TV - TV - 1Q Nielsen Networks
4975	O0000029ZD	FYI - Minutes	TV - TV - 1Q Nielsen Networks
4976	O0000128ZC	Galavision	TV - TV - 1Q Nielsen Networks
4977	O0000128ZD	Galavision - Minutes	TV - TV - 1Q Nielsen Networks
4978	O0000194ZC	Genesis Media	TV - TV - 1Q Nielsen Networks
4979	O0000194ZD	Genesis Media - Minutes	TV - TV - 1Q Nielsen Networks
4980	O0000099ZC	Golf Channel	TV - TV - 1Q Nielsen Networks
4981	O0000099ZD	Golf Channel - Minutes	TV - TV - 1Q Nielsen Networks
4982	O0000015ZC	Great American Country	TV - TV - 1Q Nielsen Networks
4983	O0000015ZD	Great American Country - Minutes	TV - TV - 1Q Nielsen Networks
4984	O0000003ZC	GSN	TV - TV - 1Q Nielsen Networks
4985	O0000003ZD	GSN - Minutes	TV - TV - 1Q Nielsen Networks
4986	O0000200ZC	GTS Records	TV - TV - 1Q Nielsen Networks
4987	O0000200ZD	GTS Records - Minutes	TV - TV - 1Q Nielsen Networks
4988	O0000028ZC	H2	TV - TV - 1Q Nielsen Networks
4989	O0000028ZD	H2 - Minutes	TV - TV - 1Q Nielsen Networks
4990	O0000126ZC	Hallmark Channel	TV - TV - 1Q Nielsen Networks
4991	O0000126ZD	Hallmark Channel - Minutes	TV - TV - 1Q Nielsen Networks
4992	O0000086ZC	Hallmark Movies & Mysteries	TV - TV - 1Q Nielsen Networks
4993	O0000086ZD	Hallmark Movies & Mysteries - Minutes	TV - TV - 1Q Nielsen Networks
4994	O0000201ZC	HBO 2	TV - TV - 1Q Nielsen Networks
4995	O0000201ZD	HBO 2 - Minutes	TV - TV - 1Q Nielsen Networks
4996	O0000202ZC	HBO Comedy	TV - TV - 1Q Nielsen Networks
4997	O0000202ZD	HBO Comedy - Minutes	TV - TV - 1Q Nielsen Networks
4998	O0000203ZC	HBO Family	TV - TV - 1Q Nielsen Networks
4999	O0000203ZD	HBO Family - Minutes	TV - TV - 1Q Nielsen Networks
5000	O0000204ZC	HBO Latino	TV - TV - 1Q Nielsen Networks
5001	O0000204ZD	HBO Latino - Minutes	TV - TV - 1Q Nielsen Networks
5002	O0000036ZC	HBO Prime	TV - TV - 1Q Nielsen Networks
5003	O0000036ZD	HBO Prime - Minutes	TV - TV - 1Q Nielsen Networks
5004	O0000205ZC	HBO Signature	TV - TV - 1Q Nielsen Networks
5005	O0000205ZD	HBO Signature - Minutes	TV - TV - 1Q Nielsen Networks
5006	O0000206ZC	HBO Zone	TV - TV - 1Q Nielsen Networks
5007	O0000206ZD	HBO Zone - Minutes	TV - TV - 1Q Nielsen Networks
5008	O0000085ZC	HGTV	TV - TV - 1Q Nielsen Networks
5009	O0000085ZD	HGTV - Minutes	TV - TV - 1Q Nielsen Networks
5010	O0000083ZC	History	TV - TV - 1Q Nielsen Networks
5011	O0000083ZD	History - Minutes	TV - TV - 1Q Nielsen Networks
5012	O0000104ZC	HLN	TV - TV - 1Q Nielsen Networks
5013	O0000104ZD	HLN - Minutes	TV - TV - 1Q Nielsen Networks
5014	O0000111ZC	IFC TV	TV - TV - 1Q Nielsen Networks
5015	O0000111ZD	IFC TV - Minutes	TV - TV - 1Q Nielsen Networks
5016	O0000123ZC	INSP	TV - TV - 1Q Nielsen Networks
5017	O0000123ZD	INSP - Minutes	TV - TV - 1Q Nielsen Networks
5018	O0000010ZC	Investigation Discovery	TV - TV - 1Q Nielsen Networks
5019	O0000010ZD	Investigation Discovery - Minutes	TV - TV - 1Q Nielsen Networks
5020	O0000018ZC	Ion	TV - TV - 1Q Nielsen Networks
5021	O0000018ZD	Ion - Minutes	TV - TV - 1Q Nielsen Networks
5022	O0000023ZC	Lifetime Movie Network	TV - TV - 1Q Nielsen Networks
5023	O0000023ZD	Lifetime Movie Network - Minutes	TV - TV - 1Q Nielsen Networks
5024	O0000001ZC	Lifetime Television	TV - TV - 1Q Nielsen Networks
5025	O0000001ZD	Lifetime Television - Minutes	TV - TV - 1Q Nielsen Networks
5026	O0000065ZC	Logo	TV - TV - 1Q Nielsen Networks
5027	O0000065ZD	Logo - Minutes	TV - TV - 1Q Nielsen Networks
5028	O0000213ZC	MaxLatino	TV - TV - 1Q Nielsen Networks
5029	O0000213ZD	MaxLatino - Minutes	TV - TV - 1Q Nielsen Networks
5030	O0000037ZC	MaxPrime	TV - TV - 1Q Nielsen Networks
5031	O0000037ZD	MaxPrime - Minutes	TV - TV - 1Q Nielsen Networks
5032	O0000160ZC	Meredith	TV - TV - 1Q Nielsen Networks
5033	O0000160ZD	Meredith - Minutes	TV - TV - 1Q Nielsen Networks
5034	O0000162ZC	MeTV	TV - TV - 1Q Nielsen Networks
5035	O0000162ZD	MeTV - Minutes	TV - TV - 1Q Nielsen Networks
5036	O0000164ZC	MGM Domestic TV Distribution	TV - TV - 1Q Nielsen Networks
5037	O0000164ZD	MGM Domestic TV Distribution - Minutes	TV - TV - 1Q Nielsen Networks



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5038	O0000103ZC	MLB Network	TV - TV - 1Q Nielsen Networks
5039	O0000103ZD	MLB Network - Minutes	TV - TV - 1Q Nielsen Networks
5040	O0000208ZC	MoreMax	TV - TV - 1Q Nielsen Networks
5041	O0000208ZD	MoreMax - Minutes	TV - TV - 1Q Nielsen Networks
5042	O0000214ZC	MovieMax	TV - TV - 1Q Nielsen Networks
5043	O0000214ZD	MovieMax - Minutes	TV - TV - 1Q Nielsen Networks
5044	O0000094ZC	MSNBC	TV - TV - 1Q Nielsen Networks
5045	O0000094ZD	MSNBC - Minutes	TV - TV - 1Q Nielsen Networks
5046	O0000054ZC	MTV	TV - TV - 1Q Nielsen Networks
5047	O0000054ZD	MTV - Minutes	TV - TV - 1Q Nielsen Networks
5048	O0000007ZC	MTV2	TV - TV - 1Q Nielsen Networks
5049	O0000007ZD	MTV2 - Minutes	TV - TV - 1Q Nielsen Networks
5050	O0000120ZC	MundoMax MundoFox	TV - TV - 1Q Nielsen Networks
5051	O0000120ZD	MundoMax MundoFox - Minutes	TV - TV - 1Q Nielsen Networks
5052	O0000115ZC	Nat Geo Mundo	TV - TV - 1Q Nielsen Networks
5053	O0000115ZD	Nat Geo Mundo - Minutes	TV - TV - 1Q Nielsen Networks
5054	O0000110ZC	Nat Geo Wild	TV - TV - 1Q Nielsen Networks
5055	O0000110ZD	Nat Geo Wild - Minutes	TV - TV - 1Q Nielsen Networks
5056	O0000040ZC	National Geographic	TV - TV - 1Q Nielsen Networks
5057	O0000040ZD	National Geographic - Minutes	TV - TV - 1Q Nielsen Networks
5058	O0000041ZC	NBA TV	TV - TV - 1Q Nielsen Networks
5059	O0000041ZD	NBA TV - Minutes	TV - TV - 1Q Nielsen Networks
5060	O0000136ZC	NBC	TV - TV - 1Q Nielsen Networks
5061	O0000136ZD	NBC - Minutes	TV - TV - 1Q Nielsen Networks
5062	O0000112ZC	NBC Sports Network	TV - TV - 1Q Nielsen Networks
5063	O0000112ZD	NBC Sports Network - Minutes	TV - TV - 1Q Nielsen Networks
5064	O0000166ZC	NBC Universal	TV - TV - 1Q Nielsen Networks
5065	O0000166ZD	NBC Universal - Minutes	TV - TV - 1Q Nielsen Networks
5066	O0000098ZC	NBC Universo	TV - TV - 1Q Nielsen Networks
5067	O0000098ZD	NBC Universo - Minutes	TV - TV - 1Q Nielsen Networks
5068	O0000168ZC	NBCU/Litton	TV - TV - 1Q Nielsen Networks
5069	O0000168ZD	NBCU/Litton - Minutes	TV - TV - 1Q Nielsen Networks
5070	O0000209ZC	New Millennium Media	TV - TV - 1Q Nielsen Networks
5071	O0000209ZD	New Millennium Media - Minutes	TV - TV - 1Q Nielsen Networks
5072	O0000048ZC	NFL Network	TV - TV - 1Q Nielsen Networks
5073	O0000048ZD	NFL Network - Minutes	TV - TV - 1Q Nielsen Networks
5074	O0000089ZC	Nick Jr	TV - TV - 1Q Nielsen Networks
5075	O0000089ZD	Nick Jr - Minutes	TV - TV - 1Q Nielsen Networks
5076	O0000062ZC	Nick-at-Nite	TV - TV - 1Q Nielsen Networks
5077	O0000062ZD	Nick-at-Nite - Minutes	TV - TV - 1Q Nielsen Networks
5078	O0000061ZC	Nickelodeon	TV - TV - 1Q Nielsen Networks
5079	O0000061ZD	Nickelodeon - Minutes	TV - TV - 1Q Nielsen Networks
5080	O0000049ZC	Nicktoons	TV - TV - 1Q Nielsen Networks
5081	O0000049ZD	Nicktoons - Minutes	TV - TV - 1Q Nielsen Networks
5082	O0000021ZC	Oprah Winfrey Network	TV - TV - 1Q Nielsen Networks
5083	O0000021ZD	Oprah Winfrey Network - Minutes	TV - TV - 1Q Nielsen Networks
5084	O0000215ZC	OuterMax	TV - TV - 1Q Nielsen Networks
5085	O0000215ZD	OuterMax - Minutes	TV - TV - 1Q Nielsen Networks
5086	O0000014ZC	Ovation	TV - TV - 1Q Nielsen Networks
5087	O0000014ZD	Ovation - Minutes	TV - TV - 1Q Nielsen Networks
5088	O0000034ZC	Oxygen Media	TV - TV - 1Q Nielsen Networks
5089	O0000034ZD	Oxygen Media - Minutes	TV - TV - 1Q Nielsen Networks
5090	O0000138ZC	PBS	TV - TV - 1Q Nielsen Networks
5091	O0000138ZD	PBS - Minutes	TV - TV - 1Q Nielsen Networks
5092	O0000190ZC	Pivot	TV - TV - 1Q Nielsen Networks
5093	O0000190ZD	Pivot - Minutes	TV - TV - 1Q Nielsen Networks
5094	O0000102ZC	Pop	TV - TV - 1Q Nielsen Networks
5095	O0000102ZD	Pop - Minutes	TV - TV - 1Q Nielsen Networks
5096	O0000170ZC	PPI Releasing, Inc	TV - TV - 1Q Nielsen Networks
5097	O0000170ZD	PPI Releasing, Inc - Minutes	TV - TV - 1Q Nielsen Networks
5098	O0000079ZC	Reelzchannel	TV - TV - 1Q Nielsen Networks
5099	O0000079ZD	Reelzchannel - Minutes	TV - TV - 1Q Nielsen Networks
5100	O0000053ZC	RFD TV	TV - TV - 1Q Nielsen Networks
5101	O0000053ZD	RFD TV - Minutes	TV - TV - 1Q Nielsen Networks
5102	O0000011ZC	Science	TV - TV - 1Q Nielsen Networks
5103	O0000011ZD	Science - Minutes	TV - TV - 1Q Nielsen Networks
5104	O0000046ZC	Showtime Extreme	TV - TV - 1Q Nielsen Networks
5105	O0000046ZD	Showtime Extreme - Minutes	TV - TV - 1Q Nielsen Networks
5106	O0000044ZC	Showtime Prime	TV - TV - 1Q Nielsen Networks

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5107	O0000044ZD	Showtime Prime - Minutes	TV - TV - 1Q Nielsen Networks
5108	O0000045ZC	Showtime Too	TV - TV - 1Q Nielsen Networks
5109	O0000045ZD	Showtime Too - Minutes	TV - TV - 1Q Nielsen Networks
5110	O0000172ZC	Smithsonian	TV - TV - 1Q Nielsen Networks
5111	O0000172ZD	Smithsonian - Minutes	TV - TV - 1Q Nielsen Networks
5112	O0000174ZC	Sony Pictures TV	TV - TV - 1Q Nielsen Networks
5113	O0000174ZD	Sony Pictures TV - Minutes	TV - TV - 1Q Nielsen Networks
5114	O0000043ZC	Spike TV	TV - TV - 1Q Nielsen Networks
5115	O0000043ZD	Spike TV - Minutes	TV - TV - 1Q Nielsen Networks
5116	O0000070ZC	Sprout	TV - TV - 1Q Nielsen Networks
5117	O0000070ZD	Sprout - Minutes	TV - TV - 1Q Nielsen Networks
5118	O0000038ZC	Starz Encore	TV - TV - 1Q Nielsen Networks
5119	O0000038ZD	Starz Encore - Minutes	TV - TV - 1Q Nielsen Networks
5120	O0000039ZC	Starz Primary	TV - TV - 1Q Nielsen Networks
5121	O0000039ZD	Starz Primary - Minutes	TV - TV - 1Q Nielsen Networks
5122	O0000119ZC	Sundance TV	TV - TV - 1Q Nielsen Networks
5123	O0000119ZD	Sundance TV - Minutes	TV - TV - 1Q Nielsen Networks
5124	O0000088ZC	Syfy	TV - TV - 1Q Nielsen Networks
5125	O0000088ZD	Syfy - Minutes	TV - TV - 1Q Nielsen Networks
5126	O0000125ZC	TBS Network	TV - TV - 1Q Nielsen Networks
5127	O0000125ZD	TBS Network - Minutes	TV - TV - 1Q Nielsen Networks
5128	O0000026ZC	TeenNick	TV - TV - 1Q Nielsen Networks
5129	O0000026ZD	TeenNick - Minutes	TV - TV - 1Q Nielsen Networks
5130	O0000130ZC	Tel	TV - TV - 1Q Nielsen Networks
5131	O0000130ZD	Tel - Minutes	TV - TV - 1Q Nielsen Networks
5132	O0000080ZC	The Cartoon Network	TV - TV - 1Q Nielsen Networks
5133	O0000080ZD	The Cartoon Network - Minutes	TV - TV - 1Q Nielsen Networks
5134	O0000096ZC	The Weather Channel	TV - TV - 1Q Nielsen Networks
5135	O0000096ZD	The Weather Channel - Minutes	TV - TV - 1Q Nielsen Networks
5136	O0000199ZC	ThrillerMax	TV - TV - 1Q Nielsen Networks
5137	O0000199ZD	ThrillerMax - Minutes	TV - TV - 1Q Nielsen Networks
5138	O0000076ZC	TLC	TV - TV - 1Q Nielsen Networks
5139	O0000076ZD	TLC - Minutes	TV - TV - 1Q Nielsen Networks
5140	O0000124ZC	Travel Channel	TV - TV - 1Q Nielsen Networks
5141	O0000124ZD	Travel Channel - Minutes	TV - TV - 1Q Nielsen Networks
5142	O0000176ZC	Trifecta Media	TV - TV - 1Q Nielsen Networks
5143	O0000176ZD	Trifecta Media - Minutes	TV - TV - 1Q Nielsen Networks
5144	O0000106ZC	TruTV	TV - TV - 1Q Nielsen Networks
5145	O0000106ZD	TruTV - Minutes	TV - TV - 1Q Nielsen Networks
5146	O0000137ZC	Turner Network Television	TV - TV - 1Q Nielsen Networks
5147	O0000137ZD	Turner Network Television - Minutes	TV - TV - 1Q Nielsen Networks
5148	O0000093ZC	TV Land	TV - TV - 1Q Nielsen Networks
5149	O0000093ZD	TV Land - Minutes	TV - TV - 1Q Nielsen Networks
5150	O0000060ZC	TV One	TV - TV - 1Q Nielsen Networks
5151	O0000060ZD	TV One - Minutes	TV - TV - 1Q Nielsen Networks
5152	O0000129ZC	Uni	TV - TV - 1Q Nielsen Networks
5153	O0000129ZD	Uni - Minutes	TV - TV - 1Q Nielsen Networks
5154	O0000047ZC	UniMas	TV - TV - 1Q Nielsen Networks
5155	O0000047ZD	UniMas - Minutes	TV - TV - 1Q Nielsen Networks
5156	O0000118ZC	Univision Deportes	TV - TV - 1Q Nielsen Networks
5157	O0000118ZD	Univision Deportes - Minutes	TV - TV - 1Q Nielsen Networks
5158	O0000006ZC	UP	TV - TV - 1Q Nielsen Networks
5159	O0000006ZD	UP - Minutes	TV - TV - 1Q Nielsen Networks
5160	O0000121ZC	USA Network	TV - TV - 1Q Nielsen Networks
5161	O0000121ZD	USA Network - Minutes	TV - TV - 1Q Nielsen Networks
5162	O0000052ZC	Velocity	TV - TV - 1Q Nielsen Networks
5163	O0000052ZD	Velocity - Minutes	TV - TV - 1Q Nielsen Networks
5164	O0000075ZC	VH1	TV - TV - 1Q Nielsen Networks
5165	O0000075ZD	VH1 - Minutes	TV - TV - 1Q Nielsen Networks
5166	O0000031ZC	VH1 Classic	TV - TV - 1Q Nielsen Networks
5167	O0000031ZD	VH1 Classic - Minutes	TV - TV - 1Q Nielsen Networks
5168	O0000178ZC	Victor King/CBN	TV - TV - 1Q Nielsen Networks
5169	O0000178ZD	Victor King/CBN - Minutes	TV - TV - 1Q Nielsen Networks
5170	O0000180ZC	Warner Brothers TV	TV - TV - 1Q Nielsen Networks
5171	O0000180ZD	Warner Brothers TV - Minutes	TV - TV - 1Q Nielsen Networks
5172	O0000009ZC	WETV	TV - TV - 1Q Nielsen Networks
5173	O0000009ZD	WETV - Minutes	TV - TV - 1Q Nielsen Networks
5174	O0000002ZC	WGN America	TV - TV - 1Q Nielsen Networks
5175	O0000002ZD	WGN America - Minutes	TV - TV - 1Q Nielsen Networks

ORDER	VARIABLE	DESCRIPTION	CATEGORY
5176	PP000002ZC	2015 Video Music Awards	TV - TV - 1Q Nielsen Sports and Special Events
5177	PP000002ZD	2015 Video Music Awards - Minutes	TV - TV - 1Q Nielsen Sports and Special Events
5178	PP000232ZC	2016 Rose Parade	TV - TV - 1Q Nielsen Sports and Special Events
5179	PP000232ZD	2016 Rose Parade - Minutes	TV - TV - 1Q Nielsen Sports and Special Events
5180	PP000286ZC	ABC, Citrus Bowl	TV - TV - 1Q Nielsen Sports and Special Events
5181	PP000286ZD	ABC, Citrus Bowl - Minutes	TV - TV - 1Q Nielsen Sports and Special Events
5182	PP000385ZC	ABC, NH: Democratic Debate	TV - TV - 1Q Nielsen Sports and Special Events
5183	PP000385ZD	ABC, NH: Democratic Debate - Minutes	TV - TV - 1Q Nielsen Sports and Special Events
5184	PP000237ZC	Adele Live in New York	TV - TV - 1Q Nielsen Sports and Special Events
5185	PP000237ZD	Adele Live in New York - Minutes	TV - TV - 1Q Nielsen Sports and Special Events
5186	PP000244ZC	American Music Awards	TV - TV - 1Q Nielsen Sports and Special Events
5187	PP000244ZD	American Music Awards - Minutes	TV - TV - 1Q Nielsen Sports and Special Events
5188	PP000270ZC	CBS, Campaign '16 Democratic Debate	TV - TV - 1Q Nielsen Sports and Special Events
5189	PP000270ZD	CBS, Campaign '16 Democratic Debate - Minutes	TV - TV - 1Q Nielsen Sports and Special Events
5190	PP000238ZC	CBS, NFL AFC Divisional Playoff	TV - TV - 1Q Nielsen Sports and Special Events
5191	PP000238ZD	CBS, NFL AFC Divisional Playoff - Minutes	TV - TV - 1Q Nielsen Sports and Special Events
5192	PP000239ZC	CBS, NFL AFC Wildcard Playoff	TV - TV - 1Q Nielsen Sports and Special Events
5193	PP000239ZD	CBS, NFL AFC Wildcard Playoff - Minutes	TV - TV - 1Q Nielsen Sports and Special Events
5194	PP000384ZC	CBS, NFL Pre-Season	TV - TV - 1Q Nielsen Sports and Special Events
5195	PP000384ZD	CBS, NFL Pre-Season - Minutes	TV - TV - 1Q Nielsen Sports and Special Events
5196	PP000274ZC	CBS, NFL Singleheader	TV - TV - 1Q Nielsen Sports and Special Events
5197	PP000274ZD	CBS, NFL Singleheader - Minutes	TV - TV - 1Q Nielsen Sports and Special Events
5198	PP000276ZC	CBS, NFL Thursday Night Football	TV - TV - 1Q Nielsen Sports and Special Events
5199	PP000276ZD	CBS, NFL Thursday Night Football - Minutes	TV - TV - 1Q Nielsen Sports and Special Events
5200	PP000285ZC	Christmas-Rockefeller Center	TV - TV - 1Q Nielsen Sports and Special Events
5201	PP000285ZD	Christmas-Rockefeller Center - Minutes	TV - TV - 1Q Nielsen Sports and Special Events
5202	PP000287ZC	CMA Awards	TV - TV - 1Q Nielsen Sports and Special Events
5203	PP000287ZD	CMA Awards - Minutes	TV - TV - 1Q Nielsen Sports and Special Events
5204	PP000289ZC	CMA Music Festival	TV - TV - 1Q Nielsen Sports and Special Events
5205	PP000289ZD	CMA Music Festival - Minutes	TV - TV - 1Q Nielsen Sports and Special Events
5206	PP000147ZC	CNN, Nevada Democratic Debate	TV - TV - 1Q Nielsen Sports and Special Events
5207	PP000147ZD	CNN, Nevada Democratic Debate - Minutes	TV - TV - 1Q Nielsen Sports and Special Events
5208	PP000148ZC	CNN, Nevada GOP Debate Final	TV - TV - 1Q Nielsen Sports and Special Events
5209	PP000148ZD	CNN, Nevada GOP Debate Final - Minutes	TV - TV - 1Q Nielsen Sports and Special Events
5210	PP000172ZC	CNN, Reagan GOP Debate Final	TV - TV - 1Q Nielsen Sports and Special Events
5211	PP000172ZD	CNN, Reagan GOP Debate Final - Minutes	TV - TV - 1Q Nielsen Sports and Special Events
5212	PP000032ZC	College Football Playoff National Championship	TV - TV - 1Q Nielsen Sports and Special Events
5213	PP000032ZD	College Football Playoff National Championship - Minutes	TV - TV - 1Q Nielsen Sports and Special Events
5214	PP000033ZC	College Football Playoff Semifinal	TV - TV - 1Q Nielsen Sports and Special Events
5215	PP000033ZD	College Football Playoff Semifinal - Minutes	TV - TV - 1Q Nielsen Sports and Special Events
5216	PP000038ZC	College Football Primetime	TV - TV - 1Q Nielsen Sports and Special Events
5217	PP000038ZD	College Football Primetime - Minutes	TV - TV - 1Q Nielsen Sports and Special Events
5218	PP000299ZC	Disney Parks Christmas Celebration	TV - TV - 1Q Nielsen Sports and Special Events
5219	PP000299ZD	Disney Parks Christmas Celebration - Minutes	TV - TV - 1Q Nielsen Sports and Special Events
5220	PP000303ZC	Emmy Awards	TV - TV - 1Q Nielsen Sports and Special Events
5221	PP000303ZD	Emmy Awards - Minutes	TV - TV - 1Q Nielsen Sports and Special Events
5222	PP000133ZC	ESPN, MLB Wild Card	TV - TV - 1Q Nielsen Sports and Special Events
5223	PP000133ZD	ESPN, MLB Wild Card - Minutes	TV - TV - 1Q Nielsen Sports and Special Events
5224	PP000145ZC	ESPN, NBA Regular Season	TV - TV - 1Q Nielsen Sports and Special Events
5225	PP000145ZD	ESPN, NBA Regular Season - Minutes	TV - TV - 1Q Nielsen Sports and Special Events
5226	PP000151ZC	ESPN, NFL Pre-Season Football	TV - TV - 1Q Nielsen Sports and Special Events
5227	PP000151ZD	ESPN, NFL Pre-Season Football - Minutes	TV - TV - 1Q Nielsen Sports and Special Events
5228	PP000152ZC	ESPN, NFL Primetime	TV - TV - 1Q Nielsen Sports and Special Events
5229	PP000152ZD	ESPN, NFL Primetime - Minutes	TV - TV - 1Q Nielsen Sports and Special Events
5230	PP000153ZC	ESPN, NFL Regular Season	TV - TV - 1Q Nielsen Sports and Special Events
5231	PP000153ZD	ESPN, NFL Regular Season - Minutes	TV - TV - 1Q Nielsen Sports and Special Events
5232	PP000060ZC	Fiesta Bowl	TV - TV - 1Q Nielsen Sports and Special Events
5233	PP000060ZD	Fiesta Bowl - Minutes	TV - TV - 1Q Nielsen Sports and Special Events
5234	PP000311ZC	FOX College Football	TV - TV - 1Q Nielsen Sports and Special Events
5235	PP000311ZD	FOX College Football - Minutes	TV - TV - 1Q Nielsen Sports and Special Events
5236	PP000182ZC	FOX News, Republican Presidential Debate	TV - TV - 1Q Nielsen Sports and Special Events
5237	PP000182ZD	FOX News, Republican Presidential Debate - Minutes	TV - TV - 1Q Nielsen Sports and Special Events
5238	PP000129ZC	FOX Sports 1, MLB AL Championship Series	TV - TV - 1Q Nielsen Sports and Special Events
5239	PP000129ZD	FOX Sports 1, MLB AL Championship Series - Minutes	TV - TV - 1Q Nielsen Sports and Special Events
5240	PP000130ZC	FOX Sports 1, MLB AL Division Series	TV - TV - 1Q Nielsen Sports and Special Events
5241	PP000130ZD	FOX Sports 1, MLB AL Division Series - Minutes	TV - TV - 1Q Nielsen Sports and Special Events
5242	PP000315ZC	FOX World Series Game 5	TV - TV - 1Q Nielsen Sports and Special Events
5243	PP000315ZD	FOX World Series Game 5 - Minutes	TV - TV - 1Q Nielsen Sports and Special Events
5244	PP000256ZC	FOX, Big Ten Football Championship	TV - TV - 1Q Nielsen Sports and Special Events

ORDER	VARIABLE	DESCRIPTION	CATEGORY
5245	PP000256ZD	FOX, Big Ten Football Championship - Minutes	TV - TV - 1Q Nielsen Sports and Special Events
5246	PP000312ZC	FOX, MLB AL Champions Series Game 1	TV - TV - 1Q Nielsen Sports and Special Events
5247	PP000312ZD	FOX, MLB AL Champions Series Game 1 - Minutes	TV - TV - 1Q Nielsen Sports and Special Events
5248	PP000313ZC	FOX, NFL NFC Championship	TV - TV - 1Q Nielsen Sports and Special Events
5249	PP000313ZD	FOX, NFL NFC Championship - Minutes	TV - TV - 1Q Nielsen Sports and Special Events
5250	PP000314ZC	FOX, NFL-Thu	TV - TV - 1Q Nielsen Sports and Special Events
5251	PP000314ZD	FOX, NFL-Thu - Minutes	TV - TV - 1Q Nielsen Sports and Special Events
5252	PP000320ZC	Golden Globe Awards	TV - TV - 1Q Nielsen Sports and Special Events
5253	PP000320ZD	Golden Globe Awards - Minutes	TV - TV - 1Q Nielsen Sports and Special Events
5254	PP000336ZC	Home Depot Primetime College Football	TV - TV - 1Q Nielsen Sports and Special Events
5255	PP000336ZD	Home Depot Primetime College Football - Minutes	TV - TV - 1Q Nielsen Sports and Special Events
5256	PP000094ZC	Inside the MLB	TV - TV - 1Q Nielsen Sports and Special Events
5257	PP000094ZD	Inside the MLB - Minutes	TV - TV - 1Q Nielsen Sports and Special Events
5258	PP000352ZC	Michael Buble's Christmas in Hollywood	TV - TV - 1Q Nielsen Sports and Special Events
5259	PP000352ZD	Michael Buble's Christmas in Hollywood - Minutes	TV - TV - 1Q Nielsen Sports and Special Events
5260	PP000363ZC	Miss America Competition	TV - TV - 1Q Nielsen Sports and Special Events
5261	PP000363ZD	Miss America Competition - Minutes	TV - TV - 1Q Nielsen Sports and Special Events
5262	PP000364ZC	Miss Universe Pageant	TV - TV - 1Q Nielsen Sports and Special Events
5263	PP000364ZD	Miss Universe Pageant - Minutes	TV - TV - 1Q Nielsen Sports and Special Events
5264	PP000143ZC	NASCAR Sprint Cup Race	TV - TV - 1Q Nielsen Sports and Special Events
5265	PP000143ZD	NASCAR Sprint Cup Race - Minutes	TV - TV - 1Q Nielsen Sports and Special Events
5266	PP000310ZC	NBC, Football Night America	TV - TV - 1Q Nielsen Sports and Special Events
5267	PP000310ZD	NBC, Football Night America - Minutes	TV - TV - 1Q Nielsen Sports and Special Events
5268	PP000373ZC	NBC, NFL Playoff Game	TV - TV - 1Q Nielsen Sports and Special Events
5269	PP000373ZD	NBC, NFL Playoff Game - Minutes	TV - TV - 1Q Nielsen Sports and Special Events
5270	PP000374ZC	NBC, NFL Pre-Season	TV - TV - 1Q Nielsen Sports and Special Events
5271	PP000374ZD	NBC, NFL Pre-Season - Minutes	TV - TV - 1Q Nielsen Sports and Special Events
5272	PP000375ZC	NBC, NHL	TV - TV - 1Q Nielsen Sports and Special Events
5273	PP000375ZD	NBC, NHL - Minutes	TV - TV - 1Q Nielsen Sports and Special Events
5274	PP000377ZC	NBC, SC: Democratic Debate	TV - TV - 1Q Nielsen Sports and Special Events
5275	PP000377ZD	NBC, SC: Democratic Debate - Minutes	TV - TV - 1Q Nielsen Sports and Special Events
5276	PP000378ZC	NBC, Sunday Night Football	TV - TV - 1Q Nielsen Sports and Special Events
5277	PP000378ZD	NBC, Sunday Night Football - Minutes	TV - TV - 1Q Nielsen Sports and Special Events
5278	PP000383ZC	New Year's Rockin Eve	TV - TV - 1Q Nielsen Sports and Special Events
5279	PP000383ZD	New Year's Rockin Eve - Minutes	TV - TV - 1Q Nielsen Sports and Special Events
5280	PP000150ZC	NFL Network, NFL Pre-season	TV - TV - 1Q Nielsen Sports and Special Events
5281	PP000150ZD	NFL Network, NFL Pre-season - Minutes	TV - TV - 1Q Nielsen Sports and Special Events
5282	PP000007ZC	NFL Pro Bowl	TV - TV - 1Q Nielsen Sports and Special Events
5283	PP000007ZD	NFL Pro Bowl - Minutes	TV - TV - 1Q Nielsen Sports and Special Events
5284	PP000163ZC	Peach Bowl	TV - TV - 1Q Nielsen Sports and Special Events
5285	PP000163ZD	Peach Bowl - Minutes	TV - TV - 1Q Nielsen Sports and Special Events
5286	PP000391ZC	People's Choice Awards	TV - TV - 1Q Nielsen Sports and Special Events
5287	PP000391ZD	People's Choice Awards - Minutes	TV - TV - 1Q Nielsen Sports and Special Events
5288	PP000164ZC	PGA Championship	TV - TV - 1Q Nielsen Sports and Special Events
5289	PP000164ZD	PGA Championship - Minutes	TV - TV - 1Q Nielsen Sports and Special Events
5290	PP000392ZC	Pitbull's NYE	TV - TV - 1Q Nielsen Sports and Special Events
5291	PP000392ZD	Pitbull's NYE - Minutes	TV - TV - 1Q Nielsen Sports and Special Events
5292	PP000396ZC	Primetime NYRE '16	TV - TV - 1Q Nielsen Sports and Special Events
5293	PP000396ZD	Primetime NYRE '16 - Minutes	TV - TV - 1Q Nielsen Sports and Special Events
5294	PP000187ZC	Rose Bowl	TV - TV - 1Q Nielsen Sports and Special Events
5295	PP000187ZD	Rose Bowl - Minutes	TV - TV - 1Q Nielsen Sports and Special Events
5296	PP000403ZC	Saturday Night Football	TV - TV - 1Q Nielsen Sports and Special Events
5297	PP000403ZD	Saturday Night Football - Minutes	TV - TV - 1Q Nielsen Sports and Special Events
5298	PP000413ZC	Sinatra 100-Grammy Concert	TV - TV - 1Q Nielsen Sports and Special Events
5299	PP000413ZD	Sinatra 100-Grammy Concert - Minutes	TV - TV - 1Q Nielsen Sports and Special Events
5300	PP000131ZC	TBS, MLB Division Series	TV - TV - 1Q Nielsen Sports and Special Events
5301	PP000131ZD	TBS, MLB Division Series - Minutes	TV - TV - 1Q Nielsen Sports and Special Events
5302	PP000132ZC	TBS, MLB NL Championship Series	TV - TV - 1Q Nielsen Sports and Special Events
5303	PP000132ZD	TBS, MLB NL Championship Series - Minutes	TV - TV - 1Q Nielsen Sports and Special Events
5304	PP000134ZC	TBS, MLB Wild Card	TV - TV - 1Q Nielsen Sports and Special Events
5305	PP000134ZD	TBS, MLB Wild Card - Minutes	TV - TV - 1Q Nielsen Sports and Special Events
5306	PP000211ZC	Thursday Night Football	TV - TV - 1Q Nielsen Sports and Special Events
5307	PP000211ZD	Thursday Night Football - Minutes	TV - TV - 1Q Nielsen Sports and Special Events
5308	PP000144ZC	TNT, NBA Basketball	TV - TV - 1Q Nielsen Sports and Special Events
5309	PP000144ZD	TNT, NBA Basketball - Minutes	TV - TV - 1Q Nielsen Sports and Special Events
5310	PP000423ZC	Toast to 2015	TV - TV - 1Q Nielsen Sports and Special Events
5311	PP000423ZD	Toast to 2015 - Minutes	TV - TV - 1Q Nielsen Sports and Special Events
5312	PP000425ZC	Tournament-Roses Parade	TV - TV - 1Q Nielsen Sports and Special Events
5313	PP000425ZD	Tournament-Roses Parade - Minutes	TV - TV - 1Q Nielsen Sports and Special Events

ORDER	VARIABLE	DESCRIPTION	CATEGORY
5314	PP000216ZC	UFC Fight Night	TV - TV - 1Q Nielsen Sports and Special Events
5315	PP000216ZD	UFC Fight Night - Minutes	TV - TV - 1Q Nielsen Sports and Special Events
5316	PP000430ZC	US Figure Skating Championship	TV - TV - 1Q Nielsen Sports and Special Events
5317	PP000430ZD	US Figure Skating Championship - Minutes	TV - TV - 1Q Nielsen Sports and Special Events
5318	PP000226ZC	WWE Entertainment	TV - TV - 1Q Nielsen Sports and Special Events
5319	PP000226ZD	WWE Entertainment - Minutes	TV - TV - 1Q Nielsen Sports and Special Events
5320	PP000227ZC	WWE Smackdown	TV - TV - 1Q Nielsen Sports and Special Events
5321	PP000227ZD	WWE Smackdown - Minutes	TV - TV - 1Q Nielsen Sports and Special Events
5322	SB002874ZC	Amount HHLd contributed to public TV past 12 months Less than \$35	TV - TV - NS Television
5323	SB002875ZC	Amount HHLd contributed to public TV past 12 months \$35 - \$99	TV - TV - NS Television
5324	SB002876ZC	Amount HHLd contributed to public TV past 12 months \$100 or more	TV - TV - NS Television
5325	SB002877ZC	Amount HHLd contributed to public TV past 12 months Nothing	TV - TV - NS Television
5326	SB001727ZC	Broadcast TV networks/stations watched past 7 days ABC (A)	TV - TV - NS Television
5327	SB001728ZC	Broadcast TV networks/stations watched past 7 days Any broadcast viewing (A)	TV - TV - NS Television
5328	SB001729ZC	Broadcast TV networks/stations watched past 7 days Azteca America (A)	TV - TV - NS Television
5329	SB001730ZC	Broadcast TV networks/stations watched past 7 days CBS (A)	TV - TV - NS Television
5330	SB001731ZC	Broadcast TV networks/stations watched past 7 days CW (A)	TV - TV - NS Television
5331	SB001732ZC	Broadcast TV networks/stations watched past 7 days FOX (A)	TV - TV - NS Television
5332	SB001733ZC	Broadcast TV networks/stations watched past 7 days Independent (A)	TV - TV - NS Television
5333	SB001734ZC	Broadcast TV networks/stations watched past 7 days ION (A)	TV - TV - NS Television
5334	SB001735ZC	Broadcast TV networks/stations watched past 7 days MyNetworkTV (A)	TV - TV - NS Television
5335	SB001736ZC	Broadcast TV networks/stations watched past 7 days NBC (A)	TV - TV - NS Television
5336	SB001737ZC	Broadcast TV networks/stations watched past 7 days PBS (A)	TV - TV - NS Television
5337	SB001738ZC	Broadcast TV networks/stations watched past 7 days Telemundo (A)	TV - TV - NS Television
5338	SB001739ZC	Broadcast TV networks/stations watched past 7 days UniMas (A)	TV - TV - NS Television
5339	SB001740ZC	Broadcast TV networks/stations watched past 7 days Univision (A)	TV - TV - NS Television
5340	SB001753ZC	Cable network/station watched past 7 days CI (Crime & Investigation Network) (A)	TV - TV - NS Television
5341	SB001837ZC	Cable network/station watched pst 7 dys (Hardwired cable) Crime & Invest Net (A)	TV - TV - NS Television
5342	SB001857ZC	Cable network/station watched pst 7 dys (Hardwired cable) FOX Sports Network (A)	TV - TV - NS Television
5343	SB001876ZC	Cable network/station watched pst 7 dys (Hardwired cable) NBC Sports Network (A)	TV - TV - NS Television
5344	SB001887ZC	Cable network/station watched pst 7 dys (Hardwired cable) Turner Classic Mov (A)	TV - TV - NS Television
5345	SB001839ZC	Cable network/stations watched pst 7 dys (Hrdwrd cable) CN (Cartoon Network) (A)	TV - TV - NS Television
5346	SB001854ZC	Cable network/stations watched pst 7 dys (Hrdwrd cable) FOX Business Network (A)	TV - TV - NS Television
5347	SB001869ZC	Cable network/stations watched pst 7 dys (Hrdwrd cable) Lifetime Movie Ntwrk (A)	TV - TV - NS Television
5348	SB001741ZC	Cable networks/stations watched past 7 days A&E (A)	TV - TV - NS Television
5349	SB001742ZC	Cable networks/stations watched past 7 days ABC Family (now Freeform) (A)	TV - TV - NS Television
5350	SB001743ZC	Cable networks/stations watched past 7 days Adult Swim (A)	TV - TV - NS Television
5351	SB001744ZC	Cable networks/stations watched past 7 days AMC (A)	TV - TV - NS Television
5352	SB001745ZC	Cable networks/stations watched past 7 days Animal Planet (A)	TV - TV - NS Television
5353	SB001746ZC	Cable networks/stations watched past 7 days Any cable viewing past 7 days (A)	TV - TV - NS Television
5354	SB001747ZC	Cable networks/stations watched past 7 days Any non-premium cable viewing (A)	TV - TV - NS Television
5355	SB001748ZC	Cable networks/stations watched past 7 days Any premium cable network (A)	TV - TV - NS Television
5356	SB001749ZC	Cable networks/stations watched past 7 days BET (A)	TV - TV - NS Television
5357	SB001751ZC	Cable networks/stations watched past 7 days Boomerang (A)	TV - TV - NS Television
5358	SB001752ZC	Cable networks/stations watched past 7 days Bravo (A)	TV - TV - NS Television
5359	SB001754ZC	Cable networks/stations watched past 7 days CMT (Country Music Television) (A)	TV - TV - NS Television
5360	SB001755ZC	Cable networks/stations watched past 7 days CN (Cartoon Network) (A)	TV - TV - NS Television
5361	SB001756ZC	Cable networks/stations watched past 7 days CNBC (A)	TV - TV - NS Television
5362	SB001757ZC	Cable networks/stations watched past 7 days CNN (A)	TV - TV - NS Television
5363	SB001758ZC	Cable networks/stations watched past 7 days CNN en Espanol (A)	TV - TV - NS Television
5364	SB001759ZC	Cable networks/stations watched past 7 days Comedy Central (A)	TV - TV - NS Television
5365	SB001760ZC	Cable networks/stations watched past 7 days Cooking Channel (A)	TV - TV - NS Television
5366	SB001762ZC	Cable networks/stations watched past 7 days Discovery Channel (A)	TV - TV - NS Television
5367	SB001763ZC	Cable networks/stations watched past 7 days Disney Channel (A)	TV - TV - NS Television
5368	SB001764ZC	Cable networks/stations watched past 7 days DIY Network (A)	TV - TV - NS Television
5369	SB001765ZC	Cable networks/stations watched past 7 days E! (A)	TV - TV - NS Television
5370	SB001766ZC	Cable networks/stations watched past 7 days ESPN (A)	TV - TV - NS Television
5371	SB001768ZC	Cable networks/stations watched past 7 days ESPN Deportes (A)	TV - TV - NS Television
5372	SB001769ZC	Cable networks/stations watched past 7 days ESPN2 (A)	TV - TV - NS Television
5373	SB001771ZC	Cable networks/stations watched past 7 days ESPNU (A)	TV - TV - NS Television
5374	SB001773ZC	Cable networks/stations watched past 7 days FOX Business Network (A)	TV - TV - NS Television
5375	SB001774ZC	Cable networks/stations watched past 7 days FOX News Channel (A)	TV - TV - NS Television
5376	SB001776ZC	Cable networks/stations watched past 7 days FOX Sports Network (A)	TV - TV - NS Television
5377	SB001779ZC	Cable networks/stations watched past 7 days Galavision (A)	TV - TV - NS Television
5378	SB001780ZC	Cable networks/stations watched past 7 days Golf Channel (A)	TV - TV - NS Television
5379	SB001781ZC	Cable networks/stations watched past 7 days GSN (Game Show Network) (A)	TV - TV - NS Television
5380	SB001782ZC	Cable networks/stations watched past 7 days H2 (History 2) (A)	TV - TV - NS Television
5381	SB001783ZC	Cable networks/stations watched past 7 days Hallmark Channel (A)	TV - TV - NS Television
5382	SB001784ZC	Cable networks/stations watched past 7 days HGTV (A)	TV - TV - NS Television



ORDER	VARIABLE	DESCRIPTION	CATEGORY
5383	SB001785ZC	Cable networks/stations watched past 7 days History (A)	TV - TV - NS Television
5384	SB001786ZC	Cable networks/stations watched past 7 days HLN (CNN Headline News) (A)	TV - TV - NS Television
5385	SB001787ZC	Cable networks/stations watched past 7 days IFC (Independent Film Channel) (A)	TV - TV - NS Television
5386	SB001788ZC	Cable networks/stations watched past 7 days INSP (The Inspiration Network) (A)	TV - TV - NS Television
5387	SB001789ZC	Cable networks/stations watched past 7 days Lifetime (A)	TV - TV - NS Television
5388	SB001790ZC	Cable networks/stations watched past 7 days LMN (Lifetime Movie Network) (A)	TV - TV - NS Television
5389	SB001791ZC	Cable networks/stations watched past 7 days MLB Network (A)	TV - TV - NS Television
5390	SB001792ZC	Cable networks/stations watched past 7 days MSNBC (A)	TV - TV - NS Television
5391	SB001793ZC	Cable networks/stations watched past 7 days MTV (A)	TV - TV - NS Television
5392	SB001794ZC	Cable networks/stations watched past 7 days MTV2 (A)	TV - TV - NS Television
5393	SB001795ZC	Cable networks/stations watched past 7 days National Geographic Channel (A)	TV - TV - NS Television
5394	SB001796ZC	Cable networks/stations watched past 7 days NBA TV (A)	TV - TV - NS Television
5395	SB001797ZC	Cable networks/stations watched past 7 days NBCSN (NBC Sports Network) (A)	TV - TV - NS Television
5396	SB001798ZC	Cable networks/stations watched past 7 days NFL Network (A)	TV - TV - NS Television
5397	SB001799ZC	Cable networks/stations watched past 7 days NHL Network (A)	TV - TV - NS Television
5398	SB001800ZC	Cable networks/stations watched past 7 days Nick (A)	TV - TV - NS Television
5399	SB001801ZC	Cable networks/stations watched past 7 days Nick at Nite (A)	TV - TV - NS Television
5400	SB001802ZC	Cable networks/stations watched past 7 days Nick Jr. (A)	TV - TV - NS Television
5401	SB001803ZC	Cable networks/stations watched past 7 days OWN (Oprah Winfrey Network) (A)	TV - TV - NS Television
5402	SB001804ZC	Cable networks/stations watched past 7 days Oxygen (A)	TV - TV - NS Television
5403	SB001805ZC	Cable networks/stations watched past 7 days Reelz (A)	TV - TV - NS Television
5404	SB001806ZC	Cable networks/stations watched past 7 days Spike (A)	TV - TV - NS Television
5405	SB001807ZC	Cable networks/stations watched past 7 days Sportsman Channel (A)	TV - TV - NS Television
5406	SB001809ZC	Cable networks/stations watched past 7 days Syfy (A)	TV - TV - NS Television
5407	SB001811ZC	Cable networks/stations watched past 7 days TCM (Turner Classic Movies) (A)	TV - TV - NS Television
5408	SB001812ZC	Cable networks/stations watched past 7 days TeenNick (A)	TV - TV - NS Television
5409	SB001814ZC	Cable networks/stations watched past 7 days The Weather Channel (A)	TV - TV - NS Television
5410	SB001815ZC	Cable networks/stations watched past 7 days TLC (The Learning Channel) (A)	TV - TV - NS Television
5411	SB001817ZC	Cable networks/stations watched past 7 days Travel Channel (A)	TV - TV - NS Television
5412	SB001818ZC	Cable networks/stations watched past 7 days TruTV (A)	TV - TV - NS Television
5413	SB001820ZC	Cable networks/stations watched past 7 days TV Land (A)	TV - TV - NS Television
5414	SB001821ZC	Cable networks/stations watched past 7 days TV One (A)	TV - TV - NS Television
5415	SB001823ZC	Cable networks/stations watched past 7 days VH1 (A)	TV - TV - NS Television
5416	SB001824ZC	Cable networks/stations watched past 7 days We TV (A)	TV - TV - NS Television
5417	SB001825ZC	Cable networks/stations watched past 7 days WGN America (A)	TV - TV - NS Television
5418	SB001826ZC	Cable networks/stations watched pst 7 dys (Hardwired cable) A&E (A)	TV - TV - NS Television
5419	SB001828ZC	Cable networks/stations watched pst 7 dys (Hardwired cable) Adult Swim (A)	TV - TV - NS Television
5420	SB001830ZC	Cable networks/stations watched pst 7 dys (Hardwired cable) Animal Planet (A)	TV - TV - NS Television
5421	SB001831ZC	Cable networks/stations watched pst 7 dys (Hardwired cable) Any cable (A)	TV - TV - NS Television
5422	SB001832ZC	Cable networks/stations watched pst 7 dys (Hardwired cable) Any non-premium (A)	TV - TV - NS Television
5423	SB001833ZC	Cable networks/stations watched pst 7 dys (Hardwired cable) Any premium (A)	TV - TV - NS Television
5424	SB001834ZC	Cable networks/stations watched pst 7 dys (Hardwired cable) BET (A)	TV - TV - NS Television
5425	SB001840ZC	Cable networks/stations watched pst 7 dys (Hardwired cable) CNBC (A)	TV - TV - NS Television
5426	SB001841ZC	Cable networks/stations watched pst 7 dys (Hardwired cable) CNN (A)	TV - TV - NS Television
5427	SB001842ZC	Cable networks/stations watched pst 7 dys (Hardwired cable) Comedy Central (A)	TV - TV - NS Television
5428	SB001843ZC	Cable networks/stations watched pst 7 dys (Hardwired cable) Cooking Channel (A)	TV - TV - NS Television
5429	SB001845ZC	Cable networks/stations watched pst 7 dys (Hardwired cable) Disney Channel (A)	TV - TV - NS Television
5430	SB001847ZC	Cable networks/stations watched pst 7 dys (Hardwired cable) E! (A)	TV - TV - NS Television
5431	SB001848ZC	Cable networks/stations watched pst 7 dys (Hardwired cable) ESPN (A)	TV - TV - NS Television
5432	SB001850ZC	Cable networks/stations watched pst 7 dys (Hardwired cable) ESPN2 (A)	TV - TV - NS Television
5433	SB001853ZC	Cable networks/stations watched pst 7 dys (Hardwired cable) Food Network (A)	TV - TV - NS Television
5434	SB001855ZC	Cable networks/stations watched pst 7 dys (Hardwired cable) FOX News Channel (A)	TV - TV - NS Television
5435	SB001859ZC	Cable networks/stations watched pst 7 dys (Hardwired cable) Golf Channel (A)	TV - TV - NS Television
5436	SB001861ZC	Cable networks/stations watched pst 7 dys (Hardwired cable) H2 (History 2) (A)	TV - TV - NS Television
5437	SB001862ZC	Cable networks/stations watched pst 7 dys (Hardwired cable) Hallmark Channel (A)	TV - TV - NS Television
5438	SB001863ZC	Cable networks/stations watched pst 7 dys (Hardwired cable) HGTV (A)	TV - TV - NS Television
5439	SB001864ZC	Cable networks/stations watched pst 7 dys (Hardwired cable) History (A)	TV - TV - NS Television
5440	SB001866ZC	Cable networks/stations watched pst 7 dys (Hardwired cable) IFC (A)	TV - TV - NS Television
5441	SB001867ZC	Cable networks/stations watched pst 7 dys (Hardwired cable) INSP (A)	TV - TV - NS Television
5442	SB001868ZC	Cable networks/stations watched pst 7 dys (Hardwired cable) Lifetime (A)	TV - TV - NS Television
5443	SB001870ZC	Cable networks/stations watched pst 7 dys (Hardwired cable) MLB Network (A)	TV - TV - NS Television
5444	SB001871ZC	Cable networks/stations watched pst 7 dys (Hardwired cable) MSNBC (A)	TV - TV - NS Television
5445	SB001872ZC	Cable networks/stations watched pst 7 dys (Hardwired cable) MTV (A)	TV - TV - NS Television
5446	SB001873ZC	Cable networks/stations watched pst 7 dys (Hardwired cable) MTV2 (A)	TV - TV - NS Television
5447	SB001874ZC	Cable networks/stations watched pst 7 dys (Hardwired cable) Nat Geo Channel (A)	TV - TV - NS Television
5448	SB001875ZC	Cable networks/stations watched pst 7 dys (Hardwired cable) NBA TV (A)	TV - TV - NS Television
5449	SB001877ZC	Cable networks/stations watched pst 7 dys (Hardwired cable) NFL Network (A)	TV - TV - NS Television
5450	SB001878ZC	Cable networks/stations watched pst 7 dys (Hardwired cable) Nick (A)	TV - TV - NS Television
5451	SB001879ZC	Cable networks/stations watched pst 7 dys (Hardwired cable) Nick at Nite (A)	TV - TV - NS Television

ORDER	VARIABLE	DESCRIPTION	CATEGORY
5452	SB001880ZC	Cable networks/stations watched pst 7 dys (Hardwired cable) Nick Jr. (A)	TV - TV - NS Television
5453	SB001881ZC	Cable networks/stations watched pst 7 dys (Hardwired cable) OWN (A)	TV - TV - NS Television
5454	SB001882ZC	Cable networks/stations watched pst 7 dys (Hardwired cable) Oxygen (A)	TV - TV - NS Television
5455	SB001883ZC	Cable networks/stations watched pst 7 dys (Hardwired cable) Reelz (A)	TV - TV - NS Television
5456	SB001884ZC	Cable networks/stations watched pst 7 dys (Hardwired cable) Spike (A)	TV - TV - NS Television
5457	SB001885ZC	Cable networks/stations watched pst 7 dys (Hardwired cable) Syfy (A)	TV - TV - NS Television
5458	SB001886ZC	Cable networks/stations watched pst 7 dys (Hardwired cable) TBS (A)	TV - TV - NS Television
5459	SB001890ZC	Cable networks/stations watched pst 7 dys (Hardwired cable) TNT (A)	TV - TV - NS Television
5460	SB001891ZC	Cable networks/stations watched pst 7 dys (Hardwired cable) Travel Channel (A)	TV - TV - NS Television
5461	SB001892ZC	Cable networks/stations watched pst 7 dys (Hardwired cable) TruTV (A)	TV - TV - NS Television
5462	SB001894ZC	Cable networks/stations watched pst 7 dys (Hardwired cable) TV Land (A)	TV - TV - NS Television
5463	SB001895ZC	Cable networks/stations watched pst 7 dys (Hardwired cable) TV One (A)	TV - TV - NS Television
5464	SB001896ZC	Cable networks/stations watched pst 7 dys (Hardwired cable) USA (A)	TV - TV - NS Television
5465	SB001897ZC	Cable networks/stations watched pst 7 dys (Hardwired cable) VH1 (A)	TV - TV - NS Television
5466	SB001898ZC	Cable networks/stations watched pst 7 dys (Hardwired cable) We TV (A)	TV - TV - NS Television
5467	SB001899ZC	Cable networks/stations watched pst 7 dys (Hardwired cable) WGN America (A)	TV - TV - NS Television
5468	SB001827ZC	Cable networks/stations watched pst 7 dys (Hrdwrd Cable) ABC Family/Freeform (A)	TV - TV - NS Television
5469	SB001865ZC	Cable networks/stations watched pst 7 dys (Hrdwrd cable) CNN Headline News (A)	TV - TV - NS Television
5470	SB001844ZC	Cable networks/stations watched pst 7 dys (Hrdwrd cable) Discovery Channel (A)	TV - TV - NS Television
5471	SB001888ZC	Cable networks/stations watched pst 7 dys (Hrdwrd cable) The Weather Channel (A)	TV - TV - NS Television
5472	SB004011ZC	Cable/Telco TV program provider AT&T U-verse	TV - TV - NS Television
5473	SB004012ZC	Cable/Telco TV program provider Charter Spectrum	TV - TV - NS Television
5474	SB004013ZC	Cable/Telco TV program provider Cox	TV - TV - NS Television
5475	SB004014ZC	Cable/Telco TV program provider Mediacom	TV - TV - NS Television
5476	SB004015ZC	Cable/Telco TV program provider Time Warner Cable	TV - TV - NS Television
5477	SB004016ZC	Cable/Telco TV program provider Verizon FiOS	TV - TV - NS Television
5478	SB004017ZC	Cable/Telco TV program provider XFINITY/Comcast	TV - TV - NS Television
5479	SB002879ZC	HDTV subscription via cable/satellite service No	TV - TV - NS Television
5480	SB002878ZC	HDTV subscription via cable/satellite service Yes	TV - TV - NS Television
5481	SB002881ZC	HHLd subscribes to cable No	TV - TV - NS Television
5482	SB002880ZC	HHLd subscribes to cable Yes	TV - TV - NS Television
5483	SB002883ZC	Household owns/uses DVR (digital video recorder) No	TV - TV - NS Television
5484	SB002882ZC	Household owns/uses DVR (digital video recorder) Yes	TV - TV - NS Television
5485	SB002884ZC	No. of payperview programs/movies watched past 12 mo 1 program/movie	TV - TV - NS Television
5486	SB002885ZC	No. of payperview programs/movies watched past 12 mo 2 programs/movies	TV - TV - NS Television
5487	SB002886ZC	No. of payperview programs/movies watched past 12 mo 3 programs/movies	TV - TV - NS Television
5488	SB002887ZC	No. of payperview programs/movies watched past 12 mo 4 programs/movies	TV - TV - NS Television
5489	SB002888ZC	No. of payperview programs/movies watched past 12 mo 5 programs/movies	TV - TV - NS Television
5490	SB002889ZC	No. of payperview programs/movies watched past 12 mo None	TV - TV - NS Television
5491	SB002890ZC	Satellite TV program provider DIRECTV	TV - TV - NS Television
5492	SB002891ZC	Satellite TV program provider Dish Network	TV - TV - NS Television
5493	SB002892ZC	Satellite TV program provider Do not own satellite TV dish	TV - TV - NS Television
5494	SB002893ZC	Satellite TV program provider Other provider/unidentified	TV - TV - NS Television
5495	SB001963ZC	Special TV programs watched past 12 months American Music Awards (A)	TV - TV - NS Television
5496	SB001965ZC	Special TV programs watched past 12 months BET Awards (A)	TV - TV - NS Television
5497	SB001966ZC	Special TV programs watched past 12 months CMA Awards (A)	TV - TV - NS Television
5498	SB001962ZC	Special TV programs watched past 12 months Country Music Awards (A)	TV - TV - NS Television
5499	SB001967ZC	Special TV programs watched past 12 months Emmy Awards - Daytime (A)	TV - TV - NS Television
5500	SB001968ZC	Special TV programs watched past 12 months Emmy Awards - Primetime (A)	TV - TV - NS Television
5501	SB001969ZC	Special TV programs watched past 12 months ESPys (A)	TV - TV - NS Television
5502	SB001970ZC	Special TV programs watched past 12 months Golden Globe Awards (A)	TV - TV - NS Television
5503	SB001971ZC	Special TV programs watched past 12 months Grammy Awards (A)	TV - TV - NS Television
5504	SB001972ZC	Special TV programs watched past 12 months Kennedy Center Honors (A)	TV - TV - NS Television
5505	SB001973ZC	Special TV programs watched past 12 months Kids Choice Awards (A)	TV - TV - NS Television
5506	SB001974ZC	Special TV programs watched past 12 months Latin Grammy Awards (A)	TV - TV - NS Television
5507	SB001975ZC	Special TV programs watched past 12 months Macys Thanksgiving Day Parade (A)	TV - TV - NS Television
5508	SB001976ZC	Special TV programs watched past 12 months Miss America Pageant (A)	TV - TV - NS Television
5509	SB001977ZC	Special TV programs watched past 12 months Miss Universe Pageant (A)	TV - TV - NS Television
5510	SB001978ZC	Special TV programs watched past 12 months Miss USA Pageant (A)	TV - TV - NS Television
5511	SB001979ZC	Special TV programs watched past 12 months MTV Movie Awards (A)	TV - TV - NS Television
5512	SB001980ZC	Special TV programs watched past 12 months MTV Video Music Awards (A)	TV - TV - NS Television
5513	SB001981ZC	Special TV programs watched past 12 months NAACP Image Awards (A)	TV - TV - NS Television
5514	SB001982ZC	Special TV programs watched past 12 months National Dog Show (A)	TV - TV - NS Television
5515	SB001983ZC	Special TV programs watched past 12 months Peoples Choice Awards (A)	TV - TV - NS Television
5516	SB001984ZC	Special TV programs watched past 12 months Premio Lo Nuestro (A)	TV - TV - NS Television
5517	SB001985ZC	Special TV programs watched past 12 months Premios Juventud (A)	TV - TV - NS Television
5518	SB001986ZC	Special TV programs watched past 12 months Rose Parade (A)	TV - TV - NS Television
5519	SB001987ZC	Special TV programs watched past 12 months Screen Actors Guild Awards (A)	TV - TV - NS Television
5520	SB001988ZC	Special TV programs watched past 12 months Thanksgiving Day Parade on CBS (A)	TV - TV - NS Television

ORDER	VARIABLE	DESCRIPTION	CATEGORY
5521	SB001989ZC	Special TV programs watched past 12 months The Oscars (Academy Awards) (A)	TV - TV - NS Television
5522	SB001990ZC	Special TV programs watched past 12 months Tony Awards (A)	TV - TV - NS Television
5523	SB001991ZC	Special TV programs watched past 12 months Victorias Secret Fashion Show (A)	TV - TV - NS Television
5524	SB002002ZC	Special TV sports programs watched past 12 mo National Finals Rodeo (NFR) (A)	TV - TV - NS Television
5525	SB002019ZC	Special TV sports programs watched past 12 mo World Cup soccer/qualifiers (A)	TV - TV - NS Television
5526	SB001993ZC	Special TV sports programs watched past 12 months Belmont Stakes (A)	TV - TV - NS Television
5527	SB001994ZC	Special TV sports programs watched past 12 months Breeders Cup (A)	TV - TV - NS Television
5528	SB001995ZC	Special TV sports programs watched past 12 months British Open (A)	TV - TV - NS Television
5529	SB004187ZC	Special TV sports programs watched past 12 months College World Series (A)	TV - TV - NS Television
5530	SB001996ZC	Special TV sports programs watched past 12 months Daytona 500 (A)	TV - TV - NS Television
5531	SB001997ZC	Special TV sports programs watched past 12 months French Open (A)	TV - TV - NS Television
5532	SB001998ZC	Special TV sports programs watched past 12 months Indianapolis 500 (A)	TV - TV - NS Television
5533	SB001999ZC	Special TV sports programs watched past 12 months Kentucky Derby (A)	TV - TV - NS Television
5534	SB004188ZC	Special TV sports programs watched past 12 months Little League World Series (A)	TV - TV - NS Television
5535	SB002000ZC	Special TV sports programs watched past 12 months Masters (A)	TV - TV - NS Television
5536	SB002001ZC	Special TV sports programs watched past 12 months MLB All-Star Game (A)	TV - TV - NS Television
5537	SB002003ZC	Special TV sports programs watched past 12 months NBA All-Star Game (A)	TV - TV - NS Television
5538	SB002004ZC	Special TV sports programs watched past 12 months New York City Marathon (A)	TV - TV - NS Television
5539	SB002005ZC	Special TV sports programs watched past 12 months NFL Draft (A)	TV - TV - NS Television
5540	SB004189ZC	Special TV sports programs watched past 12 months NHL All-Star Game (A)	TV - TV - NS Television
5541	SB004190ZC	Special TV sports programs watched past 12 months NHL Winter Classic (A)	TV - TV - NS Television
5542	SB002007ZC	Special TV sports programs watched past 12 months PGA Championship (A)	TV - TV - NS Television
5543	SB002008ZC	Special TV sports programs watched past 12 months Preakness Stakes (A)	TV - TV - NS Television
5544	SB002009ZC	Special TV sports programs watched past 12 months Pro boxing Pay Per View (A)	TV - TV - NS Television
5545	SB002010ZC	Special TV sports programs watched past 12 months Ryder Cup (A)	TV - TV - NS Television
5546	SB002011ZC	Special TV sports programs watched past 12 months THE PLAYERS Championship (A)	TV - TV - NS Television
5547	SB002012ZC	Special TV sports programs watched past 12 months TOUR Championship (A)	TV - TV - NS Television
5548	SB002013ZC	Special TV sports programs watched past 12 months Tour de France (A)	TV - TV - NS Television
5549	SB002014ZC	Special TV sports programs watched past 12 months U.S. Open (golf) (A)	TV - TV - NS Television
5550	SB002015ZC	Special TV sports programs watched past 12 months U.S. Open (tennis) (A)	TV - TV - NS Television
5551	SB002016ZC	Special TV sports programs watched past 12 months U.S. Womens Open (golf) (A)	TV - TV - NS Television
5552	SB004191ZC	Special TV sports programs watched past 12 months UEFA Champions League (A)	TV - TV - NS Television
5553	SB002017ZC	Special TV sports programs watched past 12 months UFC Pay Per View (A)	TV - TV - NS Television
5554	SB002018ZC	Special TV sports programs watched past 12 months Wimbledon (A)	TV - TV - NS Television
5555	SB002020ZC	Special TV sports programs watched past 12 months WWE Pay Per View (A)	TV - TV - NS Television
5556	SB002021ZC	Special TV sports programs watched past 12 months X Games (A)	TV - TV - NS Television
5557	SB002078ZC	Sports watched on broadcast TV networks past 12 mo LPGA Tour (womens golf) (A)	TV - TV - NS Television
5558	SB002082ZC	Sports watched on broadcast TV networks past 12 mo Mex Soccer National Team (A)	TV - TV - NS Television
5559	SB002105ZC	Sports watched on broadcast TV networks past 12 mo U.S. Soccer National Team (A)	TV - TV - NS Television
5560	SB002072ZC	Sports watched on broadcast TV networks past 12 months European soccer (A)	TV - TV - NS Television
5561	SB002073ZC	Sports watched on broadcast TV networks past 12 months Extreme/action sports (A)	TV - TV - NS Television
5562	SB002074ZC	Sports watched on broadcast TV networks past 12 months Figure skating (A)	TV - TV - NS Television
5563	SB002077ZC	Sports watched on broadcast TV networks past 12 months Horse racing (A)	TV - TV - NS Television
5564	SB002080ZC	Sports watched on broadcast TV networks past 12 months Mens tennis (ATP) (A)	TV - TV - NS Television
5565	SB002081ZC	Sports watched on broadcast TV networks past 12 months Mexican League (A)	TV - TV - NS Television
5566	SB002079ZC	Sports watched on broadcast TV networks past 12 months MLB playoffs (A)	TV - TV - NS Television
5567	SB002083ZC	Sports watched on broadcast TV networks past 12 months Monday Night Football (A)	TV - TV - NS Television
5568	SB002084ZC	Sports watched on broadcast TV networks past 12 months NBA Finals (A)	TV - TV - NS Television
5569	SB002085ZC	Sports watched on broadcast TV networks past 12 months NBA playoffs (A)	TV - TV - NS Television
5570	SB002086ZC	Sports watched on broadcast TV networks past 12 months NCAA Mens Tournament (A)	TV - TV - NS Television
5571	SB002087ZC	Sports watched on broadcast TV networks past 12 months NFL playoffs (A)	TV - TV - NS Television
5572	SB002088ZC	Sports watched on broadcast TV networks past 12 months NHRA Drag Racing (A)	TV - TV - NS Television
5573	SB002089ZC	Sports watched on broadcast TV networks past 12 months None (A)	TV - TV - NS Television
5574	SB002090ZC	Sports watched on broadcast TV networks past 12 months Olympics (A)	TV - TV - NS Television
5575	SB002091ZC	Sports watched on broadcast TV networks past 12 months PBA (pro bowling) (A)	TV - TV - NS Television
5576	SB002092ZC	Sports watched on broadcast TV networks past 12 months PGA TOUR (mens golf) (A)	TV - TV - NS Television
5577	SB002093ZC	Sports watched on broadcast TV networks past 12 months Pro boxing (A)	TV - TV - NS Television
5578	SB002094ZC	Sports watched on broadcast TV networks past 12 months Pro Bull Riding (PBR) (A)	TV - TV - NS Television
5579	SB002095ZC	Sports watched on broadcast TV networks past 12 months Pro rodeo (A)	TV - TV - NS Television
5580	SB002096ZC	Sports watched on broadcast TV networks past 12 months Regular season MLB (A)	TV - TV - NS Television
5581	SB002098ZC	Sports watched on broadcast TV networks past 12 months Regular season NFL (A)	TV - TV - NS Television
5582	SB002100ZC	Sports watched on broadcast TV networks past 12 months Stanley Cup playoffs (A)	TV - TV - NS Television
5583	SB002101ZC	Sports watched on broadcast TV networks past 12 months Sunday Night Football (A)	TV - TV - NS Television
5584	SB002102ZC	Sports watched on broadcast TV networks past 12 months Super Bowl (A)	TV - TV - NS Television
5585	SB002103ZC	Sports watched on broadcast TV networks past 12 months Supercross/Motocross (A)	TV - TV - NS Television
5586	SB002106ZC	Sports watched on broadcast TV networks past 12 months UFC (A)	TV - TV - NS Television
5587	SB002107ZC	Sports watched on broadcast TV networks past 12 months Womens tennis (WTA) (A)	TV - TV - NS Television
5588	SB002108ZC	Sports watched on broadcast TV networks past 12 months World Series (A)	TV - TV - NS Television
5589	SB002109ZC	Sports watched on broadcast TV networks past 12 months WWE (pro wrestling) (A)	TV - TV - NS Television

ORDER	VARIABLE	DESCRIPTION	CATEGORY
5590	SB003053ZC	Sports watched on broadcast TV past 12 months (net) AAC basketball (A)	TV - TV - NS Television
5591	SB003055ZC	Sports watched on broadcast TV past 12 months (net) AAC sports event (A)	TV - TV - NS Television
5592	SB003050ZC	Sports watched on broadcast TV past 12 months (net) ACC basketball (A)	TV - TV - NS Television
5593	SB003051ZC	Sports watched on broadcast TV past 12 months (net) ACC football (A)	TV - TV - NS Television
5594	SB003052ZC	Sports watched on broadcast TV past 12 months (net) AFL (A)	TV - TV - NS Television
5595	SB003096ZC	Sports watched on broadcast TV past 12 months (net) Any high school (A)	TV - TV - NS Television
5596	SB003097ZC	Sports watched on broadcast TV past 12 months (net) Any IndyCar Series (A)	TV - TV - NS Television
5597	SB003098ZC	Sports watched on broadcast TV past 12 months (net) Any NASCAR (A)	TV - TV - NS Television
5598	SB003056ZC	Sports watched on broadcast TV past 12 months (net) Big 12 basketball (A)	TV - TV - NS Television
5599	SB003057ZC	Sports watched on broadcast TV past 12 months (net) Big 12 football (A)	TV - TV - NS Television
5600	SB003059ZC	Sports watched on broadcast TV past 12 months (net) Big Ten basketball (A)	TV - TV - NS Television
5601	SB003060ZC	Sports watched on broadcast TV past 12 months (net) Big Ten football (A)	TV - TV - NS Television
5602	SB003061ZC	Sports watched on broadcast TV past 12 months (net) Bowl games (A)	TV - TV - NS Television
5603	SB003062ZC	Sports watched on broadcast TV past 12 months (net) CBS basketball (A)	TV - TV - NS Television
5604	SB003063ZC	Sports watched on broadcast TV past 12 months (net) CBS football (A)	TV - TV - NS Television
5605	SB003066ZC	Sports watched on broadcast TV past 12 months (net) Coll basketball - mens (A)	TV - TV - NS Television
5606	SB003067ZC	Sports watched on broadcast TV past 12 months (net) Coll basketball - womens (A)	TV - TV - NS Television
5607	SB003068ZC	Sports watched on broadcast TV past 12 months (net) Coll basketball reg seas (A)	TV - TV - NS Television
5608	SB003070ZC	Sports watched on broadcast TV past 12 months (net) Coll football reg seas (A)	TV - TV - NS Television
5609	SB003071ZC	Sports watched on broadcast TV past 12 months (net) Coll sports event (A)	TV - TV - NS Television
5610	SB003064ZC	Sports watched on broadcast TV past 12 months (net) College baseball (A)	TV - TV - NS Television
5611	SB003065ZC	Sports watched on broadcast TV past 12 months (net) College basketball (A)	TV - TV - NS Television
5612	SB003069ZC	Sports watched on broadcast TV past 12 months (net) College football (A)	TV - TV - NS Television
5613	SB003072ZC	Sports watched on broadcast TV past 12 months (net) IMG College basketball (A)	TV - TV - NS Television
5614	SB003074ZC	Sports watched on broadcast TV past 12 months (net) KY Wildcats basketball (A)	TV - TV - NS Television
5615	SB003205ZC	Sports watched on broadcast TV past 12 months (net) Learfield Coll bball (A)	TV - TV - NS Television
5616	SB003207ZC	Sports watched on broadcast TV past 12 months (net) Learfield Coll event (A)	TV - TV - NS Television
5617	SB003206ZC	Sports watched on broadcast TV past 12 months (net) Learfield Coll football (A)	TV - TV - NS Television
5618	SB003079ZC	Sports watched on broadcast TV past 12 months (net) Michigan sports event (A)	TV - TV - NS Television
5619	SB003078ZC	Sports watched on broadcast TV past 12 months (net) Michigan St sports event (A)	TV - TV - NS Television
5620	SB003075ZC	Sports watched on broadcast TV past 12 months (net) MLB (A)	TV - TV - NS Television
5621	SB003076ZC	Sports watched on broadcast TV past 12 months (net) MLB reg season (A)	TV - TV - NS Television
5622	SB003077ZC	Sports watched on broadcast TV past 12 months (net) MLS (A)	TV - TV - NS Television
5623	SB003080ZC	Sports watched on broadcast TV past 12 months (net) MWC football (A)	TV - TV - NS Television
5624	SB003081ZC	Sports watched on broadcast TV past 12 months (net) NBA (A)	TV - TV - NS Television
5625	SB003082ZC	Sports watched on broadcast TV past 12 months (net) NBA regular season (A)	TV - TV - NS Television
5626	SB003083ZC	Sports watched on broadcast TV past 12 months (net) NFL (A)	TV - TV - NS Television
5627	SB003084ZC	Sports watched on broadcast TV past 12 months (net) NFL regular season (A)	TV - TV - NS Television
5628	SB003085ZC	Sports watched on broadcast TV past 12 months (net) NHL (A)	TV - TV - NS Television
5629	SB003086ZC	Sports watched on broadcast TV past 12 months (net) NHL regular season (A)	TV - TV - NS Television
5630	SB003087ZC	Sports watched on broadcast TV past 12 months (net) Ohio St sports event (A)	TV - TV - NS Television
5631	SB003088ZC	Sports watched on broadcast TV past 12 months (net) PAC-12 basketball (A)	TV - TV - NS Television
5632	SB003089ZC	Sports watched on broadcast TV past 12 months (net) PAC-12 football (A)	TV - TV - NS Television
5633	SB003091ZC	Sports watched on broadcast TV past 12 months (net) SEC basketball - mens (A)	TV - TV - NS Television
5634	SB003090ZC	Sports watched on broadcast TV past 12 months (net) SEC basketball (A)	TV - TV - NS Television
5635	SB003092ZC	Sports watched on broadcast TV past 12 months (net) SEC football (A)	TV - TV - NS Television
5636	SB003093ZC	Sports watched on broadcast TV past 12 months (net) SEC sports event (A)	TV - TV - NS Television
5637	SB003094ZC	Sports watched on broadcast TV past 12 months (net) Texas sports evnt (A)	TV - TV - NS Television
5638	SB003095ZC	Sports watched on broadcast TV past 12 months (net) WNBA (A)	TV - TV - NS Television
5639	SB002111ZC	Sports watched on cable TV networks past 12 months European soccer (A)	TV - TV - NS Television
5640	SB002112ZC	Sports watched on cable TV networks past 12 months Extreme/action sports (A)	TV - TV - NS Television
5641	SB002113ZC	Sports watched on cable TV networks past 12 months Figure skating (A)	TV - TV - NS Television
5642	SB002117ZC	Sports watched on cable TV networks past 12 months Horse racing (A)	TV - TV - NS Television
5643	SB002118ZC	Sports watched on cable TV networks past 12 months LPGA Tour (womens golf) (A)	TV - TV - NS Television
5644	SB002120ZC	Sports watched on cable TV networks past 12 months Mens tennis (ATP) (A)	TV - TV - NS Television
5645	SB002122ZC	Sports watched on cable TV networks past 12 months Mex Soccer National Team (A)	TV - TV - NS Television
5646	SB002121ZC	Sports watched on cable TV networks past 12 months Mexican League (A)	TV - TV - NS Television
5647	SB002119ZC	Sports watched on cable TV networks past 12 months MLB playoffs (A)	TV - TV - NS Television
5648	SB002123ZC	Sports watched on cable TV networks past 12 months Monday Night Football (A)	TV - TV - NS Television
5649	SB002124ZC	Sports watched on cable TV networks past 12 months NBA playoffs (A)	TV - TV - NS Television
5650	SB002125ZC	Sports watched on cable TV networks past 12 months NCAA Mens Tournament (A)	TV - TV - NS Television
5651	SB002126ZC	Sports watched on cable TV networks past 12 months NCAA Womens Tournament (A)	TV - TV - NS Television
5652	SB002127ZC	Sports watched on cable TV networks past 12 months NHRA Drag Racing (A)	TV - TV - NS Television
5653	SB002128ZC	Sports watched on cable TV networks past 12 months None (A)	TV - TV - NS Television
5654	SB002129ZC	Sports watched on cable TV networks past 12 months Olympics (A)	TV - TV - NS Television
5655	SB002130ZC	Sports watched on cable TV networks past 12 months PBA (pro bowling) (A)	TV - TV - NS Television
5656	SB002131ZC	Sports watched on cable TV networks past 12 months PGA TOUR (mens golf) (A)	TV - TV - NS Television
5657	SB002132ZC	Sports watched on cable TV networks past 12 months Pro boxing (A)	TV - TV - NS Television
5658	SB002133ZC	Sports watched on cable TV networks past 12 months Pro Bull Riding (PBR) (A)	TV - TV - NS Television



ORDER	VARIABLE	DESCRIPTION	CATEGORY
5659	SB002134ZC	Sports watched on cable TV networks past 12 months Pro rodeo (A)	TV - TV - NS Television
5660	SB002137ZC	Sports watched on cable TV networks past 12 months Regular season NFL (A)	TV - TV - NS Television
5661	SB002138ZC	Sports watched on cable TV networks past 12 months Regular season NHL (A)	TV - TV - NS Television
5662	SB002139ZC	Sports watched on cable TV networks past 12 months Stanley Cup playoffs (A)	TV - TV - NS Television
5663	SB002140ZC	Sports watched on cable TV networks past 12 months Supercross/Motocross (A)	TV - TV - NS Television
5664	SB002141ZC	Sports watched on cable TV networks past 12 months Tournament poker (A)	TV - TV - NS Television
5665	SB002142ZC	Sports watched on cable TV networks past 12 months U.S. Soccer National Team (A)	TV - TV - NS Television
5666	SB002143ZC	Sports watched on cable TV networks past 12 months UFC (A)	TV - TV - NS Television
5667	SB002144ZC	Sports watched on cable TV networks past 12 months Womens tennis (WTA) (A)	TV - TV - NS Television
5668	SB002145ZC	Sports watched on cable TV networks past 12 months WWE (pro wrestling) (A)	TV - TV - NS Television
5669	SB003102ZC	Sports watched on cable TV past 12 months (net) AAC basketball (A)	TV - TV - NS Television
5670	SB003103ZC	Sports watched on cable TV past 12 months (net) AAC sports event (A)	TV - TV - NS Television
5671	SB003099ZC	Sports watched on cable TV past 12 months (net) ACC basketball (A)	TV - TV - NS Television
5672	SB003100ZC	Sports watched on cable TV past 12 months (net) ACC football (A)	TV - TV - NS Television
5673	SB003101ZC	Sports watched on cable TV past 12 months (net) AFL (A)	TV - TV - NS Television
5674	SB003141ZC	Sports watched on cable TV past 12 months (net) Any IndyCar Series (A)	TV - TV - NS Television
5675	SB003142ZC	Sports watched on cable TV past 12 months (net) Any minor league baseball (A)	TV - TV - NS Television
5676	SB003143ZC	Sports watched on cable TV past 12 months (net) Any minor league hockey (A)	TV - TV - NS Television
5677	SB003144ZC	Sports watched on cable TV past 12 months (net) Any NASCAR (A)	TV - TV - NS Television
5678	SB003104ZC	Sports watched on cable TV past 12 months (net) Big 12 basketball (A)	TV - TV - NS Television
5679	SB003105ZC	Sports watched on cable TV past 12 months (net) Big 12 football (A)	TV - TV - NS Television
5680	SB003106ZC	Sports watched on cable TV past 12 months (net) Big East basketball (A)	TV - TV - NS Television
5681	SB003108ZC	Sports watched on cable TV past 12 months (net) Big Ten basketball - mens (A)	TV - TV - NS Television
5682	SB003107ZC	Sports watched on cable TV past 12 months (net) Big Ten basketball (A)	TV - TV - NS Television
5683	SB003109ZC	Sports watched on cable TV past 12 months (net) Big Ten football (A)	TV - TV - NS Television
5684	SB003110ZC	Sports watched on cable TV past 12 months (net) Bowl games (A)	TV - TV - NS Television
5685	SB003111ZC	Sports watched on cable TV past 12 months (net) College baseball (A)	TV - TV - NS Television
5686	SB003113ZC	Sports watched on cable TV past 12 months (net) College basketball - mens (A)	TV - TV - NS Television
5687	SB003114ZC	Sports watched on cable TV past 12 months (net) College basketball - womens (A)	TV - TV - NS Television
5688	SB003112ZC	Sports watched on cable TV past 12 months (net) College basketball (A)	TV - TV - NS Television
5689	SB003115ZC	Sports watched on cable TV past 12 months (net) College bball reg season (A)	TV - TV - NS Television
5690	SB003116ZC	Sports watched on cable TV past 12 months (net) College football (A)	TV - TV - NS Television
5691	SB003117ZC	Sports watched on cable TV past 12 months (net) College football reg. season (A)	TV - TV - NS Television
5692	SB003118ZC	Sports watched on cable TV past 12 months (net) College sports event (A)	TV - TV - NS Television
5693	SB003119ZC	Sports watched on cable TV past 12 months (net) IMG College basketball (A)	TV - TV - NS Television
5694	SB003120ZC	Sports watched on cable TV past 12 months (net) IMG College football (A)	TV - TV - NS Television
5695	SB003121ZC	Sports watched on cable TV past 12 months (net) IMG College sports event (A)	TV - TV - NS Television
5696	SB003122ZC	Sports watched on cable TV past 12 months (net) Learfield Coll basketball (A)	TV - TV - NS Television
5697	SB003123ZC	Sports watched on cable TV past 12 months (net) Learfield Coll Prop football (A)	TV - TV - NS Television
5698	SB003124ZC	Sports watched on cable TV past 12 months (net) Learfield Coll sports event (A)	TV - TV - NS Television
5699	SB003125ZC	Sports watched on cable TV past 12 months (net) MLB (A)	TV - TV - NS Television
5700	SB003126ZC	Sports watched on cable TV past 12 months (net) MLB regular season (A)	TV - TV - NS Television
5701	SB003127ZC	Sports watched on cable TV past 12 months (net) MLS (A)	TV - TV - NS Television
5702	SB003128ZC	Sports watched on cable TV past 12 months (net) NBA (A)	TV - TV - NS Television
5703	SB003129ZC	Sports watched on cable TV past 12 months (net) NBA regular season (A)	TV - TV - NS Television
5704	SB003130ZC	Sports watched on cable TV past 12 months (net) NFL (A)	TV - TV - NS Television
5705	SB003131ZC	Sports watched on cable TV past 12 months (net) NFL regular season (A)	TV - TV - NS Television
5706	SB003132ZC	Sports watched on cable TV past 12 months (net) NHL (A)	TV - TV - NS Television
5707	SB003133ZC	Sports watched on cable TV past 12 months (net) NHL regular season (A)	TV - TV - NS Television
5708	SB003135ZC	Sports watched on cable TV past 12 months (net) PAC-12 football (A)	TV - TV - NS Television
5709	SB003137ZC	Sports watched on cable TV past 12 months (net) SEC basketball - mens (A)	TV - TV - NS Television
5710	SB003136ZC	Sports watched on cable TV past 12 months (net) SEC basketball (A)	TV - TV - NS Television
5711	SB003138ZC	Sports watched on cable TV past 12 months (net) SEC football (A)	TV - TV - NS Television
5712	SB003139ZC	Sports watched on cable TV past 12 months (net) SEC sports event (A)	TV - TV - NS Television
5713	SB003140ZC	Sports watched on cable TV past 12 months (net) WNBA (A)	TV - TV - NS Television
5714	SB002148ZC	Sports watched on TV (broadcast or cable) past 12 mo Extreme/action sports (A)	TV - TV - NS Television
5715	SB002153ZC	Sports watched on TV (broadcast or cable) past 12 mo LPGA Tour (womens golf) (A)	TV - TV - NS Television
5716	SB002157ZC	Sports watched on TV (broadcast or cable) past 12 mo Mex Soccer National Tm (A)	TV - TV - NS Television
5717	SB002158ZC	Sports watched on TV (broadcast or cable) past 12 mo Monday Night Football (A)	TV - TV - NS Television
5718	SB002161ZC	Sports watched on TV (broadcast or cable) past 12 mo NCAA Mens Tournament (A)	TV - TV - NS Television
5719	SB002162ZC	Sports watched on TV (broadcast or cable) past 12 mo NCAA Womens Tournament (A)	TV - TV - NS Television
5720	SB002167ZC	Sports watched on TV (broadcast or cable) past 12 mo PGA TOUR (mens golf) (A)	TV - TV - NS Television
5721	SB002169ZC	Sports watched on TV (broadcast or cable) past 12 mo Pro Bull Riding (PBR) (A)	TV - TV - NS Television
5722	SB002176ZC	Sports watched on TV (broadcast or cable) past 12 mo Stanley Cup playoffs (A)	TV - TV - NS Television
5723	SB002177ZC	Sports watched on TV (broadcast or cable) past 12 mo Sunday Night Football (A)	TV - TV - NS Television
5724	SB002179ZC	Sports watched on TV (broadcast or cable) past 12 mo Supercross/Motocross (A)	TV - TV - NS Television
5725	SB002181ZC	Sports watched on TV (broadcast or cable) past 12 mo U.S. Soccer Nat Team (A)	TV - TV - NS Television
5726	SB002147ZC	Sports watched on TV (broadcast or cable) past 12 months European soccer (A)	TV - TV - NS Television
5727	SB002149ZC	Sports watched on TV (broadcast or cable) past 12 months Figure skating (A)	TV - TV - NS Television



ORDER	VARIABLE	DESCRIPTION	CATEGORY
5728	SB002152ZC	Sports watched on TV (broadcast or cable) past 12 months Horse racing (A)	TV - TV - NS Television
5729	SB002155ZC	Sports watched on TV (broadcast or cable) past 12 months Mens tennis (ATP) (A)	TV - TV - NS Television
5730	SB002156ZC	Sports watched on TV (broadcast or cable) past 12 months Mexican League (A)	TV - TV - NS Television
5731	SB002154ZC	Sports watched on TV (broadcast or cable) past 12 months MLB playoffs (A)	TV - TV - NS Television
5732	SB002159ZC	Sports watched on TV (broadcast or cable) past 12 months NBA Finals (A)	TV - TV - NS Television
5733	SB002160ZC	Sports watched on TV (broadcast or cable) past 12 months NBA playoffs (A)	TV - TV - NS Television
5734	SB002163ZC	Sports watched on TV (broadcast or cable) past 12 months NFL playoffs (A)	TV - TV - NS Television
5735	SB002164ZC	Sports watched on TV (broadcast or cable) past 12 months NHRA Drag Racing (A)	TV - TV - NS Television
5736	SB002165ZC	Sports watched on TV (broadcast or cable) past 12 months Olympics (A)	TV - TV - NS Television
5737	SB002166ZC	Sports watched on TV (broadcast or cable) past 12 months PBA (pro bowling) (A)	TV - TV - NS Television
5738	SB002168ZC	Sports watched on TV (broadcast or cable) past 12 months Pro boxing (A)	TV - TV - NS Television
5739	SB002170ZC	Sports watched on TV (broadcast or cable) past 12 months Pro rodeo (A)	TV - TV - NS Television
5740	SB002172ZC	Sports watched on TV (broadcast or cable) past 12 months Regular season MLB (A)	TV - TV - NS Television
5741	SB002174ZC	Sports watched on TV (broadcast or cable) past 12 months Regular season NFL (A)	TV - TV - NS Television
5742	SB002175ZC	Sports watched on TV (broadcast or cable) past 12 months Regular season NHL (A)	TV - TV - NS Television
5743	SB002178ZC	Sports watched on TV (broadcast or cable) past 12 months Super Bowl (A)	TV - TV - NS Television
5744	SB002182ZC	Sports watched on TV (broadcast or cable) past 12 months UFC (A)	TV - TV - NS Television
5745	SB002183ZC	Sports watched on TV (broadcast or cable) past 12 months Womens tennis (WTA) (A)	TV - TV - NS Television
5746	SB002184ZC	Sports watched on TV (broadcast or cable) past 12 months World Series (A)	TV - TV - NS Television
5747	SB002185ZC	Sports watched on TV (broadcast or cable) past 12 months WWE (pro wrestling) (A)	TV - TV - NS Television
5748	SB003149ZC	Sports watched on TV past 12 mons (net) AAC basketball (A)	TV - TV - NS Television
5749	SB003150ZC	Sports watched on TV past 12 mons (net) AAC sports event (A)	TV - TV - NS Television
5750	SB003146ZC	Sports watched on TV past 12 mons (net) ACC basketball - mens (A)	TV - TV - NS Television
5751	SB003145ZC	Sports watched on TV past 12 mons (net) ACC basketball (A)	TV - TV - NS Television
5752	SB003147ZC	Sports watched on TV past 12 mons (net) ACC football (A)	TV - TV - NS Television
5753	SB003148ZC	Sports watched on TV past 12 mons (net) AFL (Arena Football League) (A)	TV - TV - NS Television
5754	SB003200ZC	Sports watched on TV past 12 mons (net) Any high school sports event (A)	TV - TV - NS Television
5755	SB003201ZC	Sports watched on TV past 12 mons (net) Any IndyCar Series (A)	TV - TV - NS Television
5756	SB003202ZC	Sports watched on TV past 12 mons (net) Any minor league baseball (A)	TV - TV - NS Television
5757	SB003203ZC	Sports watched on TV past 12 mons (net) Any minor league hockey (A)	TV - TV - NS Television
5758	SB003204ZC	Sports watched on TV past 12 mons (net) Any NASCAR (A)	TV - TV - NS Television
5759	SB003151ZC	Sports watched on TV past 12 mons (net) Big 12 basketball (A)	TV - TV - NS Television
5760	SB003152ZC	Sports watched on TV past 12 mons (net) Big 12 football (A)	TV - TV - NS Television
5761	SB003153ZC	Sports watched on TV past 12 mons (net) Big East basketball (A)	TV - TV - NS Television
5762	SB003155ZC	Sports watched on TV past 12 mons (net) Big Ten basketball - mens (A)	TV - TV - NS Television
5763	SB003154ZC	Sports watched on TV past 12 mons (net) Big Ten basketball (A)	TV - TV - NS Television
5764	SB003156ZC	Sports watched on TV past 12 mons (net) Big Ten football (A)	TV - TV - NS Television
5765	SB003157ZC	Sports watched on TV past 12 mons (net) Bowl games (A)	TV - TV - NS Television
5766	SB003158ZC	Sports watched on TV past 12 mons (net) CBS basketball (A)	TV - TV - NS Television
5767	SB003159ZC	Sports watched on TV past 12 mons (net) CBS football (A)	TV - TV - NS Television
5768	SB003160ZC	Sports watched on TV past 12 mons (net) College baseball (A)	TV - TV - NS Television
5769	SB003162ZC	Sports watched on TV past 12 mons (net) College basketball - mens (A)	TV - TV - NS Television
5770	SB003163ZC	Sports watched on TV past 12 mons (net) College basketball - womens (A)	TV - TV - NS Television
5771	SB003161ZC	Sports watched on TV past 12 mons (net) College basketball (A)	TV - TV - NS Television
5772	SB003164ZC	Sports watched on TV past 12 mons (net) College basketball regular season (A)	TV - TV - NS Television
5773	SB003165ZC	Sports watched on TV past 12 mons (net) College football (A)	TV - TV - NS Television
5774	SB003166ZC	Sports watched on TV past 12 mons (net) College football regular season (A)	TV - TV - NS Television
5775	SB003167ZC	Sports watched on TV past 12 mons (net) College hockey (A)	TV - TV - NS Television
5776	SB003168ZC	Sports watched on TV past 12 mons (net) College sports event (A)	TV - TV - NS Television
5777	SB003169ZC	Sports watched on TV past 12 mons (net) Florida Gators basketball (A)	TV - TV - NS Television
5778	SB003170ZC	Sports watched on TV past 12 mons (net) IMG College basketball (A)	TV - TV - NS Television
5779	SB003171ZC	Sports watched on TV past 12 mons (net) IMG College football (A)	TV - TV - NS Television
5780	SB003172ZC	Sports watched on TV past 12 mons (net) IMG College sports event (A)	TV - TV - NS Television
5781	SB003173ZC	Sports watched on TV past 12 mons (net) Kentucky Wildcats basketball (A)	TV - TV - NS Television
5782	SB003174ZC	Sports watched on TV past 12 mons (net) Learfield Coll Prop basketball (A)	TV - TV - NS Television
5783	SB003175ZC	Sports watched on TV past 12 mons (net) Learfield Coll Prop football (A)	TV - TV - NS Television
5784	SB003176ZC	Sports watched on TV past 12 mons (net) Learfield Coll Prop sports event (A)	TV - TV - NS Television
5785	SB003180ZC	Sports watched on TV past 12 mons (net) Michigan State Spartans sports event (A)	TV - TV - NS Television
5786	SB003181ZC	Sports watched on TV past 12 mons (net) Michigan Wolverines sports event (A)	TV - TV - NS Television
5787	SB003177ZC	Sports watched on TV past 12 mons (net) MLB (A)	TV - TV - NS Television
5788	SB003178ZC	Sports watched on TV past 12 mons (net) MLB regular season (A)	TV - TV - NS Television
5789	SB003179ZC	Sports watched on TV past 12 mons (net) MLS (A)	TV - TV - NS Television
5790	SB003182ZC	Sports watched on TV past 12 mons (net) Mountain West Conference football (A)	TV - TV - NS Television
5791	SB003183ZC	Sports watched on TV past 12 mons (net) NBA (A)	TV - TV - NS Television
5792	SB003184ZC	Sports watched on TV past 12 mons (net) NBA regular season (A)	TV - TV - NS Television
5793	SB003185ZC	Sports watched on TV past 12 mons (net) NFL (A)	TV - TV - NS Television
5794	SB003186ZC	Sports watched on TV past 12 mons (net) NFL regular season (A)	TV - TV - NS Television
5795	SB003187ZC	Sports watched on TV past 12 mons (net) NHL (A)	TV - TV - NS Television
5796	SB003188ZC	Sports watched on TV past 12 mons (net) NHL regular season (A)	TV - TV - NS Television

ORDER	VARIABLE	DESCRIPTION	CATEGORY
5797	SB003189ZC	Sports watched on TV past 12 mons (net) Ohio State Buckeyes sports event (A)	TV - TV - NS Television
5798	SB003191ZC	Sports watched on TV past 12 mons (net) PAC-12 basketball - mens (A)	TV - TV - NS Television
5799	SB003190ZC	Sports watched on TV past 12 mons (net) PAC-12 basketball (A)	TV - TV - NS Television
5800	SB003192ZC	Sports watched on TV past 12 mons (net) PAC-12 football (A)	TV - TV - NS Television
5801	SB003194ZC	Sports watched on TV past 12 mons (net) SEC basketball - mens (A)	TV - TV - NS Television
5802	SB003195ZC	Sports watched on TV past 12 mons (net) SEC basketball - womens (A)	TV - TV - NS Television
5803	SB003193ZC	Sports watched on TV past 12 mons (net) SEC football (A)	TV - TV - NS Television
5804	SB003196ZC	Sports watched on TV past 12 mons (net) SEC football (A)	TV - TV - NS Television
5805	SB003197ZC	Sports watched on TV past 12 mons (net) SEC sports event (A)	TV - TV - NS Television
5806	SB003198ZC	Sports watched on TV past 12 mons (net) Texas Longhorns sports event (A)	TV - TV - NS Television
5807	SB003199ZC	Sports watched on TV past 12 mons (net) WNBA (A)	TV - TV - NS Television
5808	SB002895ZC	Subscribes to premium channels No	TV - TV - NS Television
5809	SB002894ZC	Subscribes to premium channels Yes	TV - TV - NS Television
5810	SB002186ZC	TV programs type typically watch Comedies (A)	TV - TV - NS Television
5811	SB002187ZC	TV programs type typically watch Court shows (A)	TV - TV - NS Television
5812	SB002188ZC	TV programs type typically watch Daytime soap operas (A)	TV - TV - NS Television
5813	SB002189ZC	TV programs type typically watch Daytime talk shows (A)	TV - TV - NS Television
5814	SB002191ZC	TV programs type typically watch Dramas (A)	TV - TV - NS Television
5815	SB002192ZC	TV programs type typically watch Game shows (A)	TV - TV - NS Television
5816	SB002193ZC	TV programs type typically watch Kids shows (A)	TV - TV - NS Television
5817	SB002194ZC	TV programs type typically watch Late night talk (A)	TV - TV - NS Television
5818	SB002195ZC	TV programs type typically watch Local news - evening (A)	TV - TV - NS Television
5819	SB002196ZC	TV programs type typically watch Local news - late (A)	TV - TV - NS Television
5820	SB002197ZC	TV programs type typically watch Local news - morning (A)	TV - TV - NS Television
5821	SB002198ZC	TV programs type typically watch Movies (A)	TV - TV - NS Television
5822	SB002199ZC	TV programs type typically watch Music videos (A)	TV - TV - NS Television
5823	SB002200ZC	TV programs type typically watch Mystery/suspense/crime (A)	TV - TV - NS Television
5824	SB002201ZC	TV programs type typically watch National/network news (A)	TV - TV - NS Television
5825	SB002202ZC	TV programs type typically watch Novelas (A)	TV - TV - NS Television
5826	SB002203ZC	TV programs type typically watch Reality - adventure (A)	TV - TV - NS Television
5827	SB002204ZC	TV programs type typically watch Reality - dating (A)	TV - TV - NS Television
5828	SB002206ZC	TV programs type typically watch Religious (A)	TV - TV - NS Television
5829	SB002207ZC	TV programs type typically watch Science fiction (A)	TV - TV - NS Television
5830	SB002208ZC	TV programs type typically watch Sports (A)	TV - TV - NS Television
5831	SB002190ZC	TV programs type typically watch Documentaries (A)	TV - TV - NS Television
5832	SB002896ZC	Type of TV service household subscribes to Cable:Hardwired	TV - TV - NS Television
5833	SB002897ZC	Type of TV service household subscribes to Cable:Telco	TV - TV - NS Television
5834	SB002898ZC	Type of TV service household subscribes to Satellite	TV - TV - NS Television
5835	SB002899ZC	Type of TV service household subscribes to No service	TV - TV - NS Television
5836	SB002902ZC	Video On Demand services ways used past 30 days Childrens programs	TV - TV - NS Television
5837	SB002907ZC	Video On Demand services ways used past 30 days Sports	TV - TV - NS Television
5838	SB002908ZC	Video On Demand services ways used past 30 days TV shows	TV - TV - NS Television
5839	SB002903ZC	Video On Demand services ways used past 30 days Information	TV - TV - NS Television
5840	SB002904ZC	Video On Demand services ways used past 30 days Movies - for a fee	TV - TV - NS Television
5841	SB002905ZC	Video On Demand services ways used past 30 days Movies - for free	TV - TV - NS Television
5842	SB002906ZC	Video On Demand services ways used past 30 days Premium channel programs	TV - TV - NS Television
5843	SB002901ZC	Video On Demand used past 30 days No	TV - TV - NS Television
5844	SB002900ZC	Video On Demand used past 30 days Yes	TV - TV - NS Television
5845	SB001211ZC	Access Internet No (A)	Telecommunications
5846	SB001210ZC	Access Internet Yes (A)	Telecommunications
5847	SB001213ZC	Accessed Internet:Past 30 days No (A)	Telecommunications
5848	SB001212ZC	Accessed Internet:Past 30 days Yes (A)	Telecommunications
5849	SB003367ZC	Amount spent on purchases made on Internet past 12 months Less than \$100 (A)	Telecommunications
5850	SB003368ZC	Amount spent on purchases made on Internet past 12 months \$100 - \$249 (A)	Telecommunications
5851	SB003369ZC	Amount spent on purchases made on Internet past 12 months \$250 - \$499 (A)	Telecommunications
5852	SB003370ZC	Amount spent on purchases made on Internet past 12 months \$500 - \$999 (A)	Telecommunications
5853	SB003371ZC	Amount spent on purchases made on Internet past 12 months \$1,000 - \$2,499 (A)	Telecommunications
5854	SB003372ZC	Amount spent on purchases made on Internet past 12 months \$2,500 or more (A)	Telecommunications
5855	SB001217ZC	Computer/mobile devices currently own Desktop computer (A)	Telecommunications
5856	SB001215ZC	Computer/mobile devices currently own Laptop or notebook computer (A)	Telecommunications
5857	SB001214ZC	Computer/mobile devices currently own Smartphone (iPhone, Galaxy, etc.) (A)	Telecommunications
5858	SB001216ZC	Computer/mobile devices currently own Tablet (iPad, Galaxy Tab, Kindle Fire) (A)	Telecommunications
5859	SB001219ZC	HHLD owns computer No	Telecommunications
5860	SB001218ZC	HHLD owns computer Yes	Telecommunications
5861	SB003964ZC	HHLD plans to switch electricity provider next 12 mo Yes	Telecommunications
5862	SB003972ZC	Household has choice of electricity provider No - one provider in area	Telecommunications
5863	SB003971ZC	Household has choice of electricity provider No - provider is chosen	Telecommunications
5864	SB003970ZC	Household has choice of electricity provider Yes	Telecommunications
5865	SB001221ZC	Individual owns computer No (A)	Telecommunications

ORDER	VARIABLE	DESCRIPTION	CATEGORY
5866	SB001220ZC	Individual owns computer Yes (A)	Telecommunications
5867	SB004179ZC	Internet service providers household uses AT&T	Telecommunications
5868	SB004180ZC	Internet service providers household uses Charter Spectrum	Telecommunications
5869	SB004181ZC	Internet service providers household uses Cox	Telecommunications
5870	SB004182ZC	Internet service providers household uses DIRECTV	Telecommunications
5871	SB004183ZC	Internet service providers household uses Dish Network	Telecommunications
5872	SB004184ZC	Internet service providers household uses Time Warner Cable	Telecommunications
5873	SB004185ZC	Internet service providers household uses Verizon	Telecommunications
5874	SB004186ZC	Internet service providers household uses XFINITY Internet/Comcast	Telecommunications
5875	SB004113ZC	Internet use Quintile 1st Quintile (heaviest) (A)	Telecommunications
5876	SB004114ZC	Internet use Quintile 2nd Quintile (heavy) (A)	Telecommunications
5877	SB004115ZC	Internet use Quintile 3rd Quintile (medium) (A)	Telecommunications
5878	SB004116ZC	Internet use Quintile 4th Quintile (light) (A)	Telecommunications
5879	SB004117ZC	Internet use Quintile 5th Quintile (lightest) (A)	Telecommunications
5880	SB002855ZC	Intl calls by HHLd for personal reasons past 30 days Asia	Telecommunications
5881	SB002856ZC	Intl calls by HHLd for personal reasons past 30 days Europe	Telecommunications
5882	SB002857ZC	Intl calls by HHLd for personal reasons past 30 days Mexico	Telecommunications
5883	SB002859ZC	Intl calls by HHLd for personal reasons past 30 days Other intl area	Telecommunications
5884	SB002860ZC	Intl calls by HHLd for personal reasons past 30 days South America	Telecommunications
5885	SB002858ZC	Intl calls by HHLd for personal reasons past 30 days None	Telecommunications
5886	SB001299ZC	Items bought on the Internet past 12 mo Groceries, candy, other food items (A)	Telecommunications
5887	SB003763ZC	Items bought on the Internet past 12 months Airline tickets (A)	Telecommunications
5888	SB001309ZC	Items bought on the Internet past 12 months Any Internet purchase past 12 mo (A)	Telecommunications
5889	SB001308ZC	Items bought on the Internet past 12 months Books (A)	Telecommunications
5890	SB001307ZC	Items bought on the Internet past 12 months CDs (compact discs) (A)	Telecommunications
5891	SB001306ZC	Items bought on the Internet past 12 months Clothing or accessories (A)	Telecommunications
5892	SB001304ZC	Items bought on the Internet past 12 months Computer hardware/software (A)	Telecommunications
5893	SB001305ZC	Items bought on the Internet past 12 months Consumer electronics (A)	Telecommunications
5894	SB001303ZC	Items bought on the Internet past 12 months Cultural event tickets (A)	Telecommunications
5895	SB001302ZC	Items bought on the Internet past 12 months Did not buy (A)	Telecommunications
5896	SB001301ZC	Items bought on the Internet past 12 months Flowers (A)	Telecommunications
5897	SB001300ZC	Items bought on the Internet past 12 months Furniture/home furnishings (A)	Telecommunications
5898	SB001298ZC	Items bought on the Internet past 12 months Health and beauty items (A)	Telecommunications
5899	SB001297ZC	Items bought on the Internet past 12 months Home accessories (A)	Telecommunications
5900	SB001296ZC	Items bought on the Internet past 12 months Insurance (A)	Telecommunications
5901	SB001294ZC	Items bought on the Internet past 12 months Medicine/prescriptions (A)	Telecommunications
5902	SB001295ZC	Items bought on the Internet past 12 months Mobile device apps (A)	Telecommunications
5903	SB001292ZC	Items bought on the Internet past 12 months Movie tickets (A)	Telecommunications
5904	SB001293ZC	Items bought on the Internet past 12 months Music downloads (A)	Telecommunications
5905	SB001291ZC	Items bought on the Internet past 12 months Office supplies (A)	Telecommunications
5906	SB001289ZC	Items bought on the Internet past 12 months Other product or service (A)	Telecommunications
5907	SB001290ZC	Items bought on the Internet past 12 months Other travel reservations (A)	Telecommunications
5908	SB001288ZC	Items bought on the Internet past 12 months Pet supplies (A)	Telecommunications
5909	SB001287ZC	Items bought on the Internet past 12 months Sporting event tickets (A)	Telecommunications
5910	SB001286ZC	Items bought on the Internet past 12 months Sports logo apparel (A)	Telecommunications
5911	SB001285ZC	Items bought on the Internet past 12 months Toys or games (A)	Telecommunications
5912	SB001284ZC	Items bought on the Internet past 12 months Vehicle (car, truck, SUV, etc.) (A)	Telecommunications
5913	SB001283ZC	Items bought on the Internet past 12 months Wine (A)	Telecommunications
5914	SB001326ZC	Items shopped for on the Internet past 12 mo Groceries, or other food items (A)	Telecommunications
5915	SB001311ZC	Items shopped for on the Internet past 12 mo Vehicle (car, truck, SUV, etc.) (A)	Telecommunications
5916	SB001336ZC	Items shopped for on the Internet past 12 months Airline tickets (A)	Telecommunications
5917	SB001335ZC	Items shopped for on the Internet past 12 months Books (A)	Telecommunications
5918	SB001334ZC	Items shopped for on the Internet past 12 months CDs (compact discs) (A)	Telecommunications
5919	SB001333ZC	Items shopped for on the Internet past 12 months Clothing or accessories (A)	Telecommunications
5920	SB001331ZC	Items shopped for on the Internet past 12 months Computer hardware/software (A)	Telecommunications
5921	SB001332ZC	Items shopped for on the Internet past 12 months Consumer electronics (A)	Telecommunications
5922	SB001330ZC	Items shopped for on the Internet past 12 months Cultural event tickets (A)	Telecommunications
5923	SB001329ZC	Items shopped for on the Internet past 12 months Did not shop (A)	Telecommunications
5924	SB001328ZC	Items shopped for on the Internet past 12 months Flowers (A)	Telecommunications
5925	SB001327ZC	Items shopped for on the Internet past 12 months Furniture/home furnishings (A)	Telecommunications
5926	SB001325ZC	Items shopped for on the Internet past 12 months Health and beauty items (A)	Telecommunications
5927	SB001324ZC	Items shopped for on the Internet past 12 months Home accessories (A)	Telecommunications
5928	SB001323ZC	Items shopped for on the Internet past 12 months Insurance (A)	Telecommunications
5929	SB001321ZC	Items shopped for on the Internet past 12 months Medicine/prescriptions (A)	Telecommunications
5930	SB001322ZC	Items shopped for on the Internet past 12 months Mobile device apps (A)	Telecommunications
5931	SB001319ZC	Items shopped for on the Internet past 12 months Movie tickets (A)	Telecommunications
5932	SB001320ZC	Items shopped for on the Internet past 12 months Music downloads (A)	Telecommunications
5933	SB001318ZC	Items shopped for on the Internet past 12 months Office supplies (A)	Telecommunications
5934	SB001316ZC	Items shopped for on the Internet past 12 months Other product or service (A)	Telecommunications

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5935	SB001317ZC	Items shopped for on the Internet past 12 months Other travel reservations (A)	Telecommunications
5936	SB001315ZC	Items shopped for on the Internet past 12 months Pet supplies (A)	Telecommunications
5937	SB001314ZC	Items shopped for on the Internet past 12 months Sporting event tickets (A)	Telecommunications
5938	SB001313ZC	Items shopped for on the Internet past 12 months Sports logo apparel (A)	Telecommunications
5939	SB001312ZC	Items shopped for on the Internet past 12 months Toys or games (A)	Telecommunications
5940	SB001310ZC	Items shopped for on the Internet past 12 months Wine (A)	Telecommunications
5941	SB003649ZC	Newspaper/TV/Cable websites visited past 30 days Any Broadcast TV Website (A)	Telecommunications
5942	SB003650ZC	Newspaper/TV/Cable websites visited past 30 days Any Newspaper Website (A)	Telecommunications
5943	SB003651ZC	Newspaper/TV/Cable websites visited past 7 days Any Broadcast TV Website (A)	Telecommunications
5944	SB003652ZC	Newspaper/TV/Cable websites visited past 7 days Any Newspaper Website (A)	Telecommunications
5945	SB003653ZC	Newspaper/TV/Cable websites visited yesterday Any Broadcast TV Website (A)	Telecommunications
5946	SB003654ZC	Newspaper/TV/Cable websites visited yesterday Any Newspaper Website (A)	Telecommunications
5947	SB004134ZC	No. of text messages sent Quintile 1st Quintile (heaviest) (A)	Telecommunications
5948	SB004135ZC	No. of text messages sent Quintile 2nd Quintile (heavy) (A)	Telecommunications
5949	SB004137ZC	No. of text messages sent Quintile 3rd Quintile (medium) (A)	Telecommunications
5950	SB004139ZC	No. of text messages sent Quintile 4th Quintile (light) (A)	Telecommunications
5951	SB004141ZC	No. of text messages sent Quintile 5th Quintile (lightest) (A)	Telecommunications
5952	SB003446ZC	No. of text messages sent yesterday on wireless/cell phone 1 - 4 texts (A)	Telecommunications
5953	SB003447ZC	No. of text messages sent yesterday on wireless/cell phone 5 - 9 texts (A)	Telecommunications
5954	SB003448ZC	No. of text messages sent yesterday on wireless/cell phone 10 - 19 texts (A)	Telecommunications
5955	SB003449ZC	No. of text messages sent yesterday on wireless/cell phone 20 - 29 texts (A)	Telecommunications
5956	SB003450ZC	No. of text messages sent yesterday on wireless/cell phone 30 - 49 texts (A)	Telecommunications
5957	SB003451ZC	No. of text messages sent yesterday on wireless/cell phone 50 - 74 texts (A)	Telecommunications
5958	SB003453ZC	No. of text messages sent yesterday on wireless/cell phone 100 texts or more (A)	Telecommunications
5959	SB003454ZC	No. of text messages sent yesterday on wireless/cell phone None (A)	Telecommunications
5960	SB001339ZC	No. ways used Internet/apps past 30 days on any device 2 ways (A)	Telecommunications
5961	SB001338ZC	No. ways used Internet/apps past 30 days on any device 3 - 5 ways (A)	Telecommunications
5962	SB001337ZC	No. ways used Internet/apps past 30 days on any device 6 - 10 ways (A)	Telecommunications
5963	SB001342ZC	No. ways used Internet/apps past 30 days on any device 11 - 19 ways (A)	Telecommunications
5964	SB001340ZC	No. ways used Internet/apps past 30 days on any device 20 or more ways (A)	Telecommunications
5965	SB001347ZC	No. ways used Internet/apps past 30 days on computer 1 way (A)	Telecommunications
5966	SB001344ZC	No. ways used Internet/apps past 30 days on computer 3 - 5 ways (A)	Telecommunications
5967	SB001343ZC	No. ways used Internet/apps past 30 days on computer 6 - 10 ways (A)	Telecommunications
5968	SB001348ZC	No. ways used Internet/apps past 30 days on computer 11 - 19 ways (A)	Telecommunications
5969	SB001346ZC	No. ways used Internet/apps past 30 days on computer 20 or more ways (A)	Telecommunications
5970	SB001361ZC	No. ways used Internet/apps past 30 days on other device 1 way (A)	Telecommunications
5971	SB001362ZC	No. ways used Internet/apps past 30 days on other device 2 ways (A)	Telecommunications
5972	SB001363ZC	No. ways used Internet/apps past 30 days on other device 3 - 5 ways (A)	Telecommunications
5973	SB003894ZC	No. ways used Internet/apps past 30 days on other device 6 - 10 ways (A)	Telecommunications
5974	SB001353ZC	No. ways used Internet/apps past 30 days on smartphone 1 way (A)	Telecommunications
5975	SB001351ZC	No. ways used Internet/apps past 30 days on smartphone 2 ways (A)	Telecommunications
5976	SB001350ZC	No. ways used Internet/apps past 30 days on smartphone 3 - 5 ways (A)	Telecommunications
5977	SB001349ZC	No. ways used Internet/apps past 30 days on smartphone 6 - 10 ways (A)	Telecommunications
5978	SB001354ZC	No. ways used Internet/apps past 30 days on smartphone 11 - 19 ways (A)	Telecommunications
5979	SB001352ZC	No. ways used Internet/apps past 30 days on smartphone 20 or more ways (A)	Telecommunications
5980	SB001356ZC	No. ways used Internet/apps past 30 days on tablet 3 - 5 ways (A)	Telecommunications
5981	SB001355ZC	No. ways used Internet/apps past 30 days on tablet 6 - 10 ways (A)	Telecommunications
5982	SB001360ZC	No. ways used Internet/apps past 30 days on tablet 11 - 19 ways (A)	Telecommunications
5983	SB001358ZC	No. ways used Internet/apps past 30 days on tablet 20 or more ways (A)	Telecommunications
5984	SB003655ZC	Radio station websites visited past 30 days Any Radio Station Website (A)	Telecommunications
5985	SB004046ZC	Smartphone - currently use No (A)	Telecommunications
5986	SB004045ZC	Smartphone - currently use Yes (A)	Telecommunications
5987	SB003709ZC	Smartphone - operating system (OS) Android (A)	Telecommunications
5988	SB003710ZC	Smartphone - operating system (OS) BlackBerry OS (A)	Telecommunications
5989	SB003711ZC	Smartphone - operating system (OS) iOS (A)	Telecommunications
5990	SB003713ZC	Smartphone - operating system (OS) Other operating system (A)	Telecommunications
5991	SB003712ZC	Smartphone - operating system (OS) Windows (A)	Telecommunications
5992	SB003373ZC	Social networking sites time spent in an average day Less than 1 hour (A)	Telecommunications
5993	SB003374ZC	Social networking sites time spent in an average day 1 - 2 hours (A)	Telecommunications
5994	SB003375ZC	Social networking sites time spent in an average day 3 - 4 hours (A)	Telecommunications
5995	SB003376ZC	Social networking sites time spent in an average day 5 hours or more (A)	Telecommunications
5996	SB003377ZC	Social networking sites time spent in an average day None (A)	Telecommunications
5997	SB003791ZC	Telephone service provider AT&T	Telecommunications
5998	SB003792ZC	Telephone service provider Bright House	Telecommunications
5999	SB003793ZC	Telephone service provider Charter Spectrum	Telecommunications
6000	SB003794ZC	Telephone service provider Cox	Telecommunications
6001	SB003802ZC	Telephone service provider None	Telecommunications
6002	SB003795ZC	Telephone service provider Skype	Telecommunications
6003	SB003796ZC	Telephone service provider Time Warner Cable	Telecommunications



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6004	SB003798ZC	Telephone service provider Verizon	Telecommunications
6005	SB003799ZC	Telephone service provider Vonage	Telecommunications
6006	SB003800ZC	Telephone service provider XFINITY Voice/Comcast	Telecommunications
6007	SB003378ZC	Time spent on the Internet in an average week Less than 1 hour (A)	Telecommunications
6008	SB003379ZC	Time spent on the Internet in an average week 1 - 4 hours (A)	Telecommunications
6009	SB003380ZC	Time spent on the Internet in an average week 5 - 9 hours (A)	Telecommunications
6010	SB003381ZC	Time spent on the Internet in an average week 10 - 19 hours (A)	Telecommunications
6011	SB003382ZC	Time spent on the Internet in an average week 20 hours or more (A)	Telecommunications
6012	SB003383ZC	Time spent on the Internet in an average week None (A)	Telecommunications
6013	SB004164ZC	TV Quintile 1st Quintile (heaviest) (A)	Telecommunications
6014	SB004165ZC	TV Quintile 2nd Quintile (heavy) (A)	Telecommunications
6015	SB004166ZC	TV Quintile 3rd Quintile (medium) (A)	Telecommunications
6016	SB004168ZC	TV Quintile 4th Quintile (light) (A)	Telecommunications
6017	SB004169ZC	TV Quintile 5th Quintile (lightest) (A)	Telecommunications
6018	SB001369ZC	Type of Internet connection HHLD uses Cable	Telecommunications
6019	SB001367ZC	Type of Internet connection HHLD uses DSL	Telecommunications
6020	SB001366ZC	Type of Internet connection HHLD uses Fiber optics	Telecommunications
6021	SB001365ZC	Type of Internet connection HHLD uses None	Telecommunications
6022	SB001364ZC	Type of Internet connection HHLD uses Satellite	Telecommunications
6023	SB002951ZC	Use wireless/cell phone No (A)	Telecommunications
6024	SB002950ZC	Use wireless/cell phone Yes (A)	Telecommunications
6025	SB001414ZC	Ways used Internet/apps in past 30 days on any device Automobile information (A)	Telecommunications
6026	SB001413ZC	Ways used Internet/apps in past 30 days on any device Banking (A)	Telecommunications
6027	SB001412ZC	Ways used Internet/apps in past 30 days on any device Blogs (A)	Telecommunications
6028	SB001411ZC	Ways used Internet/apps in past 30 days on any device Cable TV network site (A)	Telecommunications
6029	SB001410ZC	Ways used Internet/apps in past 30 days on any device Consumer reviews (A)	Telecommunications
6030	SB001409ZC	Ways used Internet/apps in past 30 days on any device Daily deals (A)	Telecommunications
6031	SB001385ZC	Ways used Internet/apps in past 30 days on any device Dating/personal ads (A)	Telecommunications
6032	SB001407ZC	Ways used Internet/apps in past 30 days on any device Download media apps (A)	Telecommunications
6033	SB001404ZC	Ways used Internet/apps in past 30 days on any device Fantasy sports (A)	Telecommunications
6034	SB001403ZC	Ways used Internet/apps in past 30 days on any device Financial information (A)	Telecommunications
6035	SB001389ZC	Ways used Internet/apps in past 30 days on any device Instant messaging (A)	Telecommunications
6036	SB001400ZC	Ways used Internet/apps in past 30 days on any device Job/employment search (A)	Telecommunications
6037	SB001396ZC	Ways used Internet/apps in past 30 days on any device Listen to local radio (A)	Telecommunications
6038	SB001395ZC	Ways used Internet/apps in past 30 days on any device Listen to online music (A)	Telecommunications
6039	SB001399ZC	Ways used Internet/apps in past 30 days on any device Listen to radio (A)	Telecommunications
6040	SB001397ZC	Ways used Internet/apps in past 30 days on any device Local news (A)	Telecommunications
6041	SB001398ZC	Ways used Internet/apps in past 30 days on any device Local/community events (A)	Telecommunications
6042	SB001391ZC	Ways used Internet/apps in past 30 days on any device Maps/GPS (A)	Telecommunications
6043	SB001393ZC	Ways used Internet/apps in past 30 days on any device Medical services (A)	Telecommunications
6044	SB001392ZC	Ways used Internet/apps in past 30 days on any device Movie listings (A)	Telecommunications
6045	SB001408ZC	Ways used Internet/apps in past 30 days on any device Music (A)	Telecommunications
6046	SB001390ZC	Ways used Internet/apps in past 30 days on any device National news (A)	Telecommunications
6047	SB001388ZC	Ways used Internet/apps in past 30 days on any device Other coupons (A)	Telecommunications
6048	SB001387ZC	Ways used Internet/apps in past 30 days on any device Other use (A)	Telecommunications
6049	SB001406ZC	Ways used Internet/apps in past 30 days on any device Podcasts (A)	Telecommunications
6050	SB001384ZC	Ways used Internet/apps in past 30 days on any device Real estate listings (A)	Telecommunications
6051	SB001383ZC	Ways used Internet/apps in past 30 days on any device Restaurant information (A)	Telecommunications
6052	SB001381ZC	Ways used Internet/apps in past 30 days on any device Scan QR code (A)	Telecommunications
6053	SB001378ZC	Ways used Internet/apps in past 30 days on any device Search (A)	Telecommunications
6054	SB001380ZC	Ways used Internet/apps in past 30 days on any device Shopping (A)	Telecommunications
6055	SB001382ZC	Ways used Internet/apps in past 30 days on any device Social networking (A)	Telecommunications
6056	SB001379ZC	Ways used Internet/apps in past 30 days on any device Sports scores/updates (A)	Telecommunications
6057	SB003989ZC	Ways used Internet/apps in past 30 days on any device Take college courses (A)	Telecommunications
6058	SB001376ZC	Ways used Internet/apps in past 30 days on any device Traffic (A)	Telecommunications
6059	SB001375ZC	Ways used Internet/apps in past 30 days on any device Travel reservations (A)	Telecommunications
6060	SB001374ZC	Ways used Internet/apps in past 30 days on any device Video clips (A)	Telecommunications
6061	SB001371ZC	Ways used Internet/apps in past 30 days on any device Watch free TV programs (A)	Telecommunications
6062	SB001373ZC	Ways used Internet/apps in past 30 days on any device Watch live sports (A)	Telecommunications
6063	SB001372ZC	Ways used Internet/apps in past 30 days on any device Weather (A)	Telecommunications
6064	SB001457ZC	Ways used Internet/apps in past 30 days on computer Automobile information (A)	Telecommunications
6065	SB001456ZC	Ways used Internet/apps in past 30 days on computer Banking (A)	Telecommunications
6066	SB001455ZC	Ways used Internet/apps in past 30 days on computer Blogs (A)	Telecommunications
6067	SB001454ZC	Ways used Internet/apps in past 30 days on computer Cable TV network site (A)	Telecommunications
6068	SB001453ZC	Ways used Internet/apps in past 30 days on computer Consumer reviews (A)	Telecommunications
6069	SB001452ZC	Ways used Internet/apps in past 30 days on computer Daily deals (A)	Telecommunications
6070	SB001429ZC	Ways used Internet/apps in past 30 days on computer Dating/personal ads (A)	Telecommunications
6071	SB003990ZC	Ways used Internet/apps in past 30 days on computer Download media apps (A)	Telecommunications
6072	SB001448ZC	Ways used Internet/apps in past 30 days on computer Fantasy sports (A)	Telecommunications



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6073	SB001447ZC	Ways used Internet/apps in past 30 days on computer Financial information (A)	Telecommunications
6074	SB001446ZC	Ways used Internet/apps in past 30 days on computer Find a business address (A)	Telecommunications
6075	SB001433ZC	Ways used Internet/apps in past 30 days on computer Instant messaging (A)	Telecommunications
6076	SB001444ZC	Ways used Internet/apps in past 30 days on computer Job/employment search (A)	Telecommunications
6077	SB001438ZC	Ways used Internet/apps in past 30 days on computer Listen to Internet radio (A)	Telecommunications
6078	SB001440ZC	Ways used Internet/apps in past 30 days on computer Listen to local radio (A)	Telecommunications
6079	SB001439ZC	Ways used Internet/apps in past 30 days on computer Listen to online music (A)	Telecommunications
6080	SB001443ZC	Ways used Internet/apps in past 30 days on computer Listen to radio (A)	Telecommunications
6081	SB001441ZC	Ways used Internet/apps in past 30 days on computer Local news (A)	Telecommunications
6082	SB001442ZC	Ways used Internet/apps in past 30 days on computer Local/community events (A)	Telecommunications
6083	SB001435ZC	Ways used Internet/apps in past 30 days on computer Maps/GPS (A)	Telecommunications
6084	SB001437ZC	Ways used Internet/apps in past 30 days on computer Medical services (A)	Telecommunications
6085	SB001436ZC	Ways used Internet/apps in past 30 days on computer Movie listings (A)	Telecommunications
6086	SB001449ZC	Ways used Internet/apps in past 30 days on computer Movies (A)	Telecommunications
6087	SB001451ZC	Ways used Internet/apps in past 30 days on computer Music (A)	Telecommunications
6088	SB001434ZC	Ways used Internet/apps in past 30 days on computer National news (A)	Telecommunications
6089	SB001432ZC	Ways used Internet/apps in past 30 days on computer Other coupons (A)	Telecommunications
6090	SB001430ZC	Ways used Internet/apps in past 30 days on computer Photo processing/sharing (A)	Telecommunications
6091	SB001450ZC	Ways used Internet/apps in past 30 days on computer Podcasts (A)	Telecommunications
6092	SB001428ZC	Ways used Internet/apps in past 30 days on computer Real estate listings (A)	Telecommunications
6093	SB001427ZC	Ways used Internet/apps in past 30 days on computer Restaurant information (A)	Telecommunications
6094	SB001423ZC	Ways used Internet/apps in past 30 days on computer Search (A)	Telecommunications
6095	SB001425ZC	Ways used Internet/apps in past 30 days on computer Shopping (A)	Telecommunications
6096	SB001426ZC	Ways used Internet/apps in past 30 days on computer Social networking (A)	Telecommunications
6097	SB001424ZC	Ways used Internet/apps in past 30 days on computer Sports scores/updates (A)	Telecommunications
6098	SB001422ZC	Ways used Internet/apps in past 30 days on computer Take college courses (A)	Telecommunications
6099	SB001421ZC	Ways used Internet/apps in past 30 days on computer Traffic (A)	Telecommunications
6100	SB001420ZC	Ways used Internet/apps in past 30 days on computer Travel reservations (A)	Telecommunications
6101	SB001419ZC	Ways used Internet/apps in past 30 days on computer Video clips (A)	Telecommunications
6102	SB001416ZC	Ways used Internet/apps in past 30 days on computer Watch free TV programs (A)	Telecommunications
6103	SB001418ZC	Ways used Internet/apps in past 30 days on computer Watch live sports (A)	Telecommunications
6104	SB001415ZC	Ways used Internet/apps in past 30 days on computer Watch TV using subscript (A)	Telecommunications
6105	SB001417ZC	Ways used Internet/apps in past 30 days on computer Weather (A)	Telecommunications
6106	SB001502ZC	Ways used Internet/apps in past 30 days on smartphone Automobile information (A)	Telecommunications
6107	SB001501ZC	Ways used Internet/apps in past 30 days on smartphone Banking (A)	Telecommunications
6108	SB001500ZC	Ways used Internet/apps in past 30 days on smartphone Blogs (A)	Telecommunications
6109	SB001499ZC	Ways used Internet/apps in past 30 days on smartphone Cable TV network site (A)	Telecommunications
6110	SB001498ZC	Ways used Internet/apps in past 30 days on smartphone Consumer reviews (A)	Telecommunications
6111	SB001497ZC	Ways used Internet/apps in past 30 days on smartphone Daily deals (A)	Telecommunications
6112	SB001473ZC	Ways used Internet/apps in past 30 days on smartphone Dating/personal ads (A)	Telecommunications
6113	SB001495ZC	Ways used Internet/apps in past 30 days on smartphone Download media apps (A)	Telecommunications
6114	SB001492ZC	Ways used Internet/apps in past 30 days on smartphone Fantasy sports (A)	Telecommunications
6115	SB001491ZC	Ways used Internet/apps in past 30 days on smartphone Financial information (A)	Telecommunications
6116	SB001477ZC	Ways used Internet/apps in past 30 days on smartphone Instant messaging (A)	Telecommunications
6117	SB001488ZC	Ways used Internet/apps in past 30 days on smartphone Job/employment search (A)	Telecommunications
6118	SB001484ZC	Ways used Internet/apps in past 30 days on smartphone Listen to local radio (A)	Telecommunications
6119	SB001483ZC	Ways used Internet/apps in past 30 days on smartphone Listen to online music (A)	Telecommunications
6120	SB001487ZC	Ways used Internet/apps in past 30 days on smartphone Listen to radio (A)	Telecommunications
6121	SB001485ZC	Ways used Internet/apps in past 30 days on smartphone Local news (A)	Telecommunications
6122	SB001486ZC	Ways used Internet/apps in past 30 days on smartphone Local/community events (A)	Telecommunications
6123	SB001479ZC	Ways used Internet/apps in past 30 days on smartphone Maps/GPS (A)	Telecommunications
6124	SB001481ZC	Ways used Internet/apps in past 30 days on smartphone Medical services (A)	Telecommunications
6125	SB001480ZC	Ways used Internet/apps in past 30 days on smartphone Movie listings (A)	Telecommunications
6126	SB001496ZC	Ways used Internet/apps in past 30 days on smartphone Music (A)	Telecommunications
6127	SB001478ZC	Ways used Internet/apps in past 30 days on smartphone National news (A)	Telecommunications
6128	SB001476ZC	Ways used Internet/apps in past 30 days on smartphone Other coupons (A)	Telecommunications
6129	SB001475ZC	Ways used Internet/apps in past 30 days on smartphone Other use (A)	Telecommunications
6130	SB001474ZC	Ways used Internet/apps in past 30 days on smartphone Photo (A)	Telecommunications
6131	SB001494ZC	Ways used Internet/apps in past 30 days on smartphone Podcasts (A)	Telecommunications
6132	SB001472ZC	Ways used Internet/apps in past 30 days on smartphone Real estate listings (A)	Telecommunications
6133	SB001471ZC	Ways used Internet/apps in past 30 days on smartphone Restaurant information (A)	Telecommunications
6134	SB001469ZC	Ways used Internet/apps in past 30 days on smartphone Scan QR code (A)	Telecommunications
6135	SB001466ZC	Ways used Internet/apps in past 30 days on smartphone Search (A)	Telecommunications
6136	SB001468ZC	Ways used Internet/apps in past 30 days on smartphone Shopping (A)	Telecommunications
6137	SB001470ZC	Ways used Internet/apps in past 30 days on smartphone Social networking (A)	Telecommunications
6138	SB001467ZC	Ways used Internet/apps in past 30 days on smartphone Sports scores/updates (A)	Telecommunications
6139	SB001465ZC	Ways used Internet/apps in past 30 days on smartphone Take college courses (A)	Telecommunications
6140	SB001464ZC	Ways used Internet/apps in past 30 days on smartphone Traffic (A)	Telecommunications
6141	SB001463ZC	Ways used Internet/apps in past 30 days on smartphone Travel reservations (A)	Telecommunications

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6142	SB001462ZC	Ways used Internet/apps in past 30 days on smartphone Video clips (A)	Telecommunications
6143	SB001459ZC	Ways used Internet/apps in past 30 days on smartphone Watch free TV programs (A)	Telecommunications
6144	SB001461ZC	Ways used Internet/apps in past 30 days on smartphone Watch live sports (A)	Telecommunications
6145	SB001460ZC	Ways used Internet/apps in past 30 days on smartphone Weather (A)	Telecommunications
6146	SB001543ZC	Ways used Internet/apps in past 30 days on tablet Automobile information (A)	Telecommunications
6147	SB001542ZC	Ways used Internet/apps in past 30 days on tablet Banking (A)	Telecommunications
6148	SB001541ZC	Ways used Internet/apps in past 30 days on tablet Blogs (A)	Telecommunications
6149	SB001540ZC	Ways used Internet/apps in past 30 days on tablet Cable TV network site (A)	Telecommunications
6150	SB001539ZC	Ways used Internet/apps in past 30 days on tablet Consumer reviews (A)	Telecommunications
6151	SB001538ZC	Ways used Internet/apps in past 30 days on tablet Daily deals (A)	Telecommunications
6152	SB003985ZC	Ways used Internet/apps in past 30 days on tablet Dating/personal ads (A)	Telecommunications
6153	SB003986ZC	Ways used Internet/apps in past 30 days on tablet Fantasy sports (A)	Telecommunications
6154	SB001533ZC	Ways used Internet/apps in past 30 days on tablet Financial information (A)	Telecommunications
6155	SB001532ZC	Ways used Internet/apps in past 30 days on tablet Find a business address (A)	Telecommunications
6156	SB001531ZC	Ways used Internet/apps in past 30 days on tablet Games (A)	Telecommunications
6157	SB001519ZC	Ways used Internet/apps in past 30 days on tablet Instant messaging (A)	Telecommunications
6158	SB001530ZC	Ways used Internet/apps in past 30 days on tablet Job/employment search (A)	Telecommunications
6159	SB001524ZC	Ways used Internet/apps in past 30 days on tablet Listen to Internet radio (A)	Telecommunications
6160	SB001526ZC	Ways used Internet/apps in past 30 days on tablet Listen to local radio (A)	Telecommunications
6161	SB001525ZC	Ways used Internet/apps in past 30 days on tablet Listen to music (A)	Telecommunications
6162	SB001529ZC	Ways used Internet/apps in past 30 days on tablet Listen to radio (A)	Telecommunications
6163	SB001527ZC	Ways used Internet/apps in past 30 days on tablet Local news (A)	Telecommunications
6164	SB001528ZC	Ways used Internet/apps in past 30 days on tablet Local/community events (A)	Telecommunications
6165	SB001521ZC	Ways used Internet/apps in past 30 days on tablet Maps/GPS (A)	Telecommunications
6166	SB001522ZC	Ways used Internet/apps in past 30 days on tablet Movie listings (A)	Telecommunications
6167	SB001534ZC	Ways used Internet/apps in past 30 days on tablet Movies (A)	Telecommunications
6168	SB001537ZC	Ways used Internet/apps in past 30 days on tablet Music (A)	Telecommunications
6169	SB001520ZC	Ways used Internet/apps in past 30 days on tablet National news (A)	Telecommunications
6170	SB001517ZC	Ways used Internet/apps in past 30 days on tablet Other use (A)	Telecommunications
6171	SB001515ZC	Ways used Internet/apps in past 30 days on tablet Real estate listings (A)	Telecommunications
6172	SB001514ZC	Ways used Internet/apps in past 30 days on tablet Restaurant information (A)	Telecommunications
6173	SB003987ZC	Ways used Internet/apps in past 30 days on tablet Scan QR code (A)	Telecommunications
6174	SB001510ZC	Ways used Internet/apps in past 30 days on tablet Search (A)	Telecommunications
6175	SB001512ZC	Ways used Internet/apps in past 30 days on tablet Shopping (A)	Telecommunications
6176	SB001513ZC	Ways used Internet/apps in past 30 days on tablet Social networking (A)	Telecommunications
6177	SB001511ZC	Ways used Internet/apps in past 30 days on tablet Sports scores/updates (A)	Telecommunications
6178	SB003988ZC	Ways used Internet/apps in past 30 days on tablet Take college courses (A)	Telecommunications
6179	SB001509ZC	Ways used Internet/apps in past 30 days on tablet Traffic (A)	Telecommunications
6180	SB001508ZC	Ways used Internet/apps in past 30 days on tablet Travel reservations (A)	Telecommunications
6181	SB001507ZC	Ways used Internet/apps in past 30 days on tablet Video clips (A)	Telecommunications
6182	SB001504ZC	Ways used Internet/apps in past 30 days on tablet Watch free TV programs (A)	Telecommunications
6183	SB001503ZC	Ways used Internet/apps in past 30 days on tablet Watch TV using subcript (A)	Telecommunications
6184	SB001505ZC	Ways used Internet/apps in past 30 days on tablet Weather (A)	Telecommunications
6185	SB001402ZC	Ways used Internet/apps past 30 days on any device Find a business address (A)	Telecommunications
6186	SB001401ZC	Ways used Internet/apps past 30 days on any device Games (play or download) (A)	Telecommunications
6187	SB001394ZC	Ways used Internet/apps past 30 days on any device Listen to Internet radio (A)	Telecommunications
6188	SB001405ZC	Ways used Internet/apps past 30 days on any device Movies/watch or download (A)	Telecommunications
6189	SB001386ZC	Ways used Internet/apps past 30 days on any device Photo processing/sharing (A)	Telecommunications
6190	SB001370ZC	Ways used Internet/apps past 30 days on any device Watch TV using subcript (A)	Telecommunications
6191	SB001490ZC	Ways used Internet/apps past 30 days on smartphone Find a business address (A)	Telecommunications
6192	SB001489ZC	Ways used Internet/apps past 30 days on smartphone Games (play or download) (A)	Telecommunications
6193	SB001482ZC	Ways used Internet/apps past 30 days on smartphone Listen to Internet radio (A)	Telecommunications
6194	SB001493ZC	Ways used Internet/apps past 30 days on smartphone Movies/watch or download (A)	Telecommunications
6195	SB001458ZC	Ways used Internet/apps past 30 days on smartphone Watch TV using subcript (A)	Telecommunications
6196	SB002964ZC	Wireless/cell phone carrier plan to switch next 12 months No (A)	Telecommunications
6197	SB002963ZC	Wireless/cell phone carrier plan to switch next 12 months Yes (A)	Telecommunications
6198	SB002976ZC	Wireless/cell phone features currently use Data (e-mail, Internet, etc.) (A)	Telecommunications
6199	SB002977ZC	Wireless/cell phone features currently use Texting (A)	Telecommunications
6200	SB002978ZC	Wireless/cell phone payment plan currently use Prepaid usage (A)	Telecommunications
6201	SB002979ZC	Wireless/cell phone payment plan currently use Receive bill each month (A)	Telecommunications
6202	SB002981ZC	Wireless/cell phone used to access Internet No (A)	Telecommunications
6203	SB002980ZC	Wireless/cell phone used to access Internet Yes (A)	Telecommunications
6204	SB000054ZC	Airlines used for domestic/foreign travel past 12 months AirTran (A)	Travel
6205	SB000053ZC	Airlines used for domestic/foreign travel past 12 months American (A)	Travel
6206	SB000052ZC	Airlines used for domestic/foreign travel past 12 months Any airline flown (A)	Travel
6207	SB000051ZC	Airlines used for domestic/foreign travel past 12 months Delta (A)	Travel
6208	SB000050ZC	Airlines used for domestic/foreign travel past 12 months Frontier (A)	Travel
6209	SB000049ZC	Airlines used for domestic/foreign travel past 12 months JetBlue (A)	Travel
6210	SB000048ZC	Airlines used for domestic/foreign travel past 12 months Southwest (A)	Travel

ORDER	VARIABLE	DESCRIPTION	CATEGORY
6211	SB000047ZC	Airlines used for domestic/foreign travel past 12 months United (A)	Travel
6212	SB000046ZC	Airlines used for domestic/foreign travel past 12 months US Airways (A)	Travel
6213	SB000062ZC	Airlines used past 12 months (business) American (A)	Travel
6214	SB000061ZC	Airlines used past 12 months (business) Any airline used for business (A)	Travel
6215	SB000060ZC	Airlines used past 12 months (business) Delta (A)	Travel
6216	SB000059ZC	Airlines used past 12 months (business) JetBlue (A)	Travel
6217	SB000058ZC	Airlines used past 12 months (business) None (A)	Travel
6218	SB000057ZC	Airlines used past 12 months (business) Southwest (A)	Travel
6219	SB000056ZC	Airlines used past 12 months (business) United (A)	Travel
6220	SB000055ZC	Airlines used past 12 months (business) US Airways (A)	Travel
6221	SB003671ZC	Airlines used past 12 months (personal/vacation) AirTran (A)	Travel
6222	SB003672ZC	Airlines used past 12 months (personal/vacation) Alaska Airlines (A)	Travel
6223	SB003673ZC	Airlines used past 12 months (personal/vacation) American (A)	Travel
6224	SB000066ZC	Airlines used past 12 months (personal/vacation) Any airline used (A)	Travel
6225	SB000069ZC	Airlines used past 12 months (personal/vacation) Delta (A)	Travel
6226	SB003670ZC	Airlines used past 12 months (personal/vacation) Frontier (A)	Travel
6227	SB000068ZC	Airlines used past 12 months (personal/vacation) JetBlue (A)	Travel
6228	SB000065ZC	Airlines used past 12 months (personal/vacation) Southwest (A)	Travel
6229	SB000064ZC	Airlines used past 12 months (personal/vacation) United (A)	Travel
6230	SB000063ZC	Airlines used past 12 months (personal/vacation) US Airways (A)	Travel
6231	SB000067ZC	Airlines used past 12 months (personal/vacation) None (A)	Travel
6232	SB000079ZC	Car rental companies used past 12 months Alamo (A)	Travel
6233	SB000078ZC	Car rental companies used past 12 months Any car rental (A)	Travel
6234	SB000077ZC	Car rental companies used past 12 months Avis (A)	Travel
6235	SB000076ZC	Car rental companies used past 12 months Budget (A)	Travel
6236	SB000075ZC	Car rental companies used past 12 months Dollar (A)	Travel
6237	SB000074ZC	Car rental companies used past 12 months Enterprise (A)	Travel
6238	SB000073ZC	Car rental companies used past 12 months Hertz (A)	Travel
6239	SB000072ZC	Car rental companies used past 12 months National (A)	Travel
6240	SB000070ZC	Car rental companies used past 12 months Thrifty (A)	Travel
6241	SB000071ZC	Car rental companies used past 12 months None (A)	Travel
6242	SB000083ZC	Casino activities done past 12 months Played slot machines (A)	Travel
6243	SB000082ZC	Casino activities done past 12 months Played table games (A)	Travel
6244	SB000081ZC	Casino activities done past 12 months Watched a stage show or concert (A)	Travel
6245	SB000080ZC	Casino activities done past 12 months Went to a bar/nightclub (A)	Travel
6246	SB000084ZC	Casino activities done past 12 months Went to an upscale restaurant (A)	Travel
6247	SB000086ZC	Casinos visited past 12 months No (A)	Travel
6248	SB000085ZC	Casinos visited past 12 months Yes (A)	Travel
6249	SB002909ZC	Cruise line used past 3 years Carnival (A)	Travel
6250	SB002911ZC	Cruise line used past 3 years None (A)	Travel
6251	SB002910ZC	Cruise line used past 3 years Royal Caribbean (A)	Travel
6252	SB000130ZC	Hotel/motels past 12 months Any bed & breakfast (A)	Travel
6253	SB000131ZC	Hotel/motels past 12 months Any hotel/motel (A)	Travel
6254	SB000129ZC	Hotel/motels past 12 months Any upscale hotel (A)	Travel
6255	SB000128ZC	Hotel/motels past 12 months Best Western (A)	Travel
6256	SB000127ZC	Hotel/motels past 12 months Comfort Inn (A)	Travel
6257	SB000126ZC	Hotel/motels past 12 months Courtyard by Marriott (A)	Travel
6258	SB000125ZC	Hotel/motels past 12 months Days Inn (A)	Travel
6259	SB000124ZC	Hotel/motels past 12 months Doubletree (A)	Travel
6260	SB000123ZC	Hotel/motels past 12 months Embassy Suites (A)	Travel
6261	SB000122ZC	Hotel/motels past 12 months Fairfield Inn (A)	Travel
6262	SB000121ZC	Hotel/motels past 12 months Four Points by Sheraton (A)	Travel
6263	SB000120ZC	Hotel/motels past 12 months Hampton Inn (A)	Travel
6264	SB000119ZC	Hotel/motels past 12 months Hilton (A)	Travel
6265	SB000118ZC	Hotel/motels past 12 months Holiday Inn (A)	Travel
6266	SB000117ZC	Hotel/motels past 12 months Hyatt (A)	Travel
6267	SB000116ZC	Hotel/motels past 12 months La Quinta (A)	Travel
6268	SB000115ZC	Hotel/motels past 12 months Marriott (A)	Travel
6269	SB000114ZC	Hotel/motels past 12 months Motel 6 (A)	Travel
6270	SB000111ZC	Hotel/motels past 12 months Radisson (A)	Travel
6271	SB000110ZC	Hotel/motels past 12 months Ramada (A)	Travel
6272	SB000109ZC	Hotel/motels past 12 months Sheraton (A)	Travel
6273	SB000108ZC	Hotel/motels past 12 months Spring Hill Suites (A)	Travel
6274	SB000107ZC	Hotel/motels past 12 months Super 8 (A)	Travel
6275	SB000106ZC	Hotel/motels past 12 months Westin (A)	Travel
6276	SB000113ZC	Hotel/motels past 12 months None (A)	Travel
6277	SB003294ZC	No. domestic air round trips past 12 mo (primarily business) 1 trip (A)	Travel
6278	SB003295ZC	No. domestic air round trips past 12 mo (primarily business) 2 trips (A)	Travel
6279	SB003296ZC	No. domestic air round trips past 12 mo (primarily business) 3 trips (A)	Travel

ORDER	VARIABLE	DESCRIPTION	CATEGORY
6280	SB003297ZC	No. domestic air round trips past 12 mo (primarily business) 4 trips (A)	Travel
6281	SB003298ZC	No. domestic air round trips past 12 mo (primarily business) 5 - 9 trips (A)	Travel
6282	SB003631ZC	No. domestic air round trips past 12 mo (primarily business) Any (A)	Travel
6283	SB003630ZC	No. domestic air round trips past 12 mo (primarily business) None (A)	Travel
6284	SB003300ZC	No. domestic air round trips past 12 mo (primarily personal) 1 trip (A)	Travel
6285	SB003301ZC	No. domestic air round trips past 12 mo (primarily personal) 2 trips (A)	Travel
6286	SB003302ZC	No. domestic air round trips past 12 mo (primarily personal) 3 trips (A)	Travel
6287	SB003303ZC	No. domestic air round trips past 12 mo (primarily personal) 4 trips (A)	Travel
6288	SB003304ZC	No. domestic air round trips past 12 mo (primarily personal) 5 - 9 trips (A)	Travel
6289	SB003299ZC	No. domestic air round trips past 12 mo (primarily business) 10 trips or more (A)	Travel
6290	SB003632ZC	No. domestic air round trips past 12 mo (primarily personal) None (A)	Travel
6291	SB000138ZC	No. of domestic air round trips past 12 months 1 trip:Total (A)	Travel
6292	SB000137ZC	No. of domestic air round trips past 12 months 2 trips:Total (A)	Travel
6293	SB000136ZC	No. of domestic air round trips past 12 months 3 trips:Total (A)	Travel
6294	SB000135ZC	No. of domestic air round trips past 12 months 4 trips:Total (A)	Travel
6295	SB000134ZC	No. of domestic air round trips past 12 months 5 - 9 trips:Total (A)	Travel
6296	SB000139ZC	No. of domestic air round trips past 12 months 10 trips or more:Total (A)	Travel
6297	SB000132ZC	No. of domestic air round trips past 12 months Any domestic air round trip (A)	Travel
6298	SB000133ZC	No. of domestic air round trips past 12 months None:Total (A)	Travel
6299	SB002912ZC	No. of trips outside continental U.S. past 3 years 1 trip:Total (A)	Travel
6300	SB002913ZC	No. of trips outside continental U.S. past 3 years 2 trips:Total (A)	Travel
6301	SB002914ZC	No. of trips outside continental U.S. past 3 years 3 trips:Total (A)	Travel
6302	SB002915ZC	No. of trips outside continental U.S. past 3 years 4 trips:Total (A)	Travel
6303	SB002916ZC	No. of trips outside continental U.S. past 3 years 5 - 9 trips:Total (A)	Travel
6304	SB002917ZC	No. of trips outside continental U.S. past 3 years 10 trips or more:Total (A)	Travel
6305	SB002918ZC	No. of trips outside continental U.S. past 3 years Any foreign trip (A)	Travel
6306	SB002919ZC	No. trips outside cont. U.S. past 3 yrs (primarily business) 1 trip (A)	Travel
6307	SB002920ZC	No. trips outside cont. U.S. past 3 yrs (primarily business) 2 trips (A)	Travel
6308	SB003889ZC	No. trips outside cont. U.S. past 3 yrs (primarily business) 3 trips (A)	Travel
6309	SB002921ZC	No. trips outside cont. U.S. past 3 yrs (primarily personal) 1 trip (A)	Travel
6310	SB002922ZC	No. trips outside cont. U.S. past 3 yrs (primarily personal) 2 trips (A)	Travel
6311	SB003890ZC	No. trips outside cont. U.S. past 3 yrs (primarily personal) 3 trips (A)	Travel
6312	SB003891ZC	No. trips outside cont. U.S. past 3 yrs (primarily personal) 4 trips (A)	Travel
6313	SB003892ZC	No. trips outside cont. U.S. past 3 yrs (primarily personal) 5 - 9 trips (A)	Travel
6314	SB003893ZC	No. trips outside cont. U.S. past 3 yrs (primarily personal) 10 or more (A)	Travel
6315	SB002923ZC	Places visited outside continental U.S. past 3 years Alaska (A)	Travel
6316	SB002924ZC	Places visited outside continental U.S. past 3 years Any Canada (A)	Travel
6317	SB002925ZC	Places visited outside continental U.S. past 3 years Any Caribbean (A)	Travel
6318	SB002926ZC	Places visited outside continental U.S. past 3 years Any Europe (A)	Travel
6319	SB002927ZC	Places visited outside continental U.S. past 3 years Any Mexico (A)	Travel
6320	SB002928ZC	Places visited outside continental U.S. past 3 years Bahamas (A)	Travel
6321	SB002930ZC	Places visited outside continental U.S. past 3 years Hawaii (A)	Travel
6322	SB002931ZC	Places visited outside continental U.S. past 3 years Japan - China (A)	Travel
6323	SB002932ZC	Places visited outside continental U.S. past 3 years Middle East (A)	Travel
6324	SB002929ZC	Places visited outside continental U.S. past 3 yrs Central or South America (A)	Travel
6325	SB002933ZC	Places visited outside continental U.S. past 3 years None (A)	Travel
6326	SB000148ZC	Places visited overnight or longer past 12 months Canada (A)	Travel
6327	SB000147ZC	Places visited overnight or longer past 12 months Chicago (A)	Travel
6328	SB000146ZC	Places visited overnight or longer past 12 months Las Vegas (A)	Travel
6329	SB000145ZC	Places visited overnight or longer past 12 months Los Angeles (A)	Travel
6330	SB000144ZC	Places visited overnight or longer past 12 months Mexico (A)	Travel
6331	SB000142ZC	Places visited overnight or longer past 12 months New York City (A)	Travel
6332	SB003900ZC	Places visited overnight or longer past 12 months Orlando (A)	Travel
6333	SB000140ZC	Places visited overnight or longer past 12 months Washington, D.C. (A)	Travel
6334	SB000143ZC	Places visited overnight or longer past 12 months None (A)	Travel
6335	SB002934ZC	How often usually vote in local elections Always (A)	Voting
6336	SB002935ZC	How often usually vote in local elections Sometimes (A)	Voting
6337	SB002936ZC	How often usually vote in local elections Never (A)	Voting
6338	SB002937ZC	How often usually vote in presidential elections Always (A)	Voting
6339	SB002938ZC	How often usually vote in presidential elections Sometimes (A)	Voting
6340	SB002939ZC	How often usually vote in presidential elections Never (A)	Voting
6341	SB002940ZC	How often usually vote in statewide elections Always (A)	Voting
6342	SB002941ZC	How often usually vote in statewide elections Sometimes (A)	Voting
6343	SB002942ZC	How often usually vote in statewide elections Never (A)	Voting
6344	SB002943ZC	Political party affiliation Democrat (A)	Voting
6345	SB002944ZC	Political party affiliation Independent, but feel closer to Democrat (A)	Voting
6346	SB002946ZC	Political party affiliation Independent, but feel closer to Republican (A)	Voting
6347	SB003664ZC	Political party affiliation Republican (A)	Voting
6348	SB002947ZC	Political party affiliation None of these (A)	Voting

ORDER	VARIABLE	DESCRIPTION	CATEGORY
6349	SB002949ZC	Registered to vote in district of residence No (A)	Voting
6350	SB002948ZC	Registered to vote in district of residence Yes (A)	Voting