

ORDER	VARIABLE	DESCRIPTION	CATEGORY
1	MM41791YC	Drink Any Alcoholic Beverage- 6mo (Adult)	Alcohol & Tobacco
2	MM41796YC	Drink Any Brown Goods- 6mo (Adult)	Alcohol & Tobacco
3	MM41797YC	Drink Any Distilled Liquor- 6mo (Adult)	Alcohol & Tobacco
4	MM41798YC	Drink Any White Goods- 6mo (Adult)	Alcohol & Tobacco
5	MM41794YC	Drink Any Beer/Ale/Malt Liquor- 6mo (Adult)	Alcohol & Tobacco
6	MM41740YC	Purchased Beer at Convenience Store- 6mo (Adult)	Alcohol & Tobacco
7	MM41741YC	Purchased Beer at Drug Store- 6mo (Adult)	Alcohol & Tobacco
8	MM41742YC	Purchased Beer at Liquor Store- 6mo (Adult)	Alcohol & Tobacco
9	MM41743YC	Purchased Beer at Supermarket- 6mo (Adult)	Alcohol & Tobacco
10	MM41744YC	Purchased Beer at Wholesale Membership Club- 6mo (Adult)	Alcohol & Tobacco
11	MM41745YC	Purchased Liquor at Convenience Store- 6mo (Adult)	Alcohol & Tobacco
12	MM41747YC	Purchased Liquor at Liquor Store- 6mo (Adult)	Alcohol & Tobacco
13	MM41748YC	Purchased Liquor at Supermarket- 6mo (Adult)	Alcohol & Tobacco
14	MM41749YC	Purchased Liquor at Wholesale Membership Club- 6mo (Adult)	Alcohol & Tobacco
15	MM41750YC	Purchased Wine at Convenience Store- 6mo (Adult)	Alcohol & Tobacco
16	MM41752YC	Purchased Wine at Liquor Store- 6mo (Adult)	Alcohol & Tobacco
17	MM41753YC	Purchased Wine at Supermarket- 6mo (Adult)	Alcohol & Tobacco
18	MM41754YC	Purchased Wine at Wholesale Membership Club- 6mo (Adult)	Alcohol & Tobacco
19	MM00106YC	Drink Flavored Alcoholic Beverage/Cooler- 1mo (Adult)	Alcohol & Tobacco
20	MM00106YD	Drink Flavored Alcoholic Beverage/Cooler- 1mo (Adult): Demand Potential (Glasses/1mo)	Alcohol & Tobacco
21	MM00013YC	Drink Any Beer- 1wk (Adult)	Alcohol & Tobacco
22	MM00013YD	Drink Any Beer- 1wk (Adult): Demand Potential (Glasses/1wk)	Alcohol & Tobacco
23	MM00016YC	Drink Any Beer- 6mo (Adult)	Alcohol & Tobacco
24	MM00089YC	Drink Domestic Regular Beer- 1wk (Adult)	Alcohol & Tobacco
25	MM00089YD	Drink Domestic Regular Beer- 1wk (Adult): Demand Potential (Glasses/1wk)	Alcohol & Tobacco
26	MM00093YC	Drink Domestic Regular Beer- 7+ Glasses- 1wk (Adult)	Alcohol & Tobacco
27	MM00130YC	Drink Imported Beer- 1wk (Adult)	Alcohol & Tobacco
28	MM00130YD	Drink Imported Beer- 1wk (Adult): Demand Potential (Glasses/1wk)	Alcohol & Tobacco
29	MM00133YC	Drink Imported Beer- 6mo (Adult)	Alcohol & Tobacco
30	MM00152YC	Drink Low Calorie Domestic Beer- 1wk (Adult)	Alcohol & Tobacco
31	MM00152YD	Drink Low Calorie Domestic Beer- 1wk (Adult): Demand Potential (Glasses/1wk)	Alcohol & Tobacco
32	MM00155YC	Drink Low Calorie Domestic Beer- 6mo (Adult)	Alcohol & Tobacco
33	MM41647YC	Drink Popular Domestic Beer- 6mo (Adult)	Alcohol & Tobacco
34	MM41662YC	Drink Premium Domestic Beer/Ale- 6mo (Adult)	Alcohol & Tobacco
35	MM00240YC	Drink Super Premium Domestic Beer- 1wk (Adult)	Alcohol & Tobacco
36	MM00240YD	Drink Super Premium Domestic Beer- 1wk (Adult): Demand Potential (Glasses/1wk)	Alcohol & Tobacco
37	MM00243YC	Drink Super Premium Domestic Beer- 6mo (Adult)	Alcohol & Tobacco
38	MM50011YC	Drink Amstel Light Beer- 6mo (Adult)	Alcohol & Tobacco
39	MM50018YC	Drink Bud Ice Beer- 6mo (Adult)	Alcohol & Tobacco
40	MM60010YC	Drink Bud Light Beer- 1wk (Adult)	Alcohol & Tobacco
41	MM60010YD	Drink Bud Light Beer- 1wk (Adult): Demand Potential (Glasses/1wk)	Alcohol & Tobacco
42	MM50020YC	Drink Bud Light Beer- 6mo (Adult)	Alcohol & Tobacco
43	MM00045YC	Drink Budweiser Beer- 1wk (Adult)	Alcohol & Tobacco
44	MM00045YD	Drink Budweiser Beer- 1wk (Adult): Demand Potential (Glasses/1wk)	Alcohol & Tobacco
45	MM50021YC	Drink Budweiser Beer- 6mo (Adult)	Alcohol & Tobacco
46	MM50025YC	Drink Coors Light Beer- 6mo (Adult)	Alcohol & Tobacco
47	MM50027YC	Drink Corona Extra Beer- 6mo (Adult)	Alcohol & Tobacco
48	MM50028YC	Drink Corona Light Beer- 6mo (Adult)	Alcohol & Tobacco
49	MM50029YC	Drink Dos Equis Beer- 6mo (Adult)	Alcohol & Tobacco
50	MM50036YC	Drink Guinness Draught Beer- 6mo (Adult)	Alcohol & Tobacco
51	MM50037YC	Drink Guinness Stout Beer- 6mo (Adult)	Alcohol & Tobacco
52	MM50039YC	Drink Heineken Beer- 6mo (Adult)	Alcohol & Tobacco
53	MM50047YC	Drink Leinenkugel's Beer- 6mo (Adult)	Alcohol & Tobacco
54	MM50051YC	Drink Michelob Ultra Beer- 6mo (Adult)	Alcohol & Tobacco
55	MM50056YC	Drink Miller Lite Beer- 6mo (Adult)	Alcohol & Tobacco
56	MM50061YC	Drink Negra Modelo Beer- 6mo (Adult)	Alcohol & Tobacco
57	MM50062YC	Drink Newcastle Brown Beer- 6mo (Adult)	Alcohol & Tobacco
58	MM50063YC	Drink Pabst Blue Ribbon Beer- 6mo (Adult)	Alcohol & Tobacco
59	MM50064YC	Drink Pacifico Beer- 6mo (Adult)	Alcohol & Tobacco
60	MM50067YC	Drink Rolling Rock Beer- 6mo (Adult)	Alcohol & Tobacco
61	MM50069YC	Drink Sam Adams Beer- 6mo (Adult)	Alcohol & Tobacco
62	MM00216YC	Drink Samuel Adams Beer- 1wk (Adult)	Alcohol & Tobacco
63	MM00216YD	Drink Samuel Adams Beer- 1wk (Adult): Demand Potential (Glasses/1wk)	Alcohol & Tobacco
64	MM50070YC	Drink Shiner Bock Beer- 6mo (Adult)	Alcohol & Tobacco
65	MM50071YC	Drink Sierra Nevada Beer- 6mo (Adult)	Alcohol & Tobacco
66	MM50073YC	Drink Stella Artois Beer- 6mo (Adult)	Alcohol & Tobacco
67	MM50074YC	Drink Tecate Beer- 6mo (Adult)	Alcohol & Tobacco
68	MM50076YC	Drink Yuengling Beer- 6mo (Adult)	Alcohol & Tobacco
69	MM00033YC	Drink Bourbon- 1mo (Adult)	Alcohol & Tobacco
70	MM00033YD	Drink Bourbon- 1mo (Adult): Demand Potential (Glasses/1mo)	Alcohol & Tobacco
71	MM00036YC	Drink Bourbon- 6mo (Adult)	Alcohol & Tobacco
72	MM41795YC	Drink Any Brandy- Cognac- Cordials- Liqueurs- 6mo (Adult)	Alcohol & Tobacco
73	MM00076YC	Drink Cordials/Liqueurs- 6mo (Adult)	Alcohol & Tobacco
74	MM00017YC	Drink Baileys Irish Cream- 1mo (Adult)	Alcohol & Tobacco

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75	MM00017YD	Drink Baileys Irish Cream- 1mo (Adult): Demand Potential (Glasses/1wk)	Alcohol & Tobacco
76	MM00020YC	Drink Baileys Irish Cream- 6mo (Adult)	Alcohol & Tobacco
77	MM00143YC	Drink Kahlua Original- 6mo (Adult)	Alcohol & Tobacco
78	MM00114YC	Drink Gin- 1mo (Adult)	Alcohol & Tobacco
79	MM00114YD	Drink Gin- 1mo (Adult): Demand Potential (Glasses/1mo)	Alcohol & Tobacco
80	MM00117YC	Drink Gin- 6mo (Adult)	Alcohol & Tobacco
81	MM41509YC	Drink Tanqueray Gin- 1mo (Adult)	Alcohol & Tobacco
82	MM41509YD	Drink Tanqueray Gin- 1mo (Adult): Demand Potential (Glasses/1mo)	Alcohol & Tobacco
83	MM41503YC	Drink Mikes Hard Lemonade Cooler- 1mo (Adult)	Alcohol & Tobacco
84	MM41503YD	Drink Mikes Hard Lemonade Cooler- 1mo (Adult): Demand Potential (Glasses/1mo)	Alcohol & Tobacco
85	MM00239YC	Drink Smirnoff Ice Cooler- 6mo (Adult)	Alcohol & Tobacco
86	MM00212YC	Drink Rum- 1mo (Adult)	Alcohol & Tobacco
87	MM00212YD	Drink Rum- 1mo (Adult): Demand Potential (Glasses/1mo)	Alcohol & Tobacco
88	MM00215YC	Drink Rum- 6mo (Adult)	Alcohol & Tobacco
89	MM41686YC	Drink Capt. Morgan Spiced Rum- 1mo (Adult)	Alcohol & Tobacco
90	MM41686YD	Drink Capt. Morgan Spiced Rum- 1mo (Adult): Demand Potential (Glasses/1mo)	Alcohol & Tobacco
91	MM00248YC	Drink Tequila- 1mo (Adult)	Alcohol & Tobacco
92	MM00248YD	Drink Tequila- 1mo (Adult): Demand Potential (Glasses/1mo)	Alcohol & Tobacco
93	MM00251YC	Drink Tequila- 6mo (Adult)	Alcohol & Tobacco
94	MM00252YC	Drink Vodka- 1mo (Adult)	Alcohol & Tobacco
95	MM00252YD	Drink Vodka- 1mo (Adult): Demand Potential (Glasses/1mo)	Alcohol & Tobacco
96	MM00255YC	Drink Vodka- 6mo (Adult)	Alcohol & Tobacco
97	MM41730YC	Drink Grey Goose Vodka- 1mo (Adult)	Alcohol & Tobacco
98	MM41730YD	Drink Grey Goose Vodka- 1mo (Adult): Demand Potential (Glasses/1mo)	Alcohol & Tobacco
99	MM41792YC	Drink Any Whiskey- 6mo (Adult)	Alcohol & Tobacco
100	MM00052YC	Drink Canadian Whiskey- 6mo (Adult)	Alcohol & Tobacco
101	MM41538YC	Drink Jameson- 1mo (Adult)	Alcohol & Tobacco
102	MM41538YD	Drink Jameson- 1mo (Adult): Demand Potential (Glasses/1mo)	Alcohol & Tobacco
103	MM00223YC	Drink Scotch Whiskey- 6mo (Adult)	Alcohol & Tobacco
104	MM41793YC	Drink Any Wines- 6mo (Adult)	Alcohol & Tobacco
105	MM00032YC	Drink Beringer Domestic Wine- 6mo (Adult)	Alcohol & Tobacco
106	MM41862YC	Drink Kendall-Jackson Wine- 1wk (Adult)	Alcohol & Tobacco
107	MM41862YD	Drink Kendall-Jackson Wine- 1wk (Adult): Demand Potential (Glasses/1wk)	Alcohol & Tobacco
108	MM41864YC	Drink Robert Mondavi Wine- 1wk (Adult)	Alcohol & Tobacco
109	MM41864YD	Drink Robert Mondavi Wine- 1wk (Adult): Demand Potential (Glasses/1wk)	Alcohol & Tobacco
110	MM00247YC	Drink Sutter Home Domestic Wine- 6mo (Adult)	Alcohol & Tobacco
111	MM07175YC	Drink Australian Red Wine- 6mo (Adult)	Alcohol & Tobacco
112	MM07180YC	Drink Australian White Wine- 6mo (Adult)	Alcohol & Tobacco
113	MM00102YC	Drink Domestic Wine- 1wk (Adult)	Alcohol & Tobacco
114	MM00102YD	Drink Domestic Wine- 1wk (Adult): Demand Potential (Glasses/1wk)	Alcohol & Tobacco
115	MM00105YC	Drink Domestic Wine- 6mo (Adult)	Alcohol & Tobacco
116	MM00136YC	Drink Imported Wine- 1wk (Adult)	Alcohol & Tobacco
117	MM00136YD	Drink Imported Wine- 1wk (Adult): Demand Potential (Glasses/1wk)	Alcohol & Tobacco
118	MM00139YC	Drink Imported Wine- 6mo (Adult)	Alcohol & Tobacco
119	MM41533YC	Drink Italian Red Wine- 1wk (Adult)	Alcohol & Tobacco
120	MM41533YD	Drink Italian Red Wine- 1wk (Adult): Demand Potential (Glasses/1wk)	Alcohol & Tobacco
121	MM50031YC	Total Users of French Red Wine (Adult)	Alcohol & Tobacco
122	MM50032YC	Total Users of French White Wine (Adult)	Alcohol & Tobacco
123	MM50034YC	Total Users of German White Wine (Adult)	Alcohol & Tobacco
124	MM50041YC	Total Users of Italian Red Wine (Adult)	Alcohol & Tobacco
125	MM50042YC	Total Users of Italian White Wine (Adult)	Alcohol & Tobacco
126	MM50346YC	Total Users of South American Red Wine (Adult)	Alcohol & Tobacco
127	MM50348YC	Total Users of Spanish Red Wine (Adult)	Alcohol & Tobacco
128	MM00203YC	Drink Port/Sherry/Dessert Wine- 6mo (Adult)	Alcohol & Tobacco
129	MM00053YC	Drink Champagne/Sparkling Wines- 1mo (Adult)	Alcohol & Tobacco
130	MM00053YD	Drink Champagne/Sparkling Wines- 1mo (Adult): Demand Potential (Glasses/1mo)	Alcohol & Tobacco
131	MM00056YC	Drink Champagne/Sparkling Wines- 6mo (Adult)	Alcohol & Tobacco
132	MM41834YC	Drink Other Champagne/Sparkling Wine- 1mo (Adult)	Alcohol & Tobacco
133	MM41834YD	Drink Other Champagne/Sparkling Wine- 1mo (Adult): Demand Potential (Glasses/1mo)	Alcohol & Tobacco
134	MM41836YC	Drink Premium Champagne/Sparkling Wine- 1mo (Adult)	Alcohol & Tobacco
135	MM41836YD	Drink Premium Champagne/Sparkling Wine- 1mo (Adult): Demand Potential (Glasses/1mo)	Alcohol & Tobacco
136	MM00180YC	Drink Mixed Drinks- 1mo (Adult)	Alcohol & Tobacco
137	MM00180YD	Drink Mixed Drinks- 1mo (Adult): Demand Potential (Glasses/1mo)	Alcohol & Tobacco
138	MM00183YC	Drink Mixed Drinks- 6mo (Adult)	Alcohol & Tobacco
139	MM41663YC	Drink Prepared Mixed Drinks with Liquor- 1mo (Adult)	Alcohol & Tobacco
140	MM41663YD	Drink Prepared Mixed Drinks with Liquor- 1mo (Adult): Demand Potential (Glasses/1mo)	Alcohol & Tobacco
141	MM41604YC	Drink Bloody Mary- 1mo (Adult)	Alcohol & Tobacco
142	MM41604YD	Drink Bloody Mary- 1mo (Adult): Demand Potential (Glasses/1mo)	Alcohol & Tobacco
143	MM41612YC	Drink Gin & Tonic- 1mo (Adult)	Alcohol & Tobacco
144	MM41612YD	Drink Gin & Tonic- 1mo (Adult): Demand Potential (Glasses/1mo)	Alcohol & Tobacco
145	MM42404YC	Drink Jose Cuervo Authentic Margaritas with Liquor- 1mo (Adult)	Alcohol & Tobacco
146	MM42404YD	Drink Jose Cuervo Authentic Margaritas with Liquor- 1mo (Adult): Demand Potential (Glasses/1mo)	Alcohol & Tobacco
147	MM41622YC	Drink Margarita- 1mo (Adult)	Alcohol & Tobacco
148	MM41622YD	Drink Margarita- 1mo (Adult): Demand Potential (Glasses/1mo)	Alcohol & Tobacco

ORDER	VARIABLE	DESCRIPTION	CATEGORY
149	MM00004YC	Buy Chewing Tobacco- 6mo (Adult)	Alcohol & Tobacco
150	MM00271YC	Smoke Cigarettes- 1wk (Adult)	Alcohol & Tobacco
151	MM00271YD	Smoke Cigarettes- 1wk (Adult): Demand Potential (Packs/1wk)	Alcohol & Tobacco
152	MM00274YC	Smoke Cigarettes- 1yr (Adult)	Alcohol & Tobacco
153	MM00275YC	Smoke Cigarettes- 7+ Packs- 1wk (Adult)	Alcohol & Tobacco
154	MM60228YC	Smoke Cigarettes Total Brands: Other Marlboro (Adult)	Alcohol & Tobacco
155	MM60229YC	Smoke Cigarettes Total Brands: Pall Mall (Adult)	Alcohol & Tobacco
156	MM00279YC	Smoke Cigars- 6mo (Adult)	Alcohol & Tobacco
157	MM60230YC	Smoke Cigars Total Brands: Black & Mild (Adult)	Alcohol & Tobacco
158	MM60231YC	Smoke Cigars Total Brands: Other (Adult)	Alcohol & Tobacco
159	MM60232YC	Smoke Cigars Total Brands: Swisher Sweets (Adult)	Alcohol & Tobacco
160	MM51001YC	Smoke Marlboro Cigarettes- 1 yr (Adult)	Alcohol & Tobacco
161	MM50343YC	Smoke Menthol Cigarettes- 1 yr (Adult)	Alcohol & Tobacco
162	MM50005YC	Smoke Newport Cigarettes- 1 yr (Adult)	Alcohol & Tobacco
163	MM50344YC	Smoke Non-Menthol Cigarettes- 1 yr (Adult)	Alcohol & Tobacco
164	MM00289YC	Smoke Pipe Tobacco- 6mo (Adult)	Alcohol & Tobacco
165	MM42367YC	Smoke Primarily/Only Menthol Cigarettes- 1yr (Adult)	Alcohol & Tobacco
166	MM42368YC	Smoke Primarily/Only Non-menthol Cigarettes- 1yr (Adult)	Alcohol & Tobacco
167	MM60233YC	Use Chewing & Smokeless Tobacco Total Types: Moist Smokeless/Snuff (Adult)	Alcohol & Tobacco
168	MM00298YC	Use Cigarette Rolling Paper- 6mo (Adult)	Alcohol & Tobacco
169	MM50324YC	Used Cold Turkey Smoking Cessation method- 1yr (Adult)	Alcohol & Tobacco
170	MM50323YC	Used Smoking Cessation aid- 1yr (Adult)	Alcohol & Tobacco
171	MM00306YC	Buy Aerobic/Fitness Shoes- 1yr (Adult)	Apparel & Jewelry
172	MM60264YC	Buy Athletic Shoes- 1yr (Adult)	Apparel & Jewelry
173	MM60265YC	Buy Baseball/Softball Shoes- 1yr (Adult)	Apparel & Jewelry
174	MM00314YC	Buy Basketball Shoes- 1yr (Adult)	Apparel & Jewelry
175	MM60266YC	Buy Boat/Deck Shoes- 1yr (Adult)	Apparel & Jewelry
176	MM00353YC	Buy Cross Training Shoes- 1yr (Adult)	Apparel & Jewelry
177	MM60267YC	Buy Golf Shoes- 1yr (Adult)	Apparel & Jewelry
178	MM60268YC	Buy Hiking/Backpacking Boots- 1yr (Adult)	Apparel & Jewelry
179	MM00413YC	Buy Running/Jogging Shoes- 1yr (Adult)	Apparel & Jewelry
180	MM60269YC	Buy Soccer Shoes- 1yr (Adult)	Apparel & Jewelry
181	MM60270YC	Buy Sports Sandals- 1yr (Adult)	Apparel & Jewelry
182	MM00421YC	Buy Tennis Shoes- 1yr (Adult)	Apparel & Jewelry
183	MM00423YC	Buy Walking Shoes- 1yr (Adult)	Apparel & Jewelry
184	MM00305YC	Buy Adidas Shoes- 1yr (Adult)	Apparel & Jewelry
185	MM00313YC	Buy Asics Shoes- 1yr (Adult)	Apparel & Jewelry
186	MM60271YC	Buy Avia Shoes- 1yr (Adult)	Apparel & Jewelry
187	MM60272YC	Buy Brooks Shoes- 1yr (Adult)	Apparel & Jewelry
188	MM08100YC	Buy Converse Shoes- 1yr (Adult)	Apparel & Jewelry
189	MM60273YC	Buy Easy Spirit Shoes- 1yr (Adult)	Apparel & Jewelry
190	MM41755YC	Buy Jordan Shoes- 1yr (Adult)	Apparel & Jewelry
191	MM08105YC	Buy K-Swiss Shoes- 1yr (Adult)	Apparel & Jewelry
192	MM50083YC	Buy Merrell Shoes- 1yr (Adult)	Apparel & Jewelry
193	MM00408YC	Buy New Balance Shoes- 1yr (Adult)	Apparel & Jewelry
194	MM00409YC	Buy Nike Shoes- 1yr (Adult)	Apparel & Jewelry
195	MM60276YC	Buy Other Athletic Shoes- 1yr (Adult)	Apparel & Jewelry
196	MM08090YC	Buy Puma Shoes- 1yr (Adult)	Apparel & Jewelry
197	MM00411YC	Buy Reebok Shoes- 1yr (Adult)	Apparel & Jewelry
198	MM60277YC	Buy Any Saucony Shoes- 1yr (Adult)	Apparel & Jewelry
199	MM07280YC	Buy Any Skechers Shoes- 1yr (Adult)	Apparel & Jewelry
200	MM00422YC	Buy Timberland Shoes- 1yr (Adult)	Apparel & Jewelry
201	MM08055YC	Buy Vans Shoes- 1yr (Adult)	Apparel & Jewelry
202	MM42424YC	Buy Aerobic/Fitness Shoes- \$50+- 1yr (Adult)	Apparel & Jewelry
203	MM08120YC	Buy Aerobic/Fitness Shoes- <\$50- 1yr (Adult)	Apparel & Jewelry
204	MM42425YC	Buy Any Athletic Shoes- \$50+- 1yr (Adult)	Apparel & Jewelry
205	MM60279YC	Buy Any Athletic Shoes- <\$50- 1yr (Adult)	Apparel & Jewelry
206	MM42427YC	Buy Basketball Shoes- \$50+- 1yr (Adult)	Apparel & Jewelry
207	MM42428YC	Buy Boat/Deck Shoes \$50+- 1yr (Adult)	Apparel & Jewelry
208	MM42429YC	Buy Cross Training Shoes- \$50+- 1yr (Adult)	Apparel & Jewelry
209	MM08180YC	Buy Cross Training Shoes- <\$50- 1yr (Adult)	Apparel & Jewelry
210	MM42430YC	Buy Golf Shoes- \$50+- 1yr (Adult)	Apparel & Jewelry
211	MM42431YC	Buy Hiking/Backpacking Boots- \$50+- 1yr (Adult)	Apparel & Jewelry
212	MM42432YC	Buy Running/Jogging Shoes- \$50+- 1yr (Adult)	Apparel & Jewelry
213	MM08275YC	Buy Running/Jogging Shoes- <\$50- 1yr (Adult)	Apparel & Jewelry
214	MM60280YC	Buy Sports Sandals- <\$50- 1yr (Adult)	Apparel & Jewelry
215	MM42435YC	Buy Tennis Shoes- \$50+- 1yr (Adult)	Apparel & Jewelry
216	MM00490YC	Buy Tennis Shoes- <\$50- 1yr (Adult)	Apparel & Jewelry
217	MM42436YC	Buy Walking Shoes- \$50+- 1yr (Adult)	Apparel & Jewelry
218	MM60281YC	Buy Walking Shoes- <\$50- 1yr (Adult)	Apparel & Jewelry
219	MM00340YC	Buy Children's Shoes- 6mo (Household)	Apparel & Jewelry
220	MM00340YD	Buy Children's Shoes- 6mo (Household): Demand Potential (Pairs/6mos)	Apparel & Jewelry
221	MM60284YC	Amount Spent Children's Shoes \$25 or Less - 6mo (Household)	Apparel & Jewelry
222	MM60285YC	Amount Spent Children's Shoes \$26-\$50- 6mo (Household)	Apparel & Jewelry

ORDER	VARIABLE	DESCRIPTION	CATEGORY
223	MM60286YC	Amount Spent Children's Shoes \$51-\$99- 6mo (Household)	Apparel & Jewelry
224	MM60282YC	Amount Spent Children's Shoes \$100-\$199- 6mo (Household)	Apparel & Jewelry
225	MM60283YC	Amount Spent Children's Shoes \$200 or more- 6mo (Household)	Apparel & Jewelry
226	MM00418YC	Buy Shoes for Child 6-12 Years Old- 6mo (Household)	Apparel & Jewelry
227	MM00417YC	Buy Shoes for Child 0-5 Years Old- 6mo (Household)	Apparel & Jewelry
228	MM00318YC	Buy Children's Athletic Shoes- 6mo (Household)	Apparel & Jewelry
229	MM00318YD	Buy Children's Athletic Shoes- 6mo (Household): Demand Potential (Pairs/6mos)	Apparel & Jewelry
230	MM00321YC	Buy Children's Canvas Shoes- 6mo (Household)	Apparel & Jewelry
231	MM00321YD	Buy Children's Canvas Shoes- 6mo (Household): Demand Potential (Pairs/6mos)	Apparel & Jewelry
232	MM00324YC	Buy Children's Casual/Leisure Shoes- 6mo (Household)	Apparel & Jewelry
233	MM00324YD	Buy Children's Casual/Leisure Shoes- 6mo (Household): Demand Potential (Pairs/6mos)	Apparel & Jewelry
234	MM00328YC	Buy Children's Dress Shoes- 6mo (Household)	Apparel & Jewelry
235	MM00328YD	Buy Children's Dress Shoes- 6mo (Household): Demand Potential (Pairs/6mos)	Apparel & Jewelry
236	MM00331YC	Buy Children's Leather Shoes- 6mo (Household)	Apparel & Jewelry
237	MM00331YD	Buy Children's Leather Shoes- 6mo (Household): Demand Potential (Pairs/6mos)	Apparel & Jewelry
238	MM00334YC	Buy Children's Rain/Snow Boots- 6mo (Household)	Apparel & Jewelry
239	MM00334YD	Buy Children's Rain/Snow Boots- 6mo (Household): Demand Potential (Pairs/6mos)	Apparel & Jewelry
240	MM00337YC	Buy Children's Sandals- 6mo (Household)	Apparel & Jewelry
241	MM00337YD	Buy Children's Sandals- 6mo (Household): Demand Potential (Pairs/6mos)	Apparel & Jewelry
242	MM00343YC	Buy Children's Slippers- 6mo (Household)	Apparel & Jewelry
243	MM00343YD	Buy Children's Slippers- 6mo (Household): Demand Potential (Pairs/6mos)	Apparel & Jewelry
244	MM60287YC	Buy Children's Western Boots- 6mo (Household)	Apparel & Jewelry
245	MM60287YD	Buy Children's Western Boots- 6mo (Household): Demand Potential (Pairs/6mos)	Apparel & Jewelry
246	MM60296YC	Amount Spent on Clothing \$99 or Less- 1yr (Adult)	Apparel & Jewelry
247	MM60290YC	Amount Spent on Clothing \$100 - \$299- 1yr (Adult)	Apparel & Jewelry
248	MM60294YC	Amount Spent on Clothing \$300 - \$499- 1yr (Adult)	Apparel & Jewelry
249	MM60295YC	Amount Spent on Clothing \$500 - \$999- 1yr (Adult)	Apparel & Jewelry
250	MM60289YC	Amount Spent on Clothing \$1,000 - \$1,999- 1yr (Adult)	Apparel & Jewelry
251	MM60291YC	Amount Spent on Clothing \$2,000 - \$2,999- 1yr (Adult)	Apparel & Jewelry
252	MM60292YC	Amount Spent on Clothing \$2,000 or More- 1yr (Adult)	Apparel & Jewelry
253	MM60297YC	Buy Clothing for Baby <1 Year Old, Any- 6mo (Household)	Apparel & Jewelry
254	MM60298YC	Buy Clothing for Baby <1 Year Old, Any Outerwear- 6mo (Household)	Apparel & Jewelry
255	MM60299YC	Buy Clothing for Baby <1 Year Old, Any Sleepwear- 6mo (Household)	Apparel & Jewelry
256	MM60300YC	Buy Clothing for Baby <1 Year Old, Any Stretchies- 6mo (Household)	Apparel & Jewelry
257	MM60301YC	Buy Clothing for Baby <1 Year Old, Any Underwear (ex Diapers)- 6mo (Household)	Apparel & Jewelry
258	MM00327YC	Buy Children's Clothes- 6mo (Household)	Apparel & Jewelry
259	MM60302YC	Buy Children's Clothes (Age 1-2 Years)- 6mo (Household)	Apparel & Jewelry
260	MM60303YC	Buy Children's Jeans/Slacks (Age 1-2 Years)- 6mo (Household)	Apparel & Jewelry
261	MM60304YC	Buy Children's Outerwear (Age 1-2 Years)- 6mo (Household)	Apparel & Jewelry
262	MM60305YC	Buy Children's Shorts (Age 1-2 Years)- 6mo (Household)	Apparel & Jewelry
263	MM60306YC	Buy Children's Sleepwear (Age 1-2 Years)- 6mo (Household)	Apparel & Jewelry
264	MM60307YC	Buy Children's Suits/Dresses (Age 1-2 Years)- 6mo (Household)	Apparel & Jewelry
265	MM60308YC	Buy Children's Sweatsuits (Age 1-2 Years)- 6mo (Household)	Apparel & Jewelry
266	MM60309YC	Buy Children's Tops/Shirts (Age 1-2 Years)- 6mo (Household)	Apparel & Jewelry
267	MM60310YC	Buy Children's Underwear (ex Diapers) (Age 1-2 Years)- 6mo (Household)	Apparel & Jewelry
268	MM60311YC	Buy Children's Clothes (Age 3-5 Years)- 6mo (Household)	Apparel & Jewelry
269	MM60312YC	Buy Children's Jeans/Slacks (Age 3-5 Years)- 6mo (Household)	Apparel & Jewelry
270	MM60313YC	Buy Children's Outerwear (Age 3-5 Years)- 6mo (Household)	Apparel & Jewelry
271	MM60314YC	Buy Children's Shorts (Age 3-5 Years)- 6mo (Household)	Apparel & Jewelry
272	MM60315YC	Buy Children's Sleepwear (Age 3-5 Years)- 6mo (Household)	Apparel & Jewelry
273	MM60316YC	Buy Children's Suits/Dresses (Age 3-5 Years)- 6mo (Household)	Apparel & Jewelry
274	MM60317YC	Buy Children's Sweatsuits (Age 3-5 Years)- 6mo (Household)	Apparel & Jewelry
275	MM60318YC	Buy Children's Tops/Shirts (Age 3-5 Years)- 6mo (Household)	Apparel & Jewelry
276	MM60319YC	Buy Children's Underwear (ex Diapers) (Age 3-5 Years)- 6mo (Household)	Apparel & Jewelry
277	MM60320YC	Buy Children's Clothes (Age 6-12 Years), Any- 6mo (Household)	Apparel & Jewelry
278	MM60321YC	Buy Children's Jeans (Age 6-12 Years)- 6mo (Household)	Apparel & Jewelry
279	MM60322YC	Buy Children's Outerwear (Age 6-12 Years)- 6mo (Household)	Apparel & Jewelry
280	MM60323YC	Buy Children's Shorts (Age 6-12 Years)- 6mo (Household)	Apparel & Jewelry
281	MM60324YC	Buy Children's Slacks (Age 6-12 Years)- 6mo (Household)	Apparel & Jewelry
282	MM60325YC	Buy Children's Sleepwear (Age 6-12 Years)- 6mo (Household)	Apparel & Jewelry
283	MM60326YC	Buy Children's Suits/Dresses (Age 6-12 Years)- 6mo (Household)	Apparel & Jewelry
284	MM60327YC	Buy Children's Sweaters (Age 6-12 Years)- 6mo (Household)	Apparel & Jewelry
285	MM60328YC	Buy Children's Sweatsuits (Age 6-12 Years)- 6mo (Household)	Apparel & Jewelry
286	MM60329YC	Buy Children's Tops/Shirts (Age 6-12 Years)- 6mo (Household)	Apparel & Jewelry
287	MM60330YC	Buy Children's Underwear (Age 6-12 Years)- 6mo (Household)	Apparel & Jewelry
288	MM60334YC	Amount Spent on Children's Clothing \$50 or Less- 6mo (Household)	Apparel & Jewelry
289	MM60335YC	Amount Spent on Children's Clothing \$51-\$99- 6mo (Household)	Apparel & Jewelry
290	MM60331YC	Amount Spent on Children's Clothing \$100-\$199- 6mo (Household)	Apparel & Jewelry
291	MM60332YC	Amount Spent on Children's Clothing \$200-\$399- 6mo (Household)	Apparel & Jewelry
292	MM60333YC	Amount Spent on Children's Clothing \$400 or More- 6mo (Household)	Apparel & Jewelry
293	MM00349YC	Buy Costume Bracelet- 1yr (Adult)	Apparel & Jewelry
294	MM00350YC	Buy Costume Earrings- 1yr (Adult)	Apparel & Jewelry
295	MM00351YC	Buy Costume Necklace- 1yr (Adult)	Apparel & Jewelry
296	MM41539YC	Use Barber Shop- 6mo (Adult)	Apparel & Jewelry

ORDER	VARIABLE	DESCRIPTION	CATEGORY
297	MM41540YC	Use Beauty Parlor/Salon- 6mo (Adult)	Apparel & Jewelry
298	MM00474YC	Dry Cleaning- \$100+- 6mo (Adult)	Apparel & Jewelry
299	MM00475YC	Use Dry Cleaning- 6mo (Adult)	Apparel & Jewelry
300	MM00476YC	Use Laundry/Laundromat- 6mo (Adult)	Apparel & Jewelry
301	MM00358YC	Buy Fine Bracelet- 1yr (Adult)	Apparel & Jewelry
302	MM60337YC	Buy Fine Diamond Jewelry- 1yr (Adult)	Apparel & Jewelry
303	MM60338YC	Buy Fine Gold Jewelry- 1yr (Adult)	Apparel & Jewelry
304	MM00362YC	Buy Fine Necklace- 1yr (Adult)	Apparel & Jewelry
305	MM60339YC	Buy Fine Other Jewelry- 1yr (Adult)	Apparel & Jewelry
306	MM00363YC	Buy Any Ring- 1yr (Adult)	Apparel & Jewelry
307	MM60340YC	Buy Fine Sterling Jewelry- 1yr (Adult)	Apparel & Jewelry
308	MM00360YC	Buy Fine Jewelry- \$400+- 1yr (Adult)	Apparel & Jewelry
309	MM50349YC	Buy Any Fine Jewelry- 1yr Any (Adult)	Apparel & Jewelry
310	MM50079YC	Buy Any Jewelry or Watch- 1yr (Adult)	Apparel & Jewelry
311	MM00405YC	Buy Men's T-Shirt (Not Undershirt)- 1yr (Adult)	Apparel & Jewelry
312	MM60341YC	Buy Men's Casual/Non-Business Suit- 1yr (Adult)	Apparel & Jewelry
313	MM60342YC	Buy Men's Big Ticket Clothing- 1yr (Adult)	Apparel & Jewelry
314	MM60343YC	Buy Any Men's Clothing- 1yr (Adult)	Apparel & Jewelry
315	MM00367YC	Buy Men's All-Weather Coat- 1yr (Adult)	Apparel & Jewelry
316	MM00368YC	Buy Men's Belt- 1yr (Adult)	Apparel & Jewelry
317	MM00371YC	Buy Men's Business Suit- 1yr (Adult)	Apparel & Jewelry
318	MM00374YC	Buy Men's Casual Slacks- 1yr (Adult)	Apparel & Jewelry
319	MM60344YC	Buy Men's Cloth Handkerchiefs- 1yr (Adult)	Apparel & Jewelry
320	MM00377YC	Buy Men's Designer Jeans- 1yr (Adult)	Apparel & Jewelry
321	MM00380YC	Buy Men's Dress Shirt- 1yr (Adult)	Apparel & Jewelry
322	MM00383YC	Buy Men's Dress Slacks- 1yr (Adult)	Apparel & Jewelry
323	MM00385YC	Buy Men's Gloves- 1yr (Adult)	Apparel & Jewelry
324	MM60345YC	Buy Men's Hat- 1yr (Adult)	Apparel & Jewelry
325	MM00388YC	Buy Men's Jeans- 1yr (Adult)	Apparel & Jewelry
326	MM00389YC	Buy Men's Lightweight Jacket- 1yr (Adult)	Apparel & Jewelry
327	MM00390YC	Buy Men's Necktie- 1yr (Adult)	Apparel & Jewelry
328	MM00391YC	Buy Men's Nightwear- 1yr (Adult)	Apparel & Jewelry
329	MM00392YC	Buy Men's Overcoat- 1yr (Adult)	Apparel & Jewelry
330	MM60347YC	Buy Men's Parka- 1yr (Adult)	Apparel & Jewelry
331	MM60348YC	Buy Men's Ski Jacket- 1yr (Adult)	Apparel & Jewelry
332	MM60349YC	Buy Men's Socks- 1yr (Adult)	Apparel & Jewelry
333	MM00395YC	Buy Men's Sports Jacket- 1yr (Adult)	Apparel & Jewelry
334	MM00398YC	Buy Men's Sports Shirt- 1yr (Adult)	Apparel & Jewelry
335	MM00401YC	Buy Men's Sweater- 1yr (Adult)	Apparel & Jewelry
336	MM00402YC	Buy Men's Sweatpants- 1yr (Adult)	Apparel & Jewelry
337	MM00403YC	Buy Men's Sweatshirt- 1yr (Adult)	Apparel & Jewelry
338	MM00404YC	Buy Men's Swimsuit- 1yr (Adult)	Apparel & Jewelry
339	MM60350YC	Buy Any Men's Low Ticket Clothing- 1yr (Adult)	Apparel & Jewelry
340	MM00406YC	Buy Men's Underwear- 1yr (Adult)	Apparel & Jewelry
341	MM00407YC	Buy Men's Wallet- 1yr (Adult)	Apparel & Jewelry
342	MM60351YC	Buy Men's Belt- <\$100- 1yr (Adult)	Apparel & Jewelry
343	MM00372YC	Buy Men's Casual Slacks- \$100+- 1yr (Adult)	Apparel & Jewelry
344	MM00373YC	Buy Men's Casual Slacks- <\$100- 1yr (Adult)	Apparel & Jewelry
345	MM60352YC	Buy Men's Cloth Handkerchiefs <\$100- 1yr (Adult)	Apparel & Jewelry
346	MM00375YC	Buy Men's Designer Jeans- \$100+- 1yr (Adult)	Apparel & Jewelry
347	MM00376YC	Buy Men's Designer Jeans- <\$100- 1yr (Adult)	Apparel & Jewelry
348	MM00378YC	Buy Men's Dress Shirt- \$100+- 1yr (Adult)	Apparel & Jewelry
349	MM00379YC	Buy Men's Dress Shirt- <\$100- 1yr (Adult)	Apparel & Jewelry
350	MM00381YC	Buy Men's Dress Slacks- \$100+- 1yr (Adult)	Apparel & Jewelry
351	MM00382YC	Buy Men's Dress Slacks- <\$100- 1yr (Adult)	Apparel & Jewelry
352	MM60353YC	Buy Men's Gloves- <\$100- 1yr (Adult)	Apparel & Jewelry
353	MM60354YC	Buy Men's Hat- <\$100- 1yr (Adult)	Apparel & Jewelry
354	MM00386YC	Buy Men's Jeans- \$100+- 1yr (Adult)	Apparel & Jewelry
355	MM00387YC	Buy Men's Jeans- <\$100- 1yr (Adult)	Apparel & Jewelry
356	MM60355YC	Buy Men's Lightweight Jacket- <\$100- 1yr (Adult)	Apparel & Jewelry
357	MM60356YC	Buy Men's Necktie- <\$100- 1yr (Adult)	Apparel & Jewelry
358	MM60357YC	Buy Men's Nightwear- <\$100- 1yr (Adult)	Apparel & Jewelry
359	MM60358YC	Buy Men's Socks- <\$100- 1yr (Adult)	Apparel & Jewelry
360	MM00396YC	Buy Men's Sports Shirt- \$100+- 1yr (Adult)	Apparel & Jewelry
361	MM00397YC	Buy Men's Sports Shirt- <\$100- 1yr (Adult)	Apparel & Jewelry
362	MM00399YC	Buy Men's Sweater- \$100+- 1yr (Adult)	Apparel & Jewelry
363	MM00400YC	Buy Men's Sweater- <\$100- 1yr (Adult)	Apparel & Jewelry
364	MM60359YC	Buy Men's Sweatpants- <\$100- 1yr (Adult)	Apparel & Jewelry
365	MM60360YC	Buy Men's Sweatshirt- <\$100- 1yr (Adult)	Apparel & Jewelry
366	MM60361YC	Buy Men's Swimsuit- <\$100- 1yr (Adult)	Apparel & Jewelry
367	MM60362YC	Amount Spent Big Ticket Men's Clothing \$100-\$199- 6mo (Adult)	Apparel & Jewelry
368	MM60363YC	Amount Spent Big Ticket Men's Clothing \$200-\$299- 6mo (Adult)	Apparel & Jewelry
369	MM60364YC	Amount Spent Big Ticket Men's Clothing \$300-\$499- 6mo (Adult)	Apparel & Jewelry
370	MM60365YC	Amount Spent Big Ticket Men's Clothing Less than \$100- 6mo (Adult)	Apparel & Jewelry

ORDER	VARIABLE	DESCRIPTION	CATEGORY
371	MM60366YC	Buy Men's Underwear- <\$100- 1yr (Adult)	Apparel & Jewelry
372	MM60367YC	Buy Men's Wallet- <\$100- 1yr (Adult)	Apparel & Jewelry
373	MM60368YC	Buy Men's T-Shirt (Not Undershirt)- \$100 or More- 1yr (Adult)	Apparel & Jewelry
374	MM60369YC	Buy Men's T-Shirt (Not Undershirt)- <\$100- 1yr (Adult)	Apparel & Jewelry
375	MM60370YC	Buy Mens' Armani Clothing- 1yr (Adult)	Apparel & Jewelry
376	MM60371YC	Buy Mens' Banana Republic Clothing- 1yr (Adult)	Apparel & Jewelry
377	MM60372YC	Buy Mens' Brooks Brothers Clothing- 1yr (Adult)	Apparel & Jewelry
378	MM60373YC	Buy Mens' Calvin Klein Clothing- 1yr (Adult)	Apparel & Jewelry
379	MM65000YC	Buy Mens' Champion Clothing- 1yr (Adult)	Apparel & Jewelry
380	MM60374YC	Buy Mens' DKNY Clothing- 1yr (Adult)	Apparel & Jewelry
381	MM60375YC	Buy Mens' Dockers Clothing- 1yr (Adult)	Apparel & Jewelry
382	MM60376YC	Buy Mens' Eddie Bauer Clothing- 1yr (Adult)	Apparel & Jewelry
383	MM60377YC	Buy Mens' Express Clothing- 1yr (Adult)	Apparel & Jewelry
384	MM60378YC	Buy Mens' H&M Clothing- 1yr (Adult)	Apparel & Jewelry
385	MM60379YC	Buy Mens' Haggar Clothing- 1yr (Adult)	Apparel & Jewelry
386	MM60380YC	Buy Mens' Hanes Clothing- 1yr (Adult)	Apparel & Jewelry
387	MM60381YC	Buy Mens' Kenneth Cole Clothing- 1yr (Adult)	Apparel & Jewelry
388	MM60382YC	Buy Mens' Lands' End Clothing- 1yr (Adult)	Apparel & Jewelry
389	MM60383YC	Buy Mens' Lee Clothing- 1yr (Adult)	Apparel & Jewelry
390	MM60384YC	Buy Mens' Levi's Clothing- 1yr (Adult)	Apparel & Jewelry
391	MM60385YC	Buy Mens' Nautica Clothing- 1yr (Adult)	Apparel & Jewelry
392	MM65001YC	Buy Mens' Nike Clothing- 1yr (Adult)	Apparel & Jewelry
393	MM60386YC	Buy Mens' Old Navy Clothing- 1yr (Adult)	Apparel & Jewelry
394	MM60387YC	Buy Mens' Other Clothing- 1yr (Adult)	Apparel & Jewelry
395	MM60388YC	Buy Mens' Polo Clothing- 1yr (Adult)	Apparel & Jewelry
396	MM60389YC	Buy Mens' Ralph Lauren Clothing- 1yr (Adult)	Apparel & Jewelry
397	MM65002YC	Buy Mens' Reebok Clothing- 1yr (Adult)	Apparel & Jewelry
398	MM60390YC	Buy Mens' The Gap Clothing- 1yr (Adult)	Apparel & Jewelry
399	MM60391YC	Buy Mens' Tommy Hilfiger Clothing- 1yr (Adult)	Apparel & Jewelry
400	MM60392YC	Buy Mens' Wrangler Clothing- 1yr (Adult)	Apparel & Jewelry
401	MM00346YC	Buy Clothing by Internet- 1yr (Adult)	Apparel & Jewelry
402	MM00364YC	Buy Jewelry/Watches by Internet- 1yr (Adult)	Apparel & Jewelry
403	MM00415YC	Buy Shoes/Footwear by Internet- 1yr (Adult)	Apparel & Jewelry
404	MM42420YC	Buy Clothing/Apparel by Mail/Phone- 1yr (Adult)	Apparel & Jewelry
405	MM42422YC	Buy Shoes/Footwear by Mail/Phone- 1yr (Adult)	Apparel & Jewelry
406	MM00311YC	Buy Any Shoes (Not Athletic)- 1yr (Adult)	Apparel & Jewelry
407	MM00315YC	Buy Canvas Shoes- 1yr (Adult)	Apparel & Jewelry
408	MM00317YC	Buy Casual/Leisure Shoes- 1yr (Adult)	Apparel & Jewelry
409	MM00354YC	Buy Dress Boots- 1yr (Adult)	Apparel & Jewelry
410	MM00355YC	Buy Dress Shoes- 1yr (Adult)	Apparel & Jewelry
411	MM00410YC	Buy Other Work Shoes- 1yr (Adult)	Apparel & Jewelry
412	MM60393YC	Buy Other Type of Shoes- 1yr (Adult)	Apparel & Jewelry
413	MM00414YC	Buy Sandals- 1yr (Adult)	Apparel & Jewelry
414	MM00426YC	Buy Western Boots- 1yr (Adult)	Apparel & Jewelry
415	MM00473YC	Buy Work Boots- 1yr (Adult)	Apparel & Jewelry
416	MM42441YC	Buy Aerosoles Shoes- 1yr (Adult)	Apparel & Jewelry
417	MM50350YC	Buy ALDO Shoes- 1yr (Adult)	Apparel & Jewelry
418	MM51002YC	Buy Born Shoes- 1yr (Adult)	Apparel & Jewelry
419	MM42442YC	Buy Coach Shoes- 1yr (Adult)	Apparel & Jewelry
420	MM42443YC	Buy Cole Haan Shoes- 1yr (Adult)	Apparel & Jewelry
421	MM50081YC	Buy Crocs Shoes- 1yr (Adult)	Apparel & Jewelry
422	MM42444YC	Buy Kenneth Cole Shoes- 1yr (Adult)	Apparel & Jewelry
423	MM42445YC	Buy Naturalizer Shoes- 1yr (Adult)	Apparel & Jewelry
424	MM42447YC	Buy Nine West Shoes- 1yr (Adult)	Apparel & Jewelry
425	MM42448YC	Buy Other Brand of Shoes- 1yr (Adult)	Apparel & Jewelry
426	MM42449YC	Buy Rockport Shoes- 1yr (Adult)	Apparel & Jewelry
427	MM42450YC	Buy Skechers Shoes- 1yr (Adult)	Apparel & Jewelry
428	MM42451YC	Buy Sperry Shoes- 1yr (Adult)	Apparel & Jewelry
429	MM42452YC	Buy Steve Madden Shoes- 1yr (Adult)	Apparel & Jewelry
430	MM42453YC	Buy UGG Shoes- 1yr (Adult)	Apparel & Jewelry
431	MM60394YC	Buy Any Shoes \$50 or More- 1yr (Household)	Apparel & Jewelry
432	MM60395YC	Buy Any Shoes <\$50- 1yr (Household)	Apparel & Jewelry
433	MM60396YC	Buy Canvas Shoes \$50 or More- 1yr (Household)	Apparel & Jewelry
434	MM60397YC	Buy Canvas Shoes <\$50- 1yr (Household)	Apparel & Jewelry
435	MM60398YC	Buy Casual/Leisure Shoes \$50 or More- 1yr (Household)	Apparel & Jewelry
436	MM60399YC	Buy Casual/Leisure Shoes <\$50- 1yr (Household)	Apparel & Jewelry
437	MM60400YC	Buy Dress Boots \$50 or More- 1yr (Household)	Apparel & Jewelry
438	MM60401YC	Buy Dress Boots <\$50- 1yr (Household)	Apparel & Jewelry
439	MM60402YC	Buy Dress Shoes \$50 or More- 1yr (Household)	Apparel & Jewelry
440	MM60403YC	Buy Dress Shoes <\$50- 1yr (Household)	Apparel & Jewelry
441	MM60404YC	Buy Other Work Shoes \$50 or More- 1yr (Household)	Apparel & Jewelry
442	MM60405YC	Buy Other Work Shoes <\$50- 1yr (Household)	Apparel & Jewelry
443	MM60406YC	Buy Other Shoes \$50 or More- 1yr (Household)	Apparel & Jewelry
444	MM60407YC	Buy Other Shoes <\$50- 1yr (Household)	Apparel & Jewelry

ORDER	VARIABLE	DESCRIPTION	CATEGORY
445	MM60408YC	Buy Sandals <\$50- 1yr (Household)	Apparel & Jewelry
446	MM60411YC	Buy Western Boots \$50 or More- 1yr (Household)	Apparel & Jewelry
447	MM60412YC	Buy Work Boots \$50 or More- 1yr (Household)	Apparel & Jewelry
448	MM60413YC	Buy Work Boots <\$50- 1yr (Household)	Apparel & Jewelry
449	MM42437YC	Buy Any Watch- 1yr (Adult)	Apparel & Jewelry
450	MM60414YC	Own Watch (Adult)	Apparel & Jewelry
451	MM42438YC	Buy Casual Watch- 1yr (Adult)	Apparel & Jewelry
452	MM42439YC	Buy Dress Watch- 1yr (Adult)	Apparel & Jewelry
453	MM42440YC	Buy Sport Watch- 1yr (Adult)	Apparel & Jewelry
454	MM00424YC	Buy Watches- \$300+- 1yr (Adult)	Apparel & Jewelry
455	MM00425YC	Buy Watches- <\$300- 1yr (Adult)	Apparel & Jewelry
456	MM60415YC	Buy Any Women's Clothing- 1yr (Adult)	Apparel & Jewelry
457	MM60416YC	Buy Women's Belt- 1yr (Adult)	Apparel & Jewelry
458	MM00427YC	Buy Women's Blazer- 1yr (Adult)	Apparel & Jewelry
459	MM00428YC	Buy Women's Blouse/Shirt- 1yr (Adult)	Apparel & Jewelry
460	MM00431YC	Buy Women's Brassiere- 1yr (Adult)	Apparel & Jewelry
461	MM00434YC	Buy Women's Casual Slacks- 1yr (Adult)	Apparel & Jewelry
462	MM00435YC	Buy Women's Cloth Coat- 1yr (Adult)	Apparel & Jewelry
463	MM00438YC	Buy Women's Designer Jeans- 1yr (Adult)	Apparel & Jewelry
464	MM00442YC	Buy Women's Dress- 1yr (Adult)	Apparel & Jewelry
465	MM00441YC	Buy Women's Dress Slacks- 1yr (Adult)	Apparel & Jewelry
466	MM00445YC	Buy Women's Evening Dress- 1yr (Adult)	Apparel & Jewelry
467	MM00446YC	Buy Women's Fur Coat/Jacket/Stole- 1yr (Adult)	Apparel & Jewelry
468	MM00447YC	Buy Women's Gloves- 1yr (Adult)	Apparel & Jewelry
469	MM60417YC	Buy Women's Hat- 1yr (Adult)	Apparel & Jewelry
470	MM00450YC	Buy Women's Jeans- 1yr (Adult)	Apparel & Jewelry
471	MM60419YC	Buy Women's Leather Coat, Jacket- 1yr (Adult)	Apparel & Jewelry
472	MM00366YC	Buy Maternity Clothes- 1yr (Adult)	Apparel & Jewelry
473	MM00451YC	Buy Women's Nightwear- 1yr (Adult)	Apparel & Jewelry
474	MM00452YC	Buy Women's Pants Suit- 1yr (Adult)	Apparel & Jewelry
475	MM60420YC	Buy Women's Parka- 1yr (Adult)	Apparel & Jewelry
476	MM00455YC	Buy Women's Purse/Handbag- 1yr (Adult)	Apparel & Jewelry
477	MM00456YC	Buy Women's Raincoat- 1yr (Adult)	Apparel & Jewelry
478	MM60421YC	Buy Women's Ski Jacket- 1yr (Adult)	Apparel & Jewelry
479	MM00459YC	Buy Women's Skirts- 1yr (Adult)	Apparel & Jewelry
480	MM60418YC	Buy Women's Socks- 1yr (Adult)	Apparel & Jewelry
481	MM00461YC	Buy Women's Sports Bra- 1yr (Adult)	Apparel & Jewelry
482	MM00465YC	Buy Women's Sweater- 1yr (Adult)	Apparel & Jewelry
483	MM00468YC	Buy Women's Sweatpants- 1yr (Adult)	Apparel & Jewelry
484	MM00469YC	Buy Women's Sweatshirt- 1yr (Adult)	Apparel & Jewelry
485	MM00470YC	Buy Women's Swimsuit- 1yr (Adult)	Apparel & Jewelry
486	MM00471YC	Buy Women's T-Shirt- 1yr (Adult)	Apparel & Jewelry
487	MM00472YC	Buy Women's Underpants- 1yr (Adult)	Apparel & Jewelry
488	MM60422YC	Buy Any Women's Big Ticket Clothing- 1yr (Adult)	Apparel & Jewelry
489	MM60423YC	Buy Any Women's Low Ticket Clothing- 1yr (Adult)	Apparel & Jewelry
490	MM60424YC	Buy Women's Belt- <\$100- 1yr (Adult)	Apparel & Jewelry
491	MM00429YC	Buy Women's Blouses/Shirts- \$100+- 1yr (Adult)	Apparel & Jewelry
492	MM00430YC	Buy Women's Blouses/Shirts- <\$100- 1yr (Adult)	Apparel & Jewelry
493	MM00432YC	Buy Women's Casual Slacks- \$100+- 1yr (Adult)	Apparel & Jewelry
494	MM00433YC	Buy Women's Casual Slacks- <\$100- 1yr (Adult)	Apparel & Jewelry
495	MM00436YC	Buy Women's Designer Jeans- \$100+- 1yr (Adult)	Apparel & Jewelry
496	MM00437YC	Buy Women's Designer Jeans- <\$100- 1yr (Adult)	Apparel & Jewelry
497	MM00439YC	Buy Women's Dress Slacks- \$100+- 1yr (Adult)	Apparel & Jewelry
498	MM00443YC	Buy Women's Dresses- \$100+- 1yr (Adult)	Apparel & Jewelry
499	MM00444YC	Buy Women's Dresses- <\$100- 1yr (Adult)	Apparel & Jewelry
500	MM60427YC	Buy Women's Gloves- <\$100- 1yr (Adult)	Apparel & Jewelry
501	MM60428YC	Buy Women's Hat- <\$100- 1yr (Adult)	Apparel & Jewelry
502	MM00448YC	Buy Women's Jeans- \$100+- 1yr (Adult)	Apparel & Jewelry
503	MM00449YC	Buy Women's Jeans- <\$100- 1yr (Adult)	Apparel & Jewelry
504	MM60429YC	Buy Women's Nightwear- \$100+- 1yr (Adult)	Apparel & Jewelry
505	MM60430YC	Buy Women's Nightwear- <\$100- 1yr (Adult)	Apparel & Jewelry
506	MM00453YC	Buy Women's Purse/Handbag- \$100+- 1yr (Adult)	Apparel & Jewelry
507	MM00454YC	Buy Women's Purse/Handbag- <\$100- 1yr (Adult)	Apparel & Jewelry
508	MM00458YC	Buy Women's Skirts- <\$100- 1yr (Adult)	Apparel & Jewelry
509	MM60431YC	Buy Women's Socks- +\$100- 1yr (Adult)	Apparel & Jewelry
510	MM60432YC	Buy Women's Socks- <\$100- 1yr (Adult)	Apparel & Jewelry
511	MM00466YC	Buy Women's Sweaters- \$100+- 1yr (Adult)	Apparel & Jewelry
512	MM00467YC	Buy Women's Sweaters- <\$100- 1yr (Adult)	Apparel & Jewelry
513	MM60433YC	Buy Women's Sweatpants- \$100+- 1yr (Adult)	Apparel & Jewelry
514	MM60434YC	Buy Women's Sweatpants- <\$100- 1yr (Adult)	Apparel & Jewelry
515	MM60436YC	Buy Women's Sweatshirt- <\$100- 1yr (Adult)	Apparel & Jewelry
516	MM60437YC	Buy Women's Swimsuit- \$100+- 1yr (Adult)	Apparel & Jewelry
517	MM60438YC	Buy Women's Swimsuit- <\$100- 1yr (Adult)	Apparel & Jewelry
518	MM60439YC	Buy Any Women's Low Ticket Clothing - \$1,000 or More- 1yr (Adult)	Apparel & Jewelry

ORDER	VARIABLE	DESCRIPTION	CATEGORY
519	MM60440YC	Buy Women's T-Shirt- \$100+- 1yr (Adult)	Apparel & Jewelry
520	MM60441YC	Buy Women's T-Shirt- <\$100- 1yr (Adult)	Apparel & Jewelry
521	MM60445YC	Amount Spent Big Ticket Women's Clothing Less than \$100- 6mo (Adult)	Apparel & Jewelry
522	MM60442YC	Amount Spent Big Ticket Women's Clothing \$100-\$199- 6mo (Adult)	Apparel & Jewelry
523	MM60443YC	Amount Spent Big Ticket Women's Clothing \$200-\$299- 6mo (Adult)	Apparel & Jewelry
524	MM60444YC	Amount Spent Big Ticket Women's Clothing \$300-\$499- 6mo (Adult)	Apparel & Jewelry
525	MM60446YC	Buy Women's Alfred Dunner Clothing- 1yr (Adult)	Apparel & Jewelry
526	MM60447YC	Buy Women's Ann Taylor Clothing- 1yr (Adult)	Apparel & Jewelry
527	MM60448YC	Buy Women's Banana Republic Clothing- 1yr (Adult)	Apparel & Jewelry
528	MM60449YC	Buy Women's Calvin Klein Clothing- 1yr (Adult)	Apparel & Jewelry
529	MM65003YC	Buy Women's Champion Clothing- 1yr (Adult)	Apparel & Jewelry
530	MM60450YC	Buy Women's DKNY Clothing- 1yr (Adult)	Apparel & Jewelry
531	MM60451YC	Buy Women's Dockers Clothing- 1yr (Adult)	Apparel & Jewelry
532	MM60452YC	Buy Women's Eddie Bauer Clothing- 1yr (Adult)	Apparel & Jewelry
533	MM60453YC	Buy Women's Express Clothing- 1yr (Adult)	Apparel & Jewelry
534	MM60454YC	Buy Women's Guess Clothing- 1yr (Adult)	Apparel & Jewelry
535	MM60455YC	Buy Women's H&M Clothing- 1yr (Adult)	Apparel & Jewelry
536	MM60456YC	Buy Women's Hanes Clothing- 1yr (Adult)	Apparel & Jewelry
537	MM60457YC	Buy Women's Jones New York Clothing- 1yr (Adult)	Apparel & Jewelry
538	MM60459YC	Buy Women's Kenneth Cole Clothing- 1yr (Adult)	Apparel & Jewelry
539	MM60460YC	Buy Women's Lee Clothing- 1yr (Adult)	Apparel & Jewelry
540	MM60461YC	Buy Women's Levi's Clothing- 1yr (Adult)	Apparel & Jewelry
541	MM60462YC	Buy Women's Liz Claiborne Clothing- 1yr (Adult)	Apparel & Jewelry
542	MM60463YC	Buy Women's Lucky Brand Clothing- 1yr (Adult)	Apparel & Jewelry
543	MM60464YC	Buy Women's New York & Company Clothing- 1yr (Adult)	Apparel & Jewelry
544	MM65004YC	Buy Women's Nike Clothing- 1yr (Adult)	Apparel & Jewelry
545	MM60465YC	Buy Women's Old Navy Clothing- 1yr (Adult)	Apparel & Jewelry
546	MM60466YC	Buy Women's Other Clothing- 1yr (Adult)	Apparel & Jewelry
547	MM60467YC	Buy Women's Polo Clothing- 1yr (Adult)	Apparel & Jewelry
548	MM60468YC	Buy Women's Ralph Lauren Clothing- 1yr (Adult)	Apparel & Jewelry
549	MM65005YC	Buy Women's Reebok Clothing- 1yr (Adult)	Apparel & Jewelry
550	MM60469YC	Buy Women's Sag Harbor Clothing- 1yr (Adult)	Apparel & Jewelry
551	MM60470YC	Buy Women's Talbots Clothing- 1yr (Adult)	Apparel & Jewelry
552	MM60471YC	Buy Women's The Gap Clothing- 1yr (Adult)	Apparel & Jewelry
553	MM60472YC	Buy Women's Tommy Hilfiger Clothing- 1yr (Adult)	Apparel & Jewelry
554	MM60473YC	Buy Women's Wrangler Clothing- 1yr (Adult)	Apparel & Jewelry
555	MM51016YC	Amount Spent on Most Recent Purchase/Lease (Under \$10,000) (Household)	Automotive Products
556	MM51022YC	Amount Spent on Most Recent Purchase/Lease (\$10,000 - \$14,999) (Household)	Automotive Products
557	MM50622YC	Amount Spent on Most Recent Purchase/Lease (\$15,000 - \$19,999) (Household)	Automotive Products
558	MM51023YC	Amount Spent on Most Recent Purchase/Lease (\$20,000 - \$29,999) (Household)	Automotive Products
559	MM51020YC	Amount Spent on Most Recent Purchase/Lease (\$30,000 - \$39,999) (Household)	Automotive Products
560	MM50619YC	Amount Spent on Most Recent Purchase/Lease (\$40,000 - \$49,999) (Household)	Automotive Products
561	MM51021YC	Amount Spent on Most Recent Purchase/Lease (\$50,000 or more) (Household)	Automotive Products
562	MM51015YC	Amount Spent on 2nd Most Recent Purchase/Lease (Under \$10,000) (Household)	Automotive Products
563	MM51017YC	Amount Spent on 2nd Most Recent Purchase/Lease (\$10,000 - \$14,999) (Household)	Automotive Products
564	MM51018YC	Amount Spent on 2nd Most Recent Purchase/Lease (\$15,000 - \$19,999) (Household)	Automotive Products
565	MM51019YC	Amount Spent on 2nd Most Recent Purchase/Lease (\$20,000 - \$29,999) (Household)	Automotive Products
566	MM51038YC	Amount Spent on 2nd Most Recent Purchase/Lease (\$30,000 - \$39,999) (Household)	Automotive Products
567	MM50625YC	Amount Spent on 2nd Most Recent Purchase/Lease (\$40,000 - \$49,999) (Household)	Automotive Products
568	MM60486YC	Any Vehicle Lease 36 months (Household)	Automotive Products
569	MM60496YC	Bought Most Recent Vehicle (Household)	Automotive Products
570	MM60497YC	Bought Second Most Recent Vehicle (Household)	Automotive Products
571	MM60498YC	Bought/Lease Most Recent Vehicle: BMW (Household)	Automotive Products
572	MM60499YC	Bought/Lease Most Recent Vehicle: Buick (Household)	Automotive Products
573	MM60500YC	Bought/Lease Most Recent Vehicle: Chevrolet (Household)	Automotive Products
574	MM60501YC	Bought/Lease Most Recent Vehicle: Chrysler (Household)	Automotive Products
575	MM60517YC	Bought/Lease Most Recent Vehicle: Cadillac (Household)	Automotive Products
576	MM60502YC	Bought/Lease Most Recent Vehicle: Dodge (Household)	Automotive Products
577	MM60503YC	Bought/Lease Most Recent Vehicle: Ford (Household)	Automotive Products
578	MM60504YC	Bought/Lease Most Recent Vehicle: GMC (Household)	Automotive Products
579	MM60505YC	Bought/Lease Most Recent Vehicle: Honda (Household)	Automotive Products
580	MM60506YC	Bought/Lease Most Recent Vehicle: Hyundai (Household)	Automotive Products
581	MM60507YC	Bought/Lease Most Recent Vehicle: Jeep (Household)	Automotive Products
582	MM60508YC	Bought/Lease Most Recent Vehicle: Kia (Household)	Automotive Products
583	MM60509YC	Bought/Lease Most Recent Vehicle: Lexus (Household)	Automotive Products
584	MM60510YC	Bought/Lease Most Recent Vehicle: Mazda (Household)	Automotive Products
585	MM60512YC	Bought/Lease Most Recent Vehicle: Nissan (Household)	Automotive Products
586	MM60513YC	Bought/Lease Most Recent Vehicle: Pontiac (Household)	Automotive Products
587	MM60514YC	Bought/Lease Most Recent Vehicle: Subaru (Household)	Automotive Products
588	MM60515YC	Bought/Lease Most Recent Vehicle: Toyota (Household)	Automotive Products
589	MM60516YC	Bought/Lease Most Recent Vehicle: Volkswagen (Household)	Automotive Products
590	MM41575YC	Bought/Lease New Acura/Infiniti/Lexus (Household)	Automotive Products
591	MM41576YC	Bought/Lease New Buick (Household)	Automotive Products
592	MM41578YC	Bought/Lease New Chevrolet (Household)	Automotive Products

ORDER	VARIABLE	DESCRIPTION	CATEGORY
593	MM41579YC	Bought/Lease New Chrysler (Household)	Automotive Products
594	MM41580YC	Bought/Lease New Dodge (Household)	Automotive Products
595	MM41581YC	Bought/Lease New Ford (Household)	Automotive Products
596	MM41582YC	Bought/Lease New GMC (Household)	Automotive Products
597	MM41583YC	Bought/Lease New Honda (Household)	Automotive Products
598	MM41584YC	Bought/Lease New Hyundai (Household)	Automotive Products
599	MM41587YC	Bought/Lease New Nissan (Household)	Automotive Products
600	MM41590YC	Bought/Lease New Subaru (Household)	Automotive Products
601	MM41591YC	Bought/Lease New Toyota (Household)	Automotive Products
602	MM41542YC	Bought/Lease New - Size- Compact Car (Household)	Automotive Products
603	MM41543YC	Bought/Lease New - Size- Compact Pickup (Household)	Automotive Products
604	MM41544YC	Bought/Lease New - Size- Compact Sport/Utility (Household)	Automotive Products
605	MM41545YC	Bought/Lease New - Size- Full-size Pickup (Household)	Automotive Products
606	MM41547YC	Bought/Lease New - Size- Intermediate Car (Household)	Automotive Products
607	MM41548YC	Bought/Lease New - Size- Luxury Car (Household)	Automotive Products
608	MM42501YC	Bought/Lease New - Size- Mid-Size Sport/Utility (Household)	Automotive Products
609	MM41549YC	Bought/Lease New - Size- Standard Car (Household)	Automotive Products
610	MM41550YC	Bought/Lease New - Size- Sub-compact Car (Household)	Automotive Products
611	MM41551YC	Bought/Lease New - Size- Van/Minivan (Household)	Automotive Products
612	MM41553YC	Bought/Lease New - Type- Coupe/Sports Coupe/2 door (Household)	Automotive Products
613	MM41557YC	Bought/Lease New - Type- Sedan/Hard Top/4 door (Household)	Automotive Products
614	MM41554YC	Bought/Lease New - Type- SUV (Household)	Automotive Products
615	MM41555YC	Bought/Lease New - Type- SUV/Truck/Van/Minivan (Household)	Automotive Products
616	MM41559YC	Bought/Lease New - Type- Truck (2 door) (Household)	Automotive Products
617	MM41560YC	Bought/Lease New - Type- Truck (2 or 4 door) (Household)	Automotive Products
618	MM41561YC	Bought/Lease New - Type- Truck (4 door) (Household)	Automotive Products
619	MM41562YC	Bought/Lease New - Type- Van/Minivan (Household)	Automotive Products
620	MM50606YC	Bought/Leased 2nd Most Recent Vehicle New (Household)	Automotive Products
621	MM60521YC	Bought/Leased Any Vehicle: In Past 12 Months (Household)	Automotive Products
622	MM60518YC	Bought/Leased Any Vehicle: 1-2 years ago (Household)	Automotive Products
623	MM60519YC	Bought/Leased Any Vehicle: 3-4 years ago (Household)	Automotive Products
624	MM60520YC	Bought/Leased Any Vehicle: 5+ years ago (Household)	Automotive Products
625	MM50611YC	Bought/Leased most recent company vehicle from An Auto Manufacturer (Household)	Automotive Products
626	MM51014YC	Bought/Leased most recent company vehicle from Bank (Household)	Automotive Products
627	MM04345YC	Definitely/Probably Buy New Vehicle- 1yr (Adult)	Automotive Products
628	MM04346YC	Definitely/Probably Buy Used or Pre-owned Vehicle- 1yr (Adult)	Automotive Products
629	MM04349YC	Definitely/Probably Buy/Lease 2-door car- 1yr (Adult)	Automotive Products
630	MM04350YC	Definitely/Probably Buy/Lease 4-door car- 1yr (Adult)	Automotive Products
631	MM41541YC	Definitely/Probably Buy/Lease Motorcycle- 1yr (Adult)	Automotive Products
632	MM04352YC	Definitely/Probably Buy/Lease Sport Utility Vehicle- 1yr (Adult)	Automotive Products
633	MM04353YC	Definitely/Probably Buy/Lease Truck- 1yr (Adult)	Automotive Products
634	MM04351YC	Definitely/Probably Buy/Lease Van/Mini-van- 1yr (Adult)	Automotive Products
635	MM04347YC	Definitely/Probably Lease Vehicle- 1yr (Adult)	Automotive Products
636	MM00478YC	Drive Automobile (Adult)	Automotive Products
637	MM00479YC	Drive Compact Pickup (Adult)	Automotive Products
638	MM00480YC	Drive Minivan (Adult)	Automotive Products
639	MM08070YC	Drive Motorcycle (Adult)	Automotive Products
640	MM00483YC	Drive Regular Pickup (Adult)	Automotive Products
641	MM00484YC	Drive SUV (Adult)	Automotive Products
642	MM00485YC	Drive Van (Adult)	Automotive Products
643	MM42457YC	If Deciding Today Would Buy/Lease New BMW (Adult)	Automotive Products
644	MM42462YC	If Deciding Today Would Buy/Lease New Chevrolet Unspecified (Adult)	Automotive Products
645	MM42466YC	If Deciding Today Would Buy/Lease New Dodge (Adult)	Automotive Products
646	MM42471YC	If Deciding Today Would Buy/Lease New Ford(Adult)	Automotive Products
647	MM42472YC	If Deciding Today Would Buy/Lease New GMC (Adult)	Automotive Products
648	MM42478YC	If Deciding Today Would Buy/Lease New Honda (Adult)	Automotive Products
649	MM42473YC	If Deciding Today Would Buy/Lease New Honda Accord (Adult)	Automotive Products
650	MM42482YC	If Deciding Today Would Buy/Lease New Lexus (Adult)	Automotive Products
651	MM42485YC	If Deciding Today Would Buy/Lease New Nissan (Adult)	Automotive Products
652	MM42494YC	If Deciding Today Would Buy/Lease New Toyota (Adult)	Automotive Products
653	MM42490YC	If Deciding Today Would Buy/Lease New Toyota Prius (Adult)	Automotive Products
654	MM60545YC	Leased Most Recent Vehicle (Household)	Automotive Products
655	MM60546YC	Leased Second Most Recent Vehicle (Household)	Automotive Products
656	MM50085YC	Likely to Buy/Lease Any Vehicle- 1yr (Adult)	Automotive Products
657	MM50086YC	Likely to Buy/Lease Hybrid Vehicle- 1yr (Adult)	Automotive Products
658	MM00477YC	Most Recent Vehicle Bought (Household)	Automotive Products
659	MM00488YC	Most Recent Vehicle Bought/Leased- <1yr Ago (Household)	Automotive Products
660	MM08025YC	Most Recent Vehicle Bought/Leased- 1-2 yrs Ago (Household)	Automotive Products
661	MM08010YC	Most Recent Vehicle Bought/Leased- 3-4 yrs Ago (Household)	Automotive Products
662	MM00491YC	Most Recent Vehicle Bought/Leased- 5+ yrs Ago (Household)	Automotive Products
663	MM00492YC	Most Recent Vehicle- Bought/Leased New (Household)	Automotive Products
664	MM00493YC	Most Recent Vehicle- Bought/Leased Used (Household)	Automotive Products
665	MM00487YC	Most Recent Vehicle Lease (Household)	Automotive Products
666	MM60572YC	Most Recent Vehicle Size: Compact car (Household)	Automotive Products

ORDER	VARIABLE	DESCRIPTION	CATEGORY
667	MM60573YC	Most Recent Vehicle Size: Compact pickup (Household)	Automotive Products
668	MM60574YC	Most Recent Vehicle Size: Compact Sport/Utility (Household)	Automotive Products
669	MM60575YC	Most Recent Vehicle Size: Full size pickup (Household)	Automotive Products
670	MM60576YC	Most Recent Vehicle Size: Full size Sport/Utility (Household)	Automotive Products
671	MM60577YC	Most Recent Vehicle Size: Intermediate car (Household)	Automotive Products
672	MM60578YC	Most Recent Vehicle Size: Luxury car (Household)	Automotive Products
673	MM60579YC	Most Recent Vehicle Size: Mid-Size Sport/Utility (Household)	Automotive Products
674	MM60580YC	Most Recent Vehicle Size: Minivan (Household)	Automotive Products
675	MM60581YC	Most Recent Vehicle Size: Standard car (Household)	Automotive Products
676	MM60582YC	Most Recent Vehicle Size: Subcompact car (Household)	Automotive Products
677	MM60584YC	Most Recent Vehicle Type: Convertible (Household)	Automotive Products
678	MM60585YC	Most Recent Vehicle Type: Coupe/Sports Coupe/2 door (Household)	Automotive Products
679	MM60586YC	Most Recent Vehicle Type: Sedan/Hard Top/2 door (Household)	Automotive Products
680	MM60587YC	Most Recent Vehicle Type: Sedan/Hard Top/4 door (Household)	Automotive Products
681	MM60588YC	Most Recent Vehicle Type: Sport/Utility Vehicle (SUV) (Household)	Automotive Products
682	MM60589YC	Most Recent Vehicle Type: Station Wagon (Household)	Automotive Products
683	MM60590YC	Most Recent Vehicle Type: Truck (2 door) (Household)	Automotive Products
684	MM60591YC	Most Recent Vehicle Type: Truck (2 or 4 door) (Household)	Automotive Products
685	MM60592YC	Most Recent Vehicle Type: Truck (4 door) (Household)	Automotive Products
686	MM60593YC	Most Recent Vehicle Type: Van/Minivan (Household)	Automotive Products
687	MM00494YC	Own All Terrain Vehicle (Household)	Automotive Products
688	MM00496YC	Own Motorcycle (Household)	Automotive Products
689	MM00513YC	Own/Lease New Domestic Vehicle (Household)	Automotive Products
690	MM00514YC	Own/Lease New Domestic Vehicle- 1yr (Household)	Automotive Products
691	MM00522YC	Own/Lease New Imported Vehicle (Household)	Automotive Products
692	MM00523YC	Own/Lease New Imported Vehicle- 1yr (Household)	Automotive Products
693	MM00540YC	Own/Lease New Vehicle (Household)	Automotive Products
694	MM00542YC	Own/Lease New Vehicle- 1yr (Household)	Automotive Products
695	MM00565YC	Own/Lease New/Used Acura/Infinity/Lexus (Household)	Automotive Products
696	MM00567YC	Own/Lease New/Used BMW (Household)	Automotive Products
697	MM00568YC	Own/Lease New/Used Buick (Household)	Automotive Products
698	MM00569YC	Own/Lease New/Used Cadillac (Household)	Automotive Products
699	MM00570YC	Own/Lease New/Used Chevrolet (Household)	Automotive Products
700	MM00574YC	Own/Lease New/Used Chrysler (Household)	Automotive Products
701	MM00577YC	Own/Lease New/Used Dodge (Household)	Automotive Products
702	MM00579YC	Own/Lease New/Used Domestic Vehicle (Household)	Automotive Products
703	MM00580YC	Own/Lease New/Used European Luxury (Household)	Automotive Products
704	MM00581YC	Own/Lease New/Used Ford (Household)	Automotive Products
705	MM41201YC	Own/Lease New/Used Fuel Type- Combination Gas & Electric (Household)	Automotive Products
706	MM00585YC	Own/Lease New/Used GMC (Household)	Automotive Products
707	MM00586YC	Own/Lease New/Used Honda (Household)	Automotive Products
708	MM00589YC	Own/Lease New/Used Hyundai (Household)	Automotive Products
709	MM00590YC	Own/Lease New/Used Imported Vehicle (Household)	Automotive Products
710	MM00594YC	Own/Lease New/Used Lincoln/Mercury (Household)	Automotive Products
711	MM00595YC	Own/Lease New/Used Mazda (Household)	Automotive Products
712	MM00596YC	Own/Lease New/Used Mercedes (Household)	Automotive Products
713	MM00597YC	Own/Lease New/Used Mitsubishi (Household)	Automotive Products
714	MM00598YC	Own/Lease New/Used Nissan (Household)	Automotive Products
715	MM00603YC	Own/Lease New/Used Pontiac (Household)	Automotive Products
716	MM00605YC	Own/Lease New/Used Saturn (Household)	Automotive Products
717	MM00612YC	Own/Lease New/Used- Size- Compact Pickup (Household)	Automotive Products
718	MM00613YC	Own/Lease New/Used- Size- Compact SUV (Household)	Automotive Products
719	MM00614YC	Own/Lease New/Used- Size- Compact Vehicle (Household)	Automotive Products
720	MM00615YC	Own/Lease New/Used- Size- Full-Size Pickup (Household)	Automotive Products
721	MM00616YC	Own/Lease New/Used- Size- Full-Size SUV (Household)	Automotive Products
722	MM00621YC	Own/Lease New/Used- Size- Intermediate Vehicle (Household)	Automotive Products
723	MM00617YC	Own/Lease New/Used- Size- Luxury Vehicle (Household)	Automotive Products
724	MM42500YC	Own/Lease New/Used- Size- Mid-Size Sport/Utility (Household)	Automotive Products
725	MM00618YC	Own/Lease New/Used- Size- Standard Vehicle (Household)	Automotive Products
726	MM00619YC	Own/Lease New/Used- Size- Sub-Compact Vehicle (Household)	Automotive Products
727	MM00620YC	Own/Lease New/Used- Size- Van/Minivan (Household)	Automotive Products
728	MM00606YC	Own/Lease New/Used Subaru (Household)	Automotive Products
729	MM00607YC	Own/Lease New/Used Toyota (Household)	Automotive Products
730	MM00622YC	Own/Lease New/Used- Type- 2-Door Sedan (Household)	Automotive Products
731	MM00623YC	Own/Lease New/Used- Type- 2-Door Sports Coupe (Household)	Automotive Products
732	MM00625YC	Own/Lease New/Used- Type- 4-Door Sedan (Household)	Automotive Products
733	MM00626YC	Own/Lease New/Used- Type- Convertible (Household)	Automotive Products
734	MM00627YC	Own/Lease New/Used- Type- Station Wagon (Household)	Automotive Products
735	MM00628YC	Own/Lease New/Used- Type- SUV (Household)	Automotive Products
736	MM00629YC	Own/Lease New/Used- Type- Truck (Household)	Automotive Products
737	MM00630YC	Own/Lease New/Used- Type- Truck/Van/SUV (Household)	Automotive Products
738	MM00631YC	Own/Lease New/Used- Type- Van/Minivan (Household)	Automotive Products
739	MM00609YC	Own/Lease New/Used Vehicle- 1yr (Household)	Automotive Products
740	MM00610YC	Own/Lease New/Used Volkswagen (Household)	Automotive Products

ORDER	VARIABLE	DESCRIPTION	CATEGORY
741	MM00611YC	Own/Lease New/Used Volvo (Household)	Automotive Products
742	MM50609YC	Own/Lease Used (Certified Pre-Owned) Vehicle (Household)	Automotive Products
743	MM51013YC	Own/Lease Used (Other) Vehicle (Household)	Automotive Products
744	MM00633YC	Own/Lease Used Domestic Vehicle- 1yr (Household)	Automotive Products
745	MM00634YC	Own/Lease Used Imported Vehicle- 1yr (Household)	Automotive Products
746	MM00636YC	Own/Lease Used Vehicle- 1yr (Household)	Automotive Products
747	MM60597YC	Own/Lease Vehicle (Household)	Automotive Products
748	MM00637YC	Own/Lease Vehicle with Bank Loan (Household)	Automotive Products
749	MM00638YC	Own/Lease Vehicle with Cash (Household)	Automotive Products
750	MM00639YC	Own/Lease Vehicle with Credit Union Loan (Household)	Automotive Products
751	MM00640YC	Own/Lease Vehicle with Dealer Financing (Household)	Automotive Products
752	MM42454YC	Own/Lease Vehicle with Manufacturer Financing (Household)	Automotive Products
753	MM00642YC	Own/Lease Vehicle with Trade-in (Household)	Automotive Products
754	MM60602YC	Owens/Leases One Vehicle (Household)	Automotive Products
755	MM60604YC	Owens/Leases Two Vehicles (Household)	Automotive Products
756	MM60603YC	Owens/Leases Three Vehicles (Household)	Automotive Products
757	MM60601YC	Owens/Leases Four Vehicles (Household)	Automotive Products
758	MM00650YC	Spend <\$15K on New/Used Vehicle (Household)	Automotive Products
759	MM00644YC	Spend \$15K-19,999 on New/Used Vehicle (Household)	Automotive Products
760	MM00646YC	Spend \$20K-29,999 on New/Used Vehicle (Household)	Automotive Products
761	MM50087YC	Spend \$30K+ on New/Used Vehicle (Household)	Automotive Products
762	MM00651YC	Truck/Trailer Rental- 1yr (Adult)	Automotive Products
763	MM00652YC	Vehicle has 4 Cylinder Engine (Household)	Automotive Products
764	MM00653YC	Vehicle has 4- Wheel/All- Wheel Drive (Household)	Automotive Products
765	MM00654YC	Vehicle has 6 Cylinder Engine (Household)	Automotive Products
766	MM00655YC	Vehicle has Air Bags (Household)	Automotive Products
767	MM00658YC	Vehicle has Anti-Lock Braking System (ABS) (Household)	Automotive Products
768	MM00659YC	Vehicle has Automatic Transmission (Household)	Automotive Products
769	MM50088YC	Vehicle has Bluetooth/Hands-Free Phone Capability (Household)	Automotive Products
770	MM00662YC	Vehicle has Custom Aluminum Wheels (Household)	Automotive Products
771	MM00663YC	Vehicle has Driver Side Air Bag (Household)	Automotive Products
772	MM00664YC	Vehicle has Electronic Fuel Injection (Household)	Automotive Products
773	MM07190YC	Vehicle has Front- Dual Automatic Climate Control (Household)	Automotive Products
774	MM00666YC	Vehicle has Front Wheel Drive (Household)	Automotive Products
775	MM42499YC	Vehicle has GPS/Navigation System (Household)	Automotive Products
776	MM07195YC	Vehicle has Heated/Cooled Seats (Household)	Automotive Products
777	MM00667YC	Vehicle has Manual Transmission (Household)	Automotive Products
778	MM42503YC	Vehicle has MP3 Player Connection (Household)	Automotive Products
779	MM41202YC	Vehicle has OnStar/Tele Aid/Other Vehicle Monitor Systems (Household)	Automotive Products
780	MM00669YC	Vehicle has Passenger Side Air Bag (Household)	Automotive Products
781	MM50089YC	Vehicle has Radar Detector (Household)	Automotive Products
782	MM00672YC	Vehicle has Security/Burglar Alarm (Household)	Automotive Products
783	MM00673YC	Vehicle has Side Impact Air Bag (Household)	Automotive Products
784	MM00675YC	Vehicle has Sun/Moonroof (Household)	Automotive Products
785	MM00676YC	Vehicle has Turbo Charger (Household)	Automotive Products
786	MM00677YC	Vehicle has V-6 Engine (Household)	Automotive Products
787	MM00678YC	Vehicle has V-8 Engine (Household)	Automotive Products
788	MM60553YC	Most Recent Vehicle had Alignment Service/Repair- 1yr (Household)	Automotive Products
789	MM60556YC	Most Recent Vehicle had Brake Lining or Pad Replacement-1yr (Household)	Automotive Products
790	MM60557YC	Most Recent Vehicle had Major Engine Repair- 1yr (Household)	Automotive Products
791	MM60558YC	Most Recent Vehicle had Minor Engine Repair- 1yr (Household)	Automotive Products
792	MM60554YC	Most Recent Vehicle had Paint Job- 1yr (Household)	Automotive Products
793	MM00679YC	Air Filter Installed at Dealer/Service Station- 1yr (Adult)	Automotive Services
794	MM00680YC	Air Filter Installed by Self/Other HH Member- 1yr (Adult)	Automotive Services
795	MM00681YC	Auto Service by Self/Other Household Member (Household)	Automotive Services
796	MM00682YC	Belong to AAA Auto Club (Adult)	Automotive Services
797	MM00683YC	Belong to Auto Club (Adult)	Automotive Services
798	MM41213YC	Bought All Season Tires- 1yr (Household)	Automotive Services
799	MM41213YD	Bought All Season Tires- 1yr (Household): Demand Potential (Tires/1yr)	Automotive Services
800	MM41211YC	Bought All Terrain Tires- 1yr (Household)	Automotive Services
801	MM41211YD	Bought All Terrain Tires- 1yr (Household): Demand Potential (Tires/1yr)	Automotive Services
802	MM00689YC	Buy Air Filter- 1yr (Adult)	Automotive Services
803	MM00689YD	Buy Air Filter- 1yr (Adult): Demand Potential (Air Filters/1yr)	Automotive Services
804	MM00685YC	Buy Air Filter at Gas Station/Garage- 1yr (Adult)	Automotive Services
805	MM00687YC	Buy Air Filter at Quick Lube Center- 1yr (Adult)	Automotive Services
806	MM00688YC	Buy Air Filter at Wal-Mart- 1yr (Adult)	Automotive Services
807	MM00692YC	Buy Alignment Service/Repair- 1yr (Household)	Automotive Services
808	MM00699YC	Buy Any Tires- 1yr (Adult)	Automotive Services
809	MM00699YD	Buy Any Tires- 1yr (Adult): Demand Potential (Tires/1yr)	Automotive Services
810	MM00704YC	Buy Auto Service at Auto Repair Chain Store (Household)	Automotive Services
811	MM00705YC	Buy Auto Service at Car Dealer (Household)	Automotive Services
812	MM00706YC	Buy Auto Service at Discount Department Store (Household)	Automotive Services
813	MM00707YC	Buy Auto Service at Gas Station/Garage (Household)	Automotive Services
814	MM00715YC	Buy Brake Lining/Pad Replacement- 1yr (Household)	Automotive Services

ORDER	VARIABLE	DESCRIPTION	CATEGORY
815	MM00719YC	Buy Car Batteries- 1yr (Adult)	Automotive Services
816	MM00732YC	Buy Goodyear Tires- 1yr (Adult)	Automotive Services
817	MM00732YD	Buy Goodyear Tires- 1yr (Adult): Demand Potential (Tires/1yr)	Automotive Services
818	MM00741YC	Buy Leather/Vinyl Protection- 1yr (Adult)	Automotive Services
819	MM00741YD	Buy Leather/Vinyl Protection- 1yr (Adult): Demand Potential (Times Used/1yr)	Automotive Services
820	MM00744YC	Buy Major Engine Repair- 1yr (Household)	Automotive Services
821	MM00745YC	Buy Michelin Tires- 1yr (Adult)	Automotive Services
822	MM00745YD	Buy Michelin Tires- 1yr (Adult): Demand Potential (Tires/1yr)	Automotive Services
823	MM00748YC	Buy Minor Engine Repair- 1yr (Household)	Automotive Services
824	MM00756YC	Buy Muffler- 1yr (Adult)	Automotive Services
825	MM00762YC	Buy Oil Filter- 1yr (Adult)	Automotive Services
826	MM00762YD	Buy Oil Filter- 1yr (Adult): Demand Potential (Oil Filters/1yr)	Automotive Services
827	MM00758YC	Buy Oil Filter at Car Dealer- 1yr (Adult)	Automotive Services
828	MM00759YC	Buy Oil Filter at Gas Station/Garage- 1yr (Adult)	Automotive Services
829	MM00760YC	Buy Oil Filter at Quick Lube Center- 1yr (Adult)	Automotive Services
830	MM00761YC	Buy Oil Filter at Walmart- 1yr (Adult)	Automotive Services
831	MM00765YC	Buy Paint Job- 1yr (Household)	Automotive Services
832	MM00779YC	Buy Spark Plugs- 1yr (Adult)	Automotive Services
833	MM00779YD	Buy Spark Plugs- 1yr (Adult): Demand Potential (Spark Plugs/1yr)	Automotive Services
834	MM00786YC	Buy Tires at Other Tire Dealer/Store- 1yr (Adult)	Automotive Services
835	MM00789YC	Buy Tires at Walmart- 1yr (Adult)	Automotive Services
836	MM00791YC	Buy Transmission Service- 1yr (Adult)	Automotive Services
837	MM00792YC	Buy Tune Up- 1yr (Household)	Automotive Services
838	MM00797YC	Buy/Change Motor Oil- 1yr (Adult)	Automotive Services
839	MM00797YD	Buy/Change Motor Oil- 1yr (Adult): Demand Potential (Quarts/1yr)	Automotive Services
840	MM00800YC	Car Battery Installed at Dealer/Svc Station- 1yr (Adult)	Automotive Services
841	MM00801YC	Car Battery Installed by Self/Other Household Member- 1yr (Adult)	Automotive Services
842	MM00804YC	Change Spark Plugs by Other- 1yr (Adult)	Automotive Services
843	MM00805YC	Change Spark Plugs by Self/Other Household Member- 1yr (Adult)	Automotive Services
844	MM00806YC	Drive 1-4,999 Miles- 1yr (Adult)	Automotive Services
845	MM00810YC	Drive 5,000-14,999 Miles- 1yr (Adult)	Automotive Services
846	MM00808YC	Drive 15,000-29,999 Miles- 1yr (Adult)	Automotive Services
847	MM00809YC	Drive 30,000+ Miles- 1yr (Adult)	Automotive Services
848	MM00807YC	Drive 15,000+ Miles- 1yr (Adult)	Automotive Services
849	MM00812YC	Muffler Installed by Dealer/Service Center- 1yr (Adult)	Automotive Services
850	MM00814YC	Muffler Installed by Self/Other Household Member- 1yr (Adult)	Automotive Services
851	MM00815YC	Oil Change at Dealer- 1yr (Adult)	Automotive Services
852	MM00816YC	Oil Change at Gas Station- 1yr (Adult)	Automotive Services
853	MM00817YC	Oil Change at Quick Lube Center- 1yr (Adult)	Automotive Services
854	MM00818YC	Oil Change by Self/Other Household Member- 1yr (Adult)	Automotive Services
855	MM00819YC	Oil Filter Install by Professional- 1yr (Adult)	Automotive Services
856	MM00820YC	Oil Filter Install by Self/Other Household Member- 1yr (Adult)	Automotive Services
857	MM60674YC	Service Brakes- 1yr (Household)	Automotive Services
858	MM00824YC	Use Car Wax- 2-3 Times- 1yr (Adult)	Automotive Services
859	MM00826YC	Use Leather/Vinyl Protection- 1 Time- 1yr (Adult)	Automotive Services
860	MM00827YC	Use Leather/Vinyl Protection- 2-3 Times- 1yr (Adult)	Automotive Services
861	MM00828YC	Use Leather/Vinyl Protection- 4+ Times- 1yr (Adult)	Automotive Services
862	MM_ADLTYC	Adult Base Count	Basics
863	MM_HH_CYC	Household Base Count	Basics
864	MM_DYTVYC	Daytime Television Net Audience (Adult)	Basics
865	MM00850YC	TV (Daytime) Tercile: I (Heavy) (Adult)	Cable & Network TV Media Usage
866	MM00851YC	TV (Daytime) Tercile: II (Adult)	Cable & Network TV Media Usage
867	MM00852YC	TV (Daytime) Tercile: III (Light) (Adult)	Cable & Network TV Media Usage
868	MM00874YC	TV (Primetime) Quintile: I (Heavy) (Adult)	Cable & Network TV Media Usage
869	MM00875YC	TV (Primetime) Quintile: II (Adult)	Cable & Network TV Media Usage
870	MM00876YC	TV (Primetime) Quintile: III (Adult)	Cable & Network TV Media Usage
871	MM00877YC	TV (Primetime) Quintile: IV (Adult)	Cable & Network TV Media Usage
872	MM00878YC	TV (Primetime) Quintile: V (Light) (Adult)	Cable & Network TV Media Usage
873	MM00873YC	TV Primetime Lower Half (Adult)	Cable & Network TV Media Usage
874	MM00879YC	TV Primetime Upper Half (Adult)	Cable & Network TV Media Usage
875	MM00906YC	TV (Total) Quintile: I (Heavy) (Adult)	Cable & Network TV Media Usage
876	MM00907YC	TV (Total) Quintile: II (Adult)	Cable & Network TV Media Usage
877	MM00908YC	TV (Total) Quintile: III (Adult)	Cable & Network TV Media Usage
878	MM00909YC	TV (Total) Quintile: IV (Adult)	Cable & Network TV Media Usage
879	MM00910YC	TV (Total) Quintile: V (Light) (Adult)	Cable & Network TV Media Usage
880	MM00905YC	TV Total Lower Half (Adult)	Cable & Network TV Media Usage
881	MM00911YC	TV Total Upper Half (Adult)	Cable & Network TV Media Usage
882	MM42016YC	Avg 1/2 Hr TV Aud- Prmtm M-Sa 8pm-11pm/Sun 7pm-11pm (E/P) (Adult)	Cable & Network TV Media Usage
883	MM42017YC	Avg 1/2 Hr TV Aud- Prmtm Sa 8pm-11pm (E/P) (Adult)	Cable & Network TV Media Usage
884	MM42018YC	Avg 1/2 Hr TV Aud- Prmtm Su 7pm-11pm (E/P) (Adult)	Cable & Network TV Media Usage
885	MM42019YC	Avg 1/2 Hr TV Aud- Prmtm Wkday 8pm-11pm (E/P) (Adult)	Cable & Network TV Media Usage
886	MM42022YC	Avg 1/2 Hr TV Aud- Sa 10am-1pm (E/P) (Adult)	Cable & Network TV Media Usage
887	MM42021YC	Avg 1/2 Hr TV Aud- Sa 10pm-11pm (E/P) (Adult)	Cable & Network TV Media Usage
888	MM42024YC	Avg 1/2 Hr TV Aud- Sa 11:30pm-1am (E/P) (Adult)	Cable & Network TV Media Usage

ORDER	VARIABLE	DESCRIPTION	CATEGORY
889	MM42023YC	Avg 1/2 Hr TV Aud- Sa 11pm-11:30pm (E/P) (Adult)	Cable & Network TV Media Usage
890	MM42020YC	Avg 1/2 Hr TV Aud- Sa 1pm-4:30pm (E/P) (Adult)	Cable & Network TV Media Usage
891	MM42025YC	Avg 1/2 Hr TV Aud- Sa 4:30pm-6pm (E/P) (Adult)	Cable & Network TV Media Usage
892	MM42026YC	Avg 1/2 Hr TV Aud- Sa 6pm-7:30pm (E/P) (Adult)	Cable & Network TV Media Usage
893	MM42028YC	Avg 1/2 Hr TV Aud- Sa 7:30pm-8pm (E/P) (Adult)	Cable & Network TV Media Usage
894	MM42027YC	Avg 1/2 Hr TV Aud- Sa 7am-10am (E/P) (Adult)	Cable & Network TV Media Usage
895	MM42029YC	Avg 1/2 Hr TV Aud- Sa 8pm-10pm (E/P) (Adult)	Cable & Network TV Media Usage
896	MM42032YC	Avg 1/2 Hr TV Aud- Su 10am-1pm (E/P) (Adult)	Cable & Network TV Media Usage
897	MM42031YC	Avg 1/2 Hr TV Aud- Su 10pm-11pm (E/P) (Adult)	Cable & Network TV Media Usage
898	MM42034YC	Avg 1/2 Hr TV Aud- Su 11:30pm-1am (E/P) (Adult)	Cable & Network TV Media Usage
899	MM42033YC	Avg 1/2 Hr TV Aud- Su 11pm-11:30pm (E/P) (Adult)	Cable & Network TV Media Usage
900	MM42030YC	Avg 1/2 Hr TV Aud- Su 1pm-4:30pm (E/P) (Adult)	Cable & Network TV Media Usage
901	MM42035YC	Avg 1/2 Hr TV Aud- Su 4:30pm-6pm (E/P) (Adult)	Cable & Network TV Media Usage
902	MM42036YC	Avg 1/2 Hr TV Aud- Su 6pm-7pm (E/P) (Adult)	Cable & Network TV Media Usage
903	MM42037YC	Avg 1/2 Hr TV Aud- Su 7am-10am (E/P) (Adult)	Cable & Network TV Media Usage
904	MM42038YC	Avg 1/2 Hr TV Aud- Su 7pm-10pm (E/P) (Adult)	Cable & Network TV Media Usage
905	MM42041YC	Avg 1/2 Hr TV Aud- Wkdays 11:30pm-1am (E/P) (Adult)	Cable & Network TV Media Usage
906	MM42040YC	Avg 1/2 Hr TV Aud- Wkdays 11pm-11:30pm (E/P) (Adult)	Cable & Network TV Media Usage
907	MM42042YC	Avg 1/2 Hr TV Aud- Wkdays 4pm-6pm (E/P) (Adult)	Cable & Network TV Media Usage
908	MM42013YC	Avg 1/2 Hr TV Aud- Wkdays 4pm-7:30pm (E/P) (Adult)	Cable & Network TV Media Usage
909	MM42043YC	Avg 1/2 Hr TV Aud- Wkdays 6am-7am (E/P) (Adult)	Cable & Network TV Media Usage
910	MM42044YC	Avg 1/2 Hr TV Aud- Wkdays 6pm-7pm (E/P) (Adult)	Cable & Network TV Media Usage
911	MM42047YC	Avg 1/2 Hr TV Aud- Wkdays 7:30pm-8pm (E/P) (Adult)	Cable & Network TV Media Usage
912	MM42046YC	Avg 1/2 Hr TV Aud- Wkdays 7am-9am (E/P/C/M) (Adult)	Cable & Network TV Media Usage
913	MM42045YC	Avg 1/2 Hr TV Aud- Wkdays 7pm-7:30pm (E/P) (Adult)	Cable & Network TV Media Usage
914	MM42015YC	Avg 1/2 Hr TV Aud- Wkdays 9:00am-Noon (E/P) (Adult)	Cable & Network TV Media Usage
915	MM42014YC	Avg 1/2 Hr TV Aud- Wkdays 9am-4pm (E/P) (Adult)	Cable & Network TV Media Usage
916	MM42050YC	Avg 1/2 Hr TV Aud- Wkdays Noon-4pm (E/P) (Adult)	Cable & Network TV Media Usage
917	MM42051YC	Avg 1/2 Hr TV Aud- Wknd AM Sa-Su 7am-1pm (E/P) (Adult)	Cable & Network TV Media Usage
918	MM42052YC	Avg 1/2 Hr TV Aud- Wknd PM Sa-Su 1pm-6pm (E/P) (Adult)	Cable & Network TV Media Usage
919	MM00840YC	Heavy Cable TV Viewer- 15+ hrs- 1wk (Household)	Cable & Network TV Media Usage
920	MM00842YC	Subscribe to Cable TV (Household)	Cable & Network TV Media Usage
921	MM60692YC	Subscribe to Encore (Household)	Cable & Network TV Media Usage
922	MM60695YC	Subscribe to Showtime (Household)	Cable & Network TV Media Usage
923	MM60696YC	Subscribe to Starz (Household)	Cable & Network TV Media Usage
924	MM60698YC	TV Any Sports Events - Net Audience (Adult)	Cable & Network TV Media Usage
925	MM50355YC	TV Auto Racing - NASCAR- Net Audience (Adult)	Cable & Network TV Media Usage
926	MM00847YC	TV Boxing- Net Audience (Adult)	Cable & Network TV Media Usage
927	MM50356YC	TV College Baseball- Net Audience (Adult)	Cable & Network TV Media Usage
928	MM00848YC	TV College Basketball- Net Audience (Adult)	Cable & Network TV Media Usage
929	MM00849YC	TV College Football- Net Audience (Adult)	Cable & Network TV Media Usage
930	MM00853YC	TV Daytime TV- Net Audience (Adult)	Cable & Network TV Media Usage
931	MM50357YC	TV Extreme Sports-Summer- Net Audience (Adult)	Cable & Network TV Media Usage
932	MM50358YC	TV Extreme Sports-Winter- Net Audience (Adult)	Cable & Network TV Media Usage
933	MM00854YC	TV Figure Skating- Net Audience (Adult)	Cable & Network TV Media Usage
934	MM50359YC	TV High School Sports- Net Audience (Adult)	Cable & Network TV Media Usage
935	MM50360YC	TV Horse Racing- Net Audience (Adult)	Cable & Network TV Media Usage
936	MM50361YC	TV PGA Golf- Net Audience (Adult)	Cable & Network TV Media Usage
937	MM50362YC	TV Mens Tennis- Net Audience (Adult)	Cable & Network TV Media Usage
938	MM50363YC	TV Mixed Martial Arts (MMA)- Net Audience (Adult)	Cable & Network TV Media Usage
939	MM50364YC	TV MLB Baseball- Playoffs/World Series- Net Audience (Adult)	Cable & Network TV Media Usage
940	MM50365YC	TV MLB Baseball- Regular Season- Net Audience (Adult)	Cable & Network TV Media Usage
941	MM50366YC	TV MLL Lacrosse- Net Audience (Adult)	Cable & Network TV Media Usage
942	MM50367YC	TV MLS Soccer- Net Audience (Adult)	Cable & Network TV Media Usage
943	MM50368YC	TV NBA Basketball - Playoffs/Finals- Net Audience (Adult)	Cable & Network TV Media Usage
944	MM50369YC	TV NBA Basketball - Regular Season- Net Audience (Adult)	Cable & Network TV Media Usage
945	MM50370YC	TV NCAA Basketball Tournament- Net Audience (Adult)	Cable & Network TV Media Usage
946	MM50371YC	TV NFL Football Playoffs/Super Bowl- Net Audience (Adult)	Cable & Network TV Media Usage
947	MM50099YC	TV NFL Monday or Thurs Night Games- Net Audience (Adult)	Cable & Network TV Media Usage
948	MM50372YC	TV NHL Ice Hockey - Playoffs/St Stanley Cup- Net Audience (Adult)	Cable & Network TV Media Usage
949	MM50373YC	TV NHL Ice Hockey - Regular Season- Net Audience (Adult)	Cable & Network TV Media Usage
950	MM50374YC	TV Olympics-Summer- Net Audience (Adult)	Cable & Network TV Media Usage
951	MM50375YC	TV Olympics-Winter- Net Audience (Adult)	Cable & Network TV Media Usage
952	MM50376YC	TV Other Golf- Net Audience (Adult)	Cable & Network TV Media Usage
953	MM50377YC	TV PGA Golf- Net Audience (Adult)	Cable & Network TV Media Usage
954	MM00912YC	TV Weekend Professional Football- Net Audience (Adult)	Cable & Network TV Media Usage
955	MM50379YC	TV WNBA Basketball- Net Audience (Adult)	Cable & Network TV Media Usage
956	MM50380YC	TV Women's Tennis- Net Audience (Adult)	Cable & Network TV Media Usage
957	MM50381YC	TV World Cup Soccer- Net Audience (Adult)	Cable & Network TV Media Usage
958	MM00913YC	Watch A&E Television Network- 1wk (Adult)	Cable & Network TV Media Usage
959	MM00914YC	Watch ABC Family- 1wk (Adult)	Cable & Network TV Media Usage
960	MM60700YC	Watch Adult Swim- 1wk (Adult)	Cable & Network TV Media Usage
961	MM00915YC	Watch AMC- 1wk (Adult)	Cable & Network TV Media Usage
962	MM60701YC	Watch American Heroes Channel- 1wk (Adult)	Cable & Network TV Media Usage

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963	MM00916YC	Watch Animal Planet- 1wk (Adult)	Cable & Network TV Media Usage
964	MM60702YC	Watch Any Premium Channel- 1mo (Adult)	Cable & Network TV Media Usage
965	MM50388YC	Watch Any Spanish Language TV (Adult)	Cable & Network TV Media Usage
966	MM00918YC	Watch BBC America- 1wk (Adult)	Cable & Network TV Media Usage
967	MM00919YC	Watch BET- 1wk (Adult)	Cable & Network TV Media Usage
968	MM08260YC	Watch Bloomberg Television- 1wk (Adult)	Cable & Network TV Media Usage
969	MM00920YC	Watch Bravo- 1wk (Adult)	Cable & Network TV Media Usage
970	MM00921YC	Watch Cable TV- 1wk (Adult)	Cable & Network TV Media Usage
971	MM00922YC	Watch Cartoon Network- 1wk (Adult)	Cable & Network TV Media Usage
972	MM50628YC	Watch CBS Sports Network- 1wk (Adult)	Cable & Network TV Media Usage
973	MM41567YC	Watch Centric- 1wk (Adult)	Cable & Network TV Media Usage
974	MM50629YC	Watch Chiller- 1wk (Adult)	Cable & Network TV Media Usage
975	MM00923YC	Watch Cinemax- 1wk (Adult)	Cable & Network TV Media Usage
976	MM41570YC	Watch CLOO- 1wk (Adult)	Cable & Network TV Media Usage
977	MM00927YC	Watch CMT (Country Music Television)- 1wk (Adult)	Cable & Network TV Media Usage
978	MM00924YC	Watch CNBC- 1wk (Adult)	Cable & Network TV Media Usage
979	MM00925YC	Watch CNN- 1wk (Adult)	Cable & Network TV Media Usage
980	MM00926YC	Watch Comedy Central- 1wk (Adult)	Cable & Network TV Media Usage
981	MM50092YC	Watch Cooking Channel- 1wk (Adult)	Cable & Network TV Media Usage
982	MM50093YC	Watch Current TV- 1wk (Adult)	Cable & Network TV Media Usage
983	MM00929YC	Watch Discovery Channel- 1wk (Adult)	Cable & Network TV Media Usage
984	MM00986YC	Watch Disney Channel- 1wk (Adult)	Cable & Network TV Media Usage
985	MM00993YC	Watch Disney XD- 1wk (Adult)	Cable & Network TV Media Usage
986	MM60704YC	Watch DIY Network- 1wk (Adult)	Cable & Network TV Media Usage
987	MM00931YC	Watch E! (Entertainment Television)- 1wk (Adult)	Cable & Network TV Media Usage
988	MM60705YC	Watch Encore- 1wk (Adult)	Cable & Network TV Media Usage
989	MM00934YC	Watch ESPN- 1wk (Adult)	Cable & Network TV Media Usage
990	MM00932YC	Watch ESPN Classic- 1wk (Adult)	Cable & Network TV Media Usage
991	MM00933YC	Watch ESPN News- 1wk (Adult)	Cable & Network TV Media Usage
992	MM00935YC	Watch ESPN2- 1wk (Adult)	Cable & Network TV Media Usage
993	MM50630YC	Watch ESPNU- 1wk (Adult)	Cable & Network TV Media Usage
994	MM60707YC	Watch Flix- 1wk (Adult)	Cable & Network TV Media Usage
995	MM00936YC	Watch Food Network- 1wk (Adult)	Cable & Network TV Media Usage
996	MM50631YC	Watch Fox Business Network- 1wk (Adult)	Cable & Network TV Media Usage
997	MM00937YC	Watch Fox News Channel - 1wk (Adult)	Cable & Network TV Media Usage
998	MM00939YC	Watch Fuse- 1wk (Adult)	Cable & Network TV Media Usage
999	MM00940YC	Watch FX- 1wk (Adult)	Cable & Network TV Media Usage
1000	MM60708YC	Watch FYI- 1wk (Adult)	Cable & Network TV Media Usage
1001	MM04354YC	Watch GAC (Great American Country)- 1wk (Adult)	Cable & Network TV Media Usage
1002	MM42507YC	Watch Galavision- 1wk (Adult)	Cable & Network TV Media Usage
1003	MM50097YC	Watch GMC (Gospel Music Channel)- 1wk (Adult)	Cable & Network TV Media Usage
1004	MM00942YC	Watch Golf Channel- 1wk (Adult)	Cable & Network TV Media Usage
1005	MM08080YC	Watch GSN (Game Show Network)- 1wk (Adult)	Cable & Network TV Media Usage
1006	MM60709YC	Watch H2- 1wk (Adult)	Cable & Network TV Media Usage
1007	MM00943YC	Watch Hallmark Channel- 1wk (Adult)	Cable & Network TV Media Usage
1008	MM51026YC	Watch Hallmark Movie Channel- 1wk (Adult)	Cable & Network TV Media Usage
1009	MM00944YC	Watch HBO- 1wk (Adult)	Cable & Network TV Media Usage
1010	MM00947YC	Watch HGTV (Home & Garden Television)- 1wk (Adult)	Cable & Network TV Media Usage
1011	MM00946YC	Watch History Channel- 1wk (Adult)	Cable & Network TV Media Usage
1012	MM00945YC	Watch HLN- 1wk (Adult)	Cable & Network TV Media Usage
1013	MM00948YC	Watch HSN (Home Shopping Network)- 1wk (Adult)	Cable & Network TV Media Usage
1014	MM00949YC	Watch IFC (Independent Film Channel)- 1wk (Adult)	Cable & Network TV Media Usage
1015	MM05725YC	Watch INSP (Inspiration Network)- 1wk (Adult)	Cable & Network TV Media Usage
1016	MM60710YC	Watch Investigation Discovery- 1wk (Adult)	Cable & Network TV Media Usage
1017	MM00950YC	Watch Lifetime- 1wk (Adult)	Cable & Network TV Media Usage
1018	MM60711YC	Watch LMN (Lifetime Movie Network)- 1wk (Adult)	Cable & Network TV Media Usage
1019	MM50382YC	Watch MLB Network- 1wk (Adult)	Cable & Network TV Media Usage
1020	MM00951YC	Watch MSNBC- 1wk (Adult)	Cable & Network TV Media Usage
1021	MM00952YC	Watch MTV (Music Television)- 1wk (Adult)	Cable & Network TV Media Usage
1022	MM60712YC	Watch MTV2- 1wk (Adult)	Cable & Network TV Media Usage
1023	MM05730YC	Watch Music Choice- 1wk (Adult)	Cable & Network TV Media Usage
1024	MM50384YC	Watch Nat Geo Wild- 1wk (Adult)	Cable & Network TV Media Usage
1025	MM00953YC	Watch National Geographic Channel- 1wk (Adult)	Cable & Network TV Media Usage
1026	MM51027YC	Watch NBA TV- 1wk (Adult)	Cable & Network TV Media Usage
1027	MM00956YC	Watch NBC Sports Network- 1wk (Adult)	Cable & Network TV Media Usage
1028	MM41569YC	Watch NFL Network- 1wk (Adult)	Cable & Network TV Media Usage
1029	MM00954YC	Watch Nick at Nite- 1wk (Adult)	Cable & Network TV Media Usage
1030	MM00955YC	Watch Nickelodeon- 1wk (Adult)	Cable & Network TV Media Usage
1031	MM04355YC	Watch Outdoor Channel- 1wk (Adult)	Cable & Network TV Media Usage
1032	MM00930YC	Watch OWN (Oprah Winfrey Network)- 1wk (Adult)	Cable & Network TV Media Usage
1033	MM00957YC	Watch Oxygen- 1wk (Adult)	Cable & Network TV Media Usage
1034	MM50385YC	Watch Palladia HD- 1wk (Adult)	Cable & Network TV Media Usage
1035	MM50100YC	Watch PBS Kids Sprout- 1wk (Adult)	Cable & Network TV Media Usage
1036	MM00961YC	Watch QVC- 1wk (Adult)	Cable & Network TV Media Usage

ORDER	VARIABLE	DESCRIPTION	CATEGORY
1037	MM50101YC	Watch Reelz Channel- 1wk (Adult)	Cable & Network TV Media Usage
1038	MM00836YC	Watch Satellite/Cable TV Subscribers (Household)	Cable & Network TV Media Usage
1039	MM04356YC	Watch SCI- 1wk (Adult)	Cable & Network TV Media Usage
1040	MM00981YC	Watch Showtime- 1wk (Adult)	Cable & Network TV Media Usage
1041	MM00982YC	Watch Speed- 1wk (Adult)	Cable & Network TV Media Usage
1042	MM08265YC	Watch Spike TV- 1wk (Adult)	Cable & Network TV Media Usage
1043	MM60706YC	Watch Starz- 1wk (Adult)	Cable & Network TV Media Usage
1044	MM04358YC	Watch Sundance Channel- 1wk (Adult)	Cable & Network TV Media Usage
1045	MM00962YC	Watch Syfy- 1wk (Adult)	Cable & Network TV Media Usage
1046	MM00985YC	Watch TBS- 1wk (Adult)	Cable & Network TV Media Usage
1047	MM41571YC	Watch TeenNick- 1wk (Adult)	Cable & Network TV Media Usage
1048	MM06065YC	Watch Telefutera (Adult)	Cable & Network TV Media Usage
1049	MM06060YC	Watch Telemundo (Adult)	Cable & Network TV Media Usage
1050	MM00987YC	Watch The Movie Channel- 1wk (Adult)	Cable & Network TV Media Usage
1051	MM50387YC	Watch The Tennis Channel- 1wk (Adult)	Cable & Network TV Media Usage
1052	MM00988YC	Watch The Travel Channel- 1wk (Adult)	Cable & Network TV Media Usage
1053	MM00989YC	Watch The Weather Channel- 1wk (Adult)	Cable & Network TV Media Usage
1054	MM00990YC	Watch TLC- 1wk (Adult)	Cable & Network TV Media Usage
1055	MM00992YC	Watch TNT- 1wk (Adult)	Cable & Network TV Media Usage
1056	MM00928YC	Watch truTV- 1wk (Adult)	Cable & Network TV Media Usage
1057	MM00994YC	Watch Turner Classic Movies- 1wk (Adult)	Cable & Network TV Media Usage
1058	MM00996YC	Watch TV Land- 1wk (Adult)	Cable & Network TV Media Usage
1059	MM60699YC	Watch TV One- 1wk (Adult)	Cable & Network TV Media Usage
1060	MM06070YC	Watch Univision (Adult)	Cable & Network TV Media Usage
1061	MM00997YC	Watch USA Network- 1wk (Adult)	Cable & Network TV Media Usage
1062	MM00998YC	Watch Vh1- 1wk (Adult)	Cable & Network TV Media Usage
1063	MM08030YC	Watch Vh1 Classic- 1wk (Adult)	Cable & Network TV Media Usage
1064	MM00999YC	Watch WE tv- 1wk (Adult)	Cable & Network TV Media Usage
1065	MM00984YC	Watch WGN Channel- 1wk (Adult)	Cable & Network TV Media Usage
1066	MM60713YC	Watched Pay-Per-View Programs/Events- 1yr (Adult)	Cable & Network TV Media Usage
1067	MM50106YC	Internet Use Quintiles: 1 (Adult)	Electronics & Internet
1068	MM50107YC	Internet Use Quintiles: 2 (Adult)	Electronics & Internet
1069	MM50108YC	Internet Use Quintiles: 3 (Adult)	Electronics & Internet
1070	MM50109YC	Internet Use Quintiles: 4 (Adult)	Electronics & Internet
1071	MM50110YC	Internet Use Quintiles: 5 (Adult)	Electronics & Internet
1072	MM01165YC	Use Internet- Heavy (Adult)	Electronics & Internet
1073	MM01166YC	Use Internet- Light (Adult)	Electronics & Internet
1074	MM60715YC	Accessed Internet from Home: Cable Modem (Adult)	Electronics & Internet
1075	MM60716YC	Accessed Internet from Home: DSL Connection (Adult)	Electronics & Internet
1076	MM60717YC	Accessed Internet from Home: Fiber Optic Service (Adult)	Electronics & Internet
1077	MM60720YC	Accessed Internet with: Desktop Computer- 1mo (Adult)	Electronics & Internet
1078	MM60721YC	Accessed Internet with: E-reader- 1mo (Adult)	Electronics & Internet
1079	MM60722YC	Accessed Internet with: iPad or other Tablet- 1mo (Adult)	Electronics & Internet
1080	MM60723YC	Accessed Internet with: iPod or other MP3 Player- 1mo (Adult)	Electronics & Internet
1081	MM60724YC	Accessed Internet with: Laptop or Netbook Computer- 1mo (Adult)	Electronics & Internet
1082	MM60748YC	Amount Spent on TV Sets: <\$100- 1yr (Household)	Electronics & Internet
1083	MM60744YC	Amount Spent on TV Sets: \$100-\$299- 1yr (Household)	Electronics & Internet
1084	MM60746YC	Amount Spent on TV Sets: \$300-\$699- 1yr (Household)	Electronics & Internet
1085	MM60747YC	Amount Spent on TV Sets: \$700-\$999- 1yr (Household)	Electronics & Internet
1086	MM01005YC	Buy Any TV- 1yr (Household)	Electronics & Internet
1087	MM01006YC	Buy Any Video Game System- 1yr (Household)	Electronics & Internet
1088	MM01014YC	Buy Camera Accessories- 1yr (Adult)	Electronics & Internet
1089	MM01016YC	Buy Camera/Camera Equipment by Internet- 1yr (Adult)	Electronics & Internet
1090	MM42531YC	Buy Computer Software Accessories by Internet- 1yr (Adult)	Electronics & Internet
1091	MM01023YC	Buy Computer System- \$1K+ (Household)	Electronics & Internet
1092	MM01024YC	Buy Computer System- <\$1K (Household)	Electronics & Internet
1093	MM01025YC	Buy Computers by Internet- 1yr (Adult)	Electronics & Internet
1094	MM60763YC	Buy DVD Player- 1yr (Household)	Electronics & Internet
1095	MM60764YC	Buy DVD/Blu-ray Player: Any- 1yr (Household)	Electronics & Internet
1096	MM60765YC	Buy DVD/Blu-ray Player: Internet Connectable- 1yr (Household)	Electronics & Internet
1097	MM01032YC	Buy Home PC at Computer Store (Household)	Electronics & Internet
1098	MM01034YC	Buy Home PC at Electronics Store (Household)	Electronics & Internet
1099	MM01036YC	Buy Home PC From Manufacturer (Household)	Electronics & Internet
1100	MM50136YC	Buy Home PC from Online-only Retailer (Household)	Electronics & Internet
1101	MM50137YC	Buy Home PC from Warehouse/Club Store (Household)	Electronics & Internet
1102	MM01037YC	Buy Home PC on Online/Internet (Household)	Electronics & Internet
1103	MM04365YC	Buy MP3 Player- 1yr (Household)	Electronics & Internet
1104	MM01041YC	Buy Personal Computer- 1yr (Household)	Electronics & Internet
1105	MM42532YC	Buy Personal Computer from Department/Discount Store (Household)	Electronics & Internet
1106	MM08015YC	Buy Software- <\$300- 1yr (Household)	Electronics & Internet
1107	MM01046YC	Buy Software- \$300+ - 1yr (Household)	Electronics & Internet
1108	MM08245YC	Buy Stereo Equipment- 1yr (Household)	Electronics & Internet
1109	MM08110YC	Buy Throw-Away Battery- 6mo (Adult)	Electronics & Internet
1110	MM01051YC	Buy Video Games- \$201+- 1yr (Household)	Electronics & Internet

ORDER	VARIABLE	DESCRIPTION	CATEGORY
1111	MM04383YC	Definitely/Probably Buy Desktop Computer- 1yr (Adult)	Electronics & Internet
1112	MM04382YC	Definitely/Probably Buy Digital Video/Digital Camera- 1yr (Adult)	Electronics & Internet
1113	MM04379YC	Definitely/Probably Buy Giant flat screen/HDTV- 1yr (Adult)	Electronics & Internet
1114	MM04377YC	Definitely/Probably Buy Home Theater System- 1yr (Adult)	Electronics & Internet
1115	MM04384YC	Definitely/Probably Buy Laptop Computer- 1yr (Adult)	Electronics & Internet
1116	MM04378YC	Definitely/Probably Buy Large flat screen/HDTV- 1yr (Adult)	Electronics & Internet
1117	MM04381YC	Definitely/Probably Buy Portable DVD player- 1yr (Adult)	Electronics & Internet
1118	MM50104YC	Download Movie- 1mo (Adult)	Electronics & Internet
1119	MM41253YC	Download podcasts/podcasting Online- 1mo (Adult)	Electronics & Internet
1120	MM50105YC	Download Video Game- 1mo (Adult)	Electronics & Internet
1121	MM05710YC	Has Any Digital Video Recorder (DVR) (Household)	Electronics & Internet
1122	MM50399YC	Has Any Television, Internet, Telephone and/or Cell Phone service Bundle (Household)	Electronics & Internet
1123	MM01052YC	Has Internet Access at Home using Computer (Household)	Electronics & Internet
1124	MM07400YC	Has Tivo Digital Video Recorder (DVR) (Household)	Electronics & Internet
1125	MM42071YC	Internet Service Provider - Cablevision (Household)	Electronics & Internet
1126	MM42073YC	Internet Service Provider - CenturyLink (Household)	Electronics & Internet
1127	MM42072YC	Internet Service Provider - Charter (Household)	Electronics & Internet
1128	MM41240YC	Internet Service Provider- Any Provider (Household)	Electronics & Internet
1129	MM42511YC	Internet Service Provider- AT&T (Household)	Electronics & Internet
1130	MM41242YC	Internet Service Provider- Comcast/Xfinity (Household)	Electronics & Internet
1131	MM41243YC	Internet Service Provider- Cox (Household)	Electronics & Internet
1132	MM41244YC	Internet Service Provider- Road Runner (Time Warner Cable) (Household)	Electronics & Internet
1133	MM41241YC	Internet Service Provider- Verizon Online (Household)	Electronics & Internet
1134	MM42513YC	Internet Yellow Pages- Banking- Finance & Insurance- 1yr (Adult)	Electronics & Internet
1135	MM42514YC	Internet Yellow Pages- Doctors- Dentists and other Med Services- 1yr (Adult)	Electronics & Internet
1136	MM42515YC	Internet Yellow Pages- Electronic Equipment- Supplies & Service- 1yr (Adult)	Electronics & Internet
1137	MM42516YC	Internet Yellow Pages- Home Improvement & Repairs- 1yr (Adult)	Electronics & Internet
1138	MM42520YC	Internet Yellow Pages- Plumbers & Electricians- 1yr (Adult)	Electronics & Internet
1139	MM42522YC	Internet Yellow Pages- Travel-Other Services- 1yr (Adult)	Electronics & Internet
1140	MM50111YC	Likely to Buy Blu-ray Player- 1yr (Adult)	Electronics & Internet
1141	MM01053YC	Listen Radio on Internet- 1mo (Adult)	Electronics & Internet
1142	MM41252YC	Look for Movie Listings/Showtimes Online- 1mo (Adult)	Electronics & Internet
1143	MM41250YC	Look for Recipes Online- 1mo (Adult)	Electronics & Internet
1144	MM41251YC	Look for TV Listings Online- 1mo (Adult)	Electronics & Internet
1145	MM01054YC	Make Internet Purchase for Business- 1mo (Adult)	Electronics & Internet
1146	MM01055YC	Make Internet Purchase for Personal- 1mo (Adult)	Electronics & Internet
1147	MM01057YC	Make Internet Travel Plans- 1mo (Adult)	Electronics & Internet
1148	MM01058YC	Most Recent TV Set is Large (27-35") (Household)	Electronics & Internet
1149	MM01059YC	Most Recent TV Set is Small (Under 13") (Household)	Electronics & Internet
1150	MM41249YC	Obtain Childcare or Parenting Information- 1mo (Adult)	Electronics & Internet
1151	MM50112YC	Order from 1800PetMeds Website- 1yr (Adult)	Electronics & Internet
1152	MM50119YC	Order from JCPenney Website- 1yr (Adult)	Electronics & Internet
1153	MM50120YC	Order from LLBean Website- 1yr (Adult)	Electronics & Internet
1154	MM50121YC	Order from Lands End Website- 1yr (Adult)	Electronics & Internet
1155	MM50122YC	Order from Macys Website- 1yr (Adult)	Electronics & Internet
1156	MM50123YC	Order from Nordstrom Website- 1yr (Adult)	Electronics & Internet
1157	MM50125YC	Order from Other Catalog or Mail Order Service Website- 1yr (Adult)	Electronics & Internet
1158	MM50126YC	Order from Other Department/Specialty Store Website- 1yr (Adult)	Electronics & Internet
1159	MM50127YC	Order from Pottery Barn Website- 1yr (Adult)	Electronics & Internet
1160	MM50128YC	Order from ProFlowers Website- 1yr (Adult)	Electronics & Internet
1161	MM50129YC	Order from QVC Website- 1yr (Adult)	Electronics & Internet
1162	MM50130YC	Order from Staples Website- 1yr (Adult)	Electronics & Internet
1163	MM50131YC	Order from Victoria's Secret Website- 1yr (Adult)	Electronics & Internet
1164	MM60811YC	Own 1 TV Set (Household)	Electronics & Internet
1165	MM60812YC	Own 2 TV Sets (Household)	Electronics & Internet
1166	MM01061YC	Own 3+ Television Sets (Household)	Electronics & Internet
1167	MM01062YC	Own 4+ Television Sets (Household)	Electronics & Internet
1168	MM01063YC	Own Accounting Software (Household)	Electronics & Internet
1169	MM51030YC	Own Any Amazon Kindle (Adult)	Electronics & Internet
1170	MM51031YC	Own Any Barnes & Noble Nook (Adult)	Electronics & Internet
1171	MM60818YC	Own Any Computer Printer (Household)	Electronics & Internet
1172	MM51032YC	Own Any Internet Video Devices for TV (Adult)	Electronics & Internet
1173	MM50415YC	Own Any tablet or e-reader (Adult)	Electronics & Internet
1174	MM41205YC	Own Apple iPod Classic (Adult)	Electronics & Internet
1175	MM41206YC	Own Apple iPod nano (Adult)	Electronics & Internet
1176	MM41207YC	Own Apple iPod shuffle (Adult)	Electronics & Internet
1177	MM50133YC	Own Apple iPod touch (Adult)	Electronics & Internet
1178	MM42533YC	Own Apple MacBook Pro Computer (Household)	Electronics & Internet
1179	MM01065YC	Own Apple Systems 10.X Software (Household)	Electronics & Internet
1180	MM51033YC	Own Apple TV Internet Video Devices for TV (Adult)	Electronics & Internet
1181	MM01069YC	Own Apple/Apple Mac PC (Household)	Electronics & Internet
1182	MM60820YC	Own Apple/Mac: iMac (Household)	Electronics & Internet
1183	MM60821YC	Own Apple/Mac: Other Apple/Mac (Household)	Electronics & Internet
1184	MM60822YC	Own Blu-ray Player (Household)	Electronics & Internet

ORDER	VARIABLE	DESCRIPTION	CATEGORY
1185	MM50391YC	Own Blu-ray RE (Blu-ray Burner) (Household)	Electronics & Internet
1186	MM50390YC	Own Blu-ray ROM Drive (Household)	Electronics & Internet
1187	MM01074YC	Own Communication/Fax Software (Household)	Electronics & Internet
1188	MM60823YC	Own Computer Peripherals: Any (Household)	Electronics & Internet
1189	MM60824YC	Own Computer Printer Only (Household)	Electronics & Internet
1190	MM60825YC	Own Computer Software: Any (Household)	Electronics & Internet
1191	MM01077YC	Own Database/Filing Software (Household)	Electronics & Internet
1192	MM01078YC	Own Dell PC (Household)	Electronics & Internet
1193	MM60826YC	Own Desktop (Household)	Electronics & Internet
1194	MM01079YC	Own Desktop PC (Household)	Electronics & Internet
1195	MM01080YC	Own Desktop Publishing Software (Household)	Electronics & Internet
1196	MM60828YC	Own DVD Player (Household)	Electronics & Internet
1197	MM01081YC	Own DVD/Blu-Ray Player (Household)	Electronics & Internet
1198	MM01082YC	Own Education Software (Household)	Electronics & Internet
1199	MM01084YC	Own Entertainment/Games Software (Household)	Electronics & Internet
1200	MM60829YC	Own Fax Machine only (Household)	Electronics & Internet
1201	MM01086YC	Own Financial/Tax Software (Household)	Electronics & Internet
1202	MM01089YC	Own Gateway PC (Household)	Electronics & Internet
1203	MM04369YC	Own Giant Screen TV- 42in+ (Household)	Electronics & Internet
1204	MM01090YC	Own Graphics Software (Household)	Electronics & Internet
1205	MM01092YC	Own HDTV (Household)	Electronics & Internet
1206	MM01093YC	Own Hewlett-Packard PC (Household)	Electronics & Internet
1207	MM01094YC	Own Home Networking Software (Household)	Electronics & Internet
1208	MM01095YC	Own Home Theater System (Household)	Electronics & Internet
1209	MM01049YC	Own In Home Cordless Telephone (Household)	Electronics & Internet
1210	MM60832YC	Own Internet Connectable DVD/Blu-ray Player (Household)	Electronics & Internet
1211	MM01099YC	Own LAN/Network Interface Cards (Household)	Electronics & Internet
1212	MM60833YC	Own Laptop/Notebook (Household)	Electronics & Internet
1213	MM01100YC	Own Laptop/Notebook PC (Household)	Electronics & Internet
1214	MM01101YC	Own Large Screen TV- 27in+ (Household)	Electronics & Internet
1215	MM07325YC	Own LCD TV (Household)	Electronics & Internet
1216	MM01104YC	Own Miniature TV (Household)	Electronics & Internet
1217	MM01105YC	Own Modem (Household)	Electronics & Internet
1218	MM41204YC	Own MP3 Player (Adult)	Electronics & Internet
1219	MM01108YC	Own MS Windows 2000 Software (Household)	Electronics & Internet
1220	MM50392YC	Own MS Windows 7 Software (Household)	Electronics & Internet
1221	MM01111YC	Own MS Windows 98 Software (Household)	Electronics & Internet
1222	MM42510YC	Own MS Windows Vista Software (Household)	Electronics & Internet
1223	MM01113YC	Own MS Windows XP Software (Household)	Electronics & Internet
1224	MM01114YC	Own Multimedia Software (Household)	Electronics & Internet
1225	MM60834YC	Own Netbook (Household)	Electronics & Internet
1226	MM07315YC	Own Nintendo DS (Household)	Electronics & Internet
1227	MM51034YC	Own Nintendo DSi/DSi XL (Adult)	Electronics & Internet
1228	MM60835YC	Own Non-Recordable DVD/Blu-ray Player (Household)	Electronics & Internet
1229	MM01117YC	Own PC (Household)	Electronics & Internet
1230	MM01118YC	Own PC CD-ROM Drive (Household)	Electronics & Internet
1231	MM01119YC	Own PC DVD Player (Household)	Electronics & Internet
1232	MM01121YC	Own PC Scanner (Household)	Electronics & Internet
1233	MM01122YC	Own PC Speakers (Household)	Electronics & Internet
1234	MM01124YC	Own PC Tape Backup (Household)	Electronics & Internet
1235	MM08060YC	Own Plasma TV (Household)	Electronics & Internet
1236	MM60844YC	Own Portable DVD/Blu-ray Player (Household)	Electronics & Internet
1237	MM60845YC	Own Portable GPS Navigation Device (Household)	Electronics & Internet
1238	MM01128YC	Own Projection Screen TV (Household)	Electronics & Internet
1239	MM01129YC	Own Receiver-Amplifier (Household)	Electronics & Internet
1240	MM60846YC	Own Recordable DVD/Blu-ray Player (Household)	Electronics & Internet
1241	MM01130YC	Own Regular Screen TV (Household)	Electronics & Internet
1242	MM42146YC	Own Regular TV (Household)	Electronics & Internet
1243	MM50643YC	Own Roku (Adult)	Electronics & Internet
1244	MM01131YC	Own Satellite Dish (Household)	Electronics & Internet
1245	MM04360YC	Own Sony PlayStation 2 (Household)	Electronics & Internet
1246	MM60847YC	Own Sony PSP/PSPgo (Adult)	Electronics & Internet
1247	MM01136YC	Own Spreadsheet Software (Household)	Electronics & Internet
1248	MM60849YC	Own Standard DVD/Blu-ray Player (Household)	Electronics & Internet
1249	MM01138YC	Own Stereo TV (Household)	Electronics & Internet
1250	MM01139YC	Own TV Monitor with Input/Output Jacks (Household)	Electronics & Internet
1251	MM01141YC	Own TV with Closed Caption (Household)	Electronics & Internet
1252	MM01143YC	Own TV with Picture in Picture (Household)	Electronics & Internet
1253	MM01147YC	Own Web Authoring Software (Household)	Electronics & Internet
1254	MM50134YC	Own Wireless Router (Household)	Electronics & Internet
1255	MM01148YC	Own Word Processing Software (Household)	Electronics & Internet
1256	MM01149YC	Own Writeable CD/CD Burner (Household)	Electronics & Internet
1257	MM41209YC	Own Xbox 360 (Household)	Electronics & Internet
1258	MM60852YC	Own Any Brand Personal Computer HH Owns (Household)	Electronics & Internet

ORDER	VARIABLE	DESCRIPTION	CATEGORY
1259	MM60853YC	Own Any Audio Equipment (Household)	Electronics & Internet
1260	MM60854YC	Own Compact Disc Player(Household)	Electronics & Internet
1261	MM60855YC	Own Headphones (earbuds) (Household)	Electronics & Internet
1262	MM60856YC	Own MP3 Player Docking Station (Household)	Electronics & Internet
1263	MM60857YC	Own Multi-Component System (Household)	Electronics & Internet
1264	MM60858YC	Own Noise Reduction Headphones (Household)	Electronics & Internet
1265	MM60859YC	Own Other Headphones (Household)	Electronics & Internet
1266	MM60860YC	Own Other Speakers (Household)	Electronics & Internet
1267	MM60861YC	Own Outdoor Speakers (Household)	Electronics & Internet
1268	MM41248YC	Participate in Online Dating- 1mo (Adult)	Electronics & Internet
1269	MM41246YC	Pay Bills Online- 1mo (Adult)	Electronics & Internet
1270	MM60864YC	Personal Computers at Home Professionally Serviced or Upgraded - 1yr (Household)	Electronics & Internet
1271	MM50677YC	Play PlayStation Network (5+ times)-1wk (Adult)	Electronics & Internet
1272	MM50679YC	Play Xbox LIVE (5+ times)-1wk (Adult)	Electronics & Internet
1273	MM50135YC	Posted Comment/Review on Blog, Online Forum, etc.- 1mo (Adult)	Electronics & Internet
1274	MM50661YC	Social Network Website Activities: Clicked on an Advertisement- 1mo (Adult)	Electronics & Internet
1275	MM50400YC	Social Network Website Activities: Commented on a Friends post- 1mo (Adult)	Electronics & Internet
1276	MM50663YC	Social Network Website Activities: Followed or became a fan- 1mo (Adult)	Electronics & Internet
1277	MM50664YC	Social Network Website Activities: Invited people to an event- 1mo (Adult)	Electronics & Internet
1278	MM50402YC	Social Network Website Activities: Played a game- 1mo (Adult)	Electronics & Internet
1279	MM50665YC	Social Network Website Activities: Posted a blog entry- 1mo (Adult)	Electronics & Internet
1280	MM50403YC	Social Network Website Activities: Posted a picture- 1mo (Adult)	Electronics & Internet
1281	MM50404YC	Social Network Website Activities: Posted a video- 1mo (Adult)	Electronics & Internet
1282	MM50405YC	Social Network Website Activities: Posted a website link- 1mo (Adult)	Electronics & Internet
1283	MM50666YC	Social Network Website Activities: Posted that you Like something- 1mo (Adult)	Electronics & Internet
1284	MM50667YC	Social Network Website Activities: Posted your current location- 1mo (Adult)	Electronics & Internet
1285	MM50406YC	Social Network Website Activities: Rated or reviewed product/service- 1mo (Adult)	Electronics & Internet
1286	MM50407YC	Social Network Website Activities: Sent a message or e-mail- 1mo (Adult)	Electronics & Internet
1287	MM50668YC	Social Network Website Activities: Sent a real or virtual gift- 1mo (Adult)	Electronics & Internet
1288	MM50409YC	Social Network Website Activities: Updated your profile- 1mo (Adult)	Electronics & Internet
1289	MM50408YC	Social Network Website Activities: Updated your status- 1mo (Adult)	Electronics & Internet
1290	MM50410YC	Social Network Website Activities: Used IM- 1mo (Adult)	Electronics & Internet
1291	MM50411YC	Social Network Website Activities: Visited friends profile or page- 1mo (Adult)	Electronics & Internet
1292	MM50669YC	Social Network Website Activities: Watched a video- 1mo (Adult)	Electronics & Internet
1293	MM50670YC	Stream Game thru Online Game System (1+ times)-1mo (Adult)	Electronics & Internet
1294	MM01150YC	Use America Online- 1mo (Adult)	Electronics & Internet
1295	MM05815YC	Use Any Broadband or High Speed Connection for Internet Access from Home (Household)	Electronics & Internet
1296	MM50412YC	Use Facebook Instant Messenger- 1mo (Adult)	Electronics & Internet
1297	MM01164YC	Use Internet- 1mo (Adult)	Electronics & Internet
1298	MM01152YC	Use Internet at Home- 1mo (Adult)	Electronics & Internet
1299	MM01153YC	Use Internet for Car Purchase Info- 1mo (Adult)	Electronics & Internet
1300	MM01154YC	Use Internet for Chat- 1mo (Adult)	Electronics & Internet
1301	MM01155YC	Use Internet for E-Mail- 1mo (Adult)	Electronics & Internet
1302	MM01156YC	Use Internet for Financial Information- 1mo (Adult)	Electronics & Internet
1303	MM01158YC	Use Internet for Job Search- 1mo (Adult)	Electronics & Internet
1304	MM01159YC	Use Internet for Medical Information- 1mo (Adult)	Electronics & Internet
1305	MM01160YC	Use Internet for News/Current Affairs- 1mo (Adult)	Electronics & Internet
1306	MM01161YC	Use Internet for Online Games- 1mo (Adult)	Electronics & Internet
1307	MM01162YC	Use Internet for Real Estate Information- 1mo (Adult)	Electronics & Internet
1308	MM01163YC	Use Internet for Sports News- 1mo (Adult)	Electronics & Internet
1309	MM05820YC	Use Internet for Tracking Investments- 1mo (Adult)	Electronics & Internet
1310	MM42069YC	Use Internet to Download a TV Program- 1mo (Adult)	Electronics & Internet
1311	MM01047YC	Use Internet to Download Music- 1mo (Adult)	Electronics & Internet
1312	MM05830YC	Use Internet to Make a Phone Call- 1mo (Adult)	Electronics & Internet
1313	MM60881YC	Use Internet to Obtain Information about Entertainment/Celebrities- 1mo (Adult)	Electronics & Internet
1314	MM60882YC	Use Internet to Send an Electronic Greeting Card- 1mo (Adult)	Electronics & Internet
1315	MM60883YC	Use Internet to Share Photos through Internet Website- 1mo (Adult)	Electronics & Internet
1316	MM60884YC	Use Internet to Upload or Add Video to Website 1mo (Adult)	Electronics & Internet
1317	MM60885YC	Use Internet to Use instant Messenger/IM- 1mo (Adult)	Electronics & Internet
1318	MM05825YC	Use Internet to Visit Online Blogs- 1mo (Adult)	Electronics & Internet
1319	MM50394YC	Use Internet to Watch a movie online- 1mo (Adult)	Electronics & Internet
1320	MM50395YC	Use Internet to Watch other online video- 1mo (Adult)	Electronics & Internet
1321	MM50147YC	Use Internet to Watch TV Program Online- 1mo (Adult)	Electronics & Internet
1322	MM60886YC	Use Internet to Take an Online Class or Course- 1mo (Adult)	Electronics & Internet
1323	MM50139YC	Use Internet via a Cell Phone or Smartphone- 1mo (Adult)	Electronics & Internet
1324	MM50138YC	Use Internet via Any Computer- 1mo (Adult)	Electronics & Internet
1325	MM41367YC	Use Internet Yellow Pages for Any Reference (Net)- 1yr (Adult)	Electronics & Internet
1326	MM41370YC	Use Internet Yellow Pages for Airlines/Airline Tickets- 1yr (Adult)	Electronics & Internet
1327	MM41354YC	Use Internet Yellow Pages for Attorneys- 1yr (Adult)	Electronics & Internet
1328	MM41302YC	Use Internet Yellow Pages for Auto Dealers & Sales- 1yr (Adult)	Electronics & Internet
1329	MM41303YC	Use Internet Yellow Pages for Auto Parts & Supplies- 1yr (Adult)	Electronics & Internet
1330	MM41305YC	Use Internet Yellow Pages for Auto Repair & Services- 1yr (Adult)	Electronics & Internet
1331	MM41344YC	Use Internet Yellow Pages for Beauty Salons- 1yr (Adult)	Electronics & Internet
1332	MM41365YC	Use Internet Yellow Pages for Department Stores- 1yr (Adult)	Electronics & Internet

ORDER	VARIABLE	DESCRIPTION	CATEGORY
1333	MM41349YC	Use Internet Yellow Pages for Florists- 1yr (Adult)	Electronics & Internet
1334	MM41368YC	Use Internet Yellow Pages for Hotels/Motels- 1yr (Adult)	Electronics & Internet
1335	MM41352YC	Use Internet Yellow Pages for Pharmacies- 1yr (Adult)	Electronics & Internet
1336	MM41309YC	Use Internet Yellow Pages for Pizza- 1yr (Adult)	Electronics & Internet
1337	MM41326YC	Use Internet Yellow Pages for Real Estate Services- 1yr (Adult)	Electronics & Internet
1338	MM41307YC	Use Internet Yellow Pages for Restaurants- 1yr (Adult)	Electronics & Internet
1339	MM41310YC	Use Internet Yellow Pages for Supermarkets/Grocers- 1yr (Adult)	Electronics & Internet
1340	MM41308YC	Use Internet Yellow Pages for Theaters- 1yr (Adult)	Electronics & Internet
1341	MM42091YC	Use MP3 Player for Listening to Music (Adult)	Electronics & Internet
1342	MM42092YC	Use MP3 Player for Listening to Podcasts (Adult)	Electronics & Internet
1343	MM42093YC	Use MP3 Player for Other (Adult)	Electronics & Internet
1344	MM42094YC	Use MP3 Player for Playing Video Game (Adult)	Electronics & Internet
1345	MM42095YC	Use MP3 Player for Watching Video/Movie (Adult)	Electronics & Internet
1346	MM50414YC	Use Skype Instant Messenger- 1mo (Adult)	Electronics & Internet
1347	MM60895YC	Use Internet at Another Place- 1mo (Adult)	Electronics & Internet
1348	MM60896YC	Use Internet at School or Library- 1mo (Adult)	Electronics & Internet
1349	MM60897YC	Use Internet at Work- 1mo (Adult)	Electronics & Internet
1350	MM60906YC	Visit abc.com- 1mo (Adult)	Electronics & Internet
1351	MM41272YC	Visit abcnews.com- 1mo (Adult)	Electronics & Internet
1352	MM41264YC	Visit about.com- 1mo (Adult)	Electronics & Internet
1353	MM41300YC	Visit accuweather.com- 1mo (Adult)	Electronics & Internet
1354	MM41276YC	Visit amazon.com- 1mo (Adult)	Electronics & Internet
1355	MM51035YC	Visit Answers.com/WikiAnswers- 1mo (Adult)	Electronics & Internet
1356	MM50140YC	Visit Any Radio Station/Program/Personality's Website- 1mo (Adult)	Electronics & Internet
1357	MM50645YC	Visit Any Socializing/Network- 1mo (Adult)	Electronics & Internet
1358	MM42145YC	Visit any Spanish Language Website- 1mo (Adult)	Electronics & Internet
1359	MM41256YC	Visit AOL email- 1mo (Adult)	Electronics & Internet
1360	MM04370YC	Visit ask.com- 1mo (Adult)	Electronics & Internet
1361	MM60907YC	Visit bankrate.com- 1mo (Adult)	Electronics & Internet
1362	MM60908YC	Visit Bing Maps- 1mo (Adult)	Electronics & Internet
1363	MM01178YC	Visit bing.com- 1mo (Adult)	Electronics & Internet
1364	MM41271YC	Visit careerbuilder.com- 1mo (Adult)	Electronics & Internet
1365	MM04371YC	Visit cbs.com- 1mo (Adult)	Electronics & Internet
1366	MM41274YC	Visit cbsnews.com- 1mo (Adult)	Electronics & Internet
1367	MM01170YC	Visit cbssports.com- 1mo (Adult)	Electronics & Internet
1368	MM41291YC	Visit cheaptickets.com- 1mo (Adult)	Electronics & Internet
1369	MM01171YC	Visit cnet.com- 1mo (Adult)	Electronics & Internet
1370	MM01172YC	Visit cnn.com- 1mo (Adult)	Electronics & Internet
1371	MM50647YC	Visit Coupons.com- 1mo (Adult)	Electronics & Internet
1372	MM05795YC	Visit disney.com- 1mo (Adult)	Electronics & Internet
1373	MM41278YC	Visit ebay.com- 1mo (Adult)	Electronics & Internet
1374	MM50648YC	Visit eHow.com- 1mo (Adult)	Electronics & Internet
1375	MM01173YC	Visit espn.com- 1mo (Adult)	Electronics & Internet
1376	MM41292YC	Visit expedia.com- 1mo (Adult)	Electronics & Internet
1377	MM42155YC	Visit Facebook.com- 1mo (Adult)	Electronics & Internet
1378	MM42524YC	Visit flickr.com- 1mo (Adult)	Electronics & Internet
1379	MM04372YC	Visit fox.com- 1mo (Adult)	Electronics & Internet
1380	MM60909YC	Visit foxnews.com- 1mo (Adult)	Electronics & Internet
1381	MM41284YC	Visit foxsports.com- 1mo (Adult)	Electronics & Internet
1382	MM41247YC	Visit Gambling Site Online- 1mo (Adult)	Electronics & Internet
1383	MM41257YC	Visit gmail.com - 1mo (Adult)	Electronics & Internet
1384	MM01175YC	Visit google.com- 1mo (Adult)	Electronics & Internet
1385	MM50651YC	Visit Groupon.com- 1mo (Adult)	Electronics & Internet
1386	MM41293YC	Visit hotels.com- 1mo (Adult)	Electronics & Internet
1387	MM50142YC	Visit Hotwire.com- 1mo (Adult)	Electronics & Internet
1388	MM50652YC	Visit HuffingtonPost.com- 1mo (Adult)	Electronics & Internet
1389	MM41259YC	Visit Internet Movie Database (imdb.com)- 1mo (Adult)	Electronics & Internet
1390	MM50143YC	Visit iTunes.com- 1mo (Adult)	Electronics & Internet
1391	MM50144YC	Visit LinkedIn.com- 1mo (Adult)	Electronics & Internet
1392	MM41294YC	Visit mapquest.com- 1mo (Adult)	Electronics & Internet
1393	MM41295YC	Visit maps.google.com- 1mo (Adult)	Electronics & Internet
1394	MM41286YC	Visit mlb.com- 1mo (Adult)	Electronics & Internet
1395	MM60910YC	Visit monster.com- 1mo (Adult)	Electronics & Internet
1396	MM41260YC	Visit moviefone.com- 1mo (Adult)	Electronics & Internet
1397	MM41263YC	Visit movies.yahoo.com- 1mo (Adult)	Electronics & Internet
1398	MM41261YC	Visit msnmovies.com- 1mo (Adult)	Electronics & Internet
1399	MM01180YC	Visit mtv.com- 1mo (Adult)	Electronics & Internet
1400	MM41287YC	Visit nascar.com- 1mo (Adult)	Electronics & Internet
1401	MM41288YC	Visit nba.com- 1mo (Adult)	Electronics & Internet
1402	MM50397YC	Visit NBC Sports website- 1mo (Adult)	Electronics & Internet
1403	MM04374YC	Visit nbc.com- 1mo (Adult)	Electronics & Internet
1404	MM01179YC	Visit nbcnews.com- 1mo (Adult)	Electronics & Internet
1405	MM41275YC	Visit news.yahoo.com- 1mo (Adult)	Electronics & Internet
1406	MM41289YC	Visit nfl.com- 1mo (Adult)	Electronics & Internet

ORDER	VARIABLE	DESCRIPTION	CATEGORY
1407	MMO4375YC	Visit nytimes.com- 1mo (Adult)	Electronics & Internet
1408	MM41296YC	Visit orbitz.com- 1mo (Adult)	Electronics & Internet
1409	MMO5790YC	Visit outlook.com- 1mo (Adult)	Electronics & Internet
1410	MM41279YC	Visit overstock.com- 1mo (Adult)	Electronics & Internet
1411	MM50653YC	Visit Pandora.com- 1mo (Adult)	Electronics & Internet
1412	MMO1182YC	Visit pbs.com- 1mo (Adult)	Electronics & Internet
1413	MM50654YC	Visit Picasa- 1mo (Adult)	Electronics & Internet
1414	MM41299YC	Visit priceline.com- 1mo (Adult)	Electronics & Internet
1415	MM50398YC	Visit Shutterfly.com- 1mo (Adult)	Electronics & Internet
1416	MM41290YC	Visit sports.yahoo.com- 1mo (Adult)	Electronics & Internet
1417	MM41262YC	Visit ticketmaster.com- 1mo (Adult)	Electronics & Internet
1418	MM41297YC	Visit travelocity.com- 1mo (Adult)	Electronics & Internet
1419	MM41298YC	Visit tripadvisor.com- 1mo (Adult)	Electronics & Internet
1420	MM50656YC	Visit Tumblr- 1mo (Adult)	Electronics & Internet
1421	MMO1183YC	Visit TV Network/Show Web site- 1mo (Adult)	Electronics & Internet
1422	MM50145YC	Visit twitter.com- 1mo (Adult)	Electronics & Internet
1423	MM42158YC	Visit Univision.com- 1mo (Adult)	Electronics & Internet
1424	MMO1184YC	Visit usatoday.com- 1mo (Adult)	Electronics & Internet
1425	MMO1185YC	Visit weather.com- 1mo (Adult)	Electronics & Internet
1426	MMO5805YC	Visit weatherbug.com- 1mo (Adult)	Electronics & Internet
1427	MMO5800YC	Visit webmd.com- 1mo (Adult)	Electronics & Internet
1428	MM41267YC	Visit whitepages.com- 1mo (Adult)	Electronics & Internet
1429	MM41268YC	Visit wikipedia.org- 1mo (Adult)	Electronics & Internet
1430	MMO4376YC	Visit wsj.com- 1mo (Adult)	Electronics & Internet
1431	MM50657YC	Visit WWE.com- 1mo (Adult)	Electronics & Internet
1432	MMO1186YC	Visit Yahoo!- 1mo (Adult)	Electronics & Internet
1433	MM50658YC	Visit Yahoo! Answers- 1mo (Adult)	Electronics & Internet
1434	MM41258YC	Visit Yahoo! email- 1mo (Adult)	Electronics & Internet
1435	MM60911YC	Visit Yahoo! Maps- 1mo (Adult)	Electronics & Internet
1436	MM41269YC	Visit yellowpages.com- 1mo (Adult)	Electronics & Internet
1437	MM50660YC	Visit Yelp- 1mo (Adult)	Electronics & Internet
1438	MM42157YC	Visit YouTube.com- 1mo (Adult)	Electronics & Internet
1439	MM41255YC	Went Online via Wi-Fi/Wireless Outside of Home- 1mo (Adult)	Electronics & Internet
1440	MM41254YC	Write a Blog Online- 1mo (Adult)	Electronics & Internet
1441	MM42544YC	Acquire Auto Loan- 1yr (Adult)	Finance, Insurance and Investments
1442	MM42545YC	Acquire Home Mortgage (1st)- 1yr (Adult)	Finance, Insurance and Investments
1443	MMO1189YC	Bank by Mail- 1yr (Adult)	Finance, Insurance and Investments
1444	MMO1190YC	Bank by Mail/Phone- 1yr (Adult)	Finance, Insurance and Investments
1445	MMO1188YC	Bank by Online/Internet- 1yr (Adult)	Finance, Insurance and Investments
1446	MMO4424YC	Definitely/Probably Buy First House/Residence- 1yr (Adult)	Finance, Insurance and Investments
1447	MMO4429YC	Definitely/Probably Buy Life Insurance- 1yr (Adult)	Finance, Insurance and Investments
1448	MMO4425YC	Definitely/Probably Buy Second House/Vacation Home- 1yr (Adult)	Finance, Insurance and Investments
1449	MMO4430YC	Definitely/Probably Invest In Stocks/Bonds/Mutual Funds- 1yr (Adult)	Finance, Insurance and Investments
1450	MMO4431YC	Definitely/Probably Retire from Full-Time Work- 1yr (Adult)	Finance, Insurance and Investments
1451	MMO4426YC	Definitely/Probably Sell House/Residence- 1yr (Adult)	Finance, Insurance and Investments
1452	MMO4433YC	Definitely/Probably Start or Buy New Business- 1yr (Adult)	Finance, Insurance and Investments
1453	MMO4427YC	Definitely/Probably Take Out 2nd Mortgage/Equity Loan- 1yr (Adult)	Finance, Insurance and Investments
1454	MM50688YC	Has 401 (k) with Current Market Value <\$10,000 (Adult)	Finance, Insurance and Investments
1455	MM50689YC	Has 401 (k) with Current Market Value \$10,000 - \$49,999 (Adult)	Finance, Insurance and Investments
1456	MM50690YC	Has 401 (k) with Current Market Value \$50,000 - \$149,999 (Adult)	Finance, Insurance and Investments
1457	MM50691YC	Has 401 (k) with Current Market Value \$150,000 or More (Adult)	Finance, Insurance and Investments
1458	MM50694YC	Has 529 Plan (College Savings Plan) with Cur Mrkt Value <\$10K (Adult)	Finance, Insurance and Investments
1459	MMO1194YC	Has a 401K Account (Adult)	Finance, Insurance and Investments
1460	MM50434YC	Has a 403 (b) Account (Adult)	Finance, Insurance and Investments
1461	MMO4658YC	Has a 529 College Savings Account (Adult)	Finance, Insurance and Investments
1462	MMO4423YC	Has Accepted a Pre-Approved Credit Offer- 1yr (Adult)	Finance, Insurance and Investments
1463	MMO1195YC	Has Accidental Death & Dismemberment (AD&D) Insurance (Adult)	Finance, Insurance and Investments
1464	MM50431YC	Has acquired or added to 401 (k)- 1yr (Adult)	Finance, Insurance and Investments
1465	MM50432YC	Has acquired or added to any retirement/college saving plan- 1yr (Adult)	Finance, Insurance and Investments
1466	MM50433YC	Has acquired or added to IRA- 1yr (Adult)	Finance, Insurance and Investments
1467	MM50161YC	Has American Express Charge Card (Adult)	Finance, Insurance and Investments
1468	MM42555YC	Has American Express Other Charge Card (Adult)	Finance, Insurance and Investments
1469	MMO1197YC	Has an IRA Account (Adult)	Finance, Insurance and Investments
1470	MMO1199YC	Has Any Department Store Credit Card (Adult)	Finance, Insurance and Investments
1471	MMO1200YC	Has Any Homeowner/Personal Property Insurance (Adult)	Finance, Insurance and Investments
1472	MM50436YC	Has any Retirement or College Saving Plan (Adult)	Finance, Insurance and Investments
1473	MMO1202YC	Has Auto Collision Insurance (Adult)	Finance, Insurance and Investments
1474	MMO1203YC	Has Auto Comprehensive Insurance (Adult)	Finance, Insurance and Investments
1475	MMO7200YC	Has Auto Insurance- Direct from Company via phone (Adult)	Finance, Insurance and Investments
1476	MMO7205YC	Has Auto Insurance- Direct from Company via website (Adult)	Finance, Insurance and Investments
1477	MMO1209YC	Has Average Credit Card Expenditure- <\$181- 1mo (Adult)	Finance, Insurance and Investments
1478	MMO1206YC	Has Average Credit Card Expenditure- \$181-\$225- 1mo (Adult)	Finance, Insurance and Investments
1479	MMO1207YC	Has Average Credit Card Expenditure- \$226-\$450- 1mo (Adult)	Finance, Insurance and Investments
1480	MMO1208YC	Has Average Credit Card Expenditure- \$451+- 1mo (Adult)	Finance, Insurance and Investments

ORDER	VARIABLE	DESCRIPTION	CATEGORY
1481	MM04421YC	Has Average Credit Card Expenditure- \$1,001+ - 1mo (Adult)	Finance, Insurance and Investments
1482	MM04390YC	Has Bank Card Issued By Bank of America (Adult)	Finance, Insurance and Investments
1483	MM42534YC	Has Bank Card Issued By Chase- 1yr (Adult)	Finance, Insurance and Investments
1484	MM04394YC	Has Bank Card Issued By Citibank (Adult)	Finance, Insurance and Investments
1485	MM42162YC	Has Bank Card Issued By HSBC (Adult)	Finance, Insurance and Investments
1486	MM50420YC	Has Bank Card Issued By PNC (Adult)	Finance, Insurance and Investments
1487	MM50152YC	Has Bank Card Issued By TD Bank (Adult)	Finance, Insurance and Investments
1488	MM42163YC	Has Bank Card Issued By U.S. Bank (Adult)	Finance, Insurance and Investments
1489	MM50421YC	Has Bank Card Issued By Wells Fargo (Adult)	Finance, Insurance and Investments
1490	MM04402YC	Has Bank Card- Rewards- Airline Miles (Adult)	Finance, Insurance and Investments
1491	MM04401YC	Has Bank Card- Rewards- Cash Back (Adult)	Finance, Insurance and Investments
1492	MM04407YC	Has Bank Card- Rewards- Gas Discounts (Adult)	Finance, Insurance and Investments
1493	MM04404YC	Has Bank Card- Rewards- Gifts (Adult)	Finance, Insurance and Investments
1494	MM04403YC	Has Bank Card- Rewards- Hotel/Car Rental Discount (Adult)	Finance, Insurance and Investments
1495	MM01211YC	Has Combined Home/Auto Insurance (Adult)	Finance, Insurance and Investments
1496	MM04422YC	Has Credit Card w/Balance Usually Carried (Adult)	Finance, Insurance and Investments
1497	MM01212YC	Has Dental Insurance (Adult)	Finance, Insurance and Investments
1498	MM04415YC	Has Dillard's Credit Card (Adult)	Finance, Insurance and Investments
1499	MM01213YC	Has Disability/Loss of Income Insurance (Adult)	Finance, Insurance and Investments
1500	MM01215YC	Has First Personal/Joint Home Mortgage (Adult)	Finance, Insurance and Investments
1501	MM01220YC	Has Home/Personal Property Insurance Through an Agent (Adult)	Finance, Insurance and Investments
1502	MM50150YC	Has Homeowner/Personal Property Coverage Less than \$100K (Adult)	Finance, Insurance and Investments
1503	MM50422YC	Has Homeowner/Personal Property Coverage \$100,000 - \$199,999 (Adult)	Finance, Insurance and Investments
1504	MM50423YC	Has Homeowner/Personal Property Coverage \$200,000 - \$299,999 (Adult)	Finance, Insurance and Investments
1505	MM01222YC	Has Homeowner/Personal Property Insurance- \$300K+ (Adult)	Finance, Insurance and Investments
1506	MM01226YC	Has Homeowner/Personal Property Insurance- Floater Policy (Adult)	Finance, Insurance and Investments
1507	MM42166YC	Has Homeowner/Personal Property Insurance- Less Than \$25K (Adult)	Finance, Insurance and Investments
1508	MM01234YC	Has Insured Money Market Account (Adult)	Finance, Insurance and Investments
1509	MM01235YC	Has Interest Checking Account (Adult)	Finance, Insurance and Investments
1510	MM50685YC	Has IRA with Current Market Value \$10,000 - \$49,999 (Adult)	Finance, Insurance and Investments
1511	MM50687YC	Has IRA with Current Market Value \$150,000 or More (Adult)	Finance, Insurance and Investments
1512	MM50686YC	Has IRA with Current Market Value \$50,000 - \$149,999 (Adult)	Finance, Insurance and Investments
1513	MM50684YC	Has IRA with Current Market Value <\$10,000 (Adult)	Finance, Insurance and Investments
1514	MM01236YC	Has JCPenney Credit Card (Adult)	Finance, Insurance and Investments
1515	MM01242YC	Has Life Insurance- \$20K-\$49k (Adult)	Finance, Insurance and Investments
1516	MM01243YC	Has Life Insurance- \$250K+ (Adult)	Finance, Insurance and Investments
1517	MM01244YC	Has Life Insurance- \$50K-249K (Adult)	Finance, Insurance and Investments
1518	MM01237YC	Has Life Insurance (Adult)	Finance, Insurance and Investments
1519	MM01245YC	Has Life Insurance- <\$20K (Adult)	Finance, Insurance and Investments
1520	MM01246YC	Has Life Insurance- <\$50K (Adult)	Finance, Insurance and Investments
1521	MM01247YC	Has Life Insurance- Combination Term/Whole Policy (Adult)	Finance, Insurance and Investments
1522	MM01390YC	Has Life Insurance- MetLife Policy (Adult)	Finance, Insurance and Investments
1523	MM01249YC	Has Life Insurance- Term Policy (Adult)	Finance, Insurance and Investments
1524	MM01238YC	Has Life Insurance Through an Agent (Adult)	Finance, Insurance and Investments
1525	MM01240YC	Has Life Insurance Through Place of Work (Adult)	Finance, Insurance and Investments
1526	MM01250YC	Has Life Insurance- Universal/Adjustable Life Policy (Adult)	Finance, Insurance and Investments
1527	MM01251YC	Has Life Insurance- Variable Life Policy (Adult)	Finance, Insurance and Investments
1528	MM01252YC	Has Life Insurance- Whole Life Policy (Adult)	Finance, Insurance and Investments
1529	MM01253YC	Has Long Term Care Insurance (Adult)	Finance, Insurance and Investments
1530	MM04416YC	Has Lord & Taylor Credit Card (Adult)	Finance, Insurance and Investments
1531	MM04417YC	Has Macy's Credit Card (Adult)	Finance, Insurance and Investments
1532	MM01254YC	Has MasterCard Credit Card (Adult)	Finance, Insurance and Investments
1533	MM01255YC	Has Medical Insurance (Adult)	Finance, Insurance and Investments
1534	MM01256YC	Has Medical Insurance Through an Agent (Adult)	Finance, Insurance and Investments
1535	MM01257YC	Has Medical Insurance Through Place of Work (Adult)	Finance, Insurance and Investments
1536	MM01260YC	Has Medicare/Medicaid (Adult)	Finance, Insurance and Investments
1537	MM01261YC	Has Money Market Account (Adult)	Finance, Insurance and Investments
1538	MM04385YC	Has Mortgage Refinance/Consolidation Loan (Adult)	Finance, Insurance and Investments
1539	MM04418YC	Has Nordstrom Credit Card (Adult)	Finance, Insurance and Investments
1540	MM50683YC	Has Other Small Business Banking Services (Adult)	Finance, Insurance and Investments
1541	MM01263YC	Has Overdraft Protection (Adult)	Finance, Insurance and Investments
1542	MM01265YC	Has Personal Liability Insurance (Not Automotive/Homeowners) (Adult)	Finance, Insurance and Investments
1543	MM41232YC	Has Personal Property Insurance- Direct from Company via website(Adult)	Finance, Insurance and Investments
1544	MM42543YC	Has Personal/Joint Auto Loan (Adult)	Finance, Insurance and Investments
1545	MM50149YC	Has Personal/Joint Certificate of Deposit (CD) (Adult)	Finance, Insurance and Investments
1546	MM50437YC	Has Personal/Joint Checking Account (Adult)	Finance, Insurance and Investments
1547	MM01264YC	Has Personal/Joint Education Loan (Adult)	Finance, Insurance and Investments
1548	MM01218YC	Has Personal/Joint Home Equity Line of Credit (Adult)	Finance, Insurance and Investments
1549	MM01266YC	Has Personal/Joint Line of Credit (Adult)	Finance, Insurance and Investments
1550	MM01267YC	Has Prescription Medicine Insurance (Adult)	Finance, Insurance and Investments
1551	MM50696YC	Has Retirement/College Savings Plans with Current Market Value <\$10,000 (Adult)	Finance, Insurance and Investments
1552	MM50697YC	Has Retirement/College Savings Plans, Current Market Value \$10,000- \$49,999 (Adult)	Finance, Insurance and Investments
1553	MM50698YC	Has Retirement/College Savings Plans, Current Market Value \$50,000- \$149,999 (Adult)	Finance, Insurance and Investments
1554	MM50699YC	Has Retirement/College Savings Plans, Current Market Value \$150,000 or More (Adult)	Finance, Insurance and Investments

ORDER	VARIABLE	DESCRIPTION	CATEGORY
1555	MM01268YC	Has Sears Credit Card (Adult)	Finance, Insurance and Investments
1556	MM01269YC	Has Second Personal/Joint Mortgage Equity Loan (Adult)	Finance, Insurance and Investments
1557	MM04419YC	Has Target Credit Card (Adult)	Finance, Insurance and Investments
1558	MM01272YC	Has Visa Card Credit Card (Adult)	Finance, Insurance and Investments
1559	MM01273YC	Has Vision Care Insurance (Adult)	Finance, Insurance and Investments
1560	MM60919YC	Heard About Auto Insurance Company by: Direct mail at home (Adult)	Finance, Insurance and Investments
1561	MM60920YC	Heard About Auto Insurance Company by: Family or Friends (Adult)	Finance, Insurance and Investments
1562	MM60926YC	Heard About Auto Insurance Company by: Insurance agent (Adult)	Finance, Insurance and Investments
1563	MM60921YC	Heard About Auto Insurance Company by: Internet ad (Adult)	Finance, Insurance and Investments
1564	MM60922YC	Heard About Auto Insurance Company by: Internet quote comparison service (Adult)	Finance, Insurance and Investments
1565	MM60923YC	Heard About Auto Insurance Company by: Other (Adult)	Finance, Insurance and Investments
1566	MM60924YC	Heard About Auto Insurance Company by: Search engine (Adult)	Finance, Insurance and Investments
1567	MM60925YC	Heard About Auto Insurance Company by: Television or radio ad (Adult)	Finance, Insurance and Investments
1568	MM01274YC	Member of Health Maintenance Organization (HMO) (Adult)	Finance, Insurance and Investments
1569	MM01276YC	Open Interest Checking Account- 1yr (Adult)	Finance, Insurance and Investments
1570	MM01280YC	Own Annuities (Adult)	Finance, Insurance and Investments
1571	MM01281YC	Own Any Certificate of Deposit (CD) (Adult)	Finance, Insurance and Investments
1572	MM01282YC	Own Any Common/Preferred Stock in Co- Not Employer (Adult)	Finance, Insurance and Investments
1573	MM01283YC	Own Any Common/Preferred Stock in Employer (Adult)	Finance, Insurance and Investments
1574	MM01284YC	Own Any Mutual Funds (Adult)	Finance, Insurance and Investments
1575	MM01285YC	Own Any Real Estate (Household)	Finance, Insurance and Investments
1576	MM01288YC	Own Certificate of Deposit (CD)- 6+ Months (Adult)	Finance, Insurance and Investments
1577	MM01289YC	Own City/Municipal Government Bonds (Adult)	Finance, Insurance and Investments
1578	MM01292YC	Own Common Stock in Company- Not Employer- Value <\$10K (Adult)	Finance, Insurance and Investments
1579	MM01290YC	Own Common Stock in Company- Not Employer- Value \$10-49K (Adult)	Finance, Insurance and Investments
1580	MM01291YC	Own Common Stock in Company- Not Employer- Value \$50K+ (Adult)	Finance, Insurance and Investments
1581	MM42202YC	Own Common/Preferred Stock in Own Company (Adult)	Finance, Insurance and Investments
1582	MM42201YC	Own Farm (Household)	Finance, Insurance and Investments
1583	MM01296YC	Own Investment Real Estate (Household)	Finance, Insurance and Investments
1584	MM01299YC	Own Mutual Funds- Bonds- Value \$10K+ (Adult)	Finance, Insurance and Investments
1585	MM01302YC	Own Mutual Funds- Stocks- Value <\$10K (Adult)	Finance, Insurance and Investments
1586	MM01301YC	Own Mutual Funds- Stocks- Value \$10K+ (Adult)	Finance, Insurance and Investments
1587	MM01305YC	Own Retirement Real Estate (Household)	Finance, Insurance and Investments
1588	MM42550YC	Own Security Investments (Adult)	Finance, Insurance and Investments
1589	MM01307YC	Own Tax Exempt Funds (Adult)	Finance, Insurance and Investments
1590	MM01308YC	Own US Savings Bonds (Adult)	Finance, Insurance and Investments
1591	MM01310YC	Place 3+ Stock Transactions- 1yr (Adult)	Finance, Insurance and Investments
1592	MM07270YC	Tax Preparation-CPA or Other Tax Professional- 1yr (Adult)	Finance, Insurance and Investments
1593	MM07260YC	Tax Preparation-Friend or Family Member- 1yr (Adult)	Finance, Insurance and Investments
1594	MM07250YC	Tax Preparation-Personally/Manually- 1yr (Adult)	Finance, Insurance and Investments
1595	MM42541YC	Use Wells Fargo Advisors- 1yr (Adult)	Finance, Insurance and Investments
1596	MM01314YC	Use Ameritrade- 1yr (Adult)	Finance, Insurance and Investments
1597	MM42551YC	Use Any Online Tax Prep Service to Prepare Taxes- 1yr (Adult)	Finance, Insurance and Investments
1598	MM50430YC	Use Any Tax Prep Computer Software Program (Adult)	Finance, Insurance and Investments
1599	MM01315YC	Use ATM Machine- 1yr (Adult)	Finance, Insurance and Investments
1600	MM01316YC	Use Bank Branch (Bank-in-Person)- 1yr (Adult)	Finance, Insurance and Investments
1601	MM04409YC	Use Bank Card- Rewards- Airline Miles- 1yr (Adult)	Finance, Insurance and Investments
1602	MM04408YC	Use Bank Card- Rewards- Cash Back- 1yr (Adult)	Finance, Insurance and Investments
1603	MM04414YC	Use Bank Card- Rewards- Gas Discounts- 1yr (Adult)	Finance, Insurance and Investments
1604	MM04411YC	Use Bank Card- Rewards- Gifts- 1yr (Adult)	Finance, Insurance and Investments
1605	MM04410YC	Use Bank Card- Rewards- Hotel/Car Rental Discnt- 1yr (Adult)	Finance, Insurance and Investments
1606	MM01318YC	Use Broker to Buy/Sell Bonds- 1yr (Adult)	Finance, Insurance and Investments
1607	MM01319YC	Use Broker to Buy/Sell Mutual Funds- 1yr (Adult)	Finance, Insurance and Investments
1608	MM01320YC	Use Broker to Buy/Sell Stocks- 1yr (Adult)	Finance, Insurance and Investments
1609	MM01321YC	Use Brokerage Firm for Advice/Price Quotes- 1yr (Adult)	Finance, Insurance and Investments
1610	MM01322YC	Use Charles Schwab- 1yr (Adult)	Finance, Insurance and Investments
1611	MM01323YC	Use Credit Card for Business Purposes (Adult)	Finance, Insurance and Investments
1612	MM01324YC	Use Credit Card for Personal Purposes (Adult)	Finance, Insurance and Investments
1613	MM42535YC	Use Credit Union- 1yr (Adult)	Finance, Insurance and Investments
1614	MM42172YC	Use Discount Broker- 1yr (Adult)	Finance, Insurance and Investments
1615	MM01328YC	Use Fidelity- 1yr (Adult)	Finance, Insurance and Investments
1616	MM50424YC	Use Financial Advisor/Broker - 1yr (Adult)	Finance, Insurance and Investments
1617	MM50155YC	Use Financial Planner/Cert. Financial Planner (CFP)- 1yr (Adult)	Finance, Insurance and Investments
1618	MM42173YC	Use Full Service Broker- 1yr (Adult)	Finance, Insurance and Investments
1619	MM50156YC	Use H&R Block TaxCut Online Program/Service for Tax Preparation- 1yr (Adult)	Finance, Insurance and Investments
1620	MM42536YC	Use Internet Bank- 1yr (Adult)	Finance, Insurance and Investments
1621	MM50425YC	Use investment financial services or advice from Friends/Family- 1yr (Adult)	Finance, Insurance and Investments
1622	MM50426YC	Use investment financial services or advice from Internet Site- 1yr (Adult)	Finance, Insurance and Investments
1623	MM50427YC	Use investment financial services or advice from Newspaper/Magazine- 1yr (Adult)	Finance, Insurance and Investments
1624	MM50428YC	Use investment financial services or advice from Other Source- 1yr (Adult)	Finance, Insurance and Investments
1625	MM50429YC	Use investment financial services or advice from TV/Radio Show- 1yr (Adult)	Finance, Insurance and Investments
1626	MM01332YC	Use Merrill Lynch- 1yr (Adult)	Finance, Insurance and Investments
1627	MM42540YC	Use Morgan Stanley Smith Barney- 1yr (Adult)	Finance, Insurance and Investments
1628	MM42174YC	Use Online Broker- 1yr (Adult)	Finance, Insurance and Investments

ORDER	VARIABLE	DESCRIPTION	CATEGORY
1629	MM42556YC	Use On-site Company for Tax Preparation- 1yr (Adult)	Finance, Insurance and Investments
1630	MM01335YC	Use Paycheck Direct Deposit- 1yr (Adult)	Finance, Insurance and Investments
1631	MM50157YC	Use Personal Money Manager- 1yr (Adult)	Finance, Insurance and Investments
1632	MM01337YC	Use Real Estate Agent to Buy/Sell Property- 1yr (Adult)	Finance, Insurance and Investments
1633	MM01340YC	Use Stock Rating Service- 1yr (Adult)	Finance, Insurance and Investments
1634	MM50158YC	Use TaxACT Online for Tax Preparation- 1yr (Adult)	Finance, Insurance and Investments
1635	MM50159YC	Use TurboTax Computer Software Program for Tax Preparation- 1yr (Adult)	Finance, Insurance and Investments
1636	MM50160YC	Use TurboTax Online Program/Service for Tax Preparation- 1yr (Adult)	Finance, Insurance and Investments
1637	MM01343YC	Use Vanguard- 1yr (Adult)	Finance, Insurance and Investments
1638	MM60960YC	Buy Candy Bar (Regular or King Size)- 1wk (Adult)	Food & Beverages
1639	MM60960YD	Buy Candy Bar (Regular or King Size)- 1wk (Adult): Demand Potential (Bars/1wk)	Food & Beverages
1640	MM60962YC	Buy Candy Bar (Regular or King Size)- 6mo (Adult)	Food & Beverages
1641	MM01344YC	Buy Coffee/Tea by Internet- 1yr (Adult)	Food & Beverages
1642	MM01351YC	Drink 7 Up- 6mo (Adult)	Food & Beverages
1643	MM01355YC	Drink Aquafina Water- 6mo (Adult)	Food & Beverages
1644	MM01359YC	Drink Arrowhead Water- 6mo (Adult)	Food & Beverages
1645	MM01360YC	Drink Bottled Water & Seltzer- 1wk (Adult)	Food & Beverages
1646	MM01360YD	Drink Bottled Water & Seltzer- 1wk (Adult): Demand Potential (Glasses/1wk)	Food & Beverages
1647	MM01363YC	Drink Bottled Water & Seltzer- 6mo (Adult)	Food & Beverages
1648	MM01368YC	Drink Caffeine Free Coca-Cola- 6mo (Adult)	Food & Beverages
1649	MM01369YC	Drink Caffeine-Free Diet Coke- 1wk (Adult)	Food & Beverages
1650	MM01369YD	Drink Caffeine-Free Diet Coke- 1wk (Adult): Demand Potential (Glasses/1wk)	Food & Beverages
1651	MM01372YC	Drink Caffeine-Free Diet Coke- 6mo (Adult)	Food & Beverages
1652	MM01376YC	Drink Caffeine-Free Diet Pepsi- 6mo (Adult)	Food & Beverages
1653	MM01393YC	Drink Coca-Cola Classic- 1wk (Adult)	Food & Beverages
1654	MM01393YD	Drink Coca-Cola Classic- 1wk (Adult): Demand Potential (Glasses/1wk)	Food & Beverages
1655	MM01396YC	Drink Coca-Cola Classic- 6mo (Adult)	Food & Beverages
1656	MM01400YC	Drink Crystal Geyser Water- 6mo (Adult)	Food & Beverages
1657	MM60968YC	Drink Dasani- 6mo (Adult)	Food & Beverages
1658	MM01416YC	Drink Diet 7-Up- 6mo (Adult)	Food & Beverages
1659	MM01417YC	Drink Diet Coke- 1wk (Adult)	Food & Beverages
1660	MM01417YD	Drink Diet Coke- 1wk (Adult): Demand Potential (Glasses/1wk)	Food & Beverages
1661	MM01420YC	Drink Diet Coke- 6mo (Adult)	Food & Beverages
1662	MM01424YC	Drink Diet Cola- 6mo (Adult)	Food & Beverages
1663	MM01425YC	Drink Diet Pepsi- 6mo (Adult)	Food & Beverages
1664	MM01426YC	Drink Diet Pepsi-Cola- 1wk (Adult)	Food & Beverages
1665	MM01426YD	Drink Diet Pepsi-Cola- 1wk (Adult): Demand Potential (Glasses/1wk)	Food & Beverages
1666	MM01436YC	Drink Energy Drinks- 6mo (Adult)	Food & Beverages
1667	MM01444YC	Drink Evian Water- 6mo (Adult)	Food & Beverages
1668	MM60977YC	Drink Herb Tea- Avg. Day (Household)	Food & Beverages
1669	MM60977YD	Drink Herb Tea- Avg. Day (Household): Demand Potential (Glasses/1dy)	Food & Beverages
1670	MM01456YC	Drink Ice Mountain Water- 6mo (Adult)	Food & Beverages
1671	MM01476YC	Drink Non-Cola Diet Soft Drinks- 6mo (Adult)	Food & Beverages
1672	MM01477YC	Drink Other Regular Carbonated Soft Drinks- 1wk (Adult)	Food & Beverages
1673	MM01477YD	Drink Other Regular Carbonated Soft Drinks- 1wk (Adult): Demand Potential (Glasses/1wk)	Food & Beverages
1674	MM01480YC	Drink Other Regular Carbonated Soft Drinks- 6mo (Adult)	Food & Beverages
1675	MM01484YC	Drink Ozarka Water- 6mo (Adult)	Food & Beverages
1676	MM01489YC	Drink Pepsi-Cola- 1wk (Adult)	Food & Beverages
1677	MM01489YD	Drink Pepsi-Cola- 1wk (Adult): Demand Potential (Glasses/1wk)	Food & Beverages
1678	MM01492YC	Drink Pepsi-Cola- 6mo (Adult)	Food & Beverages
1679	MM01496YC	Drink Perrier Water- 6mo (Adult)	Food & Beverages
1680	MM01497YC	Drink Poland Springs Water- 1wk (Adult)	Food & Beverages
1681	MM01497YD	Drink Poland Springs Water- 1wk (Adult): Demand Potential (Glasses/1wk)	Food & Beverages
1682	MM01500YC	Drink Poland Springs Water- 6mo (Adult)	Food & Beverages
1683	MM01504YC	Drink RC Cola- 6mo (Adult)	Food & Beverages
1684	MM01505YC	Drink Ready-to-Drink Iced Tea- 1wk (Adult)	Food & Beverages
1685	MM01505YD	Drink Ready-to-Drink Iced Tea- 1wk (Adult): Demand Potential (Glasses/1wk)	Food & Beverages
1686	MM01508YC	Drink Ready-to-Drink Iced Tea- 6mo (Adult)	Food & Beverages
1687	MM60982YC	Drink Regular (Not Decaffeinated) Tea- Avg. Day (Household)	Food & Beverages
1688	MM60982YD	Drink Regular (Not Decaffeinated) Tea- Avg. Day (Household): Demand Potential (Glasses/1dy)	Food & Beverages
1689	MM60984YC	Drink Regular Blend (Not Flavored/Herb Tea) Tea- Avg. Day (Household)	Food & Beverages
1690	MM60984YD	Drink Regular Blend (Not Flavored/Herb Tea) Tea- Avg. Day (Household): Demand Potential (Glasses/1dy)	Food & Beverages
1691	MM01509YC	Drink Regular Cola- 1wk (Adult)	Food & Beverages
1692	MM01509YD	Drink Regular Cola- 1wk (Adult): Demand Potential (Glasses/1wk)	Food & Beverages
1693	MM01512YC	Drink Regular Cola- 6mo (Adult)	Food & Beverages
1694	MM60987YC	Drink Smartwater Water (Glaceau)- 6mo (Adult)	Food & Beverages
1695	MM01525YC	Drink Thirst Quencher/Activity Drinks- 1mo (Adult)	Food & Beverages
1696	MM01525YD	Drink Thirst Quencher/Activity Drinks- 1mo (Adult): Demand Potential (Drinks/1mo)	Food & Beverages
1697	MM01528YC	Drink Thirst Quencher/Activity Drinks- 6mo (Adult)	Food & Beverages
1698	MM01532YC	Drink Vintage Seltzer- 6mo (Adult)	Food & Beverages
1699	MM01536YC	Drink Zephyrhills Water- 6mo (Adult)	Food & Beverages
1700	MM60992YC	Drink Vitamin Water (Glaceau)- 6mo (Adult)	Food & Beverages
1701	MM01537YC	Heavy User- Brownie/Cookie Mixes- 1mo (Household)	Food & Beverages
1702	MM01538YC	Heavy User- Cake Mixes- 1mo (Household)	Food & Beverages

ORDER	VARIABLE	DESCRIPTION	CATEGORY
1703	MM01539YC	Heavy User- Diet Cola- 1wk (Adult)	Food & Beverages
1704	MM01540YC	Heavy User- Frozen Breaded Chicken- 1mo (Household)	Food & Beverages
1705	MM01541YC	Heavy User- Instant Iced Tea Mix- In Season (Household)	Food & Beverages
1706	MM01542YC	Heavy User- Non-Frozen Orange Juice- Average Glasses per Day (Household)	Food & Beverages
1707	MM01543YC	Heavy User- Packaged Dishes/Mixes- 1mo (Household)	Food & Beverages
1708	MM01544YC	Heavy User- Regular Cola- 1wk (Adult)	Food & Beverages
1709	MM42245YC	Use Any Beef- 1mo (Household)	Food & Beverages
1710	MM42245YD	Use Any Beef- 1mo (Household): Demand Potential (Pounds/1mo)	Food & Beverages
1711	MM50703YC	Use Any Bratwurst- 1mo (Household)	Food & Beverages
1712	MM50703YD	Use Any Bratwurst- 1mo (Household): Demand Potential (Pounds/1mo)	Food & Beverages
1713	MM50704YC	Use Any Bratwurst- 6mo (Household)	Food & Beverages
1714	MM42266YC	Use Any Canned or Jarred Fruit- 1mo (Household)	Food & Beverages
1715	MM42266YD	Use Any Canned or Jarred Fruit- 1mo (Household): Demand Potential (Cans/1mo)	Food & Beverages
1716	MM42334YC	Use Any Chicken & Turkey- 1mo (Household)	Food & Beverages
1717	MM42334YD	Use Any Chicken & Turkey- 1mo (Household): Demand Potential (Pounds/1mo)	Food & Beverages
1718	MM41990YC	Use Any Other Meat (Fresh)- 1mo (Household)	Food & Beverages
1719	MM41990YD	Use Any Other Meat (Fresh)- 1mo (Household): Demand Potential (Pounds/1mo)	Food & Beverages
1720	MM41992YC	Use Any Other Meat (Frozen)- 1mo (Household)	Food & Beverages
1721	MM41992YD	Use Any Other Meat (Frozen)- 1mo (Household): Demand Potential (Pounds/1mo)	Food & Beverages
1722	MM01546YC	Use Any Yogurt- 1wk (Household)	Food & Beverages
1723	MM01546YD	Use Any Yogurt- 1wk (Household): Demand Potential (Containers/1wk)	Food & Beverages
1724	MM01549YC	Use Any Yogurt- 6mo (Household)	Food & Beverages
1725	MM01550YC	Use Artificial Sweeteners- 1wk (Adult)	Food & Beverages
1726	MM01550YD	Use Artificial Sweeteners- 1wk (Adult): Demand Potential (Times/1wk)	Food & Beverages
1727	MM01553YC	Use Artificial Sweeteners- 6mo (Adult)	Food & Beverages
1728	MM01554YC	Use Baby Foods- 1wk (Household)	Food & Beverages
1729	MM01554YD	Use Baby Foods- 1wk (Household): Demand Potential (Containers/1wk)	Food & Beverages
1730	MM01557YC	Use Baby Foods- 6mo (Household)	Food & Beverages
1731	MM01559YC	Use Bacon- 1mo (Household)	Food & Beverages
1732	MM01559YD	Use Bacon- 1mo (Household): Demand Potential (Pounds/1mo)	Food & Beverages
1733	MM01562YC	Use Bacon- 6mo (Household)	Food & Beverages
1734	MM04434YC	Use Bagels- 6mo (Household)	Food & Beverages
1735	MM01567YC	Use Baking Chips- 1mo (Household)	Food & Beverages
1736	MM01567YD	Use Baking Chips- 1mo (Household): Demand Potential (Bags/1mo)	Food & Beverages
1737	MM01570YC	Use Baking Chips- 6mo (Household)	Food & Beverages
1738	MM01571YC	Use Balsamic Vinegar- 1mo (Household)	Food & Beverages
1739	MM01571YD	Use Balsamic Vinegar- 1mo (Household): Demand Potential (Bottles/1mo)	Food & Beverages
1740	MM01574YC	Use Balsamic Vinegar- 6mo (Household)	Food & Beverages
1741	MM42253YC	Use Beef Roasts- 1mo (Household)	Food & Beverages
1742	MM42253YD	Use Beef Roasts- 1mo (Household): Demand Potential (Pounds/1mo)	Food & Beverages
1743	MM42255YC	Use Beef Steaks- 1mo (Household)	Food & Beverages
1744	MM42255YD	Use Beef Steaks- 1mo (Household): Demand Potential (Pounds/1mo)	Food & Beverages
1745	MM61012YC	Use Bottled Water & Seltzer: Flavored - 1 wk (Adult)	Food & Beverages
1746	MM61012YD	Use Bottled Water & Seltzer: Flavored - 1 wk (Adult): Demand Potential (Glasses/1wk)	Food & Beverages
1747	MM61014YC	Use Bottled Water & Seltzer: Flavored - 6 mo (Adult)	Food & Beverages
1748	MM01578YC	Use Bread from Scratch- 6mo (Household)	Food & Beverages
1749	MM01583YC	Use Brie Cheese- 1mo (Household)	Food & Beverages
1750	MM01583YD	Use Brie Cheese- 1mo (Household): Demand Potential (Pounds/1mo)	Food & Beverages
1751	MM01586YC	Use Brie Cheese- 6mo (Household)	Food & Beverages
1752	MM01590YC	Use Brownie/Cookie Mixes- 6mo (Household)	Food & Beverages
1753	MM01594YC	Use Butter- 1mo (Household)	Food & Beverages
1754	MM01594YD	Use Butter- 1mo (Household): Demand Potential (Pounds/1mo)	Food & Beverages
1755	MM01597YC	Use Butter- 6mo (Household)	Food & Beverages
1756	MM50705YC	Use Butterball Turkey Bacon- 6mo (Household)	Food & Beverages
1757	MM01598YC	Use Cake Mixes- 1mo (Household)	Food & Beverages
1758	MM01598YD	Use Cake Mixes- 1mo (Household): Demand Potential (Pkg/1mo)	Food & Beverages
1759	MM01601YC	Use Cake Mixes- 6mo (Household)	Food & Beverages
1760	MM01621YC	Use Canned Chili- 6mo (Household)	Food & Beverages
1761	MM42280YC	Use Canned or Jarred Applesauce- 1mo (Household)	Food & Beverages
1762	MM42280YD	Use Canned or Jarred Applesauce- 1mo (Household): Demand Potential (Cans/1mo)	Food & Beverages
1763	MM42286YC	Use Canned or Jarred Fruit Cocktail- 1mo (Household)	Food & Beverages
1764	MM42286YD	Use Canned or Jarred Fruit Cocktail- 1mo (Household): Demand Potential (Cans/1mo)	Food & Beverages
1765	MM42290YC	Use Canned or Jarred Peaches- 1mo (Household)	Food & Beverages
1766	MM42290YD	Use Canned or Jarred Peaches- 1mo (Household): Demand Potential (Cans/1mo)	Food & Beverages
1767	MM42306YC	Use Canned or Jarred Pears- 1mo (Household)	Food & Beverages
1768	MM42306YD	Use Canned or Jarred Pears- 1mo (Household): Demand Potential (Cans/1mo)	Food & Beverages
1769	MM42308YC	Use Canned or Jarred Pineapple- 1mo (Household)	Food & Beverages
1770	MM42308YD	Use Canned or Jarred Pineapple- 1mo (Household): Demand Potential (Cans/1mo)	Food & Beverages
1771	MM61046YC	Use Canned or Jarred Soup/Broth- 1mo (Household)	Food & Beverages
1772	MM61046YD	Use Canned or Jarred Soup/Broth- 1mo (Household): Demand Potential (Cans/1mo)	Food & Beverages
1773	MM61048YC	Use Canned or Jarred Soup/Broth- 6mo (Household)	Food & Beverages
1774	MM02013YC	Use Canned Spam- 1mo (Household)	Food & Beverages
1775	MM02013YD	Use Canned Spam- 1mo (Household): Demand Potential (Cans/1mo)	Food & Beverages
1776	MM01606YC	Use Canned Stews- 1mo (Household)	Food & Beverages

ORDER	VARIABLE	DESCRIPTION	CATEGORY
1777	MMO1606YD	Use Canned Stews- 1mo (Household): Demand Potential (Cans/1mo)	Food & Beverages
1778	MMO1609YC	Use Canned Stews- 6mo (Household)	Food & Beverages
1779	MMO1610YC	Use Canned Tuna- 1mo (Household)	Food & Beverages
1780	MMO1610YD	Use Canned Tuna- 1mo (Household): Demand Potential (Cans/1mo)	Food & Beverages
1781	MMO1613YC	Use Canned Tuna- 6mo (Household)	Food & Beverages
1782	MMO1618YC	Use Chili- 1mo (Household)	Food & Beverages
1783	MMO1618YD	Use Chili- 1mo (Household): Demand Potential (Pkg/1mo)	Food & Beverages
1784	MM41986YC	Use Classic Yellow Mustard- 6mo (Household)	Food & Beverages
1785	MMO1622YC	Use Cocoa Powder - 1mo (Household)	Food & Beverages
1786	MMO1622YD	Use Cocoa Powder- 1mo (Household): Demand Potential (Containers/1mo)	Food & Beverages
1787	MMO1625YC	Use Cocoa Powder - 6mo (Household)	Food & Beverages
1788	MMO1626YC	Use Coffee Beans from Gourmet Shop- 6mo (Household)	Food & Beverages
1789	MMO1627YC	Use Cooked Hams- 1mo (Household)	Food & Beverages
1790	MMO1627YD	Use Cooked Hams- 1mo (Household): Demand Potential (Pkg/1mo)	Food & Beverages
1791	MMO1630YC	Use Cooked Hams- 6mo (Household)	Food & Beverages
1792	MMO1631YC	Use Corn Chips/Tortilla Chips/Cheese Snacks- 1mo (Household)	Food & Beverages
1793	MMO1631YD	Use Corn Chips/Tortilla Chips/Cheese Snacks- 1mo (Household): Demand Potential (Pkg/1mo)	Food & Beverages
1794	MMO1634YC	Use Corn Chips/Tortilla Chips/Cheese Snacks- 6mo (Household)	Food & Beverages
1795	MMO1639YC	Use Crackers- 1mo (Household)	Food & Beverages
1796	MMO1639YD	Use Crackers- 1mo (Household): Demand Potential (Boxes/1mo)	Food & Beverages
1797	MMO1642YC	Use Crackers- 6mo (Household)	Food & Beverages
1798	MMO1646YC	Use Crystal Light Drink Mix- 6mo (Household)	Food & Beverages
1799	MMO1647YC	Use Decorating Icings/Frostings- 1mo (Household)	Food & Beverages
1800	MMO1647YD	Use Decorating Icings/Frostings- 1mo (Household): Demand Potential (Pkg/1mo)	Food & Beverages
1801	MMO1650YC	Use Decorating Icings/Frostings- 6mo (Household)	Food & Beverages
1802	MM42268YC	Use Del Monte Canned or Jarred Fruit- 1mo (Household)	Food & Beverages
1803	MM42268YD	Use Del Monte Canned or Jarred Fruit- 1mo (Household): Demand Potential (Cans/1mo)	Food & Beverages
1804	MMO1655YC	Use Dinner Mixes & Kits- 1mo (Household)	Food & Beverages
1805	MMO1655YD	Use Dinner Mixes & Kits- 1mo (Household): Demand Potential (Pkg/1mo)	Food & Beverages
1806	MM42270YC	Use Dole Canned or Jarred Fruit- 1mo (Household)	Food & Beverages
1807	MM42270YD	Use Dole Canned or Jarred Fruit- 1mo (Household): Demand Potential (Cans/1mo)	Food & Beverages
1808	MMO1661YC	Use Dove Ice Cream Bar- 6mo (Household)	Food & Beverages
1809	MM41880YC	Use Dried Apricots- 6mo (Household)	Food & Beverages
1810	MM41880YD	Use Dried Apricots- 6mo (Household): Demand Potential (pounds/6mo)	Food & Beverages
1811	MM41884YC	Use Dried Cranberries- 6mo (Household)	Food & Beverages
1812	MM41884YD	Use Dried Cranberries- 6mo (Household): Demand Potential (pounds/6mo)	Food & Beverages
1813	MM41876YC	Use Dried Fruit- 6mo (Household)	Food & Beverages
1814	MM41876YD	Use Dried Fruit- 6mo (Household): Demand Potential (pounds/6mo)	Food & Beverages
1815	MM41890YC	Use Dried Prunes- 6mo (Household)	Food & Beverages
1816	MM41890YD	Use Dried Prunes- 6mo (Household): Demand Potential (pounds/6mo)	Food & Beverages
1817	MM41892YC	Use Dried Raisins- 6mo (Household)	Food & Beverages
1818	MM41892YD	Use Dried Raisins- 6mo (Household): Demand Potential (pounds/6mo)	Food & Beverages
1819	MMO1662YC	Use Dry Mix Salad Dressing- 1mo (Household)	Food & Beverages
1820	MMO1662YD	Use Dry Mix Salad Dressing- 1mo (Household): Demand Potential (Btl/Pkg/1mo)	Food & Beverages
1821	MMO1665YC	Use Dry Mix Salad Dressing- 6mo (Household)	Food & Beverages
1822	MMO1669YC	Use Egg Substitute- 6mo (Household)	Food & Beverages
1823	MMO1670YC	Use Eggs- 1mo (Household)	Food & Beverages
1824	MMO1670YD	Use Eggs- 1mo (Household): Demand Potential (Dozens/1mo)	Food & Beverages
1825	MMO1673YC	Use Eggs- 6mo (Household)	Food & Beverages
1826	MMO1674YC	Use English Muffins- 1wk (Household)	Food & Beverages
1827	MMO1674YD	Use English Muffins- 1wk (Household): Demand Potential (Times/1wk)	Food & Beverages
1828	MMO1677YC	Use English Muffins- 6mo (Household)	Food & Beverages
1829	MMO1681YC	Use Entenmann's Snack Cakes- 6mo (Household)	Food & Beverages
1830	MMO1689YC	Use Fat-Free Frozen Yogurt- 6mo (Household)	Food & Beverages
1831	MMO1693YC	Use Fat-Free Ice Cream- 6mo (Household)	Food & Beverages
1832	MMO1697YC	Use Fat-Free Mayonnaise- 6mo (Household)	Food & Beverages
1833	MMO1701YC	Use Fat-Free Salad Dressing- 6mo (Household)	Food & Beverages
1834	MMO1706YC	Use Fat-Free Yogurt- 1wk (Household)	Food & Beverages
1835	MMO1706YD	Use Fat-Free Yogurt- 1wk (Household): Demand Potential (Containers/1wk)	Food & Beverages
1836	MMO1709YC	Use Fat-Free Yogurt- 6mo (Household)	Food & Beverages
1837	MM41905YC	Use Fresh Apples- 1mo (Household)	Food & Beverages
1838	MM41905YD	Use Fresh Apples- 1mo (Household): Demand Potential (Pounds/1mo)	Food & Beverages
1839	MM41909YC	Use Fresh Asparagus- 1mo (Household)	Food & Beverages
1840	MM41909YD	Use Fresh Asparagus- 1mo (Household): Demand Potential (Pounds/1mo)	Food & Beverages
1841	MM41911YC	Use Fresh Avocados- 1mo (Household)	Food & Beverages
1842	MM41911YD	Use Fresh Avocados- 1mo (Household): Demand Potential (Pounds/1mo)	Food & Beverages
1843	MM41913YC	Use Fresh Bananas- 1mo (Household)	Food & Beverages
1844	MM41913YD	Use Fresh Bananas- 1mo (Household): Demand Potential (Pounds/1mo)	Food & Beverages
1845	MM42247YC	Use Fresh Beef- 1mo (Household)	Food & Beverages
1846	MM42247YD	Use Fresh Beef- 1mo (Household): Demand Potential (Pounds/1mo)	Food & Beverages
1847	MM41915YC	Use Fresh Broccoli- 1mo (Household)	Food & Beverages
1848	MM41915YD	Use Fresh Broccoli- 1mo (Household): Demand Potential (Pounds/1mo)	Food & Beverages
1849	MM41917YC	Use Fresh Cabbage- 1mo (Household)	Food & Beverages
1850	MM41917YD	Use Fresh Cabbage- 1mo (Household): Demand Potential (Pounds/1mo)	Food & Beverages

ORDER	VARIABLE	DESCRIPTION	CATEGORY
1851	MM41919YC	Use Fresh Cantaloupes- 1mo (Household)	Food & Beverages
1852	MM41919YD	Use Fresh Cantaloupes- 1mo (Household): Demand Potential (Pounds/1mo)	Food & Beverages
1853	MM41921YC	Use Fresh Carrots- 1mo (Household)	Food & Beverages
1854	MM41921YD	Use Fresh Carrots- 1mo (Household): Demand Potential (Pounds/1mo)	Food & Beverages
1855	MM41923YC	Use Fresh Cauliflower- 1mo (Household)	Food & Beverages
1856	MM41923YD	Use Fresh Cauliflower- 1mo (Household): Demand Potential (Pounds/1mo)	Food & Beverages
1857	MM41925YC	Use Fresh Cherries- 1mo (Household)	Food & Beverages
1858	MM41925YD	Use Fresh Cherries- 1mo (Household): Demand Potential (Pounds/1mo)	Food & Beverages
1859	MM41927YC	Use Fresh Corn- 1mo (Household)	Food & Beverages
1860	MM41927YD	Use Fresh Corn- 1mo (Household): Demand Potential (Pounds/1mo)	Food & Beverages
1861	MM41929YC	Use Fresh Cucumber- 1mo (Household)	Food & Beverages
1862	MM41929YD	Use Fresh Cucumber- 1mo (Household): Demand Potential (Pounds/1mo)	Food & Beverages
1863	MM01710YC	Use Fresh Cut Cold Cuts- 1mo (Household)	Food & Beverages
1864	MM01710YD	Use Fresh Cut Cold Cuts- 1mo (Household): Demand Potential (Pounds/1mo)	Food & Beverages
1865	MM01713YC	Use Fresh Cut Cold Cuts- 6mo (Household)	Food & Beverages
1866	MM41897YC	Use Fresh Fruit- 1mo (Household)	Food & Beverages
1867	MM41897YD	Use Fresh Fruit- 1mo (Household): Demand Potential (Pounds/1mo)	Food & Beverages
1868	MM01714YC	Use Fresh Fruit and Vegetables- 1mo (Household)	Food & Beverages
1869	MM01714YD	Use Fresh Fruit and Vegetables- 1mo (Household): Demand Potential (Pounds/1mo)	Food & Beverages
1870	MM01717YC	Use Fresh Fruit and Vegetables- 6mo (Household)	Food & Beverages
1871	MM41933YC	Use Fresh Grapes- 1mo (Household)	Food & Beverages
1872	MM41933YD	Use Fresh Grapes- 1mo (Household): Demand Potential (Pounds/1mo)	Food & Beverages
1873	MM41935YC	Use Fresh Green Beans- 1mo (Household)	Food & Beverages
1874	MM41935YD	Use Fresh Green Beans- 1mo (Household): Demand Potential (Pounds/1mo)	Food & Beverages
1875	MM41939YC	Use Fresh Lemons- 1mo (Household)	Food & Beverages
1876	MM41939YD	Use Fresh Lemons- 1mo (Household): Demand Potential (Pounds/1mo)	Food & Beverages
1877	MM41941YC	Use Fresh Lettuce- 1mo (Household)	Food & Beverages
1878	MM41941YD	Use Fresh Lettuce- 1mo (Household): Demand Potential (Pounds/1mo)	Food & Beverages
1879	MM41943YC	Use Fresh Limes- 1mo (Household)	Food & Beverages
1880	MM41943YD	Use Fresh Limes- 1mo (Household): Demand Potential (Pounds/1mo)	Food & Beverages
1881	MM41945YC	Use Fresh Mushrooms- 1mo (Household)	Food & Beverages
1882	MM41945YD	Use Fresh Mushrooms- 1mo (Household): Demand Potential (Pounds/1mo)	Food & Beverages
1883	MM41901YC	Use Fresh Non-Organic Fruits & Vegetables- 1mo (Household)	Food & Beverages
1884	MM41901YD	Use Fresh Non-Organic Fruits & Vegetables- 1mo (Household): Demand Potential (Pounds/1mo)	Food & Beverages
1885	MM41947YC	Use Fresh Onions- 1mo (Household)	Food & Beverages
1886	MM41947YD	Use Fresh Onions- 1mo (Household): Demand Potential (Pounds/1mo)	Food & Beverages
1887	MM41949YC	Use Fresh Oranges- 1mo (Household)	Food & Beverages
1888	MM41949YD	Use Fresh Oranges- 1mo (Household): Demand Potential (Pounds/1mo)	Food & Beverages
1889	MM41903YC	Use Fresh Organic Fruits & Vegetables- 1mo (Household)	Food & Beverages
1890	MM41903YD	Use Fresh Organic Fruits & Vegetables- 1mo (Household): Demand Potential (Pounds/1mo)	Food & Beverages
1891	MM41951YC	Use Fresh Peaches- 1mo (Household)	Food & Beverages
1892	MM41951YD	Use Fresh Peaches- 1mo (Household): Demand Potential (Pounds/1mo)	Food & Beverages
1893	MM41953YC	Use Fresh Pears- 1mo (Household)	Food & Beverages
1894	MM41953YD	Use Fresh Pears- 1mo (Household): Demand Potential (Pounds/1mo)	Food & Beverages
1895	MM41957YC	Use Fresh Pineapples- 1mo (Household)	Food & Beverages
1896	MM41957YD	Use Fresh Pineapples- 1mo (Household): Demand Potential (Pounds/1mo)	Food & Beverages
1897	MM41968YC	Use Fresh Potatoes- 1mo (Household)	Food & Beverages
1898	MM41968YD	Use Fresh Potatoes- 1mo (Household): Demand Potential (Pounds/1mo)	Food & Beverages
1899	MM41970YC	Use Fresh Pumpkin- 1mo (Household)	Food & Beverages
1900	MM41970YD	Use Fresh Pumpkin- 1mo (Household): Demand Potential (Pounds/1mo)	Food & Beverages
1901	MM41972YC	Use Fresh Raspberries- 1mo (Household)	Food & Beverages
1902	MM41972YD	Use Fresh Raspberries- 1mo (Household): Demand Potential (Pounds/1mo)	Food & Beverages
1903	MM41974YC	Use Fresh Spinach- 1mo (Household)	Food & Beverages
1904	MM41974YD	Use Fresh Spinach- 1mo (Household): Demand Potential (Pounds/1mo)	Food & Beverages
1905	MM41976YC	Use Fresh Strawberries- 1mo (Household)	Food & Beverages
1906	MM41976YD	Use Fresh Strawberries- 1mo (Household): Demand Potential (Pounds/1mo)	Food & Beverages
1907	MM41978YC	Use Fresh Tomatoes- 1mo (Household)	Food & Beverages
1908	MM41978YD	Use Fresh Tomatoes- 1mo (Household): Demand Potential (Pounds/1mo)	Food & Beverages
1909	MM41899YC	Use Fresh Vegetables- 1mo (Household)	Food & Beverages
1910	MM41899YD	Use Fresh Vegetables- 1mo (Household): Demand Potential (Pounds/1mo)	Food & Beverages
1911	MM41980YC	Use Fresh Watermelons- 1mo (Household)	Food & Beverages
1912	MM41980YD	Use Fresh Watermelons- 1mo (Household): Demand Potential (Pounds/1mo)	Food & Beverages
1913	MM01718YC	Use Fresh/Refrigerated/Frozen Pizza Shells/Crust- 1mo (Household)	Food & Beverages
1914	MM01718YD	Use Fresh/Refrigerated/Frozen Pizza Shells/Crust- 1mo (Household): Demand Potential (Pkg/1mo)	Food & Beverages
1915	MM01721YC	Use Fresh/Refrigerated/Frozen Pizza Shells/Crust- 6mo (Household)	Food & Beverages
1916	MM42249YC	Use Frozen Beef- 1mo (Household)	Food & Beverages
1917	MM42249YD	Use Frozen Beef- 1mo (Household): Demand Potential (Pounds/1mo)	Food & Beverages
1918	MM01726YC	Use Frozen Breaded Chicken- 1mo (Household)	Food & Beverages
1919	MM01726YD	Use Frozen Breaded Chicken- 1mo (Household): Demand Potential (Pkg/1mo)	Food & Beverages
1920	MM01729YC	Use Frozen Breaded Chicken- 6mo (Household)	Food & Beverages
1921	MM01730YC	Use Frozen Desserts- 1mo (Household)	Food & Beverages
1922	MM01730YD	Use Frozen Desserts- 1mo (Household): Demand Potential (Pkg/1mo)	Food & Beverages
1923	MM01733YC	Use Frozen Desserts- 6mo (Household)	Food & Beverages
1924	MM01734YC	Use Frozen Orange Juice- Avg. Day (Household)	Food & Beverages

ORDER	VARIABLE	DESCRIPTION	CATEGORY
1925	MM01734YD	Use Frozen Orange Juice- Avg. Day (Household): Demand Potential (Glasses/1dy)	Food & Beverages
1926	MM01737YC	Use Frozen Orange Juice- 6mo (Household)	Food & Beverages
1927	MM01738YC	Use Frozen Pizza- 1mo (Household)	Food & Beverages
1928	MM01738YD	Use Frozen Pizza- 1mo (Household): Demand Potential (Pkg/1mo)	Food & Beverages
1929	MM01741YC	Use Frozen Pizza- 6mo (Household)	Food & Beverages
1930	MM01749YC	Use Godiva Box Chocolate- 6mo (Adult)	Food & Beverages
1931	MM41987YC	Use Grey Poupon Mustard- 6mo (Household)	Food & Beverages
1932	MM42251YC	Use Ground Beef- 1mo (Household)	Food & Beverages
1933	MM42251YD	Use Ground Beef- 1mo (Household): Demand Potential (Pounds/1mo)	Food & Beverages
1934	MM61147YC	Use Ground Coffee - Avg. Day (Household)	Food & Beverages
1935	MM61147YD	Use Ground Coffee - Avg. Day (Household): Demand Potential (Glasses/1dy)	Food & Beverages
1936	MM61149YC	Use Ground Coffee - 6mo (Household)	Food & Beverages
1937	MM61150YC	Use Ground Decaffeinated Coffee - Avg. Day (Household)	Food & Beverages
1938	MM61150YD	Use Ground Decaffeinated Coffee - Avg. Day (Household): Demand Potential (Glasses/1dy)	Food & Beverages
1939	MM61152YC	Use Ground Regular (Not Decaffeinated) Coffee - Avg. Day (Household)	Food & Beverages
1940	MM61152YD	Use Ground Regular (Not Decaffeinated) Coffee - Avg. Day (Household): Demand Potential (Glasses/1dy)	Food & Beverages
1941	MM01751YC	Use Hostess Snack Cakes- 6mo (Household)	Food & Beverages
1942	MM61163YC	Use Ice Cream, Ice Milk & Sherbet- 1wk (Household)	Food & Beverages
1943	MM61163YD	Use Ice Cream, Ice Milk & Sherbet- 1wk (Household): Demand Potential (Pints/1wk)	Food & Beverages
1944	MM61165YC	Use Ice Cream, Ice Milk & Sherbet- 6mo (Household)	Food & Beverages
1945	MM01755YC	Use Instant Breakfast- 6mo (Household)	Food & Beverages
1946	MM01756YC	Use Instant Grits- 6mo (Household)	Food & Beverages
1947	MM01760YC	Use Instant Iced Tea- 6mo (Household)	Food & Beverages
1948	MM61168YC	Use Instant or Freeze-Dried (Freeze-Dried) Coffee - Avg. Day (Household)	Food & Beverages
1949	MM61168YD	Use Instant or Freeze-Dried (Freeze-Dried) Coffee - Avg. Day (Household): Demand Potential (Glasses/1dy)	Food & Beverages
1950	MM61170YC	Use Instant or Freeze-Dried (Instant Powdered/Buds) Coffee - Avg. Day (Household)	Food & Beverages
1951	MM61170YD	Use Instant or Freeze-Dried (Instant Powdered/Buds) Coffee - Avg. Day (Household): Demand Potential (Glasses/1dy)	Food & Beverages
1952	MM61171YC	Use Instant or Freeze-Dried Coffee - 6mo (Household)	Food & Beverages
1953	MM61173YC	Use Instant or Freeze-Dried Coffee - Avg. Day (Household)	Food & Beverages
1954	MM61173YD	Use Instant or Freeze-Dried Coffee - Avg. Day (Household): Demand Potential (Glasses/1dy)	Food & Beverages
1955	MM61175YC	Use Instant or Freeze-Dried Decaffeinated Coffee - Avg. Day (Household)	Food & Beverages
1956	MM61175YD	Use Instant or Freeze-Dried Decaffeinated Coffee - Avg. Day (Household): Demand Potential (Glasses/1dy)	Food & Beverages
1957	MM61177YC	Use Instant or Freeze-Dried Regular Coffee - Avg. Day (Household)	Food & Beverages
1958	MM61177YD	Use Instant or Freeze-Dried Regular Coffee - Avg. Day (Household): Demand Potential (Glasses/1dy)	Food & Beverages
1959	MM01765YC	Use Instant Rice- 6mo (Household)	Food & Beverages
1960	MM01767YC	Use Jerky Meat Snacks- 1mo (Household)	Food & Beverages
1961	MM01767YD	Use Jerky Meat Snacks- 1mo (Household): Demand Potential (Pkg/1mo)	Food & Beverages
1962	MM01770YC	Use Jerky Meat Snacks- 6mo (Household)	Food & Beverages
1963	MM42350YC	Use Keebler Grahams Crackers- 1mo (Household)	Food & Beverages
1964	MM42350YD	Use Keebler Grahams Crackers- 1mo (Household): Demand Potential (Boxes/1mo)	Food & Beverages
1965	MM01771YC	Use Kellogg's Corn Flakes- 1wk (Household)	Food & Beverages
1966	MM01771YD	Use Kellogg's Corn Flakes- 1wk (Household): Demand Potential (Serving/1wk)	Food & Beverages
1967	MM01774YC	Use Kellogg's Corn Flakes- 6mo (Household)	Food & Beverages
1968	MM01775YC	Use Kellogg's Froot Loops- 1wk (Household)	Food & Beverages
1969	MM01775YD	Use Kellogg's Froot Loops- 1wk (Household): Demand Potential (Serving/1wk)	Food & Beverages
1970	MM01778YC	Use Kellogg's Froot Loops- 6mo (Household)	Food & Beverages
1971	MM01783YC	Use Kellogg's Pop-Tarts- 1mo (Household)	Food & Beverages
1972	MM01783YD	Use Kellogg's Pop-Tarts- 1mo (Household): Demand Potential (Pkg/1mo)	Food & Beverages
1973	MM01786YC	Use Kellogg's Pop-Tarts- 6mo (Household)	Food & Beverages
1974	MM42257YC	Use Lean Beef- 1mo (Household)	Food & Beverages
1975	MM42257YD	Use Lean Beef- 1mo (Household): Demand Potential (Pounds/1mo)	Food & Beverages
1976	MM42000YC	Use Lean Meat- 1mo (Household)	Food & Beverages
1977	MM42000YD	Use Lean Meat- 1mo (Household): Demand Potential (Pounds/1mo)	Food & Beverages
1978	MM42272YC	Use Libby's Canned or Jarred Fruit- 1mo (Household)	Food & Beverages
1979	MM42272YD	Use Libby's Canned or Jarred Fruit- 1mo (Household): Demand Potential (Cans/1mo)	Food & Beverages
1980	MM01800YC	Use Low Calorie Bread- 1wk (Household)	Food & Beverages
1981	MM01800YD	Use Low Calorie Bread- 1wk (Household): Demand Potential (Loaves/1wk)	Food & Beverages
1982	MM01803YC	Use Low Calorie Bread- 6mo (Household)	Food & Beverages
1983	MM01807YC	Use Low Calorie Frozen Dinners- 6mo (Household)	Food & Beverages
1984	MM01811YC	Use Low-Fat Cold Cuts- 6mo (Household)	Food & Beverages
1985	MM01812YC	Use Low-Fat Cream Cheese- 1mo (Household)	Food & Beverages
1986	MM01812YD	Use Low-Fat Cream Cheese- 1mo (Household): Demand Potential (Pkg/1mo)	Food & Beverages
1987	MM01815YC	Use Low-Fat Cream Cheese- 6mo (Household)	Food & Beverages
1988	MM01819YC	Use Low-Fat Frozen Yogurt- 6mo (Household)	Food & Beverages
1989	MM01824YC	Use Low-Fat Mayonnaise- 1mo (Household)	Food & Beverages
1990	MM01824YD	Use Low-Fat Mayonnaise- 1mo (Household): Demand Potential (Jars/1mo)	Food & Beverages
1991	MM01827YC	Use Low-Fat Mayonnaise- 6mo (Household)	Food & Beverages
1992	MM01828YC	Use Low-Fat Salad Dressing- 1mo (Household)	Food & Beverages
1993	MM01828YD	Use Low-Fat Salad Dressing- 1mo (Household): Demand Potential (Btl/Pkg/1mo)	Food & Beverages
1994	MM01831YC	Use Low-Fat Salad Dressing- 6mo (Household)	Food & Beverages
1995	MM01832YC	Use Low-Fat Sour Cream- 1mo (Household)	Food & Beverages
1996	MM01832YD	Use Low-Fat Sour Cream- 1mo (Household): Demand Potential (Containers/1mo)	Food & Beverages
1997	MM01835YC	Use Low-Fat Sour Cream- 6mo (Household)	Food & Beverages
1998	MM01836YC	Use Low-Fat Yogurt- 1wk (Household)	Food & Beverages

ORDER	VARIABLE	DESCRIPTION	CATEGORY
1999	MM01836YD	Use Low-Fat Yogurt- 1wk (Household): Demand Potential (Containers/1wk)	Food & Beverages
2000	MM01839YC	Use Low-Fat Yogurt- 6mo (Household)	Food & Beverages
2001	MM01840YC	Use Margarine- 6mo (Household)	Food & Beverages
2002	MM01844YC	Use Meal Supplement- 6mo (Adult)	Food & Beverages
2003	MM01845YC	Use Mexican Foods- 1mo (Household)	Food & Beverages
2004	MM01845YD	Use Mexican Foods- 1mo (Household): Demand Potential (Pkg/1mo)	Food & Beverages
2005	MM01848YC	Use Mexican Foods- 6mo (Household)	Food & Beverages
2006	MM01849YC	Use Microwave for Frozen Breakfast Food- 1wk (Household)	Food & Beverages
2007	MM01849YD	Use Microwave for Frozen Breakfast Food- 1wk (Household): Demand Potential (Times/1wk)	Food & Beverages
2008	MM01852YC	Use Microwave for Frozen Breakfast Food- 6mo (Household)	Food & Beverages
2009	MM01856YC	Use Microwave for Frozen Dinners- 6mo (Household)	Food & Beverages
2010	MM01857YC	Use Microwave Popcorn- 1mo (Household)	Food & Beverages
2011	MM01857YD	Use Microwave Popcorn- 1mo (Household): Demand Potential (Pkg/1mo)	Food & Beverages
2012	MM01860YC	Use Microwave Popcorn- 6mo (Household)	Food & Beverages
2013	MM01861YC	Use Non-Frozen Orange Juice- Avg. Day (Household)	Food & Beverages
2014	MM01861YD	Use Non-Frozen Orange Juice- Avg. Day (Household): Demand Potential (Glasses/1dy)	Food & Beverages
2015	MM01864YC	Use Non-Frozen Orange Juice- 6mo (Household)	Food & Beverages
2016	MM61203YC	Use Nutrition/Energy Bars- 1mo (Adult)	Food & Beverages
2017	MM61203YD	Use Nutrition/Energy Bars- 1mo (Adult): Demand Potential (Glasses/1mo)	Food & Beverages
2018	MM61205YC	Use Nutrition/Energy Bars- 6mo (Adult)	Food & Beverages
2019	MM61206YC	Use Nuts- 1mo (Adult)	Food & Beverages
2020	MM61206YD	Use Nuts- 1mo (Adult): Demand Potential (Glasses/1mo)	Food & Beverages
2021	MM61208YC	Use Nuts- 6mo (Adult)	Food & Beverages
2022	MM42276YC	Use Ocean Spray Canned or Jarred Fruit- 1mo (Household)	Food & Beverages
2023	MM42276YD	Use Ocean Spray Canned or Jarred Fruit- 1mo (Household): Demand Potential (Cans/1mo)	Food & Beverages
2024	MM01865YC	Use Olive Oil- 1mo (Household)	Food & Beverages
2025	MM01865YD	Use Olive Oil- 1mo (Household): Demand Potential (Pints/1mo)	Food & Beverages
2026	MM01868YC	Use Olive Oil- 6mo (Household)	Food & Beverages
2027	MM42563YC	Use Organic Any Food- 6mo (Household)	Food & Beverages
2028	MM42564YC	Use Organic Baby Food- 6mo (Household)	Food & Beverages
2029	MM42565YC	Use Organic Bread- 6mo (Household)	Food & Beverages
2030	MM42566YC	Use Organic Breakfast Cereals- 6mo (Household)	Food & Beverages
2031	MM42567YC	Use Organic Cheese- 6mo (Household)	Food & Beverages
2032	MM42568YC	Use Organic Chocolate- 6mo (Household)	Food & Beverages
2033	MM50164YC	Use Organic Coffee- 6mo (Household)	Food & Beverages
2034	MM42569YC	Use Organic Fish/Seafood- 6mo (Household)	Food & Beverages
2035	MM42570YC	Use Organic Frozen Foods- 6mo (Household)	Food & Beverages
2036	MM42571YC	Use Organic Granola- 6mo (Household)	Food & Beverages
2037	MM42572YC	Use Organic Ice Cream- 6mo (Household)	Food & Beverages
2038	MM42573YC	Use Organic Meat- 6mo (Household)	Food & Beverages
2039	MM07360YC	Use Organic Milk- 6mo (Household)	Food & Beverages
2040	MM42574YC	Use Organic Other- 6mo (Household)	Food & Beverages
2041	MM42575YC	Use Organic Pasta- 6mo (Household)	Food & Beverages
2042	MM42576YC	Use Organic Peanut Butter- 6mo (Household)	Food & Beverages
2043	MM42577YC	Use Organic Poultry- 6mo (Household)	Food & Beverages
2044	MM42578YC	Use Organic Soup- 6mo (Household)	Food & Beverages
2045	MM42579YC	Use Organic Spaghetti/Pasta Sauce- 6mo (Household)	Food & Beverages
2046	MM50165YC	Use Organic Tea- 6mo (Household)	Food & Beverages
2047	MM01869YC	Use Oscar Mayer Lunchables- 1mo (Household)	Food & Beverages
2048	MM01869YD	Use Oscar Mayer Lunchables- 1mo (Household): Demand Potential (Pkg/1mo)	Food & Beverages
2049	MM01872YC	Use Oscar Mayer Lunchables- 6mo (Household)	Food & Beverages
2050	MM01876YC	Use Packaged Cold Cuts- 1mo (Household)	Food & Beverages
2051	MM01876YD	Use Packaged Cold Cuts- 1mo (Household): Demand Potential (Pounds/1mo)	Food & Beverages
2052	MM01879YC	Use Packaged Cold Cuts- 6mo (Household)	Food & Beverages
2053	MM01880YC	Use Packaged Instant Mashed Potatoes- 1mo (Household)	Food & Beverages
2054	MM01880YD	Use Packaged Instant Mashed Potatoes- 1mo (Household): Demand Potential (Pkg/1mo)	Food & Beverages
2055	MM01883YC	Use Packaged Instant Mashed Potatoes- 6mo (Household)	Food & Beverages
2056	MM01888YC	Use Packaged/Frozen Pasta- 1mo (Household)	Food & Beverages
2057	MM01888YD	Use Packaged/Frozen Pasta- 1mo (Household): Demand Potential (Pkg/1mo)	Food & Beverages
2058	MM01891YC	Use Packaged/Frozen Pasta- 6mo (Household)	Food & Beverages
2059	MM01892YC	Use Peanut Butter- 1mo (Household)	Food & Beverages
2060	MM01892YD	Use Peanut Butter- 1mo (Household): Demand Potential (Jars/1mo)	Food & Beverages
2061	MM01895YC	Use Peanut Butter- 6mo (Household)	Food & Beverages
2062	MM01899YC	Use Pepperidge Farm Crackers- 6mo (Household)	Food & Beverages
2063	MM42324YC	Use Perdue Chicken & Turkey- 1mo (Household)	Food & Beverages
2064	MM42324YD	Use Perdue Chicken & Turkey- 1mo (Household): Demand Potential (Pounds/1mo)	Food & Beverages
2065	MM01903YC	Use Pita Bread- 6mo (Household)	Food & Beverages
2066	MM01904YC	Use Plain Cap'n Crunch- 1wk (Household)	Food & Beverages
2067	MM01904YD	Use Plain Cap'n Crunch- 1wk (Household): Demand Potential (Serving/1wk)	Food & Beverages
2068	MM01907YC	Use Plain Cap'n Crunch- 6mo (Household)	Food & Beverages
2069	MM01908YC	Use Plain Cheerios- 1wk (Household)	Food & Beverages
2070	MM01908YD	Use Plain Cheerios- 1wk (Household): Demand Potential (Serving/1wk)	Food & Beverages
2071	MM01911YC	Use Plain Cheerios- 6mo (Household)	Food & Beverages
2072	MM01915YC	Use Plain Kellogg's All-Bran- 6mo (Household)	Food & Beverages

ORDER	VARIABLE	DESCRIPTION	CATEGORY
2073	MM01919YC	Use Plain Wheaties- 6mo (Household)	Food & Beverages
2074	MM41996YC	Use Pork- 1mo (Household)	Food & Beverages
2075	MM41996YD	Use Pork- 1mo (Household): Demand Potential (Pounds/1mo)	Food & Beverages
2076	MM01923YC	Use Post Grape Nuts- 6mo (Household)	Food & Beverages
2077	MM01931YC	Use Post Spoon Size Shredded Wheat- 6mo (Household)	Food & Beverages
2078	MM01932YC	Use Potato Chips- 1mo (Household)	Food & Beverages
2079	MM01932YD	Use Potato Chips- 1mo (Household): Demand Potential (Pkg/1mo)	Food & Beverages
2080	MM01935YC	Use Potato Chips- 6mo (Household)	Food & Beverages
2081	MM01936YC	Use Pretzels- 1mo (Household)	Food & Beverages
2082	MM01936YD	Use Pretzels- 1mo (Household): Demand Potential (Pkg/1mo)	Food & Beverages
2083	MM01939YC	Use Pretzels- 6mo (Household)	Food & Beverages
2084	MM01940YC	Use Ready-to-Eat Cookies- 1mo (Household)	Food & Beverages
2085	MM01940YD	Use Ready-to-Eat Cookies- 1mo (Household): Demand Potential (Pkg/1mo)	Food & Beverages
2086	MM01943YC	Use Ready-to-Eat Cookies- 6mo (Household)	Food & Beverages
2087	MM01944YC	Use Refrigerated/Frozen Biscuit Dough- 1mo (Household)	Food & Beverages
2088	MM01944YD	Use Refrigerated/Frozen Biscuit Dough- 1mo (Household): Demand Potential (Pkg/1mo)	Food & Beverages
2089	MM01947YC	Use Refrigerated/Frozen Biscuit Dough- 6mo (Household)	Food & Beverages
2090	MM01948YC	Use Refrigerated/Frozen Bread/Dough Products- 1mo (Household)	Food & Beverages
2091	MM01948YD	Use Refrigerated/Frozen Bread/Dough Products- 1mo (Household): Demand Potential (Pkg/1mo)	Food & Beverages
2092	MM01951YC	Use Refrigerated/Frozen Bread/Dough Products- 6mo (Household)	Food & Beverages
2093	MM01952YC	Use Refrigerated/Frozen Cookie Dough- 1mo (Household)	Food & Beverages
2094	MM01952YD	Use Refrigerated/Frozen Cookie Dough- 1mo (Household): Demand Potential (Pkg/1mo)	Food & Beverages
2095	MM01955YC	Use Refrigerated/Frozen Cookie Dough- 6mo (Household)	Food & Beverages
2096	MM01959YC	Use Refrigerated/Frozen Sweet Roll Dough- 6mo (Household)	Food & Beverages
2097	MM42259YC	Use Regular (not lean) Beef- 1mo (Household)	Food & Beverages
2098	MM42259YD	Use Regular (not lean) Beef- 1mo (Household): Demand Potential (Pounds/1mo)	Food & Beverages
2099	MM42002YC	Use Regular (not lean) Meat- 1mo (Household)	Food & Beverages
2100	MM42002YD	Use Regular (not lean) Meat- 1mo (Household): Demand Potential (Pounds/1mo)	Food & Beverages
2101	MM01964YC	Use Regular Cream Cheese- 1mo (Household)	Food & Beverages
2102	MM01964YD	Use Regular Cream Cheese- 1mo (Household): Demand Potential (Pkg/1mo)	Food & Beverages
2103	MM01967YC	Use Regular Cream Cheese- 6mo (Household)	Food & Beverages
2104	MM01968YC	Use Regular Frozen Dinners- 1mo (Household)	Food & Beverages
2105	MM01968YD	Use Regular Frozen Dinners- 1mo (Household): Demand Potential (Number/1mo)	Food & Beverages
2106	MM01971YC	Use Regular Frozen Dinners- 6mo (Household)	Food & Beverages
2107	MM01975YC	Use Regular Frozen Yogurt- 6mo (Household)	Food & Beverages
2108	MM01976YC	Use Regular Ice Cream- 1wk (Household)	Food & Beverages
2109	MM01976YD	Use Regular Ice Cream- 1wk (Household): Demand Potential (Pints/1wk)	Food & Beverages
2110	MM01979YC	Use Regular Ice Cream- 6mo (Household)	Food & Beverages
2111	MM01980YC	Use Regular Mayonnaise- 1mo (Household)	Food & Beverages
2112	MM01980YD	Use Regular Mayonnaise- 1mo (Household): Demand Potential (Jars/1mo)	Food & Beverages
2113	MM01983YC	Use Regular Mayonnaise- 6mo (Household)	Food & Beverages
2114	MM01984YC	Use Regular Sour Cream- 1mo (Household)	Food & Beverages
2115	MM01984YD	Use Regular Sour Cream- 1mo (Household): Demand Potential (Containers/1mo)	Food & Beverages
2116	MM01987YC	Use Regular Sour Cream- 6mo (Household)	Food & Beverages
2117	MM01991YC	Use Rice Cakes- 6mo (Household)	Food & Beverages
2118	MM50714YC	Use Rice-A-Roni- 6mo (Household)	Food & Beverages
2119	MM01993YC	Use Ritz Crackers- 1mo (Household)	Food & Beverages
2120	MM01993YD	Use Ritz Crackers- 1mo (Household): Demand Potential (Boxes/1mo)	Food & Beverages
2121	MM01996YC	Use Ritz Crackers- 6mo (Household)	Food & Beverages
2122	MM02000YC	Use Russell Stover Box Chocolate- 6mo (Adult)	Food & Beverages
2123	MM61267YC	Use Salsa or Picante Sauce- 1mo (Household)	Food & Beverages
2124	MM61267YD	Use Salsa or Picante Sauce- 1mo (Household): Demand Potential (Jars/1mo)	Food & Beverages
2125	MM61269YC	Use Salsa or Picante Sauce- 6mo (Household)	Food & Beverages
2126	MM02001YC	Use Salt Substitute- 6mo (Household)	Food & Beverages
2127	MM02001YD	Use Salt Substitute- 6mo (Household): Demand Potential (Containers/6mo)	Food & Beverages
2128	MM02004YC	Use Saltines Crackers- 1mo (Household)	Food & Beverages
2129	MM02004YD	Use Saltines Crackers- 1mo (Household): Demand Potential (Boxes/1mo)	Food & Beverages
2130	MM02007YC	Use Saltines Crackers- 6mo (Household)	Food & Beverages
2131	MM02008YC	Use Shake'n Bake- 6mo (Household)	Food & Beverages
2132	MM02009YC	Use Shelf-Stable Microwave Products- 6mo (Household)	Food & Beverages
2133	MM61279YC	Use Single Serve Pod/K-Cup Coffee - Avg. Day (Household)	Food & Beverages
2134	MM61279YD	Use Single Serve Pod/K-Cup Coffee - Avg. Day (Household): Demand Potential (Glasses/1dy)	Food & Beverages
2135	MM02010YC	Use Soy Sauce- 6mo (Household)	Food & Beverages
2136	MM02010YD	Use Soy Sauce- 6mo (Household): Demand Potential (Bottles/6mo)	Food & Beverages
2137	MM02016YC	Use Spam- 6mo (Household)	Food & Beverages
2138	MM02017YC	Use Spray Non-Stick Cooking Prods- 6mo (Household)	Food & Beverages
2139	MM02021YC	Use Stoned Wheat Thins- 6mo (Household)	Food & Beverages
2140	MM42278YC	Use Store Brand Canned or Jarred Fruit- 1mo (Household)	Food & Beverages
2141	MM42278YD	Use Store Brand Canned or Jarred Fruit- 1mo (Household): Demand Potential (Cans/1mo)	Food & Beverages
2142	MM42332YC	Use Store Brand Chicken & Turkey- 1mo (Household)	Food & Beverages
2143	MM42332YD	Use Store Brand Chicken & Turkey- 1mo (Household): Demand Potential (Pounds/1mo)	Food & Beverages
2144	MM02022YC	Use Stove Top Stuffing- 6mo (Household)	Food & Beverages
2145	MM02023YC	Use Sugar Sweetened Kool-Aid- 6mo (Household)	Food & Beverages
2146	MM02024YC	Use Triscuit Crackers- 1mo (Household)	Food & Beverages

ORDER	VARIABLE	DESCRIPTION	CATEGORY
2147	MM02024YD	Use Triscuit Crackers- 1mo (Household): Demand Potential (Boxes/1mo)	Food & Beverages
2148	MM02027YC	Use Triscuit Crackers- 6mo (Household)	Food & Beverages
2149	MM02072YC	Buy Gas- <\$50- 1mo (Adult)	Gas, Credit Cards and Chains
2150	MM02070YC	Buy Gas- \$50-\$74- 1mo (Adult)	Gas, Credit Cards and Chains
2151	MM02071YC	Buy Gas- \$75-\$99- 1mo (Adult)	Gas, Credit Cards and Chains
2152	MM02115YC	Spend on Gas- \$100+- 1mo (Adult)	Gas, Credit Cards and Chains
2153	MM02073YC	Buy Gas- 1wk (Adult)	Gas, Credit Cards and Chains
2154	MM02073YD	Buy Gas- 1wk (Adult): Demand Potential (Gallons/1wk)	Gas, Credit Cards and Chains
2155	MM02077YC	Buy Gas- 6mo (Adult)	Gas, Credit Cards and Chains
2156	MM02076YC	Buy Gas- 21+ Gallons- 1wk (Adult)	Gas, Credit Cards and Chains
2157	MM02066YC	Buy Gas with Cash- 1mo (Adult)	Gas, Credit Cards and Chains
2158	MM02067YC	Buy Gas with Credit Card- 1mo (Adult)	Gas, Credit Cards and Chains
2159	MM02068YC	Buy Gas with Debit Card- 1mo (Adult)	Gas, Credit Cards and Chains
2160	MM02069YC	Buy Gas with Gas/Oil Company Credit Card- 1mo (Adult)	Gas, Credit Cards and Chains
2161	MM02062YC	Buy Full-Service Gas- 1wk (Adult)	Gas, Credit Cards and Chains
2162	MM02062YD	Buy Full-Service Gas- 1wk (Adult): Demand Potential (Gallons/1wk)	Gas, Credit Cards and Chains
2163	MM02065YC	Buy Full-Service Gas- 6mo (Adult)	Gas, Credit Cards and Chains
2164	MM02090YC	Buy Self-Service Gas- 1wk (Adult)	Gas, Credit Cards and Chains
2165	MM02090YD	Buy Self-Service Gas- 1wk (Adult): Demand Potential (Gallons/1wk)	Gas, Credit Cards and Chains
2166	MM42079YC	Buy Self-Service Gas- 6mo (Adult)	Gas, Credit Cards and Chains
2167	MM02086YC	Buy Regular Gas- 1wk (Adult)	Gas, Credit Cards and Chains
2168	MM02086YD	Buy Regular Gas- 1wk (Adult): Demand Potential (Gallons/1wk)	Gas, Credit Cards and Chains
2169	MM42078YC	Buy Regular Grade Gas- 6mo (Adult)	Gas, Credit Cards and Chains
2170	MM02078YC	Buy Mid-Grade Gas- 1wk (Adult)	Gas, Credit Cards and Chains
2171	MM02078YD	Buy Mid-Grade Gas- 1wk (Adult): Demand Potential (Gallons/1wk)	Gas, Credit Cards and Chains
2172	MM42076YC	Buy Mid-Grade Gas- 6mo (Adult)	Gas, Credit Cards and Chains
2173	MM02082YC	Buy Premium/Super Gas- 1wk (Adult)	Gas, Credit Cards and Chains
2174	MM02082YD	Buy Premium/Super Gas- 1wk (Adult): Demand Potential (Gallons/1wk)	Gas, Credit Cards and Chains
2175	MM42077YC	Buy Premium/Super Gas- 6mo (Adult)	Gas, Credit Cards and Chains
2176	MM02060YC	Buy Diesel Gas- 6mo (Adult)	Gas, Credit Cards and Chains
2177	MM61325YC	Buy Gasohol Type Gas- 6mo (Adult)	Gas, Credit Cards and Chains
2178	MM61326YC	Buy Gasoline Additives- 1yr (Household)	Gas, Credit Cards and Chains
2179	MM61327YC	Buy Unleaded Gas- 1wk (Adult)	Gas, Credit Cards and Chains
2180	MM61327YD	Buy Unleaded Gas- 1wk (Adult): Demand Potential (Gallons/1wk)	Gas, Credit Cards and Chains
2181	MM61329YC	Buy Unleaded Type Gas- 6mo (Adult)	Gas, Credit Cards and Chains
2182	MM42060YC	Buy 7-Eleven Gas- 6mo (Adult)	Gas, Credit Cards and Chains
2183	MM42061YC	Buy Arco Gas- 6mo (Adult)	Gas, Credit Cards and Chains
2184	MM61332YC	Buy BP/Amoco Gas- 6mo (Adult)	Gas, Credit Cards and Chains
2185	MM02046YC	Buy Chevron Gas- 1wk (Adult)	Gas, Credit Cards and Chains
2186	MM02046YD	Buy Chevron Gas- 1wk (Adult): Demand Potential (Gallons/1wk)	Gas, Credit Cards and Chains
2187	MM02049YC	Buy Chevron Gas- 6mo (Adult)	Gas, Credit Cards and Chains
2188	MM02053YC	Buy CITGO Gas- 6mo (Adult)	Gas, Credit Cards and Chains
2189	MM61338YC	Buy Conoco Gas- 6mo (Adult)	Gas, Credit Cards and Chains
2190	MM42062YC	Buy Exxon Gas- 6mo (Adult)	Gas, Credit Cards and Chains
2191	MM61344YC	Buy Gulf Gas- 6mo (Adult)	Gas, Credit Cards and Chains
2192	MM61347YC	Buy Hess Gas- 6mo (Adult)	Gas, Credit Cards and Chains
2193	MM61350YC	Buy Marathon Gas- 6mo (Adult)	Gas, Credit Cards and Chains
2194	MM61351YC	Buy Mobil Gas- 6mo (Adult)	Gas, Credit Cards and Chains
2195	MM61352YC	Buy Mobile Gas- 1wk (Adult)	Gas, Credit Cards and Chains
2196	MM61352YD	Buy Mobile Gas- 1wk (Adult): Demand Potential (Gallons/1wk)	Gas, Credit Cards and Chains
2197	MM61354YC	Buy Other Brand Gas- 1wk (Adult)	Gas, Credit Cards and Chains
2198	MM61354YD	Buy Other Brand Gas- 1wk (Adult): Demand Potential (Gallons/1wk)	Gas, Credit Cards and Chains
2199	MM61356YC	Buy Other Brand Gas- 6mo (Adult)	Gas, Credit Cards and Chains
2200	MM61357YC	Buy Phillips 66 Gas- 6mo (Adult)	Gas, Credit Cards and Chains
2201	MM61358YC	Buy Quik Trip Gas- 1wk (Adult)	Gas, Credit Cards and Chains
2202	MM61358YD	Buy Quik Trip Gas- 1wk (Adult): Demand Potential (Gallons/1wk)	Gas, Credit Cards and Chains
2203	MM61360YC	Buy Quik Trip Gas- 6mo (Adult)	Gas, Credit Cards and Chains
2204	MM61361YC	Buy Racetrac Gas- 1wk (Adult)	Gas, Credit Cards and Chains
2205	MM61361YD	Buy Racetrac Gas- 1wk (Adult): Demand Potential (Gallons/1wk)	Gas, Credit Cards and Chains
2206	MM61363YC	Buy Racetrac Gas- 6mo (Adult)	Gas, Credit Cards and Chains
2207	MM02094YC	Buy Shell Gas- 1wk (Adult)	Gas, Credit Cards and Chains
2208	MM02094YD	Buy Shell Gas- 1wk (Adult): Demand Potential (Gallons/1wk)	Gas, Credit Cards and Chains
2209	MM42063YC	Buy Shell Gas- 6mo (Adult)	Gas, Credit Cards and Chains
2210	MM61369YC	Buy Speedway Gas- 6mo (Adult)	Gas, Credit Cards and Chains
2211	MM02098YC	Buy Sunoco Gas- 1wk (Adult)	Gas, Credit Cards and Chains
2212	MM02098YD	Buy Sunoco Gas- 1wk (Adult): Demand Potential (Gallons/1wk)	Gas, Credit Cards and Chains
2213	MM42064YC	Buy Sunoco Gas- 6mo (Adult)	Gas, Credit Cards and Chains
2214	MM61370YC	Buy 76 Gas- 6mo (Adult)	Gas, Credit Cards and Chains
2215	MM42065YC	Buy Texaco Gas- 6mo (Adult)	Gas, Credit Cards and Chains
2216	MM61374YC	Buy Valero Gas- 6mo (Adult)	Gas, Credit Cards and Chains
2217	MM61375YC	Buy Walmart Gas- 1wk (Adult)	Gas, Credit Cards and Chains
2218	MM61375YD	Buy Walmart Gas- 1wk (Adult): Demand Potential (Gallons/1wk)	Gas, Credit Cards and Chains
2219	MM61377YC	Buy Walmart Gas- 6mo (Adult)	Gas, Credit Cards and Chains
2220	MM02120YC	Convenience Store- Buy Beer- 1mo (Adult)	Grocery Chains & Coupons

ORDER	VARIABLE	DESCRIPTION	CATEGORY
2221	MMO2123YC	Convenience Store- Buy Bottle/Canned Soft Drink- 1mo (Adult)	Grocery Chains & Coupons
2222	MMO2121YC	Convenience Store- Buy Brewed Coffee- 1mo (Adult)	Grocery Chains & Coupons
2223	MMO2122YC	Convenience Store- Buy Candy- 1mo (Adult)	Grocery Chains & Coupons
2224	MMO2125YC	Convenience Store- Buy Cigarettes- 1mo (Adult)	Grocery Chains & Coupons
2225	MMO2126YC	Convenience Store- Buy Dairy Products- 1mo (Adult)	Grocery Chains & Coupons
2226	MMO2127YC	Convenience Store- Buy Fountain Soft Drink- 1mo (Adult)	Grocery Chains & Coupons
2227	MMO2129YC	Convenience Store- Buy Gas- 1mo (Adult)	Grocery Chains & Coupons
2228	MMO2130YC	Convenience Store- Buy Hot Dog- 1mo (Adult)	Grocery Chains & Coupons
2229	MMO2132YC	Convenience Store- Buy Juice Drink- 1mo (Adult)	Grocery Chains & Coupons
2230	MMO2133YC	Convenience Store- Buy Lottery Tickets- 1mo (Adult)	Grocery Chains & Coupons
2231	MMO2134YC	Convenience Store- Buy Milk- 1mo (Adult)	Grocery Chains & Coupons
2232	MMO2135YC	Convenience Store- Buy OTC Drugs- 1mo (Adult)	Grocery Chains & Coupons
2233	MMO2137YC	Convenience Store- Buy Snack Food- 1mo (Adult)	Grocery Chains & Coupons
2234	MMO2118YC	Convenience Store Shopping- <\$51- 1mo (Adult)	Grocery Chains & Coupons
2235	MMO2117YC	Convenience Store Shopping- \$51+- 1mo (Adult)	Grocery Chains & Coupons
2236	MMO4436YC	Shop at Convenience Store in Morning- 6mo (Adult)	Grocery Chains & Coupons
2237	MMO2183YC	Shop at Convenience Store in Morning/Afternoon- 6mo (Adult)	Grocery Chains & Coupons
2238	MMO4437YC	Shop at Convenience Store at Mid-Day- 6mo (Adult)	Grocery Chains & Coupons
2239	MMO4438YC	Shop at Convenience Store in Afternoon- 6mo (Adult)	Grocery Chains & Coupons
2240	MMO2181YC	Shop at Convenience Store in Evening- 6mo (Adult)	Grocery Chains & Coupons
2241	MMO2149YC	Grocery Shop- <\$60- 1wk (Household)	Grocery Chains & Coupons
2242	MMO2148YC	Grocery Shop- \$60-149- 1wk (Household)	Grocery Chains & Coupons
2243	MMO2147YC	Grocery Shop- \$150+ - 1wk (Household)	Grocery Chains & Coupons
2244	MMO2143YC	Grocery Shop- 1 Time- 1wk (Adult)	Grocery Chains & Coupons
2245	MMO2144YC	Grocery Shop- 2 Times- 1wk (Adult)	Grocery Chains & Coupons
2246	MMO2145YC	Grocery Shop- 3 Times- 1wk (Adult)	Grocery Chains & Coupons
2247	MMO2146YC	Grocery Shop- 4+ Times- 1wk (Adult)	Grocery Chains & Coupons
2248	MMO2139YC	Grocery Shop at Various Times of Day (Adult)	Grocery Chains & Coupons
2249	MMO2140YC	Grocery Shop in Afternoon (Adult)	Grocery Chains & Coupons
2250	MMO2141YC	Grocery Shop in Evening (Adult)	Grocery Chains & Coupons
2251	MMO2142YC	Grocery Shop in Morning (Adult)	Grocery Chains & Coupons
2252	MMO2150YC	Grocery Store- Travel <1 Mile (Adult)	Grocery Chains & Coupons
2253	MMO2152YC	Grocery Store- Travel 1-2 Miles (Adult)	Grocery Chains & Coupons
2254	MMO2153YC	Grocery Store- Travel 3-5 Miles (Adult)	Grocery Chains & Coupons
2255	MMO2154YC	Grocery Store- Travel 6-10 Miles (Adult)	Grocery Chains & Coupons
2256	MMO2151YC	Grocery Store- Travel 11+ Miles (Adult)	Grocery Chains & Coupons
2257	MMO2116YC	Always Use Grocery Shopping List (Adult)	Grocery Chains & Coupons
2258	MM61380YC	Never Use Grocery Shopping List (Adult)	Grocery Chains & Coupons
2259	MM61381YC	Sometimes Use Grocery Shopping List (Adult)	Grocery Chains & Coupons
2260	MMO2156YC	Light Coupon User- 1-3 Times- 3mo (Household)	Grocery Chains & Coupons
2261	MMO2157YC	Medium Coupon User- 4-11 Times- 3mo (Household)	Grocery Chains & Coupons
2262	MMO2155YC	Heavy Coupon User- 12+ Times- 3mo (Household)	Grocery Chains & Coupons
2263	MM50166YC	Receive/Clip Coupons from In-Store Circulars (Household)	Grocery Chains & Coupons
2264	MM50167YC	Receive/Clip Coupons from Preferred Customer/Loyalty Card (Household)	Grocery Chains & Coupons
2265	MMO2158YC	Redeem Coupons at Discount Store- 1yr (Household)	Grocery Chains & Coupons
2266	MMO2159YC	Redeem Coupons at Discount Store- 3mo (Adult)	Grocery Chains & Coupons
2267	MMO2159YD	Redeem Coupons at Discount Store- 3mo (Adult); Demand Potential (Times/3mo)	Grocery Chains & Coupons
2268	MMO2162YC	Redeem Coupons at Drug Store- 1yr (Household)	Grocery Chains & Coupons
2269	MMO2163YC	Redeem Coupons at Drug Store- 3mo (Adult)	Grocery Chains & Coupons
2270	MMO2163YD	Redeem Coupons at Drug Store- 3mo (Adult); Demand Potential (Times/3mo)	Grocery Chains & Coupons
2271	MMO2166YC	Redeem Coupons at Grocery Store- 1yr (Household)	Grocery Chains & Coupons
2272	MMO2167YC	Redeem Coupons at Grocery Store- 3mo (Adult)	Grocery Chains & Coupons
2273	MMO2167YD	Redeem Coupons at Grocery Store- 3mo (Adult); Demand Potential (Times/3mo)	Grocery Chains & Coupons
2274	MMO2170YC	Shop at 7-Eleven- 1mo (Adult)	Grocery Chains & Coupons
2275	MMO2171YC	Shop at 7-Eleven- 6mo (Adult)	Grocery Chains & Coupons
2276	MMO2172YC	Shop at A&P- 1mo (Adult)	Grocery Chains & Coupons
2277	MMO2173YC	Shop at Acme- 1mo (Adult)	Grocery Chains & Coupons
2278	MMO2174YC	Shop at Albertson's- 1mo (Adult)	Grocery Chains & Coupons
2279	MMO2175YC	Shop at Arco AM/PM- 6mo (Adult)	Grocery Chains & Coupons
2280	MMO2176YC	Shop at BJ's Wholesale Club- 1mo (Adult)	Grocery Chains & Coupons
2281	MMO2177YC	Shop at BP Food Mart- 6mo (Adult)	Grocery Chains & Coupons
2282	MMO2178YC	Shop at Circle K- 6mo (Adult)	Grocery Chains & Coupons
2283	MMO2179YC	Shop at CITGO - 6mo (Adult)	Grocery Chains & Coupons
2284	MMO2184YC	Shop at Costco Wholesale Club- 1mo (Adult)	Grocery Chains & Coupons
2285	MMO2189YC	Shop at Giant- 1mo (Adult)	Grocery Chains & Coupons
2286	MMO2188YC	Shop at Giant Eagle- 1mo (Adult)	Grocery Chains & Coupons
2287	MMO2190YC	Shop at Harris Teeter- 1mo (Adult)	Grocery Chains & Coupons
2288	MMO2191YC	Shop at IGA- 1mo (Adult)	Grocery Chains & Coupons
2289	MMO2192YC	Shop at Kroger- 1mo (Adult)	Grocery Chains & Coupons
2290	MM42096YC	Shop at Meijer- 1mo (Adult)	Grocery Chains & Coupons
2291	MMO2196YC	Shop at Piggly Wiggly- 1mo (Adult)	Grocery Chains & Coupons
2292	MMO2197YC	Shop at Publix- 1mo (Adult)	Grocery Chains & Coupons
2293	MM50438YC	Shop at Quiktrip- 6mo (Adult)	Grocery Chains & Coupons
2294	MMO2198YC	Shop at Ralphs- 1mo (Adult)	Grocery Chains & Coupons

ORDER	VARIABLE	DESCRIPTION	CATEGORY
2295	MM02199YC	Shop at Safeway- 1mo (Adult)	Grocery Chains & Coupons
2296	MM02200YC	Shop at Sam's Wholesale Club- 1mo (Adult)	Grocery Chains & Coupons
2297	MM42597YC	Shop at Save-A-Lot- 1mo (Adult)	Grocery Chains & Coupons
2298	MM50439YC	Shop at Sheetz- 6mo (Adult)	Grocery Chains & Coupons
2299	MM02201YC	Shop at Shop 'n Save- 1mo (Adult)	Grocery Chains & Coupons
2300	MM02204YC	Shop at Stop 'N Shop- 1mo (Adult)	Grocery Chains & Coupons
2301	MM41967YC	Shop at Trader Joe's- 1mo (Adult)	Grocery Chains & Coupons
2302	MM02208YC	Shop at Vons- 1mo (Adult)	Grocery Chains & Coupons
2303	MM02209YC	Shop at Wal-Mart Supercenter- 1mo (Adult)	Grocery Chains & Coupons
2304	MM02210YC	Shop at Wawa- 6mo (Adult)	Grocery Chains & Coupons
2305	MM02211YC	Shop at Wegmans- 1mo (Adult)	Grocery Chains & Coupons
2306	MM02213YC	Shop at Winn Dixie- 1mo (Adult)	Grocery Chains & Coupons
2307	MM61385YC	Source of Coupons- Coupons at Register- 1yr (Household)	Grocery Chains & Coupons
2308	MM61386YC	Source of Coupons- Internet or E-Mail 1yr (Household)	Grocery Chains & Coupons
2309	MM02215YC	Source of Coupons- Handouts- 1yr (Household)	Grocery Chains & Coupons
2310	MM02216YC	Source of Coupons- Magazines- 1yr (Household)	Grocery Chains & Coupons
2311	MM02217YC	Source of Coupons- Newspaper- 1yr (Household)	Grocery Chains & Coupons
2312	MM02218YC	Source of Coupons- On the Package Itself- 1yr (Household)	Grocery Chains & Coupons
2313	MM02219YC	Source of Coupons- Received in Mail- 1yr (Household)	Grocery Chains & Coupons
2314	MM02220YC	Source of Coupons- Store Dispenser- 1yr (Household)	Grocery Chains & Coupons
2315	MM50172YC	Use 1 - 4 Coupons- 1mo (Household)	Grocery Chains & Coupons
2316	MM50176YC	Use 5 - 9 Coupons- 1mo (Household)	Grocery Chains & Coupons
2317	MM50173YC	Use 10 - 14 Coupons- 1mo (Household)	Grocery Chains & Coupons
2318	MM50174YC	Use 15 - 24 Coupons- 1mo (Household)	Grocery Chains & Coupons
2319	MM50175YC	Use 25 or More Coupons- 1mo (Household)	Grocery Chains & Coupons
2320	MM02224YC	Use Cents Off Coupons- 3mo (Household)	Grocery Chains & Coupons
2321	MM02224YD	Use Cents Off Coupons- 3mo (Household): Demand Potential (Times/3mo)	Grocery Chains & Coupons
2322	MM02221YC	Use Cents Off Coupons- 1yr (Household)	Grocery Chains & Coupons
2323	MM02225YC	Use Coupons for Beverages- 1yr (Household)	Grocery Chains & Coupons
2324	MM02226YC	Use Coupons for Cleaning Products- 1yr (Household)	Grocery Chains & Coupons
2325	MM02227YC	Use Coupons for Cosmetics- 1yr (Household)	Grocery Chains & Coupons
2326	MM02228YC	Use Coupons for Food- 1yr (Household)	Grocery Chains & Coupons
2327	MM02229YC	Use Coupons for Tobacco- 1yr (Household)	Grocery Chains & Coupons
2328	MM02230YC	Use Coupons for Toiletries- 1yr (Household)	Grocery Chains & Coupons
2329	MM02231YC	Use Coupons to Save Maximum Amount Money- 1yr (Household)	Grocery Chains & Coupons
2330	MM02232YC	Use Coupons to Save on Brands Already Use- 1yr (Household)	Grocery Chains & Coupons
2331	MM02233YC	Use Coupons to Try New Product- 1yr (Household)	Grocery Chains & Coupons
2332	MM50440YC	Use Grocery Store Loyalty Card- 1mo (Adult)	Grocery Chains & Coupons
2333	MM42586YC	Buy Groceries by Internet- 1mo (Adult)	Grocery Chains & Coupons
2334	MM61387YC	Shop at Grocery Store on Friday- 1wk (Adult)	Grocery Chains & Coupons
2335	MM61388YC	Shop at Grocery Store on Monday- 1wk (Adult)	Grocery Chains & Coupons
2336	MM61389YC	Shop at Grocery Store on Saturday- 1wk (Adult)	Grocery Chains & Coupons
2337	MM61390YC	Shop at Grocery Store on Sunday- 1wk (Adult)	Grocery Chains & Coupons
2338	MM61391YC	Shop at Grocery Store on Thursday- 1wk (Adult)	Grocery Chains & Coupons
2339	MM61392YC	Shop at Grocery Store on Tuesday- 1wk (Adult)	Grocery Chains & Coupons
2340	MM61393YC	Shop at Grocery Store on Wednesday- 1wk (Adult)	Grocery Chains & Coupons
2341	MM02234YC	Buy Air Purifier Machine- 1yr (Household)	Hardware & Appliances
2342	MM02235YC	Buy Any Household Appliances- 1yr (Household)	Hardware & Appliances
2343	MM61394YC	Buy Any Large Kitchen/Cooking Appliance- 1yr (Household)	Hardware & Appliances
2344	MM02236YC	Buy Any Lawn Mower- 1yr (Household)	Hardware & Appliances
2345	MM61395YC	Buy Any Small Kitchen Appliances- 1yr (Household)	Hardware & Appliances
2346	MM02238YC	Buy Automatic Dishwasher- 1yr (Household)	Hardware & Appliances
2347	MM02240YC	Buy Automotive Tools- 1yr (Household)	Hardware & Appliances
2348	MM02243YC	Buy Canister Vacuum Cleaner- 1yr (Household)	Hardware & Appliances
2349	MM02244YC	Buy Car Vacuum- 1yr (Household)	Hardware & Appliances
2350	MM02245YC	Buy Carpet Steam Cleaner- 1yr (Household)	Hardware & Appliances
2351	MM02246YC	Buy Ceiling Fan- 1yr (Household)	Hardware & Appliances
2352	MM02247YC	Buy Central Air Conditioner- 1yr (Household)	Hardware & Appliances
2353	MM02248YC	Buy Charcoal Grill- 1yr (Household)	Hardware & Appliances
2354	MM02250YC	Buy Coffee Maker- Automatic Drip- 1yr (Household)	Hardware & Appliances
2355	MM02256YC	Buy Electric Blender- 1yr (Household)	Hardware & Appliances
2356	MM02257YC	Buy Electric Can Opener- 1yr (Household)	Hardware & Appliances
2357	MM02258YC	Buy Electric Clothes Dryer- 1yr (Household)	Hardware & Appliances
2358	MM02260YC	Buy Electric Food Processor- 1yr (Household)	Hardware & Appliances
2359	MM02265YC	Buy Electric Slow Cooker- 1yr (Household)	Hardware & Appliances
2360	MM02266YC	Buy Electric Space Heater- 1yr (Household)	Hardware & Appliances
2361	MM02269YC	Buy Electric Toaster- 1yr (Household)	Hardware & Appliances
2362	MM02268YC	Buy Electric Toaster Oven- 1yr (Household)	Hardware & Appliances
2363	MM02271YC	Buy Garage Door Opener- 1yr (Household)	Hardware & Appliances
2364	MM02272YC	Buy Gas Chain Saw- 1yr (Household)	Hardware & Appliances
2365	MM02274YC	Buy Gas Grill- 1yr (Household)	Hardware & Appliances
2366	MM02275YC	Buy Gas Lawn Mower- 1yr (Household)	Hardware & Appliances
2367	MM02277YC	Buy Hand-Held Vacuum Cleaner- 1yr (Household)	Hardware & Appliances
2368	MM50177YC	Buy High Efficiency Washing Machine- 1yr (Household)	Hardware & Appliances

ORDER	VARIABLE	DESCRIPTION	CATEGORY
2369	MMO2279YC	Buy Hot Water Heater- 1yr (Household)	Hardware & Appliances
2370	MMO2280YC	Buy Humidifier- 1yr (Household)	Hardware & Appliances
2371	MMO2263YC	Buy Iron- 1yr (Household)	Hardware & Appliances
2372	MMO2281YC	Buy Microwave Cookware- 1yr (Household)	Hardware & Appliances
2373	MMO2282YC	Buy Microwave Oven- 1yr (Household)	Hardware & Appliances
2374	MMO2284YC	Buy Rechargeable Flashlight- 1yr (Household)	Hardware & Appliances
2375	MMO2285YC	Buy Refrigerator- 1yr (Household)	Hardware & Appliances
2376	MMO2290YC	Buy Smoke/Fire Detector- 1yr (Household)	Hardware & Appliances
2377	MM50178YC	Buy Standard Washing Machine- 1yr (Household)	Hardware & Appliances
2378	MMO2292YC	Buy Upright Vacuum Cleaner- 1yr (Household)	Hardware & Appliances
2379	MMO2294YC	Buy Wet-Dry Shop Vacuum- 1yr (Household)	Hardware & Appliances
2380	MMO2295YC	Own AC-separate room (Household)	Hardware & Appliances
2381	MM61398YC	Own Air Compressor (Not 12 Volt Inflator)- (Household)	Hardware & Appliances
2382	MM61399YC	Own Air Conditioner (Household)	Hardware & Appliances
2383	MMO2296YC	Own Air Purifier Machine (Household)	Hardware & Appliances
2384	MM61400YC	Own Any Appliance for Climate Control (Household)	Hardware & Appliances
2385	MMO2297YC	Own Any Household Appliances (Household)	Hardware & Appliances
2386	MM61401YC	Own Any Large Kitchen/Cooking Appliance (Household)	Hardware & Appliances
2387	MMO2298YC	Own Any Lawn Mower (Household)	Hardware & Appliances
2388	MM61402YC	Own Any Small Kitchen Appliances (Household)	Hardware & Appliances
2389	MM61403YC	Own Any Tools (Household)	Hardware & Appliances
2390	MM61404YC	Own Attic/Whole House Fan (Household)	Hardware & Appliances
2391	MMO2301YC	Own Automatic Setback Thermostat (Household)	Hardware & Appliances
2392	MMO2303YC	Own Automotive Tools (Household)	Hardware & Appliances
2393	MMO2304YC	Own Bread Machine (Household)	Hardware & Appliances
2394	MMO2305YC	Own Built-in Electric Range Oven (Household)	Hardware & Appliances
2395	MMO2306YC	Own Built-in Gas Range Oven (Household)	Hardware & Appliances
2396	MMO2307YC	Own Burglar Alarm (Household)	Hardware & Appliances
2397	MMO2308YC	Own Canister Vacuum Cleaner (Household)	Hardware & Appliances
2398	MMO2309YC	Own Car Vacuum (Household)	Hardware & Appliances
2399	MMO2310YC	Own Carpet Steam Cleaner (Household)	Hardware & Appliances
2400	MMO2311YC	Own Ceiling Fan (Household)	Hardware & Appliances
2401	MMO2312YC	Own Central Air Conditioner (Household)	Hardware & Appliances
2402	MMO2313YC	Own Central Heating- Electric (Household)	Hardware & Appliances
2403	MMO2314YC	Own Central Heating- Gas (Household)	Hardware & Appliances
2404	MM61405YC	Own Central Heating- Oil (Household)	Hardware & Appliances
2405	MMO2315YC	Own Charcoal Grill (Household)	Hardware & Appliances
2406	MM61406YC	Own Chipper/Shredder (Household)	Hardware & Appliances
2407	MM61407YC	Own Coal/Wood Stove(Household)	Hardware & Appliances
2408	MM61408YC	Own Coffee Maker - Automatic Drip (Household)	Hardware & Appliances
2409	MM61409YC	Own Coffee Maker - Other Electric (Household)	Hardware & Appliances
2410	MM61410YC	Own Coffee Maker - Single Cup/Pod Brewing System (Household)	Hardware & Appliances
2411	MM61411YC	Own Coffee Maker -Electric Perk (Household)	Hardware & Appliances
2412	MMO2317YC	Own Combination Range/Microwave Oven (Household)	Hardware & Appliances
2413	MM61412YC	Own Continuous Cleaning Oven (Household)	Hardware & Appliances
2414	MM61413YC	Own Convection Oven (Household)	Hardware & Appliances
2415	MMO2318YC	Own Cook Top Stove (Household)	Hardware & Appliances
2416	MM61414YC	Own Decorative Paint Tolls/Kits (Household)	Hardware & Appliances
2417	MMO2322YC	Own Deep Fryer (Household)	Hardware & Appliances
2418	MMO2323YC	Own Dehumidifier (Household)	Hardware & Appliances
2419	MMO2300YC	Own Dishwasher (Household)	Hardware & Appliances
2420	MM61415YC	Own Driver Bits (Household)	Hardware & Appliances
2421	MMO2324YC	Own Electric Air Cleaner (Household)	Hardware & Appliances
2422	MMO2325YC	Own Electric Blender (Household)	Hardware & Appliances
2423	MMO2326YC	Own Electric Can Opener (Household)	Hardware & Appliances
2424	MM61416YC	Own Electric Car Polisher (Household)	Hardware & Appliances
2425	MMO2327YC	Own Electric Chain Saw (Household)	Hardware & Appliances
2426	MMO2328YC	Own Electric Clothes Dryer (Household)	Hardware & Appliances
2427	MMO2329YC	Own Electric Coffee Grinder (Household)	Hardware & Appliances
2428	MMO2319YC	Own Electric Corded Drill (Household)	Hardware & Appliances
2429	MMO2320YC	Own Electric Cordless Drill (Household)	Hardware & Appliances
2430	MMO2321YC	Own Electric Cordless Screwdriver (Household)	Hardware & Appliances
2431	MMO2330YC	Own Electric Food Processor (Household)	Hardware & Appliances
2432	MMO2331YC	Own Electric Fry Pan (Household)	Hardware & Appliances
2433	MM61417YC	Own Electric Grill- Outdoor (Household)	Hardware & Appliances
2434	MMO2332YC	Own Electric Indoor Grill (Household)	Hardware & Appliances
2435	MMO2334YC	Own Electric Juicer (Household)	Hardware & Appliances
2436	MM61418YC	Own Electric Knife (Household)	Hardware & Appliances
2437	MMO2335YC	Own Electric Lawn Mower (Household)	Hardware & Appliances
2438	MMO2336YC	Own Electric Popcorn Maker (Household)	Hardware & Appliances
2439	MM61419YC	Own Electric Router (Household)	Hardware & Appliances
2440	MM61420YC	Own Electric Sander (Household)	Hardware & Appliances
2441	MMO2337YC	Own Electric Slow Cooker (Household)	Hardware & Appliances
2442	MMO2338YC	Own Electric Space Heater (Household)	Hardware & Appliances

ORDER	VARIABLE	DESCRIPTION	CATEGORY
2443	MMO2339YC	Own Electric Steam Cooker (Household)	Hardware & Appliances
2444	MMO2340YC	Own Electric Stove/Range (Household)	Hardware & Appliances
2445	MMO2341YC	Own Electric Toaster (Household)	Hardware & Appliances
2446	MMO2342YC	Own Electric Toaster Oven (Household)	Hardware & Appliances
2447	MMO2343YC	Own Electric Trimmer/Edger (Household)	Hardware & Appliances
2448	MMO2344YC	Own Electric Wok (Household)	Hardware & Appliances
2449	MMO2345YC	Own Electric/Gas Chain Saw (Household)	Hardware & Appliances
2450	MMO2346YC	Own Espresso/Cappuccino Maker (Household)	Hardware & Appliances
2451	MM61421YC	Own Fan (Household)	Hardware & Appliances
2452	MMO2347YC	Own Fireplace (Household)	Hardware & Appliances
2453	MMO2348YC	Own Garage Door Opener (Household)	Hardware & Appliances
2454	MMO2349YC	Own Garbage Disposer (Household)	Hardware & Appliances
2455	MMO2350YC	Own Gas Chain Saw (Household)	Hardware & Appliances
2456	MMO2351YC	Own Gas Clothes Dryer (Household)	Hardware & Appliances
2457	MMO2352YC	Own Gas Grill (Household)	Hardware & Appliances
2458	MMO2353YC	Own Gas Lawn Mower (Household)	Hardware & Appliances
2459	MMO2354YC	Own Gas Stove/Range (Household)	Hardware & Appliances
2460	MMO2355YC	Own Gas Trimmer/Edger (Household)	Hardware & Appliances
2461	MM61422YC	Own Glue Gun (Household)	Hardware & Appliances
2462	MMO2356YC	Own Hand Held Electric Mixer (Household)	Hardware & Appliances
2463	MM61423YC	Own Hand Tools (Household)	Hardware & Appliances
2464	MMO2357YC	Own Hand-Held Vacuum Cleaner (Household)	Hardware & Appliances
2465	MMO2358YC	Own Heat Pump (Household)	Hardware & Appliances
2466	MM50179YC	Own High Efficiency Washing Machine (Household)	Hardware & Appliances
2467	MM61424YC	Own Home Fire Extinguisher (Household)	Hardware & Appliances
2468	MMO2359YC	Own Hot Tub/Whirlpool Spa (Household)	Hardware & Appliances
2469	MMO2360YC	Own Hot Water Heater (Household)	Hardware & Appliances
2470	MMO2361YC	Own Humidifier (Household)	Hardware & Appliances
2471	MMO2362YC	Own Ice Cream Maker (Household)	Hardware & Appliances
2472	MMO2333YC	Own Iron (Household)	Hardware & Appliances
2473	MM61425YC	Own Jig/Sabre saw (portable) (Household)	Hardware & Appliances
2474	MMO2363YC	Own Kerosene Heater (Household)	Hardware & Appliances
2475	MM61426YC	Own Lawn or garden tractor (Household)	Hardware & Appliances
2476	MM61427YC	Own Lawn sprinkler (Household)	Hardware & Appliances
2477	MM61428YC	Own Leaf shredder (Household)	Hardware & Appliances
2478	MMO2364YC	Own Microwave Cookware (Household)	Hardware & Appliances
2479	MMO2365YC	Own Microwave Oven (Household)	Hardware & Appliances
2480	MM61429YC	Own Other (Household)	Hardware & Appliances
2481	MM61430YC	Own Outdoor blower (electric) (Household)	Hardware & Appliances
2482	MM61431YC	Own Outdoor blower (gas) (Household)	Hardware & Appliances
2483	MMO2366YC	Own Paint Sprayer (Household)	Hardware & Appliances
2484	MMO2367YC	Own Pasta Machine (Household)	Hardware & Appliances
2485	MM61432YC	Own Pliers (Household)	Hardware & Appliances
2486	MM61433YC	Own Pneumatic tools (Household)	Hardware & Appliances
2487	MMO2368YC	Own Portable Circular Saw (Household)	Hardware & Appliances
2488	MM50441YC	Own Portable Generator (Household)	Hardware & Appliances
2489	MM61434YC	Own Power ratchet, cordless (Household)	Hardware & Appliances
2490	MMO2369YC	Own Pressure Cooker (Household)	Hardware & Appliances
2491	MMO2370YC	Own Range Hood (Household)	Hardware & Appliances
2492	MMO2371YC	Own Rechargeable Flashlight (Household)	Hardware & Appliances
2493	MMO2372YC	Own Refrigerator (Household)	Hardware & Appliances
2494	MMO2373YC	Own Riding Lawn Mower (Household)	Hardware & Appliances
2495	MM61435YC	Own Saw blades (Household)	Hardware & Appliances
2496	MMO2374YC	Own Separate Freezer (Household)	Hardware & Appliances
2497	MMO2375YC	Own Sewing Machine (Household)	Hardware & Appliances
2498	MM61436YC	Own Shears (non-electric) (Household)	Hardware & Appliances
2499	MM61437YC	Own Shovel (Household)	Hardware & Appliances
2500	MMO2376YC	Own Smoke/Fire Detector (Household)	Hardware & Appliances
2501	MMO2377YC	Own Snow Blower (Household)	Hardware & Appliances
2502	MMO2378YC	Own Stacked Washer/Dryer (Household)	Hardware & Appliances
2503	MM50180YC	Own Standard Washing Machine (Household)	Hardware & Appliances
2504	MM61438YC	Own Staple gun (Household)	Hardware & Appliances
2505	MM61439YC	Own Stationary band saw (Household)	Hardware & Appliances
2506	MM61440YC	Own Stationary drill press (Household)	Hardware & Appliances
2507	MMO2379YC	Own Stationary Electric Mixer (Household)	Hardware & Appliances
2508	MM61441YC	Own Stationary radial arm saw (Household)	Hardware & Appliances
2509	MMO2380YC	Own Stationary Table Saw (Household)	Hardware & Appliances
2510	MM61442YC	Own Tiller (garden) (Household)	Hardware & Appliances
2511	MMO2381YC	Own Trash Compactor (Household)	Hardware & Appliances
2512	MMO2382YC	Own Upright Vacuum Cleaner (Household)	Hardware & Appliances
2513	MM61443YC	Own Vacuum Sealer (Household)	Hardware & Appliances
2514	MMO2383YC	Own Wallpaper Stripper (Household)	Hardware & Appliances
2515	MMO2384YC	Own Water Filter (Household)	Hardware & Appliances
2516	MMO2385YC	Own Water Softener (Household)	Hardware & Appliances

ORDER	VARIABLE	DESCRIPTION	CATEGORY
2517	MM61444YC	Own Welder (Household)	Hardware & Appliances
2518	MM02386YC	Own Wet-Dry Shop Vacuum (Household)	Hardware & Appliances
2519	MM02387YC	Own Workbench (portable) (Household)	Hardware & Appliances
2520	MM61445YC	Use Microwave Oven- 1wk (Household)	Hardware & Appliances
2521	MM61445YD	Use Microwave Oven- 1wk (Household): Demand Potential (Times/1wk)	Hardware & Appliances
2522	MM02388YC	Buy Health/Beauty Products for Men- \$100+- 1yr (Adult)	Health & OTC Drugs
2523	MM02389YC	Buy Health/Beauty Products for Men- <\$100- 1yr (Adult)	Health & OTC Drugs
2524	MM02390YC	Buy Health/Beauty Products for Women- \$100+- 1yr (Adult)	Health & OTC Drugs
2525	MM02391YC	Buy Health/Beauty Products for Women- <\$100- 1yr (Adult)	Health & OTC Drugs
2526	MM02393YC	Buy Nonprescription Drugs in Discount Store- 6mo (Adult)	Health & OTC Drugs
2527	MM02394YC	Buy Nonprescription Drugs in Drug Store- 6mo (Adult)	Health & OTC Drugs
2528	MM02395YC	Buy Nonprescription Drugs in Grocery Store- 6mo (Adult)	Health & OTC Drugs
2529	MM02396YC	Buy Other Health/ Medical Supplies by Internet- 1yr (Adult)	Health & OTC Drugs
2530	MM02398YC	Buy Vitamins by Internet- 1yr (Adult)	Health & OTC Drugs
2531	MM42608YC	Buy Vitamins by Mail/Phone- 1yr (Adult)	Health & OTC Drugs
2532	MM02401YC	Diet Method- Exercise- 6mo (Adult)	Health & OTC Drugs
2533	MM07135YC	Diet Semi-vegetarian (Adult)	Health & OTC Drugs
2534	MM02402YC	Medium/Heavy Nasal Spray- 1mo (Adult)	Health & OTC Drugs
2535	MM02403YC	Medium/Heavy User- Athlete's/Medicated Foot Remedy- 1mo (Adult)	Health & OTC Drugs
2536	MM02404YC	Medium/Heavy User- Cold/Sinus/Allergy Remedy- 1mo (Adult)	Health & OTC Drugs
2537	MM02406YC	Medium/Heavy User- Eyewash/Drops- 1mo (Adult)	Health & OTC Drugs
2538	MM02407YC	Medium/Heavy User- Gum/Canker Sore Remedy- 1mo (Adult)	Health & OTC Drugs
2539	MM02408YC	Medium/Heavy User- Headache Remedy/Pain Reliever- 1mo (Adult)	Health & OTC Drugs
2540	MM02410YC	Medium/Heavy User- Heartburn/Indigestion/Gas/Diarrhea Remedy- 1mo (Adult)	Health & OTC Drugs
2541	MM02409YC	Medium/Heavy User- Hemorrhoid Remedy- 1mo (Adult)	Health & OTC Drugs
2542	MM02411YC	Medium/Heavy User- Lactose Intolerance Product- 1mo (Adult)	Health & OTC Drugs
2543	MM02412YC	Medium/Heavy User- Laxative- 1mo (Adult)	Health & OTC Drugs
2544	MM02417YC	Medium/Heavy User- Pain Reliever Rub- 1mo (Adult)	Health & OTC Drugs
2545	MM02416YC	Medium/Heavy User- Wart/Corn Remover- 1mo (Adult)	Health & OTC Drugs
2546	MM02420YC	Member- Weight Watchers (Adult)	Health & OTC Drugs
2547	MM02421YC	Own Home Blood Pressure Monitor (Adult)	Health & OTC Drugs
2548	MM02422YC	Own Oral Irrigation Device (Adult)	Health & OTC Drugs
2549	MM02423YC	Presently on a Diet (Adult)	Health & OTC Drugs
2550	MM07130YC	Purchased Products at Salon/Day Spa- 6mo (Adult)	Health & OTC Drugs
2551	MM02424YC	Take Vitamins/Dietary Supplement- 1wk (Adult)	Health & OTC Drugs
2552	MM02424YD	Take Vitamins/Dietary Supplement- 1wk (Adult): Demand Potential (Times/1wk)	Health & OTC Drugs
2553	MM02427YC	Take Vitamins/Dietary Supplement- 6mo (Adult)	Health & OTC Drugs
2554	MM02428YC	Use Adhesive Bandage- 1mo (Adult)	Health & OTC Drugs
2555	MM02428YD	Use Adhesive Bandage- 1mo (Adult): Demand Potential (Times/1mo)	Health & OTC Drugs
2556	MM02431YC	Use Adhesive Bandage- 6mo (Adult)	Health & OTC Drugs
2557	MM02432YC	Use Antibacterial Soap Bar- 6mo (Adult)	Health & OTC Drugs
2558	MM02436YC	Use Athlete's/Medicated Foot Remedy- 6mo (Adult)	Health & OTC Drugs
2559	MM02440YC	Use Bleach/Depilatory- 6mo (Adult)	Health & OTC Drugs
2560	MM08270YC	Use Brand Prescription Med for Depression- 1yr (Adult)	Health & OTC Drugs
2561	MM02441YC	Use Centrum Vitamins- 6mo (Adult)	Health & OTC Drugs
2562	MM02442YC	Use Children's Cold Medicine- 1mo (Household)	Health & OTC Drugs
2563	MM02442YD	Use Children's Cold Medicine- 1mo (Household): Demand Potential (Times/1mo)	Health & OTC Drugs
2564	MM02445YC	Use Children's Cold Medicine- 6mo (Household)	Health & OTC Drugs
2565	MM02446YC	Use Children's Cough Syrup- 1mo (Household)	Health & OTC Drugs
2566	MM02446YD	Use Children's Cough Syrup- 1mo (Household): Demand Potential (Times/1mo)	Health & OTC Drugs
2567	MM02449YC	Use Children's Cough Syrup- 6mo (Household)	Health & OTC Drugs
2568	MM02450YC	Use Children's Pain Reliever- 1mo (Household)	Health & OTC Drugs
2569	MM02450YD	Use Children's Pain Reliever- 1mo (Household): Demand Potential (Times/1mo)	Health & OTC Drugs
2570	MM02453YC	Use Children's Pain Reliever- 6mo (Household)	Health & OTC Drugs
2571	MM02454YC	Use Children's Vitamins- 1wk (Household)	Health & OTC Drugs
2572	MM02454YD	Use Children's Vitamins- 1wk (Household): Demand Potential (Times/1wk)	Health & OTC Drugs
2573	MM02457YC	Use Children's Vitamins- 6mo (Household)	Health & OTC Drugs
2574	MM02458YC	Use Cold/Sinus/Allergy Remedy- 1mo (Adult)	Health & OTC Drugs
2575	MM02458YD	Use Cold/Sinus/Allergy Remedy- 1mo (Adult): Demand Potential (Times/1mo)	Health & OTC Drugs
2576	MM02461YC	Use Cold/Sinus/Allergy Remedy- 6mo (Adult)	Health & OTC Drugs
2577	MM02462YC	Use Contact Lens Cleaning Solutions- 6mo (Adult)	Health & OTC Drugs
2578	MM02463YC	Use Denture Cleaner- 1wk (Adult)	Health & OTC Drugs
2579	MM02463YD	Use Denture Cleaner- 1wk (Adult): Demand Potential (Times/1wk)	Health & OTC Drugs
2580	MM02466YC	Use Denture Cleaner- 6mo (Adult)	Health & OTC Drugs
2581	MM02475YC	Use Eyewash/Drops- 1mo (Adult)	Health & OTC Drugs
2582	MM02475YD	Use Eyewash/Drops- 1mo (Adult): Demand Potential (Times/1mo)	Health & OTC Drugs
2583	MM02478YC	Use Eyewash/Drops- 6mo (Adult)	Health & OTC Drugs
2584	MM08200YC	Use Generic Prescript Medicine for Arthritis/R.A.- 1yr (Adult)	Health & OTC Drugs
2585	MM08220YC	Use Generic Prescription Medicine for Depression- 1yr (Adult)	Health & OTC Drugs
2586	MM02479YC	Use Hair Color at Home- 6mo (Adult)	Health & OTC Drugs
2587	MM02479YD	Use Hair Color at Home- 6mo (Adult): Demand Potential (Times/6mo)	Health & OTC Drugs
2588	MM02482YC	Use Hair Growth Products- 6mo (Adult)	Health & OTC Drugs
2589	MM02488YC	Use Heartburn/Indigestion/Gas/Diarrhea Remedy- 6mo (Adult)	Health & OTC Drugs
2590	MM02486YC	Use Hemorrhoid Remedy- 6mo (Adult)	Health & OTC Drugs

ORDER	VARIABLE	DESCRIPTION	CATEGORY
2591	MM02487YC	Use Incontinence Product- 6mo (Adult)	Health & OTC Drugs
2592	MM02489YC	Use In-Home Pregnancy Test- 1yr (Adult)	Health & OTC Drugs
2593	MM02489YD	Use In-Home Pregnancy Test- 1yr (Adult): Demand Potential (Times/1yr)	Health & OTC Drugs
2594	MM02492YC	Use Insect Repellent- 1mo (Household)	Health & OTC Drugs
2595	MM02492YD	Use Insect Repellent- 1mo (Household): Demand Potential (Times/1mo)	Health & OTC Drugs
2596	MM02495YC	Use Insect Repellent- 1yr (Household)	Health & OTC Drugs
2597	MM02500YC	Use Laxative- 1mo (Adult)	Health & OTC Drugs
2598	MM02500YD	Use Laxative- 1mo (Adult): Demand Potential (Times/1mo)	Health & OTC Drugs
2599	MM02503YC	Use Laxative- 6mo (Adult)	Health & OTC Drugs
2600	MM02504YC	Use Liquid Soaps/Hand Sanitizers- 6mo (Adult)	Health & OTC Drugs
2601	MM02508YC	Use Medicated Skin Ointments/Lotions/Creams- 6mo (Adult)	Health & OTC Drugs
2602	MM02509YC	Use Nasal Spray- 1mo (Adult)	Health & OTC Drugs
2603	MM02509YD	Use Nasal Spray- 1mo (Adult): Demand Potential (Times/1mo)	Health & OTC Drugs
2604	MM02512YC	Use Nasal Spray- 6mo (Adult)	Health & OTC Drugs
2605	MM02513YC	Use Nature Made Vitamins- 6mo (Adult)	Health & OTC Drugs
2606	MM08155YC	Use Nonprescription Acne Remedy- 1yr (Adult)	Health & OTC Drugs
2607	MM08065YC	Use Nonprescription Allergy/Hay Fever Remedy- 1yr (Adult)	Health & OTC Drugs
2608	MM02530YC	Use Nonprescription Cough Syrup- 6mo (Adult)	Health & OTC Drugs
2609	MM02515YC	Use Nonprescription Headache Remedy/Pain Reliever- 1mo (Adult)	Health & OTC Drugs
2610	MM02515YD	Use Nonprescription Headache Remedy/Pain Reliever- 1mo (Adult): Demand Potential (Times/1mo)	Health & OTC Drugs
2611	MM02518YC	Use Nonprescription Headache Remedy/Pain Reliever- 6mo (Adult)	Health & OTC Drugs
2612	MM02526YC	Use Nonprescription Throat Remedies/Cough Drops- 6mo (Adult)	Health & OTC Drugs
2613	MM02544YC	Use Pain Reliever for Arthritis- 6mo (Adult)	Health & OTC Drugs
2614	MM02547YC	Use Pain Reliever for Flu/Fever- 6mo (Adult)	Health & OTC Drugs
2615	MM02548YC	Use Pain Reliever for Headache- 6mo (Adult)	Health & OTC Drugs
2616	MM02549YC	Use Pain Reliever for Heart Attack Prevention- 6mo (Adult)	Health & OTC Drugs
2617	MM02550YC	Use Pain Reliever for Menstrual Cramps- 6mo (Adult)	Health & OTC Drugs
2618	MM02551YC	Use Pain Reliever for Muscle Aches/Pains- 6mo (Adult)	Health & OTC Drugs
2619	MM02552YC	Use Pain Reliever for Oral Discomfort- 6mo (Adult)	Health & OTC Drugs
2620	MM02553YC	Use Pain Reliever for Sleeplessness- 6mo (Adult)	Health & OTC Drugs
2621	MM02554YC	Use Pain Reliever for Sports Injuries- 6mo (Adult)	Health & OTC Drugs
2622	MM02555YC	Use Pain Relieving Rub- 1mo (Adult)	Health & OTC Drugs
2623	MM02555YD	Use Pain Relieving Rub- 1mo (Adult): Demand Potential (Times/1mo)	Health & OTC Drugs
2624	MM02558YC	Use Pain Relieving Rub- 6mo (Adult)	Health & OTC Drugs
2625	MM07100YC	Use Personal Services: Facial- 6mo (Adult)	Health & OTC Drugs
2626	MM07110YC	Use Personal Services: Manicure- 6mo (Adult)	Health & OTC Drugs
2627	MM07105YC	Use Personal Services: Massage- 6mo (Adult)	Health & OTC Drugs
2628	MM07115YC	Use Personal Services: Pedicure- 6mo (Adult)	Health & OTC Drugs
2629	MM07125YC	Use Personal Services: Tanning- 6mo (Adult)	Health & OTC Drugs
2630	MM07120YC	Use Personal Services: Waxing- 6mo (Adult)	Health & OTC Drugs
2631	MM02562YC	Use Pre- Menstrual Remedy- 6mo (Adult)	Health & OTC Drugs
2632	MM02538YC	Use Sleeping Aids/Snore Relief- 6mo (Adult)	Health & OTC Drugs
2633	MM02585YC	Use Sunburn Remedy- 1yr (Adult)	Health & OTC Drugs
2634	MM02586YC	Use Sunless Tanner- 1yr (Adult)	Health & OTC Drugs
2635	MM02587YC	Use Suntan/Sunscreen Product- 1mo (Adult)	Health & OTC Drugs
2636	MM02587YD	Use Suntan/Sunscreen Product- 1mo (Adult): Demand Potential (Times/1mo)	Health & OTC Drugs
2637	MM02590YC	Use Suntan/Sunscreen Product- 1yr (Adult)	Health & OTC Drugs
2638	MM02594YC	Use Toothache Gum/Canker Sore Remedy- 6mo (Adult)	Health & OTC Drugs
2639	MM02601YC	Use Wart/Corn Remover- 6mo (Adult)	Health & OTC Drugs
2640	MM02605YC	Visit Allergist- 1yr (Adult)	Health & OTC Drugs
2641	MM02605YD	Visit Allergist- 1yr (Adult): Demand Potential (Times/1yr)	Health & OTC Drugs
2642	MM02608YC	Visit Any Doctor- 1yr (Adult)	Health & OTC Drugs
2643	MM02608YD	Visit Any Doctor- 1yr (Adult): Demand Potential (Times/1yr)	Health & OTC Drugs
2644	MM02611YC	Visit Any Doctor- 3+ Times- 1yr (Adult)	Health & OTC Drugs
2645	MM02612YC	Visit Cardiologist- 1yr (Adult)	Health & OTC Drugs
2646	MM02612YD	Visit Cardiologist- 1yr (Adult): Demand Potential (Times/1yr)	Health & OTC Drugs
2647	MM02615YC	Visit Chiropractor- 1yr (Adult)	Health & OTC Drugs
2648	MM02615YD	Visit Chiropractor- 1yr (Adult): Demand Potential (Times/1yr)	Health & OTC Drugs
2649	MM42606YC	Visit Day Spa- 6mo (Adult)	Health & OTC Drugs
2650	MM02618YC	Visit Dentist- 1yr (Adult)	Health & OTC Drugs
2651	MM02618YD	Visit Dentist- 1yr (Adult): Demand Potential (Times/1yr)	Health & OTC Drugs
2652	MM02621YC	Visit Dermatologist- 1yr (Adult)	Health & OTC Drugs
2653	MM02621YD	Visit Dermatologist- 1yr (Adult): Demand Potential (Times/1yr)	Health & OTC Drugs
2654	MM02627YC	Visit Eye Doctor- 1yr (Adult)	Health & OTC Drugs
2655	MM02627YD	Visit Eye Doctor- 1yr (Adult): Demand Potential (Times/1yr)	Health & OTC Drugs
2656	MM02630YC	Visit General/Family Doctor- 1yr (Adult)	Health & OTC Drugs
2657	MM02630YD	Visit General/Family Doctor- 1yr (Adult): Demand Potential (Times/1yr)	Health & OTC Drugs
2658	MM02633YC	Visit Internist- 1yr (Adult)	Health & OTC Drugs
2659	MM02633YD	Visit Internist- 1yr (Adult): Demand Potential (Times/1yr)	Health & OTC Drugs
2660	MM02639YC	Visit OB/Gyn- 1yr (Adult)	Health & OTC Drugs
2661	MM02639YD	Visit OB/Gyn- 1yr (Adult): Demand Potential (Times/1yr)	Health & OTC Drugs
2662	MM02648YC	Visit Podiatrist- 1yr (Adult)	Health & OTC Drugs
2663	MM02648YD	Visit Podiatrist- 1yr (Adult): Demand Potential (Times/1yr)	Health & OTC Drugs
2664	MM02651YC	Wear Disposable Contact Lenses (Adult)	Health & OTC Drugs

ORDER	VARIABLE	DESCRIPTION	CATEGORY
2665	MMO2652YC	Wear Nonprescription Sunglasses (Adult)	Health & OTC Drugs
2666	MMO2653YC	Wear Prescription Eyeglasses (Adult)	Health & OTC Drugs
2667	MMO2654YC	Wear Soft Contact Lenses (Adult)	Health & OTC Drugs
2668	MMO2656YC	When Diet- Buy Fat-Free Food (Adult)	Health & OTC Drugs
2669	MMO2657YC	When Diet- Buy High Fiber Food (Adult)	Health & OTC Drugs
2670	MMO2658YC	When Diet- Buy Lactose-Free Food (Adult)	Health & OTC Drugs
2671	MMO2659YC	When Diet- Buy Low-Calorie Food (Adult)	Health & OTC Drugs
2672	MMO2660YC	When Diet- Buy Low-Cholesterol Food (Adult)	Health & OTC Drugs
2673	MMO2661YC	When Diet- Buy Low-Fat Food (Adult)	Health & OTC Drugs
2674	MMO2662YC	When Diet- Buy Low-Sodium Food (Adult)	Health & OTC Drugs
2675	MMO2663YC	When Diet- Buy Natural/Organic Food (Adult)	Health & OTC Drugs
2676	MMO2664YC	When Diet- Buy Sugar-Free Food (Adult)	Health & OTC Drugs
2677	MM65006YC	Buy Air Mattress-Infl- Under \$100- 1yr (Household)	Home Furnishings
2678	MMO2665YC	Buy Area Rugs- 1yr (Household)	Home Furnishings
2679	MM65007YC	Buy Area rug- \$100-\$299- 1yr (Household)	Home Furnishings
2680	MM65008YC	Buy Area rug- Under \$100- 1yr (Household)	Home Furnishings
2681	MMO2666YC	Buy Baby Furniture/Equipment- 6mo (Household)	Home Furnishings
2682	MM42175YC	Buy Bathmat (in tub)- 1yr (Household)	Home Furnishings
2683	MM65009YC	Buy Bed frame/headboard- 250-\$699- 1yr (Household)	Home Furnishings
2684	MMO2667YC	Buy Bedding/Bath Goods- 1yr (Household)	Home Furnishings
2685	MMO2668YC	Buy Bedspreads- 1yr (Household)	Home Furnishings
2686	MMO8085YC	Buy Big Ticket Furniture- 1yr (Household)	Home Furnishings
2687	MMO2670YC	Buy Box Spring- 1yr (Household)	Home Furnishings
2688	MM65010YC	Buy Box spring- 250-\$699- 1yr (Household)	Home Furnishings
2689	MMO2671YC	Buy Comforter- 1yr (Household)	Home Furnishings
2690	MMO2672YC	Buy Curtains- 1yr (Household)	Home Furnishings
2691	MMO2674YC	Buy Dining Room Furniture- 1yr (Household)	Home Furnishings
2692	MM42176YC	Buy Dust Ruffles- 1yr (Household)	Home Furnishings
2693	MMO2675YC	Buy Electric Blanket- 1yr (Household)	Home Furnishings
2694	MMO2676YC	Buy Family Room Furniture- 1yr (Household)	Home Furnishings
2695	MMO2677YC	Buy Home Furnishings by Internet- 1yr (Adult)	Home Furnishings
2696	MM61657YC	Buy Home Office Furniture- 1yr (Household)	Home Furnishings
2697	MMO2679YC	Buy Housewares by Internet- 1yr (Adult)	Home Furnishings
2698	MMO2681YC	Buy Kitchen Cooking/Serving Product- 1yr (Household)	Home Furnishings
2699	MMO2682YC	Buy Kitchen Furniture- 1yr (Household)	Home Furnishings
2700	MMO2683YC	Buy Kitchen/Dining Room Furniture- 1yr (Household)	Home Furnishings
2701	MMO2685YC	Buy Lawn/Porch Furniture- 1yr (Household)	Home Furnishings
2702	MMO2686YC	Buy Low Ticket Furnishing- 1yr (Household)	Home Furnishings
2703	MMO2688YC	Buy Mattress- <\$250- 1yr (Household)	Home Furnishings
2704	MM61659YC	Buy Mattress- 1yr (Household)	Home Furnishings
2705	MMO2689YC	Buy Other Blankets- 1yr (Household)	Home Furnishings
2706	MM61660YC	Buy Picture Frames- Custom Made- 1yr (Household)	Home Furnishings
2707	MM42177YC	Buy Pillow Shams- 1yr (Household)	Home Furnishings
2708	MM42178YC	Buy Pillowcases- 1yr (Household)	Home Furnishings
2709	MMO2690YC	Buy Pillows- 1yr (Household)	Home Furnishings
2710	MMO2692YC	Buy Recliner- 1yr (Household)	Home Furnishings
2711	MM65012YC	Buy Recliner- 250-\$699- 1yr (Household)	Home Furnishings
2712	MMO2693YC	Buy Room Size Rug- 1yr (Household)	Home Furnishings
2713	MM42179YC	Buy Sheets- 1yr (Household)	Home Furnishings
2714	MMO2694YC	Buy Sheets/Pillowcases- 1yr (Household)	Home Furnishings
2715	MM42180YC	Buy Shower Curtain- 1yr (Household)	Home Furnishings
2716	MMO2698YC	Buy Sofa Sectional- 1yr (Household)	Home Furnishings
2717	MM65013YC	Buy Sofa/sectional- 250-\$699- 1yr (Household)	Home Furnishings
2718	MMO2699YC	Buy Table Setting- 1yr (Adult)	Home Furnishings
2719	MM61661YC	Buy Table Settings as a Gift- 1yr (Adult)	Home Furnishings
2720	MMO2701YC	Buy Table/Floor Lamp- 1yr (Household)	Home Furnishings
2721	MMO2702YC	Buy Towels- 1yr (Household)	Home Furnishings
2722	MM61662YC	Buy Wall Unit/Wall System- 1yr (Household)	Home Furnishings
2723	MM61664YC	Own Air Mattress (Inflatable) (Household)	Home Furnishings
2724	MM61665YC	Own Area Rug (Household)	Home Furnishings
2725	MM61666YC	Own Awning (Household)	Home Furnishings
2726	MM61667YC	Own Baby Furniture & Equipment (Household)	Home Furnishings
2727	MM61668YC	Own Bed Frame/Headboard (Household)	Home Furnishings
2728	MM61669YC	Own Box Spring (Household)	Home Furnishings
2729	MM61670YC	Own Cedar Chests (Household)	Home Furnishings
2730	MM61671YC	Own Curtains (Household)	Home Furnishings
2731	MM61672YC	Own Dining Room Furniture (Household)	Home Furnishings
2732	MM61673YC	Own Draperies (Household)	Home Furnishings
2733	MM61674YC	Own Family Room Furniture (Household)	Home Furnishings
2734	MMO2704YC	Own Home Office Furniture (Household)	Home Furnishings
2735	MM61675YC	Own Horizontal Blinds- Custom Made (Household)	Home Furnishings
2736	MM61676YC	Own Horizontal Blinds- Ready Make (Household)	Home Furnishings
2737	MM61677YC	Own Indoor/Outdoor Carpet (Household)	Home Furnishings
2738	MM61678YC	Own Kitchen Furniture (Household)	Home Furnishings

ORDER	VARIABLE	DESCRIPTION	CATEGORY
2739	MM61679YC	Own Lawn/Porch Furniture (Household)	Home Furnishings
2740	MM61680YC	Own Mattress (Household)	Home Furnishings
2741	MM61681YC	Own Other Bedroom Furniture (Household)	Home Furnishings
2742	MM61682YC	Own Other Living Room Furniture (Household)	Home Furnishings
2743	MM61683YC	Own Patio/Deck Cover (Household)	Home Furnishings
2744	MM02705YC	Own Piano (Household)	Home Furnishings
2745	MM61684YC	Own Picture Frames- Custom Made (Household)	Home Furnishings
2746	MM61685YC	Own Recliner (Household)	Home Furnishings
2747	MM61686YC	Own Room Size Rug (Household)	Home Furnishings
2748	MM61687YC	Own Sofa/Sectional (Household)	Home Furnishings
2749	MM61688YC	Own Sofa- Bed Convertible (Household)	Home Furnishings
2750	MM61689YC	Own Table Settings (Adult)	Home Furnishings
2751	MM61690YC	Own Table/Floor Lamps (Household)	Home Furnishings
2752	MM61691YC	Own Vertical Blinds- Custom Made (Household)	Home Furnishings
2753	MM61692YC	Own Vertical Blinds- Ready Make (Household)	Home Furnishings
2754	MM61693YC	Own Wall Unit/Wall System (Household)	Home Furnishings
2755	MM02706YC	Own Wall-to-Wall Carpet (Household)	Home Furnishings
2756	MM61694YC	Own Window Coverings- Custom Made (Household)	Home Furnishings
2757	MM50442YC	Re-used or recycled Aluminum Beverage Cans- 1mo (Household)	Home Furnishings
2758	MM50443YC	Re-used or recycled Batteries- 1mo (Household)	Home Furnishings
2759	MM50444YC	Re-used or recycled Electronic Equipment- 1mo (Household)	Home Furnishings
2760	MM50445YC	Re-used or recycled Glass Bottles- 1mo (Household)	Home Furnishings
2761	MM50446YC	Re-used or recycled Newspapers- 1mo (Household)	Home Furnishings
2762	MM50451YC	Re-used or recycled Other- 1mo (Household)	Home Furnishings
2763	MM50448YC	Re-used or recycled Other Glass items- 1mo (Household)	Home Furnishings
2764	MM50447YC	Re-used or recycled Other Metal items- 1mo (Household)	Home Furnishings
2765	MM50450YC	Re-used or recycled Other Paper- 1mo (Household)	Home Furnishings
2766	MM50449YC	Re-used or recycled Other Plastic Items- 1mo (Household)	Home Furnishings
2767	MM50453YC	Re-used or recycled Plastic Bags- 1mo (Household)	Home Furnishings
2768	MM50452YC	Re-used or recycled Plastic Bottles- 1mo (Household)	Home Furnishings
2769	MM42181YC	Shop at IKEA- 1yr (Adult)	Home Furnishings
2770	MM42610YC	Use Any Environmentally Friendly/Green Light Bulbs- 6mo (Household)	Home Furnishings
2771	MM42609YC	Use Any Environmentally Friendly/Green Product- 6mo (Household)	Home Furnishings
2772	MM42611YC	Use Non-Toxic/Biodegradable All Purpose Household Cleaner- 6mo (Household)	Home Furnishings
2773	MM42612YC	Use Non-Toxic/Biodegradable Dish Washing Liquid/Detergent- 6mo (Household)	Home Furnishings
2774	MM42613YC	Use Non-Toxic/Biodegradable Glass/Surface Cleaners- 6mo (Household)	Home Furnishings
2775	MM42614YC	Use Non-Toxic/Biodegradable Laundry Detergent- 6mo (Household)	Home Furnishings
2776	MM42615YC	Use Non-Toxic/Biodegradable Other Products- 6mo (Household)	Home Furnishings
2777	MM42616YC	Use Recycle Facial Tissues- 6mo (Household)	Home Furnishings
2778	MM42617YC	Use Recycle Other Paper Products- 6mo (Household)	Home Furnishings
2779	MM42618YC	Use Recycle Paper Napkins- 6mo (Household)	Home Furnishings
2780	MM42619YC	Use Recycle Paper Plates- 6mo (Household)	Home Furnishings
2781	MM42620YC	Use Recycle Paper Towels- 6mo (Household)	Home Furnishings
2782	MM42621YC	Use Recycle Toilet Paper- 6mo (Household)	Home Furnishings
2783	MM02713YC	Any Home Remodeling- \$500+ - 1yr (Household)	Home Improvements
2784	MM02717YC	Buy Any Interior Paint- 1yr (Adult)	Home Improvements
2785	MM02717YD	Buy Any Interior Paint- 1yr (Adult): Demand Potential (Gallons/1yr)	Home Improvements
2786	MM02720YC	Buy Any Paint/Stain- 1yr (Adult)	Home Improvements
2787	MM02720YD	Buy Any Paint/Stain- 1yr (Adult): Demand Potential (Gallons/1yr)	Home Improvements
2788	MM61695YC	Buy Clean-Air Filter- 1yr (Household)	Home Improvements
2789	MM61696YC	Buy Down Spouts/Gutters- 1yr (Household)	Home Improvements
2790	MM61697YC	Buy Exterior Painting- 1yr (Household)	Home Improvements
2791	MM61698YC	Buy Insulation for Ceiling, floor, and/or Walls- 1yr (Household)	Home Improvements
2792	MM61699YC	Buy Interior Painting- 1yr (Household)	Home Improvements
2793	MM02761YC	Buy Paint/Stain at Department Store- 1yr (Adult)	Home Improvements
2794	MM02762YC	Buy Paint/Stain at Hardware Store- 1yr (Adult)	Home Improvements
2795	MM02763YC	Buy Paint/Stain at Home Center Store- 1yr (Adult)	Home Improvements
2796	MM02764YC	Buy Paint/Stain at Paint/Stain Store- 1yr (Adult)	Home Improvements
2797	MM61701YC	Buy Yard Fence- 1yr (Household)	Home Improvements
2798	MM04452YC	Definitely/Probably Add Rooms- Exterior Additions- 1yr (Adult)	Home Improvements
2799	MM04451YC	Definitely/Probably Convert Room To Home Office- 1yr (Adult)	Home Improvements
2800	MM04450YC	Definitely/Probably Remodel Bathroom- 1yr (Adult)	Home Improvements
2801	MM04448YC	Definitely/Probably Remodel Home- 1yr (Adult)	Home Improvements
2802	MM04449YC	Definitely/Probably Remodel Kitchen- 1yr (Adult)	Home Improvements
2803	MM42203YC	Definitely/Probably Remodel Other Part of Home- 1yr (Adult)	Home Improvements
2804	MM61702YC	Has Garden (Household)	Home Improvements
2805	MM61703YC	Has Garden (Size <250 Square Feet) (Household)	Home Improvements
2806	MM61705YC	Has Garden (Size 250-499 Square Feet) (Household)	Home Improvements
2807	MM61706YC	Has Garden (Size 500-1,999 Square Feet) (Household)	Home Improvements
2808	MM61704YC	Has Garden (Size 2,000+ Square Feet) (Household)	Home Improvements
2809	MM61707YC	Home Improvements by Contractor: Any- 1yr (Household)	Home Improvements
2810	MM61708YC	Home Improvements by You or Other Family Member: Any (Household)	Home Improvements
2811	MM02723YC	Home Remodeling- Add Deck/Porch/Patio- 1yr (Household)	Home Improvements
2812	MM02724YC	Home Remodeling- Addition/Extension/Conversion- 1yr (Household)	Home Improvements

ORDER	VARIABLE	DESCRIPTION	CATEGORY
2813	MMO2726YC	Home Remodeling- Any- 1yr (Household)	Home Improvements
2814	MMO2729YC	Home Remodeling- Bathroom- 1yr (Household)	Home Improvements
2815	MMO2730YC	Home Remodeling- Bedroom- 1yr (Household)	Home Improvements
2816	MMO2731YC	Home Remodeling- Carpeting- \$1,000+- 1yr (Household)	Home Improvements
2817	MMO2732YC	Home Remodeling- Carpeting- 1yr (Household)	Home Improvements
2818	MMO2733YC	Home Remodeling- Ceramic Tile Floor- 1yr (Household)	Home Improvements
2819	MMO2736YC	Home Remodeling- Hardwood Floors- 1yr (Household)	Home Improvements
2820	MMO2737YC	Home Remodeling- Interior/Exterior Doors- 1yr (Household)	Home Improvements
2821	MMO2739YC	Home Remodeling- Kitchen- 1yr (Household)	Home Improvements
2822	MMO2738YC	Home Remodeling- Kitchen Cabinets- 1yr (Household)	Home Improvements
2823	MMO2740YC	Home Remodeling- Other Room- 1yr (Household)	Home Improvements
2824	MMO2743YC	Home Remodeling- Roofing- \$1,000+- 1yr (Household)	Home Improvements
2825	MMO2744YC	Home Remodeling- Roofing- 1yr (Household)	Home Improvements
2826	MMO2746YC	Home Remodeling- Vinyl Windows- 1yr (Household)	Home Improvements
2827	MMO2748YC	Home Remodeling- Work by Professional- 1yr (Household)	Home Improvements
2828	MMO2749YC	Home Remodeling- Work by Self- 1yr (Household)	Home Improvements
2829	MMO2752YC	Make Any Home Improvement- 1yr (Household)	Home Improvements
2830	MMO2753YC	Make Home Improvements- \$500+- 1yr (Household)	Home Improvements
2831	MMO2754YC	Make Home Improvements- <\$500- 1yr (Household)	Home Improvements
2832	MM61709YC	Number of Home Improvements: 1- 1yr (Household)	Home Improvements
2833	MM61710YC	Number of Home Improvements: 2- 1yr (Household)	Home Improvements
2834	MM61711YC	Number of Home Improvements: 3- 1yr (Household)	Home Improvements
2835	MM61713YC	Number of Home Remodeling Jobs: 1- 1yr (Household)	Home Improvements
2836	MM61714YC	Number of Home Remodeling Jobs: 2- 1yr (Household)	Home Improvements
2837	MMO2765YC	Property/Garden Maintenance- \$100-\$500- 1yr (Household)	Home Improvements
2838	MMO8453YC	Property/Garden Maintenance- \$500+- 1yr (Household)	Home Improvements
2839	MMO2755YC	Remodel Any Climate Control Appliance- 1yr (Household)	Home Improvements
2840	MMO2756YC	Remodel Any Paint/Stain/Seal- 4+ Gallons- 1yr (Adult)	Home Improvements
2841	MMO2757YC	Remodel Indoor Light Fixtures- 1yr (Household)	Home Improvements
2842	MMO2758YC	Remodel Kitchen/Bathroom Faucets- 1yr (Household)	Home Improvements
2843	MMO2759YC	Remodel Other Bathroom/Kitchen Plumbing- 1yr (Household)	Home Improvements
2844	MMO2760YC	Remodel Outdoor Light Fixtures- 1yr (Household)	Home Improvements
2845	MM61715YC	Use Any Environmentally Friendly/Green Products for Home Improvements- 1yr (Household)	Home Improvements
2846	MMO2768YC	Use Any Housekeeping Service- 1yr (Household)	Home Improvements
2847	MM61720YC	Use Carpet/Run Cleaners- 6 mo (Household)	Home Improvements
2848	MMO2770YC	Use Maid/Housekeeper- 1yr (Household)	Home Improvements
2849	MMO2772YC	Use Oven Cleaners- 6mo (Household)	Home Improvements
2850	MM61721YC	Use Professional Exterminator- Orkin (Household)	Home Improvements
2851	MM61722YC	Use Professional Exterminator- Other (Household)	Home Improvements
2852	MM61723YC	Use Professional Exterminator- Terminix (Household)	Home Improvements
2853	MMO2773YC	Use Professional Carpet Cleaning Service- 1yr (Household)	Home Improvements
2854	MMO2774YC	Use Professional Exterminator- 1yr (Household)	Home Improvements
2855	MMO2774YD	Use Professional Exterminator- 1yr (Household): Demand Potential (Times/1yr)	Home Improvements
2856	MMO2778YC	Use Professional Housecleaning Service- 1yr (Household)	Home Improvements
2857	MMO2779YC	Use Property/Garden Maintenance Svc- 1yr (Household)	Home Improvements
2858	MMO2780YC	Use Rubber Gloves- 6mo (Household)	Home Improvements
2859	MMO2781YC	Use Spray Starch- 6mo (Household)	Home Improvements
2860	MM61724YC	Actions Taken from Reading Newspaper: Cut Out an Ad for Later Reference- 1mo (Adult)	Magazines & Newspapers
2861	MM61725YC	Actions Taken from Reading Newspaper: Purchased an Ad Product- 1mo (Adult)	Magazines & Newspapers
2862	MM61727YC	Actions Taken from Reading Newspaper: Shopped at an Advertised Store- 1mo (Adult)	Magazines & Newspapers
2863	MMO4453YC	Read AARP- The Magazine (Adult)	Magazines & Newspapers
2864	MMO6100YC	Read AARP- The Magazine- Last Issue (Adult)	Magazines & Newspapers
2865	MM50456YC	Read All You- Last Issue (Adult)	Magazines & Newspapers
2866	MM50455YC	Read All You Magazine (Adult)	Magazines & Newspapers
2867	MMO2783YC	Read Allure (Adult)	Magazines & Newspapers
2868	MMO6105YC	Read Allure- Last Issue (Adult)	Magazines & Newspapers
2869	MMO2784YC	Read American Baby (Adult)	Magazines & Newspapers
2870	MMO6110YC	Read American Baby- Last Issue (Adult)	Magazines & Newspapers
2871	MMO6890YC	Read American Hunter (Adult)	Magazines & Newspapers
2872	MMO6895YC	Read American Hunter- Last Issue (Adult)	Magazines & Newspapers
2873	MMO6900YC	Read American Legion Magazine (Adult)	Magazines & Newspapers
2874	MMO6905YC	Read American Legion Magazine- Last Issue (Adult)	Magazines & Newspapers
2875	MM50454YC	Read Any Magazine- 6mo (Adult)	Magazines & Newspapers
2876	MM42005YC	Read Any Spanish Language Magazine- 6mo (Adult)	Magazines & Newspapers
2877	MMO2786YC	Read Architectural Digest (Adult)	Magazines & Newspapers
2878	MMO6125YC	Read Architectural Digest- Last Issue (Adult)	Magazines & Newspapers
2879	MMO6910YC	Read Audubon Magazine (Adult)	Magazines & Newspapers
2880	MMO2788YC	Read Automobile Magazine (Adult)	Magazines & Newspapers
2881	MMO6135YC	Read Automobile Magazine- Last Issue (Adult)	Magazines & Newspapers
2882	MMO6930YC	Read Backpacker (Adult)	Magazines & Newspapers
2883	MMO2790YC	Read Barron's (Adult)	Magazines & Newspapers
2884	MMO2791YC	Read Bassmaster (Adult)	Magazines & Newspapers
2885	MMO6150YC	Read Bassmaster- Last Issue (Adult)	Magazines & Newspapers
2886	MMO2792YC	Read Better Homes & Gardens (Adult)	Magazines & Newspapers

ORDER	VARIABLE	DESCRIPTION	CATEGORY
2887	MMO6155YC	Read Better Homes & Gardens- Last Issue (Adult)	Magazines & Newspapers
2888	MMO2793YC	Read Bicycling (Adult)	Magazines & Newspapers
2889	MM50458YC	Read Birds & Blooms- Last Issue (Adult)	Magazines & Newspapers
2890	MM50457YC	Read Birds & Blooms Magazine (Adult)	Magazines & Newspapers
2891	MMO2794YC	Read Black Enterprise (Adult)	Magazines & Newspapers
2892	MMO6165YC	Read Black Enterprise- Last Issue (Adult)	Magazines & Newspapers
2893	MMO2795YC	Read Boating (Adult)	Magazines & Newspapers
2894	MMO2796YC	Read Bon Appetit (Adult)	Magazines & Newspapers
2895	MMO6175YC	Read Bon Appetit- Last Issue (Adult)	Magazines & Newspapers
2896	MMO2797YC	Read Brides (Adult)	Magazines & Newspapers
2897	MMO6180YC	Read Brides- Last Issue (Adult)	Magazines & Newspapers
2898	MMO2800YC	Read Car & Driver (Adult)	Magazines & Newspapers
2899	MMO6190YC	Read Car & Driver- Last Issue (Adult)	Magazines & Newspapers
2900	MMO2801YC	Read Car Craft (Adult)	Magazines & Newspapers
2901	MMO2802YC	Read Catholic Digest (Adult)	Magazines & Newspapers
2902	MM50182YC	Read Chicago Tribune- Sunday (Adult)	Magazines & Newspapers
2903	MMO6205YC	Read Chicago Tribune- Sunday- Last Issue (Adult)	Magazines & Newspapers
2904	MMO4455YC	Read Cigar Aficionado (Adult)	Magazines & Newspapers
2905	MMO2804YC	Read Coastal Living (Adult)	Magazines & Newspapers
2906	MMO6215YC	Read Coastal Living- Last Issue (Adult)	Magazines & Newspapers
2907	MM50724YC	Read Conde Nast Traveler (Adult)	Magazines & Newspapers
2908	MM50725YC	Read Conde Nast Traveler- Last Issue (Adult)	Magazines & Newspapers
2909	MMO2807YC	Read Consumer Reports (Adult)	Magazines & Newspapers
2910	MMO6230YC	Read Consumer Reports- Last Issue (Adult)	Magazines & Newspapers
2911	MMO2808YC	Read Cooking Light (Adult)	Magazines & Newspapers
2912	MMO6235YC	Read Cooking Light- Last Issue (Adult)	Magazines & Newspapers
2913	MMO2809YC	Read Cosmopolitan (Adult)	Magazines & Newspapers
2914	MMO6245YC	Read Cosmopolitan- Last Issue (Adult)	Magazines & Newspapers
2915	MMO2811YC	Read Country Living (Adult)	Magazines & Newspapers
2916	MMO6255YC	Read Country Living- Last Issue (Adult)	Magazines & Newspapers
2917	MMO2812YC	Read Cycle World (Adult)	Magazines & Newspapers
2918	MM50462YC	Read Delta Sky- Last Issue (Adult)	Magazines & Newspapers
2919	MM50461YC	Read Delta Sky Magazine (Adult)	Magazines & Newspapers
2920	MMO8045YC	Read Details (Adult)	Magazines & Newspapers
2921	MM50463YC	Read Diabetes Self-Management (Adult)	Magazines & Newspapers
2922	MM50464YC	Read Diabetes Self-Management- Last Issue (Adult)	Magazines & Newspapers
2923	MMO6940YC	Read Dirt Rider Magazine (Adult)	Magazines & Newspapers
2924	MMO2815YC	Read Discover (Adult)	Magazines & Newspapers
2925	MMO6270YC	Read Discover- Last Issue (Adult)	Magazines & Newspapers
2926	MM42629YC	Read Dwell (Adult)	Magazines & Newspapers
2927	MM50467YC	Read EatingWell (Adult)	Magazines & Newspapers
2928	MM50468YC	Read EatingWell- Last Issue (Adult)	Magazines & Newspapers
2929	MMO2816YC	Read Ebony (Adult)	Magazines & Newspapers
2930	MMO6275YC	Read Ebony- Last Issue (Adult)	Magazines & Newspapers
2931	MMO2817YC	Read Elle (Adult)	Magazines & Newspapers
2932	MMO2818YC	Read Elle Decor (Adult)	Magazines & Newspapers
2933	MMO6280YC	Read Elle- Last Issue (Adult)	Magazines & Newspapers
2934	MMO2819YC	Read Entertainment Weekly (Adult)	Magazines & Newspapers
2935	MMO6290YC	Read Entertainment Weekly- Last Issue (Adult)	Magazines & Newspapers
2936	MMO2820YC	Read Entrepreneur (Adult)	Magazines & Newspapers
2937	MMO6295YC	Read Entrepreneur- Last Issue (Adult)	Magazines & Newspapers
2938	MMO2821YC	Read ESPN The Magazine (Adult)	Magazines & Newspapers
2939	MMO6300YC	Read ESPN The Magazine- Last Issue (Adult)	Magazines & Newspapers
2940	MMO2822YC	Read Esquire (Adult)	Magazines & Newspapers
2941	MMO6305YC	Read Esquire- Last Issue (Adult)	Magazines & Newspapers
2942	MMO2823YC	Read Essence (Adult)	Magazines & Newspapers
2943	MMO6310YC	Read Essence- Last Issue (Adult)	Magazines & Newspapers
2944	MM41895YC	Read Every Day with Rachel Ray (Adult)	Magazines & Newspapers
2945	MM41896YC	Read Every Day with Rachel Ray- Last Issue (Adult)	Magazines & Newspapers
2946	MMO2824YC	Read Family Circle (Adult)	Magazines & Newspapers
2947	MMO6315YC	Read Family Circle- Last Issue (Adult)	Magazines & Newspapers
2948	MMO2825YC	Read Family Fun (Adult)	Magazines & Newspapers
2949	MMO6320YC	Read Family Fun- Last Issue (Adult)	Magazines & Newspapers
2950	MMO2826YC	Read Family Handyman (Adult)	Magazines & Newspapers
2951	MMO6325YC	Read Family Handyman- Last Issue (Adult)	Magazines & Newspapers
2952	MMO2828YC	Read Field & Stream (Adult)	Magazines & Newspapers
2953	MMO6330YC	Read Field & Stream- Last Issue (Adult)	Magazines & Newspapers
2954	MMO6960YC	Read Fit Pregnancy Magazine (Adult)	Magazines & Newspapers
2955	MMO2830YC	Read Fitness (Adult)	Magazines & Newspapers
2956	MMO6340YC	Read Fitness- Last Issue (Adult)	Magazines & Newspapers
2957	MMO2831YC	Read Food & Wine (Adult)	Magazines & Newspapers
2958	MMO6345YC	Read Food & Wine- Last Issue (Adult)	Magazines & Newspapers
2959	MM50726YC	Read Food Network Magazine (Adult)	Magazines & Newspapers
2960	MM50727YC	Read Food Network Magazine- Last Issue (Adult)	Magazines & Newspapers

ORDER	VARIABLE	DESCRIPTION	CATEGORY
2961	MMO2832YC	Read Forbes (Adult)	Magazines & Newspapers
2962	MMO6350YC	Read Forbes- Last Issue (Adult)	Magazines & Newspapers
2963	MMO2833YC	Read Fortune (Adult)	Magazines & Newspapers
2964	MMO6355YC	Read Fortune- Last Issue (Adult)	Magazines & Newspapers
2965	MMO6970YC	Read Four Wheeler Magazine (Adult)	Magazines & Newspapers
2966	MMO6980YC	Read Game & Fish Magazine (Adult)	Magazines & Newspapers
2967	MMO6985YC	Read Game & Fish/Sportsman- Last Issue (Adult)	Magazines & Newspapers
2968	MMO2834YC	Read Glamour (Adult)	Magazines & Newspapers
2969	MMO6365YC	Read Glamour- Last Issue (Adult)	Magazines & Newspapers
2970	MMO2835YC	Read Golf Digest (Adult)	Magazines & Newspapers
2971	MMO6370YC	Read Golf Digest- Last Issue (Adult)	Magazines & Newspapers
2972	MMO2836YC	Read Golf Magazine (Adult)	Magazines & Newspapers
2973	MMO6375YC	Read Golf Magazine- Last Issue (Adult)	Magazines & Newspapers
2974	MMO2837YC	Read Good Housekeeping (Adult)	Magazines & Newspapers
2975	MMO6380YC	Read Good Housekeeping- Last Issue (Adult)	Magazines & Newspapers
2976	MMO2839YC	Read GQ (Adult)	Magazines & Newspapers
2977	MMO6390YC	Read GQ- Last Issue (Adult)	Magazines & Newspapers
2978	MMO2840YC	Read Guns & Ammo (Adult)	Magazines & Newspapers
2979	MMO6395YC	Read Guns & Ammo- Last Issue (Adult)	Magazines & Newspapers
2980	MMO2842YC	Read Harper's Bazaar (Adult)	Magazines & Newspapers
2981	MMO6405YC	Read Harper's Bazaar- Last Issue (Adult)	Magazines & Newspapers
2982	MMO2843YC	Read Health (Adult)	Magazines & Newspapers
2983	MMO6410YC	Read Health- Last Issue (Adult)	Magazines & Newspapers
2984	MMO2845YC	Read Hot Rod (Adult)	Magazines & Newspapers
2985	MMO6420YC	Read Hot Rod- Last Issue (Adult)	Magazines & Newspapers
2986	MMO2847YC	Read House Beautiful (Adult)	Magazines & Newspapers
2987	MMO6430YC	Read House Beautiful- Last Issue (Adult)	Magazines & Newspapers
2988	MMO2848YC	Read Hunting (Adult)	Magazines & Newspapers
2989	MMO6435YC	Read Hunting- Last Issue (Adult)	Magazines & Newspapers
2990	MMO2849YC	Read In Style (Adult)	Magazines & Newspapers
2991	MMO6440YC	Read In Style- Last Issue (Adult)	Magazines & Newspapers
2992	MMO2850YC	Read Inc. (Adult)	Magazines & Newspapers
2993	MMO2853YC	Read Kiplinger's Personal Finance (Adult)	Magazines & Newspapers
2994	MMO6990YC	Read Latina (Adult)	Magazines & Newspapers
2995	MM41962YC	Read Life & Style Weekly (Adult)	Magazines & Newspapers
2996	MM41963YC	Read Life & Style Weekly- Last Issue (Adult)	Magazines & Newspapers
2997	MM50183YC	Read Los Angeles Times- Sunday (Adult)	Magazines & Newspapers
2998	MMO2857YC	Read Marie Claire (Adult)	Magazines & Newspapers
2999	MMO6480YC	Read Marie Claire- Last Issue (Adult)	Magazines & Newspapers
3000	MMO2858YC	Read Martha Stewart Living (Adult)	Magazines & Newspapers
3001	MMO6485YC	Read Martha Stewart Living- Last Issue (Adult)	Magazines & Newspapers
3002	MMO2859YC	Read Maxim (Adult)	Magazines & Newspapers
3003	MMO6490YC	Read Maxim- Last Issue (Adult)	Magazines & Newspapers
3004	MMO2860YC	Read Men's Fitness (Adult)	Magazines & Newspapers
3005	MMO6495YC	Read Men's Fitness- Last Issue (Adult)	Magazines & Newspapers
3006	MMO2861YC	Read Men's Health (Adult)	Magazines & Newspapers
3007	MMO6500YC	Read Men's Health- Last Issue (Adult)	Magazines & Newspapers
3008	MMO2865YC	Read Money (Adult)	Magazines & Newspapers
3009	MMO6520YC	Read Money- Last Issue (Adult)	Magazines & Newspapers
3010	MM41965YC	Read More (Adult)	Magazines & Newspapers
3011	MMO2866YC	Read Motor Trend (Adult)	Magazines & Newspapers
3012	MMO6525YC	Read Motor Trend- Last Issue (Adult)	Magazines & Newspapers
3013	MMO2867YC	Read Motorcyclist (Adult)	Magazines & Newspapers
3014	MMO2868YC	Read Muscle & Fitness (Adult)	Magazines & Newspapers
3015	MMO6535YC	Read Muscle & Fitness- Last Issue (Adult)	Magazines & Newspapers
3016	MMO2869YC	Read National Enquirer (Adult)	Magazines & Newspapers
3017	MMO6540YC	Read National Enquirer- Last Issue (Adult)	Magazines & Newspapers
3018	MMO2870YC	Read National Geographic (Adult)	Magazines & Newspapers
3019	MM42630YC	Read National Geographic Kids (Adult)	Magazines & Newspapers
3020	MM42648YC	Read National Geographic Kids- Last Issue (Adult)	Magazines & Newspapers
3021	MMO6545YC	Read National Geographic- Last Issue (Adult)	Magazines & Newspapers
3022	MMO2871YC	Read National Geographic Traveler (Adult)	Magazines & Newspapers
3023	MMO6550YC	Read National Geographic Traveler- Last Issue (Adult)	Magazines & Newspapers
3024	MMO2872YC	Read New York Magazine (Adult)	Magazines & Newspapers
3025	MMO6555YC	Read New York Magazine- Last Issue (Adult)	Magazines & Newspapers
3026	MM50184YC	Read New York Times- Daily (Adult)	Magazines & Newspapers
3027	MMO6560YC	Read New York Times- Daily- Last Issue (Adult)	Magazines & Newspapers
3028	MM50185YC	Read New York Times- Sunday (Adult)	Magazines & Newspapers
3029	MM50728YC	Read New York Times- Sunday- Last Issue (Adult)	Magazines & Newspapers
3030	MMO2877YC	Read O- The Oprah Magazine (Adult)	Magazines & Newspapers
3031	MMO6580YC	Read O- The Oprah Magazine- Last Issue (Adult)	Magazines & Newspapers
3032	MM41983YC	Read OK! Weekly (Adult)	Magazines & Newspapers
3033	MM41984YC	Read OK! Weekly- Last Issue (Adult)	Magazines & Newspapers
3034	MMO2878YC	Read Outdoor Life (Adult)	Magazines & Newspapers

ORDER	VARIABLE	DESCRIPTION	CATEGORY
3035	MMO6585YC	Read Outdoor Life- Last Issue (Adult)	Magazines & Newspapers
3036	MMO2879YC	Read Outside (Adult)	Magazines & Newspapers
3037	MM50186YC	Read Parade Carrier Newspaper (Adult)	Magazines & Newspapers
3038	MMO6595YC	Read Parade- Last Issue (Adult)	Magazines & Newspapers
3039	MMO2882YC	Read Parents Magazine (Adult)	Magazines & Newspapers
3040	MMO6075YC	Read Parents Magazine- Last Issue (Adult)	Magazines & Newspapers
3041	MMO2886YC	Read People (Adult)	Magazines & Newspapers
3042	MMO7010YC	Read People en Espanol (Adult)	Magazines & Newspapers
3043	MMO7015YC	Read People en Espanol- Last Issue (Adult)	Magazines & Newspapers
3044	MMO6620YC	Read People- Last Issue (Adult)	Magazines & Newspapers
3045	MMO2888YC	Read Playboy (Adult)	Magazines & Newspapers
3046	MMO6625YC	Read Playboy- Last Issue (Adult)	Magazines & Newspapers
3047	MMO2890YC	Read Popular Mechanics (Adult)	Magazines & Newspapers
3048	MMO6635YC	Read Popular Mechanics- Last Issue (Adult)	Magazines & Newspapers
3049	MM50471YC	Read Popular Photography (Adult)	Magazines & Newspapers
3050	MMO2892YC	Read Popular Science (Adult)	Magazines & Newspapers
3051	MMO6080YC	Read Popular Science- Last Issue (Adult)	Magazines & Newspapers
3052	MMO2894YC	Read Prevention (Adult)	Magazines & Newspapers
3053	MMO6645YC	Read Prevention- Last Issue (Adult)	Magazines & Newspapers
3054	MMO7020YC	Read Psychology Magazine (Adult)	Magazines & Newspapers
3055	MMO7025YC	Read Psychology Magazine- Last Issue (Adult)	Magazines & Newspapers
3056	MMO2895YC	Read Reader's Digest (Adult)	Magazines & Newspapers
3057	MMO6650YC	Read Reader's Digest- Last Issue (Adult)	Magazines & Newspapers
3058	MMO2896YC	Read Redbook (Adult)	Magazines & Newspapers
3059	MMO6655YC	Read Redbook- Last Issue (Adult)	Magazines & Newspapers
3060	MMO2897YC	Read Road & Track (Adult)	Magazines & Newspapers
3061	MMO6660YC	Read Road & Track- Last Issue (Adult)	Magazines & Newspapers
3062	MMO2898YC	Read Rolling Stone (Adult)	Magazines & Newspapers
3063	MMO6665YC	Read Rolling Stone- Last Issue (Adult)	Magazines & Newspapers
3064	MMO2899YC	Read Runner's World (Adult)	Magazines & Newspapers
3065	MMO6670YC	Read Runner's World- Last Issue (Adult)	Magazines & Newspapers
3066	MMO2901YC	Read Scientific American (Adult)	Magazines & Newspapers
3067	MMO6680YC	Read Scientific American- Last Issue (Adult)	Magazines & Newspapers
3068	MMO2902YC	Read Self (Adult)	Magazines & Newspapers
3069	MMO6685YC	Read Self- Last Issue (Adult)	Magazines & Newspapers
3070	MMO7060YC	Read Ser Padres Magazine (Adult)	Magazines & Newspapers
3071	MMO2903YC	Read Seventeen (Adult)	Magazines & Newspapers
3072	MMO6690YC	Read Seventeen- Last Issue (Adult)	Magazines & Newspapers
3073	MMO2904YC	Read Shape (Adult)	Magazines & Newspapers
3074	MMO6695YC	Read Shape- Last Issue (Adult)	Magazines & Newspapers
3075	MM50729YC	Read Siempre Mujer (Adult)	Magazines & Newspapers
3076	MMO2905YC	Read Ski (Adult)	Magazines & Newspapers
3077	MMO2908YC	Read Smithsonian (Adult)	Magazines & Newspapers
3078	MMO6715YC	Read Smithsonian- Last Issue (Adult)	Magazines & Newspapers
3079	MMO2909YC	Read Soap Opera Digest (Adult)	Magazines & Newspapers
3080	MMO6720YC	Read Soap Opera Digest- Last Issue (Adult)	Magazines & Newspapers
3081	MMO2911YC	Read Southern Living (Adult)	Magazines & Newspapers
3082	MMO6730YC	Read Southern Living- Last Issue (Adult)	Magazines & Newspapers
3083	MMO2915YC	Read Sports Illustrated (Adult)	Magazines & Newspapers
3084	MMO6750YC	Read Sports Illustrated- Last Issue (Adult)	Magazines & Newspapers
3085	MMO2916YC	Read Star (Adult)	Magazines & Newspapers
3086	MMO6755YC	Read Star- Last Issue (Adult)	Magazines & Newspapers
3087	MMO2919YC	Read Sunset (Adult)	Magazines & Newspapers
3088	MMO6765YC	Read Sunset- Last Issue (Adult)	Magazines & Newspapers
3089	MMO2921YC	Read Tennis (Adult)	Magazines & Newspapers
3090	MM42006YC	Read The Atlantic (Adult)	Magazines & Newspapers
3091	MM50459YC	Read The Costco Connection (Adult)	Magazines & Newspapers
3092	MM50460YC	Read The Costco Connection- Last Issue (Adult)	Magazines & Newspapers
3093	MMO2949YC	Read The Economist (Adult)	Magazines & Newspapers
3094	MMO6885YC	Read The Economist- Last Issue (Adult)	Magazines & Newspapers
3095	MMO2923YC	Read The New Yorker (Adult)	Magazines & Newspapers
3096	MMO6775YC	Read The New Yorker- Last Issue (Adult)	Magazines & Newspapers
3097	MMO2925YC	Read This Old House (Adult)	Magazines & Newspapers
3098	MMO6780YC	Read This Old House- Last Issue (Adult)	Magazines & Newspapers
3099	MMO2926YC	Read Time (Adult)	Magazines & Newspapers
3100	MMO6785YC	Read Time- Last Issue (Adult)	Magazines & Newspapers
3101	MMO2927YC	Read Town & Country (Adult)	Magazines & Newspapers
3102	MMO6790YC	Read Town & Country- Last Issue (Adult)	Magazines & Newspapers
3103	MMO2928YC	Read Traditional Home (Adult)	Magazines & Newspapers
3104	MMO6795YC	Read Traditional Home- Last Issue (Adult)	Magazines & Newspapers
3105	MMO2929YC	Read Travel & Leisure (Adult)	Magazines & Newspapers
3106	MMO6800YC	Read Travel & Leisure- Last Issue (Adult)	Magazines & Newspapers
3107	MM50187YC	Read Tribune (8) Daily (Adult)	Magazines & Newspapers
3108	MM42009YC	Read Tribune (8) Daily- Last Issue (Adult)	Magazines & Newspapers

ORDER	VARIABLE	DESCRIPTION	CATEGORY
3109	MM50188YC	Read Tribune (8) Sunday (Adult)	Magazines & Newspapers
3110	MM42011YC	Read Tribune (8) Weekly- Last Issue (Adult)	Magazines & Newspapers
3111	MM50731YC	Read United Hemispheres (Adult)	Magazines & Newspapers
3112	MM50732YC	Read United Hemispheres- Last Issue (Adult)	Magazines & Newspapers
3113	MM50733YC	Read USA Hockey (Adult)	Magazines & Newspapers
3114	MM50189YC	Read USA Today (Adult)	Magazines & Newspapers
3115	MM06810YC	Read USA Today - Daily- Last Issue (Adult)	Magazines & Newspapers
3116	MM02935YC	Read Vanity Fair (Adult)	Magazines & Newspapers
3117	MM06820YC	Read Vanity Fair - Last Issue (Adult)	Magazines & Newspapers
3118	MM04458YC	Read Veranda (Adult)	Magazines & Newspapers
3119	MM07070YC	Read VFW Magazine (Adult)	Magazines & Newspapers
3120	MM07075YC	Read VFW Magazine- Last Issue (Adult)	Magazines & Newspapers
3121	MM02937YC	Read Vogue (Adult)	Magazines & Newspapers
3122	MM06835YC	Read Vogue - Last Issue (Adult)	Magazines & Newspapers
3123	MM07080YC	Read W Magazine (Adult)	Magazines & Newspapers
3124	MM50190YC	Read Wall Street Journal (Adult)	Magazines & Newspapers
3125	MM06840YC	Read Wall Street Journal- Daily- Last Issue (Adult)	Magazines & Newspapers
3126	MM50191YC	Read Washington Post Sunday (Adult)	Magazines & Newspapers
3127	MM06845YC	Read Washington Post- Sunday- Last Issue (Adult)	Magazines & Newspapers
3128	MM50192YC	Read WebMD Magazine (Adult)	Magazines & Newspapers
3129	MM50193YC	Read WebMD Magazine- Last Issue (Adult)	Magazines & Newspapers
3130	MM04459YC	Read Wine Spectator (Adult)	Magazines & Newspapers
3131	MM06850YC	Read Wine Spectator- Last Issue (Adult)	Magazines & Newspapers
3132	MM04460YC	Read Wired (Adult)	Magazines & Newspapers
3133	MM06855YC	Read Wired- Last Issue (Adult)	Magazines & Newspapers
3134	MM02940YC	Read Woman's Day (Adult)	Magazines & Newspapers
3135	MM06860YC	Read Woman's Day- Last Issue (Adult)	Magazines & Newspapers
3136	MM02941YC	Read Woman's World (Adult)	Magazines & Newspapers
3137	MM06865YC	Read Woman's World- Last Issue (Adult)	Magazines & Newspapers
3138	MM42631YC	Read Women's Health (Adult)	Magazines & Newspapers
3139	MM42649YC	Read Women's Health- Last Issue (Adult)	Magazines & Newspapers
3140	MM02944YC	Read Yachting (Adult)	Magazines & Newspapers
3141	MM42632YC	Read Yoga Journal (Adult)	Magazines & Newspapers
3142	MM42650YC	Read Yoga Journal- Last Issue (Adult)	Magazines & Newspapers
3143	MM42651YC	Read Weekday Newspaper- Advertisements Section (Adult)	Magazines & Newspapers
3144	MM42633YC	Read Weekday Newspaper- Business/Finance Section (Adult)	Magazines & Newspapers
3145	MM42634YC	Read Weekday Newspaper- Circulars/Inserts/Fliers Section (Adult)	Magazines & Newspapers
3146	MM42635YC	Read Weekday Newspaper- Classified Advertising Section (Adult)	Magazines & Newspapers
3147	MM42636YC	Read Weekday Newspaper- Comics Section (Adult)	Magazines & Newspapers
3148	MM42637YC	Read Weekday Newspaper- Editorial Section (Adult)	Magazines & Newspapers
3149	MM42652YC	Read Weekday Newspaper- Entertainment/Lifestyle Section (Adult)	Magazines & Newspapers
3150	MM42638YC	Read Weekday Newspaper- Fashion Section (Adult)	Magazines & Newspapers
3151	MM05545YC	Read Weekday Newspaper- Food/Cooking Section (Adult)	Magazines & Newspapers
3152	MM61728YC	Read Weekday Newspaper- Health Section (Adult)	Magazines & Newspapers
3153	MM42639YC	Read Weekday Newspaper- Home/Home Design/Furnishings/Garden Section (Adult)	Magazines & Newspapers
3154	MM42653YC	Read Weekday Newspaper- International/National News Section (Adult)	Magazines & Newspapers
3155	MM42654YC	Read Weekday Newspaper- Local News Section (Adult)	Magazines & Newspapers
3156	MM42655YC	Read Weekday Newspaper- Main News/Front Page Section (Adult)	Magazines & Newspapers
3157	MM42640YC	Read Weekday Newspaper- Movie Listings/Reviews Section (Adult)	Magazines & Newspapers
3158	MM42641YC	Read Weekday Newspaper- Science/Technology Section (Adult)	Magazines & Newspapers
3159	MM42642YC	Read Weekday Newspaper- Sports Section (Adult)	Magazines & Newspapers
3160	MM42643YC	Read Weekday Newspaper- Travel Section (Adult)	Magazines & Newspapers
3161	MM42656YC	Read Weekday Newspaper- TV Listings Section (Adult)	Magazines & Newspapers
3162	MM50473YC	Read Weekday Newspaper- Weather Section (Adult)	Magazines & Newspapers
3163	MM05670YC	Read Weekend Newspaper- Advertisements Section (Adult)	Magazines & Newspapers
3164	MM05610YC	Read Weekend Newspaper- Business/Finance Section (Adult)	Magazines & Newspapers
3165	MM05675YC	Read Weekend Newspaper- Circulars/Inserts/Flyer Section (Adult)	Magazines & Newspapers
3166	MM05615YC	Read Weekend Newspaper- Classified Section (Adult)	Magazines & Newspapers
3167	MM05590YC	Read Weekend Newspaper- Comics Section (Adult)	Magazines & Newspapers
3168	MM05620YC	Read Weekend Newspaper- Editorial Section (Adult)	Magazines & Newspapers
3169	MM05625YC	Read Weekend Newspaper- Entertainment/Lifestyle Section (Adult)	Magazines & Newspapers
3170	MM05630YC	Read Weekend Newspaper- Fashion Section (Adult)	Magazines & Newspapers
3171	MM05635YC	Read Weekend Newspaper- Food/Cooking Section (Adult)	Magazines & Newspapers
3172	MM61729YC	Read Weekend Newspaper- Health Section (Adult)	Magazines & Newspapers
3173	MM05640YC	Read Weekend Newspaper- Home Design/Gardening Section (Adult)	Magazines & Newspapers
3174	MM05600YC	Read Weekend Newspaper- International/National News Section (Adult)	Magazines & Newspapers
3175	MM05605YC	Read Weekend Newspaper- Local News Section (Adult)	Magazines & Newspapers
3176	MM05595YC	Read Weekend Newspaper- Main News/Front Page Section (Adult)	Magazines & Newspapers
3177	MM05645YC	Read Weekend Newspaper- Movie Listings/Reviews Section (Adult)	Magazines & Newspapers
3178	MM05650YC	Read Weekend Newspaper- Science/Technology Section (Adult)	Magazines & Newspapers
3179	MM05655YC	Read Weekend Newspaper- Sports Section (Adult)	Magazines & Newspapers
3180	MM05660YC	Read Weekend Newspaper- Travel Section (Adult)	Magazines & Newspapers
3181	MM05665YC	Read Weekend Newspaper- TV Listings Section (Adult)	Magazines & Newspapers
3182	MM51000YC	Read Weekend Newspaper- Weather Section (Adult)	Magazines & Newspapers

ORDER	VARIABLE	DESCRIPTION	CATEGORY
3183	MM61734YC	Weekday Newspaper Advertising: Not at All Useful (Adult)	Magazines & Newspapers
3184	MM61735YC	Weekday Newspaper Advertising: Somewhat Useful (Adult)	Magazines & Newspapers
3185	MM61736YC	Weekday Newspaper Advertising: Very Useful (Adult)	Magazines & Newspapers
3186	MM61737YC	Weekend Newspaper Advertising: Not at All Useful (Adult)	Magazines & Newspapers
3187	MM61738YC	Weekend Newspaper Advertising: Somewhat Useful (Adult)	Magazines & Newspapers
3188	MM61739YC	Weekend Newspaper Advertising: Very Useful (Adult)	Magazines & Newspapers
3189	MM50297YC	Outdoor Quintile: I (Heavy) (Adult)	Print Media Usage
3190	MM50298YC	Outdoor Quintile: II (Adult)	Print Media Usage
3191	MM50299YC	Outdoor Quintile: III (Adult)	Print Media Usage
3192	MM50300YC	Outdoor Quintile: IV (Adult)	Print Media Usage
3193	MM50301YC	Outdoor Quintile: V (Light) (Adult)	Print Media Usage
3194	MM02963YC	Magazine Quintile: I (Heavy) (Adult)	Print Media Usage
3195	MM02964YC	Magazine Quintile: II (Adult)	Print Media Usage
3196	MM02965YC	Magazine Quintile: III (Adult)	Print Media Usage
3197	MM02966YC	Magazine Quintile: IV (Adult)	Print Media Usage
3198	MM02967YC	Magazine Quintile: V (Light) (Adult)	Print Media Usage
3199	MM02962YC	Read Magazines- Lower Half (Adult)	Print Media Usage
3200	MM02968YC	Read Magazines- Upper Half (Adult)	Print Media Usage
3201	MM02984YC	Newspaper Quintile: I (Heavy) (Adult)	Print Media Usage
3202	MM02985YC	Newspaper Quintile: II (Adult)	Print Media Usage
3203	MM02986YC	Newspaper Quintile: III (Adult)	Print Media Usage
3204	MM02987YC	Newspaper Quintile: IV (Adult)	Print Media Usage
3205	MM02988YC	Newspaper Quintile: V (Light) (Adult)	Print Media Usage
3206	MM02982YC	Read Newspaper- Lower Half (Adult)	Print Media Usage
3207	MM02993YC	Read Newspaper- Upper Half (Adult)	Print Media Usage
3208	MM50754YC	Read Any Digital Reproduction of Magazine (Adult)	Print Media Usage
3209	MM50753YC	Read Any Electronic Version of Magazine (Adult)	Print Media Usage
3210	MM50756YC	Read Any Magazine App (showing a digital magazine) of Magazine (Adult)	Print Media Usage
3211	MM50751YC	Read Any Magazine on a cell phone or other mobile device (Adult)	Print Media Usage
3212	MM50750YC	Read Any Magazine on a laptop or desktop (Adult)	Print Media Usage
3213	MM50752YC	Read Any Magazine on an e-reader or table (Adult)	Print Media Usage
3214	MM50755YC	Read Any Magazine Website of Magazine (Adult)	Print Media Usage
3215	MM50749YC	Read Any Newspaper (electronic edition)-1mo (Adult)	Print Media Usage
3216	MM02947YC	Read Airline Magazines- Net Audience (Adult)	Print Media Usage
3217	MM61740YC	Read American Rifleman (Adult)	Print Media Usage
3218	MM61741YC	Read American Rifleman Last Issue (Adult)	Print Media Usage
3219	MM61742YC	Read American Way (Adult)	Print Media Usage
3220	MM61743YC	Read Arthritis Today (Adult)	Print Media Usage
3221	MM61744YC	Read Arthritis Today Last Issue (Adult)	Print Media Usage
3222	MM02948YC	Read Automotive Magazines- Net Audience (Adult)	Print Media Usage
3223	MM08135YC	Read Babies Magazines- Net Audience (Adult)	Print Media Usage
3224	MM02950YC	Read Boating Magazines- Net Audience (Adult)	Print Media Usage
3225	MM61745YC	Read Bridal Guide (Adult)	Print Media Usage
3226	MM61746YC	Read Bridal Guide Last Issue (Adult)	Print Media Usage
3227	MM02951YC	Read Bridal Magazines- Net Audience (Adult)	Print Media Usage
3228	MM02952YC	Read Business/Finance Magazines- Net Audience (Adult)	Print Media Usage
3229	MM02953YC	Read Computer Magazines- Net Audience (Adult)	Print Media Usage
3230	MM61747YC	Read Country Sampler (Adult)	Print Media Usage
3231	MM02954YC	Read Daily Newspaper (Adult)	Print Media Usage
3232	MM61748YC	Read Diabetes Forecast (Adult)	Print Media Usage
3233	MM61750YC	Read Ducks Unlimited (Adult)	Print Media Usage
3234	MM61751YC	Read Ducks Unlimited Last Issue (Adult)	Print Media Usage
3235	MM02955YC	Read Epicurean Magazines- Net Audience (Adult)	Print Media Usage
3236	MM61752YC	Read First For Women (Adult)	Print Media Usage
3237	MM61753YC	Read First For Women Last Issue (Adult)	Print Media Usage
3238	MM02956YC	Read Fishing/Hunting Magazines- Net Audience (Adult)	Print Media Usage
3239	MM61754YC	Read Flying (Adult)	Print Media Usage
3240	MM02957YC	Read Fraternal Magazines- Net Audience (Adult)	Print Media Usage
3241	MM61755YC	Read Game Informer (Adult)	Print Media Usage
3242	MM61756YC	Read Game Informer Last Issue (Adult)	Print Media Usage
3243	MM02959YC	Read General Editorial Magazines- Net Audience (Adult)	Print Media Usage
3244	MM61758YC	Read Guideposts (Adult)	Print Media Usage
3245	MM61759YC	Read Guideposts Last Issue (Adult)	Print Media Usage
3246	MM02960YC	Read Health Magazines- Net Audience (Adult)	Print Media Usage
3247	MM02961YC	Read Home Services Magazines- Net Audience (Adult)	Print Media Usage
3248	MM61760YC	Read In Touch (Adult)	Print Media Usage
3249	MM61761YC	Read In-Fisherman (Adult)	Print Media Usage
3250	MM61762YC	Read In-Fisherman Last Issue (Adult)	Print Media Usage
3251	MM02970YC	Read Men's Magazines- Net Audience (Adult)	Print Media Usage
3252	MM61765YC	Read Metro-Puck Carrier Newspapers Last Issue (Adult)	Print Media Usage
3253	MM61766YC	Read Midwest Living (Adult)	Print Media Usage
3254	MM61767YC	Read Midwest Living Last Issue (Adult)	Print Media Usage
3255	MM61768YC	Read Mother Earth News (Adult)	Print Media Usage
3256	MM61769YC	Read National Wildlife (Adult)	Print Media Usage

ORDER	VARIABLE	DESCRIPTION	CATEGORY
3257	MM61770YC	Read National Wildlife Last Issue (Adult)	Print Media Usage
3258	MM02973YC	Read News Weekly Magazines- Net Audience (Adult)	Print Media Usage
3259	MM02994YC	Read Newspaper -Distributed Magazines- Net Audience (Adult)	Print Media Usage
3260	MM02996YC	Read Parenthood Magazines- Net Audience (Adult)	Print Media Usage
3261	MM61771YC	Read Real Simple (Adult)	Print Media Usage
3262	MM61772YC	Read Real Simple Last Issue (Adult)	Print Media Usage
3263	MM61773YC	Read Salt Water Sportsman (Adult)	Print Media Usage
3264	MM61774YC	Read Scholastic Parent & Child (Adult)	Print Media Usage
3265	MM61775YC	Read Scholastic Parent & Child Last Issue (Adult)	Print Media Usage
3266	MM02998YC	Read Science/Tech Magazines- Net Audience (Adult)	Print Media Usage
3267	MM61776YC	Read Sierra (Adult)	Print Media Usage
3268	MM02999YC	Read Sports Magazines- Net Audience (Adult)	Print Media Usage
3269	MM61779YC	Read Street Rodder (Adult)	Print Media Usage
3270	MM61780YC	Read Sunday Mag/Net Carrier Newspapers Last Issue (Adult)	Print Media Usage
3271	MM03000YC	Read Sunday Newspaper (Adult)	Print Media Usage
3272	MM61781YC	Read Super Chevy (Adult)	Print Media Usage
3273	MM61782YC	Read Teen Vogue (Adult)	Print Media Usage
3274	MM61783YC	Read Teen Vogue Last Issue (Adult)	Print Media Usage
3275	MM61784YC	Read Texas Monthly (Adult)	Print Media Usage
3276	MM61785YC	Read Texas Monthly Last Issue (Adult)	Print Media Usage
3277	MM03001YC	Read Travel Magazines- Net Audience (Adult)	Print Media Usage
3278	MM61786YC	Read TV Guide (Adult)	Print Media Usage
3279	MM61787YC	Read TV Guide Last Issue (Adult)	Print Media Usage
3280	MM61790YC	Read Us Weekly (Adult)	Print Media Usage
3281	MM61791YC	Read Us Weekly Last Issue (Adult)	Print Media Usage
3282	MM03002YC	Read Video Games/PC & Console Magazines- Net Audience (Adult)	Print Media Usage
3283	MM03003YC	Read Women's Fashion Magazines- Net Audience (Adult)	Print Media Usage
3284	MM03004YC	Read Women's Magazines- Net Audience (Adult)	Print Media Usage
3285	MM61793YC	Read Yankee (Adult)	Print Media Usage
3286	MM61795YC	Read Daily Newspaper: 1 (Adult)	Print Media Usage
3287	MM61796YC	Read Daily Newspaper: 2 or More (Adult)	Print Media Usage
3288	MM61797YC	Read Sunday Newspaper: 1 (Adult)	Print Media Usage
3289	MM61798YC	Read Sunday Newspaper: 2 or More (Adult)	Print Media Usage
3290	MM50474YC	Saw Alternative Ads at bus stops or train stations- 1mo (Adult)	Print Media Usage
3291	MM50475YC	Saw Alternative Ads at bus stops or train stations- 6mo (Adult)	Print Media Usage
3292	MM50476YC	Saw Alternative Ads at sports or entertainment events- 1mo (Adult)	Print Media Usage
3293	MM50477YC	Saw Alternative Ads at sports or entertainment events- 6mo (Adult)	Print Media Usage
3294	MM50480YC	Saw Alternative Ads in stores (not video ads)- 1mo (Adult)	Print Media Usage
3295	MM50481YC	Saw Alternative Ads in stores (not video ads)- 6mo (Adult)	Print Media Usage
3296	MM50482YC	Saw Alternative Ads inside taxis- 1mo (Adult)	Print Media Usage
3297	MM50483YC	Saw Alternative Ads inside taxis- 6mo (Adult)	Print Media Usage
3298	MM50484YC	Saw Alternative Ads on Billboards - 1mo (Adult)	Print Media Usage
3299	MM50485YC	Saw Alternative Ads on Billboards- 6mo (Adult)	Print Media Usage
3300	MM50486YC	Saw Alternative Ads on buses/trains- 1mo (Adult)	Print Media Usage
3301	MM50487YC	Saw Alternative Ads on buses/trains- 6mo (Adult)	Print Media Usage
3302	MM50489YC	Saw Alternative Ads on phone booths- 6mo (Adult)	Print Media Usage
3303	MM50490YC	Saw Alternative Ads on postcards- 1mo (Adult)	Print Media Usage
3304	MM50491YC	Saw Alternative Ads on postcards- 6mo (Adult)	Print Media Usage
3305	MM61799YC	Saw Alternative Ads on posters at movie theaters- 1mo (Adult)	Print Media Usage
3306	MM61800YC	Saw Alternative Ads on posters at movie theaters- 6mo (Adult)	Print Media Usage
3307	MM50492YC	Saw Alternative Ads on top of taxis- 1mo (Adult)	Print Media Usage
3308	MM50493YC	Saw Alternative Ads on top of taxis- 6mo (Adult)	Print Media Usage
3309	MM50494YC	Saw Alternative Ads sent to a cell phone or mobile device- 1mo (Adult)	Print Media Usage
3310	MM50495YC	Saw Alternative Ads sent to a cell phone or mobile device- 6mo (Adult)	Print Media Usage
3311	MM61801YC	Saw Alternative Ads shown on-screen before the start of a movie- 1mo (Adult)	Print Media Usage
3312	MM61802YC	Saw Alternative Ads shown on-screen before the start of a movie- 6mo (Adult)	Print Media Usage
3313	MM61803YC	Saw Alternative Product placement in movies- 1mo (Adult)	Print Media Usage
3314	MM61804YC	Saw Alternative Product placement in movies- 6mo (Adult)	Print Media Usage
3315	MM61805YC	Saw Alternative Product placement in TV shows- 1mo (Adult)	Print Media Usage
3316	MM61806YC	Saw Alternative Product placement in TV shows- 6mo (Adult)	Print Media Usage
3317	MM61807YC	Saw Alternative Product placement in video games- 1mo (Adult)	Print Media Usage
3318	MM61808YC	Saw Alternative Product placement in video games- 6mo (Adult)	Print Media Usage
3319	MM61809YC	Saw Digital/Video Ads at coffee shops, cafes or delis- 1mo (Adult)	Print Media Usage
3320	MM50500YC	Saw Digital/Video Ads at gas stations- 1mo (Adult)	Print Media Usage
3321	MM50501YC	Saw Digital/Video Ads at gas stations- 6mo (Adult)	Print Media Usage
3322	MM50502YC	Saw Digital/Video Ads in airports- 1mo (Adult)	Print Media Usage
3323	MM50503YC	Saw Digital/Video Ads in airports- 6mo (Adult)	Print Media Usage
3324	MM50504YC	Saw Digital/Video Ads in bars/pubs- 6mo (Adult)	Print Media Usage
3325	MM50505YC	Saw Digital/Video Ads in bars/pubs- 1mo (Adult)	Print Media Usage
3326	MM61810YC	Saw Digital/Video Ads in coffee shops, cafes or delis- 6mo (Adult)	Print Media Usage
3327	MM61811YC	Saw Digital/Video Ads in convenience stores- 1mo (Adult)	Print Media Usage
3328	MM61812YC	Saw Digital/Video Ads in convenience stores- 6mo (Adult)	Print Media Usage
3329	MM61813YC	Saw Digital/Video Ads in drug stores- 1mo (Adult)	Print Media Usage
3330	MM61814YC	Saw Digital/Video Ads in drug stores- 6mo (Adult)	Print Media Usage

ORDER	VARIABLE	DESCRIPTION	CATEGORY
3331	MM61815YC	Saw Digital/Video Ads in fast food or family restaurants- 1mo (Adult)	Print Media Usage
3332	MM61816YC	Saw Digital/Video Ads in fast food or family restaurants- 6mo (Adult)	Print Media Usage
3333	MM61817YC	Saw Digital/Video Ads in grocery stores- 1mo (Adult)	Print Media Usage
3334	MM61818YC	Saw Digital/Video Ads in grocery stores- 6mo (Adult)	Print Media Usage
3335	MM50506YC	Saw Digital/Video Ads in gym/health clubs- 1mo (Adult)	Print Media Usage
3336	MM50507YC	Saw Digital/Video Ads in gym/health clubs- 6mo (Adult)	Print Media Usage
3337	MM61819YC	Saw Digital/Video Ads in large discount/department stores- 1mo (Adult)	Print Media Usage
3338	MM61820YC	Saw Digital/Video Ads in large discount/department stores- 6mo (Adult)	Print Media Usage
3339	MM50508YC	Saw Digital/Video Ads in medical offices- 1mo (Adult)	Print Media Usage
3340	MM50509YC	Saw Digital/Video Ads in medical offices- 6mo (Adult)	Print Media Usage
3341	MM61821YC	Saw Digital/Video Ads in movie theater lobbies- 1mo (Adult)	Print Media Usage
3342	MM61822YC	Saw Digital/Video Ads in movie theater lobbies- 6mo (Adult)	Print Media Usage
3343	MM50510YC	Saw Digital/Video Ads in office building elevators- 1mo (Adult)	Print Media Usage
3344	MM50511YC	Saw Digital/Video Ads in office building elevators- 6mo (Adult)	Print Media Usage
3345	MM61823YC	Saw Digital/Video Ads in office building lobbies- 1mo (Adult)	Print Media Usage
3346	MM61824YC	Saw Digital/Video Ads in office building lobbies- 6mo (Adult)	Print Media Usage
3347	MM61825YC	Saw Digital/Video Ads in other stores- 1mo (Adult)	Print Media Usage
3348	MM61826YC	Saw Digital/Video Ads in other stores- 6mo (Adult)	Print Media Usage
3349	MM50514YC	Saw Digital/Video Ads in shopping malls- 1mo (Adult)	Print Media Usage
3350	MM50515YC	Saw Digital/Video Ads in shopping malls- 6mo (Adult)	Print Media Usage
3351	MM61827YC	Saw Digital/Video Ads in warehouse/club stores- 1mo (Adult)	Print Media Usage
3352	MM61828YC	Saw Digital/Video Ads in warehouse/club stores- 6mo (Adult)	Print Media Usage
3353	MM50496YC	Saw Infomercials- 1mo (Adult)	Print Media Usage
3354	MM50497YC	Saw Infomercials- 6mo (Adult)	Print Media Usage
3355	MM50498YC	Saw Offers or Ads sent to your home by mail - 1mo (Adult)	Print Media Usage
3356	MM50499YC	Saw Offers or Ads sent to your home by mail- 6mo (Adult)	Print Media Usage
3357	MM61829YC	Use Any Internet Yellow Pages- 1wk (Adult)	Print Media Usage
3358	MM61831YC	Use Any Print Yellow Pages- 1wk (Adult)	Print Media Usage
3359	MM41421YC	Use Paper Yellow Pages for Attorneys- 1yr (Adult)	Print Media Usage
3360	MM42080YC	Use Paper Yellow Pages for Auto Dealers & Sales- 1yr (Adult)	Print Media Usage
3361	MM41374YC	Use Paper Yellow Pages for Auto Parts & Supplies- 1yr (Adult)	Print Media Usage
3362	MM41376YC	Use Paper Yellow Pages for Auto Repair & Services- 1yr (Adult)	Print Media Usage
3363	MM42658YC	Use Paper Yellow Pages for Banking- Finance & Insurance- 1yr (Adult)	Print Media Usage
3364	MM41411YC	Use Paper Yellow Pages for Beauty Salons- 1yr (Adult)	Print Media Usage
3365	MM61839YC	Use Paper Yellow Pages for Carpet Cleaning- 1yr (Adult)	Print Media Usage
3366	MM41433YC	Use Paper Yellow Pages for Department Stores- 1yr (Adult)	Print Media Usage
3367	MM42659YC	Use Paper Yellow Pages for Doctors- Dentists and other Medical Services- 1yr (Adult)	Print Media Usage
3368	MM42660YC	Use Paper Yellow Pages for Electronic Equipment- Supplies & Service- 1yr (Adult)	Print Media Usage
3369	MM41416YC	Use Paper Yellow Pages for Florists- 1yr (Adult)	Print Media Usage
3370	MM61847YC	Use Paper Yellow Pages for Home Appliance Repairs- 1yr (Adult)	Print Media Usage
3371	MM42661YC	Use Paper Yellow Pages for Home Improvement & Repairs- 1yr (Adult)	Print Media Usage
3372	MM42664YC	Use Paper Yellow Pages for Other- 1yr (Adult)	Print Media Usage
3373	MM41419YC	Use Paper Yellow Pages for Pharmacies- 1yr (Adult)	Print Media Usage
3374	MM41389YC	Use Paper Yellow Pages for Pizza- 1yr (Adult)	Print Media Usage
3375	MM42665YC	Use Paper Yellow Pages for Plumbers & Electricians- 1yr (Adult)	Print Media Usage
3376	MM41378YC	Use Paper Yellow Pages for Restaurants- 1yr (Adult)	Print Media Usage
3377	MM41390YC	Use Paper Yellow Pages for Supermarkets/Grocers- 1yr (Adult)	Print Media Usage
3378	MM41379YC	Use Paper Yellow Pages for Theaters- 1yr (Adult)	Print Media Usage
3379	MM41435YC	Use Paper Yellow Pages-Any Reference (Net)- 1yr (Adult)	Print Media Usage
3380	MM61830YC	Use Yellow Pages- 1yr (Adult)	Print Media Usage
3381	MM61832YC	Use Yellow Pages for Attorneys- 1yr (Adult)	Print Media Usage
3382	MM61833YC	Use Yellow Pages for Auto - Dealers & Sales- 1yr (Adult)	Print Media Usage
3383	MM61834YC	Use Yellow Pages for Auto - Other- 1yr (Adult)	Print Media Usage
3384	MM61835YC	Use Yellow Pages for Auto - Parts & Supplies- 1yr (Adult)	Print Media Usage
3385	MM61836YC	Use Yellow Pages for Auto - Repair & Services- 1yr (Adult)	Print Media Usage
3386	MM61838YC	Use Yellow Pages for Beauty Salons- 1yr (Adult)	Print Media Usage
3387	MM61840YC	Use Yellow Pages for Carpet Cleaning- 1yr (Adult)	Print Media Usage
3388	MM61841YC	Use Yellow Pages for Department Stores- 1yr (Adult)	Print Media Usage
3389	MM61842YC	Use Yellow Pages for Doctors, Dentists and Other Medical Services- 1yr (Adult)	Print Media Usage
3390	MM61844YC	Use Yellow Pages for Education/Schools- 1yr (Adult)	Print Media Usage
3391	MM61845YC	Use Yellow Pages for Electronic Equipment, Supplies & Services- 1yr (Adult)	Print Media Usage
3392	MM61846YC	Use Yellow Pages for Florists- 1yr (Adult)	Print Media Usage
3393	MM61848YC	Use Yellow Pages for Home Appliance Repairs- 1yr (Adult)	Print Media Usage
3394	MM61849YC	Use Yellow Pages for Home Improvement & Repairs- 1yr (Adult)	Print Media Usage
3395	MM61850YC	Use Yellow Pages for Household Furnishings- 1yr (Adult)	Print Media Usage
3396	MM61851YC	Use Yellow Pages for Jewelers/Jewelry- 1yr (Adult)	Print Media Usage
3397	MM61852YC	Use Yellow Pages for Other- 1yr (Adult)	Print Media Usage
3398	MM61853YC	Use Yellow Pages for Pharmacies- 1yr (Adult)	Print Media Usage
3399	MM61854YC	Use Yellow Pages for Pizza- 1yr (Adult)	Print Media Usage
3400	MM61855YC	Use Yellow Pages for Plumbers & Electricians- 1yr (Adult)	Print Media Usage
3401	MM61856YC	Use Yellow Pages for Real Estate- 1yr (Adult)	Print Media Usage
3402	MM61857YC	Use Yellow Pages for Restaurants- 1yr (Adult)	Print Media Usage
3403	MM61859YC	Use Yellow Pages for Supermarkets/Grocers- 1yr (Adult)	Print Media Usage
3404	MM61860YC	Use Yellow Pages for Theaters- 1yr (Adult)	Print Media Usage

ORDER	VARIABLE	DESCRIPTION	CATEGORY
3405	MM61861YC	Use Yellow Pages for Travel - Airlines/Airline Tickets- 1yr (Adult)	Print Media Usage
3406	MM61862YC	Use Yellow Pages for Travel - Hotels/Motels- 1yr (Adult)	Print Media Usage
3407	MM61863YC	Use Yellow Pages for Travel - Other Services- 1yr (Adult)	Print Media Usage
3408	MM50759YC	Visited Better Homes & Gardens website (Adult)	Print Media Usage
3409	MM50761YC	Visited Consumer Reports website (Adult)	Print Media Usage
3410	MM50762YC	Visited Cooking Light website (Adult)	Print Media Usage
3411	MM50766YC	Visited Discover website (Adult)	Print Media Usage
3412	MM50769YC	Visited Entertainment Weekly website (Adult)	Print Media Usage
3413	MM50771YC	Visited Fitness website (Adult)	Print Media Usage
3414	MM50773YC	Visited Food Network Magazine website (Adult)	Print Media Usage
3415	MM50774YC	Visited Forbes website (Adult)	Print Media Usage
3416	MM50782YC	Visited Mens Health website (Adult)	Print Media Usage
3417	MM50783YC	Visited Money website (Adult)	Print Media Usage
3418	MM50786YC	Visited National Geographic Traveler website (Adult)	Print Media Usage
3419	MM50785YC	Visited National Geographic website (Adult)	Print Media Usage
3420	MM50791YC	Visited People website (Adult)	Print Media Usage
3421	MM50795YC	Visited Rolling Stone website (Adult)	Print Media Usage
3422	MM50796YC	Visited Sports Illustrated website (Adult)	Print Media Usage
3423	MM50797YC	Visited Time website (Adult)	Print Media Usage
3424	MM50799YC	Visited USA Today website (Adult)	Print Media Usage
3425	MM50801YC	Visited Wall Street Journal website (Adult)	Print Media Usage
3426	MM50802YC	Visited WebMD Magazine website (Adult)	Print Media Usage
3427	MM50803YC	Visited Weight Watchers website (Adult)	Print Media Usage
3428	MM50804YC	Visited Wired website (Adult)	Print Media Usage
3429	MMO4551YC	Ads Are More Manipulative Than Informative- Agree (Adult)	Psychographics
3430	MMO4549YC	Ads Keep Me Up-to-Date about Products/Services I Want- Agree (Adult)	Psychographics
3431	MMO4554YC	Brands in Ads Better Quality Than Brands Not - Agree (Adult)	Psychographics
3432	MMO4553YC	Like to Look at Ads- Agree (Adult)	Psychographics
3433	MMO4550YC	Many Prods Don't Perform as Well as Ads claim- Agree (Adult)	Psychographics
3434	MMO4552YC	Most Ads Are Annoying- Agree (Adult)	Psychographics
3435	MM41444YC	Find Vehicle I Like- Recommend to People I Know- Agree (Adult)	Psychographics
3436	MM41445YC	Fun to Drive a Top Consideration in my Purchasing Decision- Agree (Adult)	Psychographics
3437	MM41446YC	I Buy Vehicles that Reflect my Commitment to the Environment- Agree (Adult)	Psychographics
3438	MM41447YC	I Purchase Most Expensive Model with all Luxury Options- Agree (Adult)	Psychographics
3439	MM41448YC	Rebates/incentives strongly influence new vehicle purchasing decision- Agree (Adult)	Psychographics
3440	MM41449YC	Want the Cheapest and Easiest to Maintain Vehicle I can Find- Agree (Adult)	Psychographics
3441	MMO4476YC	Annoyed by all of the Signs in Stores- Agree (Adult)	Psychographics
3442	MMO4502YC	Brand Name is the Best Indication of Quality- Agree (Adult)	Psychographics
3443	MMO4468YC	Buy Based on Quality- Not Price- Agree (Adult)	Psychographics
3444	MMO4480YC	Buy Brands that Reflect My Style- Agree (Adult)	Psychographics
3445	MMO4483YC	Buy the Brands I Grew Up With- Agree (Adult)	Psychographics
3446	MMO4503YC	Buy Things My Friends/Neighbors Approve of- Agree (Adult)	Psychographics
3447	MMO4461YC	Buying American Products Is Important to Me- Agree (Adult)	Psychographics
3448	MMO4474YC	Celebrity Endorsement May Influence Buying Product- Agree (Adult)	Psychographics
3449	MMO4492YC	Change Brands Often for Variety/Novelty- Agree (Adult)	Psychographics
3450	MMO4485YC	Check Ingredients/Nutrition of Food Before Buy- Agree (Adult)	Psychographics
3451	MMO4494YC	Choose Store Because Store Personnel Service- Agree (Adult)	Psychographics
3452	MM50197YC	Concerned about Environment When Buying Natural Products- Agree (Adult)	Psychographics
3453	MM50196YC	Concerned about Family Health When Buying Natural Products- Agree (Adult)	Psychographics
3454	MMO4465YC	Don't Buy Based on Advertising- Agree (Adult)	Psychographics
3455	MMO4486YC	Don't Have Time to Save Coupons- Agree (Adult)	Psychographics
3456	MM50198YC	Enjoy Wandering Store for New and Interesting Products- Agree (Adult)	Psychographics
3457	MMO4478YC	Environmental Safety More Important than Convenience- Agree (Adult)	Psychographics
3458	MM50199YC	Expect Brands I Buy to support Social Causes- Agree (Adult)	Psychographics
3459	MMO4473YC	Favorite Grocery Store Offers Low Prices every day- Agree (Adult)	Psychographics
3460	MMO4496YC	First of My Friends to Try New Products/Services- Agree (Adult)	Psychographics
3461	MM50200YC	Generic/store brand products are as effective as brand-name products- Agree (Adult)	Psychographics
3462	MM50202YC	I am more likely to buy brands that support a cause that I care about- Agree (Adult)	Psychographics
3463	MM50201YC	I Smell Personal Care and Household Products in Store Before I Buy- Agree (Adult)	Psychographics
3464	MMO4482YC	I Tend to Make Impulse Purchases- Agree (Adult)	Psychographics
3465	MMO4471YC	Important that Salespeople Know their Products- Agree (Adult)	Psychographics
3466	MMO4472YC	Influenced by What's Hot and What's Not- Agree (Adult)	Psychographics
3467	MM50203YC	Important How Personal Care and Household Products Smell- Agree (Adult)	Psychographics
3468	MMO4462YC	Know Price of the Foods/Packaged Goods I Buy- Agree (Adult)	Psychographics
3469	MM50518YC	Like to Compare Sites Prices Before Purchasing Online - Agree (Adult)	Psychographics
3470	MM50519YC	Like to Share My Opinions on Products/Services Posting Reviews Online- Agree (Adult)	Psychographics
3471	MMO4466YC	Like to Shop Around Before Making a Purchase- Agree (Adult)	Psychographics
3472	MMO4487YC	My Kids Have an Impact on the Brands I Choose- Agree (Adult)	Psychographics
3473	MM50195YC	Number One Goal When Shopping is to Save as Much Money as Possible- Agree (Adult)	Psychographics
3474	MM50520YC	Offer of Free Shipping Attracts Me to Shopping Site - Agree (Adult)	Psychographics
3475	MM50521YC	Often Save Money by Buying Previously Used Items Online - Agree (Adult)	Psychographics
3476	MMO4477YC	Often Seek Advice of Others Before Buying- Agree (Adult)	Psychographics
3477	MM50522YC	Only Purchase Products Online When I Have Coupon or Promo Code- Agree (Adult)	Psychographics
3478	MMO4475YC	Only Use Coupons for Brands I Usually Buy- Agree (Adult)	Psychographics

ORDER	VARIABLE	DESCRIPTION	CATEGORY
3479	MMO4488YC	Pay Extra For a Product that Suits My Image- Agree (Adult)	Psychographics
3480	MMO4481YC	People Ask Me for Purchasing Advice- Agree (Adult)	Psychographics
3481	MMO4484YC	Prefer Products With the Latest Technology- Agree (Adult)	Psychographics
3482	MM50523YC	Prefer Purchasing Items Online for Set Price vs. Bidding in Auctions- Agree (Adult)	Psychographics
3483	MMO4497YC	Prefer Stores with Many Familiar Brands- Agree (Adult)	Psychographics
3484	MMO4501YC	Prefer To Shop At Specialized Stores- Agree (Adult)	Psychographics
3485	MMO4469YC	Price Is More Important than Brand Names- Agree (Adult)	Psychographics
3486	MMO4499YC	Rather Receive Sample than Price-Off Coupon- Agree (Adult)	Psychographics
3487	MMO4479YC	Shopping Used to Be More Enjoyable- Agree (Adult)	Psychographics
3488	MMO4470YC	Spender Rather than a Saver- Agree (Adult)	Psychographics
3489	MMO4489YC	Spouse Has Impact on the Brands I Choose- Agree (Adult)	Psychographics
3490	MMO4493YC	Think Coupon Offer Means Overpriced Before- Agree (Adult)	Psychographics
3491	MMO4463YC	Think Shopping Is a Great Way to Relax- Agree (Adult)	Psychographics
3492	MM50524YC	Typically Read Online Reviews Before Purchasing Online - Agree (Adult)	Psychographics
3493	MM50525YC	Use the Internet to Buy Hard-to-Find Products - Agree (Adult)	Psychographics
3494	MMO4498YC	Wait for Others to Try Things Before I Buy- Agree (Adult)	Psychographics
3495	MMO4490YC	When I Find a Brand I Like- I Stick to It- Agree (Adult)	Psychographics
3496	MMO4467YC	Will Buy on Credit Rather than Wait- Agree (Adult)	Psychographics
3497	MMO4491YC	Will Pay More for a Brand I Trust- Agree (Adult)	Psychographics
3498	MMO4500YC	Will Pay More for Environmentally Safe Product- Agree (Adult)	Psychographics
3499	MMO4495YC	Will Switch Brands to Use a Cents-Off Coupon- Agree (Adult)	Psychographics
3500	MM42672YC	Advertisements on Cell Phones are Annoying- Agree (Adult)	Psychographics
3501	MM42673YC	Cell Phones are too Complicated these Days- Agree (Adult)	Psychographics
3502	MM42670YC	Choosing Available Cell-Phone Models- Important (Adult)	Psychographics
3503	MM42668YC	Choosing Available Cell-Service Plans- Important (Adult)	Psychographics
3504	MM42669YC	Choosing Cell-Customer Service- Important (Adult)	Psychographics
3505	MM42671YC	Choosing Cell-Service Coverage Area- Important (Adult)	Psychographics
3506	MM42675YC	I am interested in watching live TV on my cell phone- Agree (Adult)	Psychographics
3507	MM42676YC	I am Interested in Watching Video Clips on My Cell Phone- Agree (Adult)	Psychographics
3508	MM42677YC	I Carry My Cell Phone Everywhere I Go- Agree (Adult)	Psychographics
3509	MM42678YC	I Enjoy Customizing the Look and Sound of My Cell Phone- Agree (Adult)	Psychographics
3510	MM42674YC	I Expect quality of video on cell phone to be equal to TV- Agree (Adult)	Psychographics
3511	MM42679YC	I Often Use My Cell Phone to Make Phone Calls from My Home- Agree (Adult)	Psychographics
3512	MM42680YC	I Only Answer My Cell Phone When I Know Who is Calling- Agree (Adult)	Psychographics
3513	MM42681YC	I Think of My Mobile Phone as a Source of Entertainment- Agree (Adult)	Psychographics
3514	MM42690YC	I Understand How to Use Most of the Features on My Cell Phone- Agree (Adult)	Psychographics
3515	MM42698YC	I Would Pay Mthly Subscription Fee to Receive Live TV on Cell Phone- Agree (Adult)	Psychographics
3516	MM42699YC	I Would Receive Ads on My Cell Phone for Lower Mthly Costs- Agree (Adult)	Psychographics
3517	MM42700YC	I Would Receive Ads on My Cell Phone in Exchange for Services- Agree (Adult)	Psychographics
3518	MM42696YC	I Would Text Message More Often if it Were Easier to Type- Agree (Adult)	Psychographics
3519	MM42697YC	I Would Text Message More Often if it Were Less Expensive- Agree (Adult)	Psychographics
3520	MM42693YC	I Would Use Internet on My Cell More Often if it were Easier to Read- Agree (Adult)	Psychographics
3521	MM42694YC	I Would Use Internet on My Cell More Often if it were Less Expensive- Agree (Adult)	Psychographics
3522	MM42695YC	I Would Use Internet on My Cell More Often if the Web Loaded Easier- Agree (Adult)	Psychographics
3523	MM42687YC	I Would Use Some Features on Cell Phone but do not Know How to- Agree (Adult)	Psychographics
3524	MM42682YC	I Would Use Text Messaging if I Knew How to do it- Agree (Adult)	Psychographics
3525	MM42683YC	My Cell Phone is an Extension of My Personality- Agree (Adult)	Psychographics
3526	MM42684YC	Often Annoyed By Others Talking Loudly on Cell Phones in Public- Agree (Adult)	Psychographics
3527	MM42685YC	One Mobile Device that Can do Everything is Very Convenient- Agree (Adult)	Psychographics
3528	MM42686YC	Primary Reason I have My Cell Phone is for Safety- Agree (Adult)	Psychographics
3529	MM42688YC	Sometimes My Cell Phone Makes Me Feel that I am Too Available- Agree (Adult)	Psychographics
3530	MM42689YC	Text Messaging is an Important Part of My Daily Life- Agree (Adult)	Psychographics
3531	MM42691YC	Want Cell Phone for Calls but do not Use Other Features- Agree (Adult)	Psychographics
3532	MM42692YC	Will Keep Landline Telephone Even if Cell Service Improves- Agree (Adult)	Psychographics
3533	MM41450YC	Better to Put Money in Low-risk- Even if Return not as Great- Agree (Adult)	Psychographics
3534	MM41451YC	Find Financial Products/Services I like- Recommend to Others- Agree (Adult)	Psychographics
3535	MM41452YC	I Find the Ups and Downs of the Financial Markets Exciting- Agree (Adult)	Psychographics
3536	MM41453YC	Investing in the Stock Market is too Risky for Me- Agree (Adult)	Psychographics
3537	MM41454YC	Like to Take Risks when Investing for Chance of High Return- Agree (Adult)	Psychographics
3538	MM41455YC	Find Food Product Like- I Recommend to Others- Agree (Adult)	Psychographics
3539	MM65015YC	Dinners in My Home Are Usually Planned Ahead of Time- Agree (Adult)	Psychographics
3540	MM65016YC	During a Given Week, I Cook Meals Frequently- Agree (Adult)	Psychographics
3541	MM65017YC	Eating at a Fast Food Restaurant Is Fun- Agree (Adult)	Psychographics
3542	MM65018YC	Fast Food Is Junk Food- Agree (Adult)	Psychographics
3543	MM65019YC	Food Is a Comfort to Me- Agree (Adult)	Psychographics
3544	MM65020YC	Frozen Dinners Are a Convenient Alternative For a Meal- Agree (Adult)	Psychographics
3545	MM41456YC	I Don't Allow Junk Food in my Home- Agree (Adult)	Psychographics
3546	MM65021YC	I Don't Have Very Much Interest In Cooking- Agree (Adult)	Psychographics
3547	MM65022YC	I Don't Pay Much Attention to My Intake of Fat- Agree (Adult)	Psychographics
3548	MM65023YC	I Enjoy Being Creative In the Kitchen- Agree (Adult)	Psychographics
3549	MM65024YC	I Enjoy Trying Different Types of Food- Agree (Adult)	Psychographics
3550	MM65025YC	I Evaluate the Nutrition of Menu Items When Ordering at a Restaurant- Agree (Adult)	Psychographics
3551	MM65026YC	I Indulge My Cravings For Sweets- Agree (Adult)	Psychographics
3552	MM65027YC	I Let My Children Make Their Own Decisions Ordering at a Restaurant- Agree (Adult)	Psychographics

ORDER	VARIABLE	DESCRIPTION	CATEGORY
3553	MM65028YC	I Often Use Recipes When Preparing a meal- Agree (Adult)	Psychographics
3554	MM65029YC	I Only Eat Fast Food When I'm in a Rush- Agree (Adult)	Psychographics
3555	MM65030YC	I Prefer Cooking With Fresh Food Rather Than Canned or Frozen- Agree (Adult)	Psychographics
3556	MM41457YC	I Prefer Picking up Quick Meals to Cooking Meals- Agree (Adult)	Psychographics
3557	MM65031YC	I Rarely Eat Frozen Dinners- Agree (Adult)	Psychographics
3558	MM41458YC	I Regularly Eat Organic Foods- Agree (Adult)	Psychographics
3559	MM65032YC	I Rely on Product Labels to Help Me Make Decisions When Food Shopping- Agree (Adult)	Psychographics
3560	MM65033YC	I Try to Buy Foods Grown or Produced Locally (region where I live)- Agree (Adult)	Psychographics
3561	MM65034YC	I Try to Eat a Healthy Breakfast Every Day- Agree (Adult)	Psychographics
3562	MM65035YC	I Typically Celebrate Special Occasions at Restaurants- Agree (Adult)	Psychographics
3563	MM65036YC	I Typically Drink Wine With Dinner- Agree (Adult)	Psychographics
3564	MM65037YC	If a Food Item is on Sale, I Buy Multiple Units to Stock Up- Agree (Adult)	Psychographics
3565	MM65038YC	I'm a Creature of Habit, and Stick to the Food I Know I Like- Agree (Adult)	Psychographics
3566	MM65039YC	I'm Always on the Lookout for Quick and Easy Meal Options- Agree (Adult)	Psychographics
3567	MM65040YC	I'm Fine with Eating at a Restaurant By Myself- Agree (Adult)	Psychographics
3568	MM65041YC	I'm Willing to Spend More for a Quality Bottle of Wine- Agree (Adult)	Psychographics
3569	MM65042YC	Often, I Eat My Meals on the Run- Agree (Adult)	Psychographics
3570	MM41459YC	Only Buy Food Items that are Name-Brand, Not Generic Brands- Agree (Adult)	Psychographics
3571	MM65043YC	People Often Ask My Advice When it Comes to Food- Agree (Adult)	Psychographics
3572	MM41460YC	Try to Eat Healthy and Pay Attention to my Nutrition- Agree (Adult)	Psychographics
3573	MM65044YC	When I Find a Restaurant I Like, I Stick with It- Agree (Adult)	Psychographics
3574	MM41461YC	Will Purchase Generic Brands Over My Normal Name-Brand- Agree (Adult)	Psychographics
3575	MM42701YC	Children have a Right to be Spoiled- Agree (Adult)	Psychographics
3576	MM42702YC	Company's Environment Record Important in Purchase Decisions- Agree (Adult)	Psychographics
3577	MM42703YC	Even if Things Look Messy- I Know Where Everything is- Agree (Adult)	Psychographics
3578	MM50526YC	Frequently Wish I Had More Time to Spend With My Family- Agree (Adult)	Psychographics
3579	MM42704YC	Given the Choice- I Would be My Own Boss- Agree (Adult)	Psychographics
3580	MM42705YC	Global Warming is a Serious Threat- Agree (Adult)	Psychographics
3581	MM42706YC	Government Should Pay More Attention to Environmental Issues- Agree (Adult)	Psychographics
3582	MM42731YC	I am Interested in Finding Out How I Can Help the Environment- Agree (Adult)	Psychographics
3583	MM42707YC	I am so Busy I Often can't Finish Everything I Need to do in a Day- Agree (Adult)	Psychographics
3584	MM42708YC	I am Typically Willing to Pay More for High-Quality Items- Agree (Adult)	Psychographics
3585	MM42709YC	I am Very Interested in the Fine Arts- Agree (Adult)	Psychographics
3586	MM42710YC	I Attend Religious Services Regularly- Agree (Adult)	Psychographics
3587	MM42711YC	I Consider Myself a Spiritual Person- Agree (Adult)	Psychographics
3588	MM50527YC	I Consider Myself Outspoken- Agree (Adult)	Psychographics
3589	MM42712YC	I Consider Myself Sophisticated- Agree (Adult)	Psychographics
3590	MM50205YC	I Consider Myself to be Very Sociable- Agree (Adult)	Psychographics
3591	MM42713YC	I Don't Mind Giving Up My Personal Time for Work- Agree (Adult)	Psychographics
3592	MM42714YC	I Enjoy Being the Center of Attention- Agree (Adult)	Psychographics
3593	MM50528YC	I Enjoy Maintaining Traditions- Agree (Adult)	Psychographics
3594	MM42715YC	I Enjoy Showing Off My Home to Guests- Agree (Adult)	Psychographics
3595	MM42716YC	I Feel I am More Environmentally Conscious than Most- Agree (Adult)	Psychographics
3596	MM42717YC	I Like to Give the Impression that My Life is Under Control- Agree (Adult)	Psychographics
3597	MM42718YC	I Like to Learn About Foreign Cultures- Agree (Adult)	Psychographics
3598	MM42719YC	I Like to Live a Lifestyle that Impresses Others- Agree (Adult)	Psychographics
3599	MM42720YC	I Like to Shower my Loved Ones with Gifts- Agree (Adult)	Psychographics
3600	MM50529YC	I Make Sure I Take Time for Myself Each Day- Agree (Adult)	Psychographics
3601	MM42721YC	I Must Admit that I Work Most Weekends- Agree (Adult)	Psychographics
3602	MM42722YC	I Often Feel Like My Life is Slipping Out of Control- Agree (Adult)	Psychographics
3603	MM42723YC	I Often Find Myself in a Leadership Position- Agree (Adult)	Psychographics
3604	MM42724YC	I Prefer a Set Routine in My Daily Life- Agree (Adult)	Psychographics
3605	MM42725YC	I Purchase Products to Help Organize My Life- Agree (Adult)	Psychographics
3606	MM50530YC	I See Myself as Somewhat of a Loner- Agree (Adult)	Psychographics
3607	MM42726YC	I Seek Out Variety in My Everyday Life- Agree (Adult)	Psychographics
3608	MM42727YC	I Strive to Achieve a High Social Status- Agree (Adult)	Psychographics
3609	MM42728YC	I Try to Eat Dinner with My Family Almost Every Night- Agree (Adult)	Psychographics
3610	MM42729YC	I Work Primarily for the Salary- Agree (Adult)	Psychographics
3611	MM50531YC	I Would Continue Working Even if I Won the Lottery- Agree (Adult)	Psychographics
3612	MM42730YC	I Would Rather Prepare a Meal than Eat in a Restaurant- Agree (Adult)	Psychographics
3613	MM50532YC	Juggling Family and Work Demands is Very Stressful for Me- Agree (Adult)	Psychographics
3614	MM42732YC	Keeping a Neat and Organized Home is a Top Priority for Me- Agree (Adult)	Psychographics
3615	MM42733YC	Marriage Should Only be Legal Between a Man and a Woman- Agree (Adult)	Psychographics
3616	MM50533YC	My Cultural/Ethnic Heritage is an important Part of Who I Am- Agree (Adult)	Psychographics
3617	MM42734YC	My Friends are the Most Important Thing in My Life- Agree (Adult)	Psychographics
3618	MM42735YC	My Goal is to Make it to the Top of My Profession- Agree (Adult)	Psychographics
3619	MM50534YC	My Home is an Expression of My Personal Style- Agree (Adult)	Psychographics
3620	MM42736YC	My Philosophy is Life Should be as Much Fun as Possible- Agree (Adult)	Psychographics
3621	MM50204YC	Other Interests are Equally Important as Family- Agree (Adult)	Psychographics
3622	MM50535YC	People Who Are Worried About the Environment Are Overreacting- Agree (Adult)	Psychographics
3623	MM42737YC	Prayer is a Part of My Daily Life- Agree (Adult)	Psychographics
3624	MM42738YC	Religion Should be the Pillar of Our Society- Agree (Adult)	Psychographics
3625	MM42739YC	Risk-taking is Exciting to Me- Agree (Adult)	Psychographics
3626	MM42740YC	Spending Time with My Family is My Top Priority- Agree (Adult)	Psychographics

ORDER	VARIABLE	DESCRIPTION	CATEGORY
3627	MM65060YC	I Feel Really Good Seeing Celebrities that Share My Ethnic Background- Agree (Adult)	Psychographics
3628	MM42741YC	Always Looking for New Ways to Live Healthier Life- Agree (Adult)	Psychographics
3629	MM41471YC	Generic Medications as Effective as Brand-Name RX drugs- Agree (Adult)	Psychographics
3630	MM50206YC	I am Happy with my Weight- Agree (Adult)	Psychographics
3631	MM41477YC	I am Often First to try the Most Advanced Medicines- Agree (Adult)	Psychographics
3632	MM50536YC	I consult my pharmacist for health advice- Agree (Adult)	Psychographics
3633	MM42742YC	I Follow a Regular Exercise Routine- Agree (Adult)	Psychographics
3634	MM41472YC	I Go to the Doctor Regularly for Check-Ups- Agree (Adult)	Psychographics
3635	MM41473YC	I Prefer Alternative Medicine to Traditional Practices- Agree (Adult)	Psychographics
3636	MM41474YC	I Prefer Popular Brand-Name Drugs- Even if They Cost More- Agree (Adult)	Psychographics
3637	MM41475YC	I Rely on my Physician to Recommend Drug Brands- Agree (Adult)	Psychographics
3638	MM41476YC	I Would Buy RX Drugs from Other Countries- to Save Money- Agree (Adult)	Psychographics
3639	MM50537YC	Vitamin supplements improve one's health- Agree (Adult)	Psychographics
3640	MM42167YC	In General- I feel I Eat Right- Agree (Adult)	Psychographics
3641	MM41478YC	In General- I Think Herbal Supplements are Effective- Agree (Adult)	Psychographics
3642	MM42168YC	In General- Newer Drug Brands Work Better than Older Brands- Agree (Adult)	Psychographics
3643	MM42743YC	Over the Counter Medications are Safer than RX Drugs- Agree (Adult)	Psychographics
3644	MM04545YC	Internet Ads Appear at Inconvenient Moments- Agree (Adult)	Psychographics
3645	MM04548YC	Internet Ads Are Alike- Agree (Adult)	Psychographics
3646	MM04544YC	Internet Ads Are Amusing- Agree (Adult)	Psychographics
3647	MM04547YC	Internet Ads Are Repeated too Often- Agree (Adult)	Psychographics
3648	MM04543YC	Internet Ads Give Good Info on New Products/Services- Agree (Adult)	Psychographics
3649	MM04542YC	Internet Ads Give Good Information on Consumer Product Use- Agree (Adult)	Psychographics
3650	MM04540YC	Internet Ads Give Useful Info on Bargains- Agree (Adult)	Psychographics
3651	MM04546YC	Internet Ads Have No Credibility- Agree (Adult)	Psychographics
3652	MM04539YC	Magazine Ads Are Alike- Agree (Adult)	Psychographics
3653	MM04538YC	Magazine Ads Are Repeated too Often- Agree (Adult)	Psychographics
3654	MM04534YC	Magazine Ads Give Good Info on Consumer Product Use- Agree (Adult)	Psychographics
3655	MM04535YC	Magazine Ads Give Good Info on New Products/Services- Agree (Adult)	Psychographics
3656	MM04532YC	Magazine Ads Give Useful Information on Bargains- Agree (Adult)	Psychographics
3657	MM04537YC	Magazine Ads Have No Credibility- Agree (Adult)	Psychographics
3658	MM04531YC	Newspaper Ads Are Alike- Agree (Adult)	Psychographics
3659	MM04528YC	Newspaper Ads Are Amusing- Agree (Adult)	Psychographics
3660	MM04530YC	Newspaper Ads Are Repeated too Often- Agree (Adult)	Psychographics
3661	MM04526YC	Newspaper Ads Give Good Info on Consumer Products Use- Agree (Adult)	Psychographics
3662	MM04527YC	Newspaper Ads Give Good Info on New Products/Services- Agree (Adult)	Psychographics
3663	MM04524YC	Newspaper Ads Give Useful Info on Bargains- Agree (Adult)	Psychographics
3664	MM04529YC	Newspaper Ads Have No Credibility- Agree (Adult)	Psychographics
3665	MM04519YC	Radio Ads Appear at Inconvenient Moments- Agree (Adult)	Psychographics
3666	MM04523YC	Radio Ads Are Alike- Agree (Adult)	Psychographics
3667	MM04522YC	Radio Ads Are Repeated too Often- Agree (Adult)	Psychographics
3668	MM04516YC	Radio Ads Give Good Info on Consumer Prod Use- Agree (Adult)	Psychographics
3669	MM04517YC	Radio Ads Give Good Info on New Products/Services- Agree (Adult)	Psychographics
3670	MM04514YC	Radio Ads Give Useful Info on Bargains- Agree (Adult)	Psychographics
3671	MM04521YC	Radio Ads Have No Credibility- Agree (Adult)	Psychographics
3672	MM04509YC	TV Ads Appear at Inconvenient Moments- Agree (Adult)	Psychographics
3673	MM04513YC	TV Ads Are Alike- Agree (Adult)	Psychographics
3674	MM04508YC	TV Ads Are Amusing- Agree (Adult)	Psychographics
3675	MM04512YC	TV Ads Are Repeated too Often- Agree (Adult)	Psychographics
3676	MM04506YC	TV Ads Give Good Info on Consumer Prod Use- Agree (Adult)	Psychographics
3677	MM04507YC	TV Ads Give Good Info on New Products/Services- Agree (Adult)	Psychographics
3678	MM04504YC	TV Ads Give Useful Info on Bargains- Agree (Adult)	Psychographics
3679	MM04511YC	TV Ads Have No Credibility- Agree (Adult)	Psychographics
3680	MM04700YC	Media Trusted the Most- Internet (Adult)	Psychographics
3681	MM04701YC	Media Trusted the Most- Magazines (Adult)	Psychographics
3682	MM04702YC	Media Trusted the Most- Newspapers (Adult)	Psychographics
3683	MM04703YC	Media Trusted the Most- Radio (Adult)	Psychographics
3684	MM04704YC	Media Trusted the Most- Television (Adult)	Psychographics
3685	MM04708YC	Buying Electronics- Do As Much Research as Possible- Agree (Adult)	Psychographics
3686	MM41462YC	Find Tech/Electronics Product I like- I Recommend to Others- Agree (Adult)	Psychographics
3687	MM41463YC	I am Among First of my Friends to try new Technology Products- Agree (Adult)	Psychographics
3688	MM41464YC	I am Willing to Pay More for Top Quality Electronics- Agree (Adult)	Psychographics
3689	MM65082YC	Concerns about Security Issues Have Made Me Less Likely to Travel- Agree (Adult)	Psychographics
3690	MM41465YC	Find a Great Vacation- I Recommend to Others- Agree (Adult)	Psychographics
3691	MM65083YC	Group Tours are Fun and a Good Way to Meet People- Agree (Adult)	Psychographics
3692	MM65084YC	I Enjoy Learning About Vacation Options from Others- Agree (Adult)	Psychographics
3693	MM65085YC	I Frequently Choose Active Vacations with Lots to Do- Agree (Adult)	Psychographics
3694	MM65086YC	I Love Doing Research on a Location Before I Go on Vacation- Agree (Adult)	Psychographics
3695	MM65087YC	I Often Ask The Advice of Others When It Comes to Vacation Travel- Agree (Adult)	Psychographics
3696	MM65088YC	I Often Take the Opportunity to Discuss Vacation Options w/Others- Agree (Adult)	Psychographics
3697	MM41466YC	I Prefer Guided Tours to Traveling Independently- Agree (Adult)	Psychographics
3698	MM41467YC	I Would Rather Travel in the U.S. than to a Foreign Location- Agree (Adult)	Psychographics
3699	MM65089YC	I'd Rather Take a Few Weekend Vacations Than One Long Vacation- Agree (Adult)	Psychographics
3700	MM65090YC	I'd Rather Travel By Myself or with Just a Small Group of People- Agree (Adult)	Psychographics

ORDER	VARIABLE	DESCRIPTION	CATEGORY
3701	MM65091YC	I'm Happy to do Very Little, if any, Sightseeing on My Vacations- Agree (Adult)	Psychographics
3702	MM50538YC	In general, price is more important vs. convenience in travel planning- Agree (Adult)	Psychographics
3703	MM50207YC	Its Worth it to Pay more for Higher Quality Hotel Accommodations- Agree (Adult)	Psychographics
3704	MM50539YC	Last-minute travel specials are a great way to get a bargain- Agree (Adult)	Psychographics
3705	MM65092YC	On My Vacations, I Prefer Traveling to Places I've Never Been- Agree (Adult)	Psychographics
3706	MM65093YC	Packaged Deals are Great, Because I Don't Have to Plan Too Much- Agree (Adult)	Psychographics
3707	MM65094YC	People Often Ask My Advice When It Comes to Vacation Travel- Agree (Adult)	Psychographics
3708	MM50540YC	Planning a vacation is just as much fun as the trip itself- Agree (Adult)	Psychographics
3709	MM41468YC	Rather Book a Trip over the Internet than Meet Travel Agent- Agree (Adult)	Psychographics
3710	MM65095YC	The Best Vacation is Restful Without Too Much Physical Exercise- Agree (Adult)	Psychographics
3711	MM65096YC	The Internet is Not a Secure Way to Make Travel Plans- Agree (Adult)	Psychographics
3712	MM41469YC	Travel/Hotel Discounts Strong Influence Where I Travel/Stay- Agree (Adult)	Psychographics
3713	MM65097YC	Traveling to Foreign Places is Great for Learning Other Cultures- Agree (Adult)	Psychographics
3714	MM65098YC	When I Find a Vacation Spot I Like, I Go Back Whenever I Can- Agree (Adult)	Psychographics
3715	MM41470YC	Willing to Pay More for a Flight on my Favorite Airline- Agree (Adult)	Psychographics
3716	MM50541YC	Going online is one of my favorite things to do with my free time- Agree (Adult)	Psychographics
3717	MM50542YC	I like to keep my personal Internet pgs updated w/ info about my life- Agree (Adult)	Psychographics
3718	MM50543YC	I would feel disconnected without the Internet- Agree (Adult)	Psychographics
3719	MM50544YC	Instant Messenger Keeps Me in Touch With My Friends- Agree (Adult)	Psychographics
3720	MM50545YC	I think people put too much private info about their lives on Internet- Agree (Adult)	Psychographics
3721	MM50546YC	The Internet is a main source of entertainment for me- Agree (Adult)	Psychographics
3722	MM50547YC	The Internet is a good thing, but I worry too much tech. can be bad- Agree (Adult)	Psychographics
3723	MM50548YC	The Internet is a good way to meet new people- Agree (Adult)	Psychographics
3724	MM50549YC	The Internet is great to get info on products/services I might buy- Agree (Adult)	Psychographics
3725	MM50550YC	The Internet is a great way to actually buy products- Agree (Adult)	Psychographics
3726	MM50551YC	The Internet is a great way to communicate with family/friends- Agree (Adult)	Psychographics
3727	MM50552YC	The Internet allowed me to learn things I probably wouldn't have- Agree (Adult)	Psychographics
3728	MM50553YC	The Internet has little impact on my daily life- Agree (Adult)	Psychographics
3729	MM50806YC	Use Social-Networking site- 1mo (Adult)	Psychographics
3730	MM50807YC	Use Social Network to find info about a move, TV station or show- Important (Adult)	Psychographics
3731	MM50808YC	Use Social Network to find info about news/other current events- Important (Adult)	Psychographics
3732	MM50809YC	Use Social Network to find local information - Important (Adult)	Psychographics
3733	MM50810YC	Use Social Network to find out about products and services - Important (Adult)	Psychographics
3734	MM50811YC	Use Social Network to find people with interests similar to mine- Important (Adult)	Psychographics
3735	MM50812YC	Use Social Network to Follow the activities of my friends/family - Important (Adult)	Psychographics
3736	MM50813YC	Use Social Network to Keep in touch with family/friends - Important (Adult)	Psychographics
3737	MM50814YC	Use Social Network to Meet new friends - Important (Adult)	Psychographics
3738	MM50815YC	Use Social Network to Meet or network with professional contacts- Important (Adult)	Psychographics
3739	MM50816YC	Use Social Network to Play games- Important (Adult)	Psychographics
3740	MM50817YC	Use Social Network to Rate or review a product or service- Important (Adult)	Psychographics
3741	MM50818YC	Use Social Network to Reconnect with people from my past- Important (Adult)	Psychographics
3742	MM50819YC	Use Social Network to gain access to VIP or Members-Only events- Important (Adult)	Psychographics
3743	MM50820YC	Use Social Network to receive exclusive offers/coupons/discounts- Important (Adult)	Psychographics
3744	MM50821YC	Use Social Network to show support for favorite companies/brands- Important (Adult)	Psychographics
3745	MM65099YC	Being Able to Customize an Item Makes Me More Willing to Purchase It- Agree (Adult)	Psychographics
3746	MM65100YC	Comfort is One of the Most Important Factors in Selecting Fashion- Agree (Adult)	Psychographics
3747	MM65101YC	I Am Loyal to Only a Few Fashion Brands and Stick with Them- Agree (Adult)	Psychographics
3748	MM65102YC	I Am More Likely to Buy a Brand That I Know Supports a Charity- Agree (Adult)	Psychographics
3749	MM65103YC	I Buy New Clothes at the Beginning of Each Season- Agree (Adult)	Psychographics
3750	MM65104YC	I Often Spend More Money Than I Expected to On My Fashion Purchases- Agree (Adult)	Psychographics
3751	MM65105YC	I Often Use Natural or Organic Beauty Products- Agree (Adult)	Psychographics
3752	MM65106YC	I Only Buy Shoes and Clothing When I Have to Replace Something- Agree (Adult)	Psychographics
3753	MM65107YC	I Only Spend What I Budget on Fashion Items- Agree (Adult)	Psychographics
3754	MM65108YC	I Prefer Fashion that is Classic and Timeless as Opposed to Trendy- Agree (Adult)	Psychographics
3755	MM65109YC	I Rely on Magazines to Keep Me Up to Date on Fashion- Agree (Adult)	Psychographics
3756	MM03135YC	Radio Quintile: I (Heavy) (Adult)	Radio Media Usage
3757	MM03136YC	Radio Quintile: II (Adult)	Radio Media Usage
3758	MM03137YC	Radio Quintile: III (Adult)	Radio Media Usage
3759	MM03138YC	Radio Quintile: IV (Adult)	Radio Media Usage
3760	MM03139YC	Radio Quintile: V (Light) (Adult)	Radio Media Usage
3761	MM03129YC	Placed in Lower Half of Radio Listening (Adult)	Radio Media Usage
3762	MM03145YC	Placed in Upper Half of Radio Listening (Adult)	Radio Media Usage
3763	MM03143YC	Listen S-S - Radio- 6am-10am- Net Audience (Adult)	Radio Media Usage
3764	MM03140YC	Listen S-S - Radio- 10am-3pm- Net Audience (Adult)	Radio Media Usage
3765	MM03142YC	Listen S-S - Radio- 3pm-7pm- Net Audience (Adult)	Radio Media Usage
3766	MM03144YC	Listen S-S - Radio- 7pm-12am- Net Audience (Adult)	Radio Media Usage
3767	MM03141YC	Listen S-S - Radio- 12am-6am- Net Audience (Adult)	Radio Media Usage
3768	MM03066YC	Listen Adult Contemporary Radio- Net Audience (Adult)	Radio Media Usage
3769	MM03068YC	Listen All News Radio- Net Audience (Adult)	Radio Media Usage
3770	MM03069YC	Listen All Talk Radio- Net Audience (Adult)	Radio Media Usage
3771	MM03070YC	Listen Alternative Rock Radio- Net Audience (Adult)	Radio Media Usage
3772	MM50208YC	Listen Any AM Radio Audience (Adult)	Radio Media Usage
3773	MM50209YC	Listen Any FM Radio Audience (Adult)	Radio Media Usage
3774	MM42762YC	Listen Any Internet Radio- Net Audience (Adult)	Radio Media Usage

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3775	MM42761YC	Listen Any Internet/Satellite Radio- Net Audience (Adult)	Radio Media Usage
3776	MM42763YC	Listen Any Satellite Radio- Net Audience (Adult)	Radio Media Usage
3777	MM61868YC	Listen Any Sports Events Radio- Net Audience (Adult)	Radio Media Usage
3778	MM61869YC	Listen AURN (American Urban Radio Network)- Net Audience (Adult)	Radio Media Usage
3779	MM50554YC	Listen Auto Racing NASCAR Radio- Net Audience (Adult)	Radio Media Usage
3780	MM03073YC	Listen Classic Hits Radio- Net Audience (Adult)	Radio Media Usage
3781	MM03074YC	Listen Classic Rock Radio- Net Audience (Adult)	Radio Media Usage
3782	MM03075YC	Listen Classical Radio- Net Audience (Adult)	Radio Media Usage
3783	MM03146YC	Listen College Basketball Radio- Net Audience (Adult)	Radio Media Usage
3784	MM50557YC	Listen College Football Radio- Net Audience (Adult)	Radio Media Usage
3785	MM03076YC	Listen Contemporary Hit Radio (CHR)- Net Audience (Adult)	Radio Media Usage
3786	MM03077YC	Listen Country Radio- Net Audience (Adult)	Radio Media Usage
3787	MM03081YC	Listen Gospel Radio- Net Audience (Adult)	Radio Media Usage
3788	MM50558YC	Listen High School Sports Radio- Net Audience (Adult)	Radio Media Usage
3789	MM03082YC	Listen Hispanic Radio- Net Audience (Adult)	Radio Media Usage
3790	MM03083YC	Listen Jazz Radio- Net Audience (Adult)	Radio Media Usage
3791	MM05750YC	Listen Mexican/Tejano/Ranchera Radio- Net Audience (Adult)	Radio Media Usage
3792	MM03130YC	Listen M-F - Radio- 10am-3pm- Net Audience (Adult)	Radio Media Usage
3793	MM03131YC	Listen M-F - Radio- 12am-6am- Net Audience (Adult)	Radio Media Usage
3794	MM03132YC	Listen M-F - Radio- 3pm-7pm- Net Audience (Adult)	Radio Media Usage
3795	MM03133YC	Listen M-F - Radio- 6am-10am- Net Audience (Adult)	Radio Media Usage
3796	MM03134YC	Listen M-F - Radio- 7pm-12am- Net Audience (Adult)	Radio Media Usage
3797	MM50559YC	Listen MLB Playoff/World Series Radio- Net Audience (Adult)	Radio Media Usage
3798	MM50560YC	Listen MLB Regular Season Radio- Net Audience (Adult)	Radio Media Usage
3799	MM03126YC	Listen National Public Radio Network- Net Audience (Adult)	Radio Media Usage
3800	MM50561YC	Listen NBA Playoff/Finals Radio- Net Audience (Adult)	Radio Media Usage
3801	MM50562YC	Listen NBA Regular Season Radio- Net Audience (Adult)	Radio Media Usage
3802	MM50563YC	Listen NCAA Basketball Tournament Radio- Net Audience (Adult)	Radio Media Usage
3803	MM03127YC	Listen News/Talk Radio- Net Audience (Adult)	Radio Media Usage
3804	MM50564YC	Listen NFL Mon/Thur Night Games Radio- Net Audience (Adult)	Radio Media Usage
3805	MM50565YC	Listen NFL Playoff/Super Bowl Radio- Net Audience (Adult)	Radio Media Usage
3806	MM03153YC	Listen NFL Regular Season Radio- Net Audience (Adult)	Radio Media Usage
3807	MM50566YC	Listen NHL Playoff/Stanley Cup Radio- Net Audience (Adult)	Radio Media Usage
3808	MM50567YC	Listen NHL Regular Season Radio- Net Audience (Adult)	Radio Media Usage
3809	MM03128YC	Listen Oldies Radio- Net Audience (Adult)	Radio Media Usage
3810	MM05780YC	Listen Premiere Fox News Radio Station- Net Audience (Adult)	Radio Media Usage
3811	MM61870YC	Listen Public Radio- Net Audience (Adult)	Radio Media Usage
3812	MM03154YC	Listen Religious/Christian Radio- Net Audience (Adult)	Radio Media Usage
3813	MM42764YC	Listen Rhythmic Radio- Net Audience (Adult)	Radio Media Usage
3814	MM03155YC	Listen Rock Radio- Net Audience (Adult)	Radio Media Usage
3815	MM03156YC	Listen Soft Contemporary Radio- Net Audience (Adult)	Radio Media Usage
3816	MM05755YC	Listen Spanish AC Radio Station- Net Audience (Adult)	Radio Media Usage
3817	MM03157YC	Listen Sports Radio- Net Audience (Adult)	Radio Media Usage
3818	MM03158YC	Listen Urban Contemporary Radio- Net Audience (Adult)	Radio Media Usage
3819	MM03159YC	Listen Variety Radio- Net Audience (Adult)	Radio Media Usage
3820	MM61871YC	Listen to Traffic Reports on Radio- Occasionally- 1yr (Adult)	Radio Media Usage
3821	MM61872YC	Listen to Traffic Reports on Radio- Regularly- 1yr (Adult)	Radio Media Usage
3822	MM61873YC	Listen to Weekday Radio at Home (Adult)	Radio Media Usage
3823	MM61874YC	Listen to Weekday Radio at Other Place (Adult)	Radio Media Usage
3824	MM61875YC	Listen to Weekday Radio at Work (Adult)	Radio Media Usage
3825	MM61876YC	Listen to Weekday Radio in Car (Adult)	Radio Media Usage
3826	MM61880YC	Listen to Weekend Radio at Home (Adult)	Radio Media Usage
3827	MM61881YC	Listen to Weekend Radio at Other Place (Adult)	Radio Media Usage
3828	MM61882YC	Listen to Weekend Radio at Work (Adult)	Radio Media Usage
3829	MM61883YC	Listen to Weekend Radio in Car (Adult)	Radio Media Usage
3830	MM03085YC	Listen Weekday Radio- 10am-3pm- 0.5-1.0 hrs (Adult)	Radio Media Usage
3831	MM03086YC	Listen Weekday Radio- 10am-3pm- 1.5-2.0 hrs (Adult)	Radio Media Usage
3832	MM03087YC	Listen Weekday Radio- 10am-3pm- 2.5-4.0 hrs (Adult)	Radio Media Usage
3833	MM03088YC	Listen Weekday Radio- 10am-3pm- 4.5+ hrs (Adult)	Radio Media Usage
3834	MM03089YC	Listen Weekday Radio- 12am-6am- 0.5-1.0 hrs (Adult)	Radio Media Usage
3835	MM03093YC	Listen Weekday Radio- 3pm-7pm- 0.5-1.0 hrs (Adult)	Radio Media Usage
3836	MM03094YC	Listen Weekday Radio- 3pm-7pm- 1.5-2.0 hrs (Adult)	Radio Media Usage
3837	MM03096YC	Listen Weekday Radio- 3pm-7pm- 3.5-4.0 hrs (Adult)	Radio Media Usage
3838	MM03097YC	Listen Weekday Radio- 6am-10am- 0.5-1.0 hrs (Adult)	Radio Media Usage
3839	MM03098YC	Listen Weekday Radio- 6am-10am- 1.5-2.0 hrs (Adult)	Radio Media Usage
3840	MM03100YC	Listen Weekday Radio- 6am-10am- 3.5-4.0 hrs (Adult)	Radio Media Usage
3841	MM03101YC	Listen Weekday Radio- 7pm-12am- 0.5-1.0 hrs (Adult)	Radio Media Usage
3842	MM03102YC	Listen Weekday Radio- 7pm-12am- 1.5-2.0 hrs (Adult)	Radio Media Usage
3843	MM03103YC	Listen Weekday Radio- 7pm-12am- 2.5-4.0 hrs (Adult)	Radio Media Usage
3844	MM03104YC	Listen Weekday Radio- 7pm-12am- 4.5+ hrs (Adult)	Radio Media Usage
3845	MM03105YC	Listen Weekend Radio- 10am-3pm- 0.5-1.0 hrs (Adult)	Radio Media Usage
3846	MM03106YC	Listen Weekend Radio- 10am-3pm- 1.5-2.0 hrs (Adult)	Radio Media Usage
3847	MM03108YC	Listen Weekend Radio- 10am-3pm- 2.5-4.0 hrs (Adult)	Radio Media Usage
3848	MM03109YC	Listen Weekend Radio- 10am-3pm- 4.5+ hrs (Adult)	Radio Media Usage

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3849	MM03110YC	Listen Weekend Radio- 12am-6am- 0.5-1.0 hrs (Adult)	Radio Media Usage
3850	MM03114YC	Listen Weekend Radio- 3pm-7pm- 0.5-1.0 hrs (Adult)	Radio Media Usage
3851	MM03115YC	Listen Weekend Radio- 3pm-7pm- 1.5-2.0 hrs (Adult)	Radio Media Usage
3852	MM03117YC	Listen Weekend Radio- 3pm-7pm- 3.5-4.0 hrs (Adult)	Radio Media Usage
3853	MM03118YC	Listen Weekend Radio- 6am-10am- 0.5-1.0 hrs (Adult)	Radio Media Usage
3854	MM03119YC	Listen Weekend Radio- 6am-10am- 1.5-2.0 hrs (Adult)	Radio Media Usage
3855	MM03121YC	Listen Weekend Radio- 6am-10am- 3.5-4.0 hrs (Adult)	Radio Media Usage
3856	MM03122YC	Listen Weekend Radio- 7pm-12am- 0.5-1 hrs (Adult)	Radio Media Usage
3857	MM03123YC	Listen Weekend Radio- 7pm-12am- 1.5-2.0 hrs (Adult)	Radio Media Usage
3858	MM03124YC	Listen Weekend Radio- 7pm-12am- 2.5-4.0 hrs (Adult)	Radio Media Usage
3859	MM61887YC	Buy Fast Food/Drive-In Burgers/Hot Dogs- 6mo (Adult)	Restaurants
3860	MM61888YC	Buy Fast Food/Drive-In Chicken- 6mo (Adult)	Restaurants
3861	MM61889YC	Buy Fast Food/Drive-In Mexican- 6mo (Adult)	Restaurants
3862	MM61890YC	Buy Fast Food/Drive-In Pizza/Pasta- 6mo (Adult)	Restaurants
3863	MM61891YC	Buy Fast Food/Drive-In Sandwich- 6mo (Adult)	Restaurants
3864	MM61893YC	Buy Fast Food/Drive-In Snack- 6mo (Adult)	Restaurants
3865	MM03289YC	Buy from Family Restaurant- Child Decides- 6mo (Adult)	Restaurants
3866	MM03290YC	Buy from Family Restaurant/Steakhouse- 1mo (Adult)	Restaurants
3867	MM03290YD	Buy from Family Restaurant/Steakhouse- 1mo (Adult): Demand Potential (Times/1mo)	Restaurants
3868	MM03293YC	Buy from Family Restaurant/Steakhouse- 6mo (Adult)	Restaurants
3869	MM42192YC	Buy from Family Restaurants/Steak Houses for Supper/Dinner- 1mo (Adult)	Restaurants
3870	MM42192YD	Buy from Family Restaurants/Steak Houses for Supper/Dinner- 1mo (Adult): Demand Potential (Times/1mo)	Restaurants
3871	MM42184YC	Buy from Family Restaurants/Steak Houses on Weekdays- 1mo (Adult)	Restaurants
3872	MM42184YD	Buy from Family Restaurants/Steak Houses on Weekdays- 1mo (Adult): Demand Potential (Times/1mo)	Restaurants
3873	MM61898YC	Buy from Family Restaurants/Steak Houses on Weekdays- 6mo (Adult)	Restaurants
3874	MM42186YC	Buy from Family Restaurants/Steak Houses on Weekends- 1mo (Adult)	Restaurants
3875	MM42186YD	Buy from Family Restaurants/Steak Houses on Weekends- 1mo (Adult): Demand Potential (Times/1mo)	Restaurants
3876	MM61899YC	Buy from Family Restaurants/Steak Houses on Weekends- 6mo (Adult)	Restaurants
3877	MM03297YC	Buy from Fast Food Restaurant- Child Decides- 6mo (Adult)	Restaurants
3878	MM42261YC	Buy from Fast Food Breakfast Restaurant- 6mo (Adult)	Restaurants
3879	MM50829YC	Buy from Fast Food Burger Restaurant- 6mo (Adult)	Restaurants
3880	MM50210YC	Buy from Fast Food Burgers/Hot Dogs Restaurant- 1mo (Adult)	Restaurants
3881	MM50210YD	Buy from Fast Food Burgers/Hot Dogs Restaurant- 1mo (Adult): Demand Potential (Times/1mo)	Restaurants
3882	MM50212YC	Buy from Fast Food Chicken Restaurant- 1mo (Adult)	Restaurants
3883	MM50212YD	Buy from Fast Food Chicken Restaurant- 1mo (Adult): Demand Potential (Times/1mo)	Restaurants
3884	MM42783YC	Buy from Fast Food Chicken Restaurant- 6mo (Adult)	Restaurants
3885	MM42293YC	Buy from Fast Food Deli Restaurant- 6mo (Adult)	Restaurants
3886	MM50219YC	Buy from Fast Food Mexican Restaurant- 1mo (Adult)	Restaurants
3887	MM50219YD	Buy from Fast Food Mexican Restaurant- 1mo (Adult): Demand Potential (Times/1mo)	Restaurants
3888	MM42295YC	Buy from Fast Food Mexican Restaurant- 6mo (Adult)	Restaurants
3889	MM50221YC	Buy from Fast Food Pizza/Pasta Restaurant- 1mo (Adult)	Restaurants
3890	MM50221YD	Buy from Fast Food Pizza/Pasta Restaurant- 1mo (Adult): Demand Potential (Times/1mo)	Restaurants
3891	MM50223YC	Buy from Fast Food Sandwich Restaurant- 1mo (Adult)	Restaurants
3892	MM50223YD	Buy from Fast Food Sandwich Restaurant- 1mo (Adult): Demand Potential (Times/1mo)	Restaurants
3893	MM42296YC	Buy from Fast Food Seafood Restaurant- 6mo (Adult)	Restaurants
3894	MM50227YC	Buy from Fast Food Snack Restaurant- 1mo (Adult)	Restaurants
3895	MM50227YD	Buy from Fast Food Snack Restaurant- 1mo (Adult): Demand Potential (Times/1mo)	Restaurants
3896	MM42297YC	Buy from Fast Food Subs Restaurant- 6mo (Adult)	Restaurants
3897	MM03164YC	Buy from A&W- 6mo (Adult)	Restaurants
3898	MM03165YC	Buy from Any Fast Food Restaurant- 1mo (Adult)	Restaurants
3899	MM03165YD	Buy from Any Fast Food Restaurant- 1mo (Adult): Demand Potential (Times/1mo)	Restaurants
3900	MM03168YC	Buy from Any Fast Food Restaurants- 6mo (Adult)	Restaurants
3901	MM03169YC	Buy from Applebee's- 1mo (Adult)	Restaurants
3902	MM03169YD	Buy from Applebee's- 1mo (Adult): Demand Potential (Times/1mo)	Restaurants
3903	MM03172YC	Buy from Applebee's- 6mo (Adult)	Restaurants
3904	MM03173YC	Buy from Arby's- 1mo (Adult)	Restaurants
3905	MM03173YD	Buy from Arby's- 1mo (Adult): Demand Potential (Times/1mo)	Restaurants
3906	MM03176YC	Buy from Arby's- 6mo (Adult)	Restaurants
3907	MM04557YC	Buy from Au Bon Pain- 6mo (Adult)	Restaurants
3908	MM08185YC	Buy from Baja Fresh Mexican Grill- 6mo (Adult)	Restaurants
3909	MM42778YC	Buy from Baskin-Robbins- 6mo (Adult)	Restaurants
3910	MM42779YC	Buy from Ben & Jerrys- 6mo (Adult)	Restaurants
3911	MM03184YC	Buy from Benihana- 6mo (Adult)	Restaurants
3912	MM03192YC	Buy from Bertucci's- 6mo (Adult)	Restaurants
3913	MM03204YC	Buy from Big Boy- 6mo (Adult)	Restaurants
3914	MM03197YC	Buy from Bob Evan's Farm- 1mo (Adult)	Restaurants
3915	MM03197YD	Buy from Bob Evan's Farm- 1mo (Adult): Demand Potential (Times/1mo)	Restaurants
3916	MM03200YC	Buy from Bob Evan's Farm- 6mo (Adult)	Restaurants
3917	MM03209YC	Buy from Boston Market- 1mo (Adult)	Restaurants
3918	MM03209YD	Buy from Boston Market- 1mo (Adult): Demand Potential (Times/1mo)	Restaurants
3919	MM03212YC	Buy from Boston Market- 6mo (Adult)	Restaurants
3920	MM42196YC	Buy from Buffalo Wild Wings- 1mo (Adult)	Restaurants
3921	MM42196YD	Buy from Buffalo Wild Wings- 1mo (Adult): Demand Potential (Times/1mo)	Restaurants
3922	MM61929YC	Buy from Buffalo Wild Wings- 6mo (Adult)	Restaurants

ORDER	VARIABLE	DESCRIPTION	CATEGORY
3923	MM03217YC	Buy from Burger King- 1mo (Adult)	Restaurants
3924	MM03217YD	Buy from Burger King- 1mo (Adult): Demand Potential (Times/1mo)	Restaurants
3925	MM03220YC	Buy from Burger King- 6mo (Adult)	Restaurants
3926	MM03221YC	Buy from California Pizza Kitchen- 1mo (Adult)	Restaurants
3927	MM03221YD	Buy from California Pizza Kitchen- 1mo (Adult): Demand Potential (Times/1mo)	Restaurants
3928	MM03224YC	Buy from California Pizza Kitchen- 6mo (Adult)	Restaurants
3929	MM03225YC	Buy from Captain D's- 1mo (Adult)	Restaurants
3930	MM03225YD	Buy from Captain D's- 1mo (Adult): Demand Potential (Times/1mo)	Restaurants
3931	MM03228YC	Buy from Captain D's- 6mo (Adult)	Restaurants
3932	MM03232YC	Buy from Carl's Jr.- 6mo (Adult)	Restaurants
3933	MM42198YC	Buy from Carrabba's Italian Grill- 1mo (Adult)	Restaurants
3934	MM42198YD	Buy from Carrabba's Italian Grill- 1mo (Adult): Demand Potential (Times/1mo)	Restaurants
3935	MM61930YC	Buy from Carrabba's Italian Grill- 6mo (Adult)	Restaurants
3936	MM03236YC	Buy from Checkers- 6mo (Adult)	Restaurants
3937	MM03237YC	Buy from Cheesecake Factory- 1mo (Adult)	Restaurants
3938	MM03237YD	Buy from Cheesecake Factory- 1mo (Adult): Demand Potential (Times/1mo)	Restaurants
3939	MM03240YC	Buy from Cheesecake Factory- 6mo (Adult)	Restaurants
3940	MM03249YC	Buy from Chick-Fil-A- 1mo (Adult)	Restaurants
3941	MM03249YD	Buy from Chick-Fil-A- 1mo (Adult): Demand Potential (Times/1mo)	Restaurants
3942	MM03252YC	Buy from Chick-Fil-A- 6mo (Adult)	Restaurants
3943	MM03253YC	Buy from Chili's Grill & Bar- 1mo (Adult)	Restaurants
3944	MM03253YD	Buy from Chili's Grill & Bar- 1mo (Adult): Demand Potential (Times/1mo)	Restaurants
3945	MM03256YC	Buy from Chili's Grill & Bar- 6mo (Adult)	Restaurants
3946	MM04558YC	Buy from Chipotle Mexican Grill- 1mo (Adult)	Restaurants
3947	MM04558YD	Buy from Chipotle Mexican Grill- 1mo (Adult): Demand Potential (Times/1mo)	Restaurants
3948	MM04560YC	Buy from Chipotle Mexican Grill- 6mo (Adult)	Restaurants
3949	MM03257YC	Buy from Chuck E Cheese- 1mo (Adult)	Restaurants
3950	MM03257YD	Buy from Chuck E Cheese- 1mo (Adult): Demand Potential (Times/1mo)	Restaurants
3951	MM03260YC	Buy from Chuck E Cheese- 6mo (Adult)	Restaurants
3952	MM03261YC	Buy from Church's Fried Chicken- 6mo (Adult)	Restaurants
3953	MM61933YC	Buy from Cold Stone Creamery- 1mo (Adult)	Restaurants
3954	MM61933YD	Buy from Cold Stone Creamery- 1mo (Adult): Demand Potential (Times/1mo)	Restaurants
3955	MM50214YC	Buy from Cold Stone Creamery- 6mo (Adult)	Restaurants
3956	MM03268YC	Buy from Cracker Barrel- 6mo (Adult)	Restaurants
3957	MM61935YC	Buy from Culver's - 1mo (Adult)	Restaurants
3958	MM61935YD	Buy from Culver's - 1mo (Adult): Demand Potential (Times/1mo)	Restaurants
3959	MM61936YC	Buy from Culver's - 6mo (Adult)	Restaurants
3960	MM03269YC	Buy from Dairy Queen- 1mo (Adult)	Restaurants
3961	MM03269YD	Buy from Dairy Queen- 1mo (Adult): Demand Potential (Times/1mo)	Restaurants
3962	MM03272YC	Buy from Dairy Queen- 6mo (Adult)	Restaurants
3963	MM61937YC	Buy from Dave & Buster's- 6mo (Adult)	Restaurants
3964	MM03273YC	Buy from Del Taco- 1mo (Adult)	Restaurants
3965	MM03273YD	Buy from Del Taco- 1mo (Adult): Demand Potential (Times/1mo)	Restaurants
3966	MM03276YC	Buy from Del Taco- 6mo (Adult)	Restaurants
3967	MM03280YC	Buy from Denny's- 6mo (Adult)	Restaurants
3968	MM03284YC	Buy from Domino's Pizza- 6mo (Adult)	Restaurants
3969	MM03285YC	Buy from Dunkin Donuts- 1mo (Adult)	Restaurants
3970	MM03285YD	Buy from Dunkin Donuts- 1mo (Adult): Demand Potential (Times/1mo)	Restaurants
3971	MM03288YC	Buy from Dunkin Donuts- 6mo (Adult)	Restaurants
3972	MM04561YC	Buy from Einstein Brother's Bagel Shop- 1mo (Adult)	Restaurants
3973	MM04561YD	Buy from Einstein Brother's Bagel Shop- 1mo (Adult): Demand Potential (Times/1mo)	Restaurants
3974	MM04563YC	Buy from Einstein Brother's Bagel Shop- 6mo (Adult)	Restaurants
3975	MM42781YC	Buy from El Pollo Loco- 6mo (Adult)	Restaurants
3976	MM61939YC	Buy from El Pollo Loco-1mo (Adult)	Restaurants
3977	MM61939YD	Buy from El Pollo Loco-1mo (Adult): Demand Potential (Times/1mo)	Restaurants
3978	MM03301YC	Buy from Friendly's- 6mo (Adult)	Restaurants
3979	MM03313YC	Buy from Golden Corral- 6mo (Adult)	Restaurants
3980	MM03314YC	Buy from Hardee's- 1mo (Adult)	Restaurants
3981	MM03314YD	Buy from Hardee's- 1mo (Adult): Demand Potential (Times/1mo)	Restaurants
3982	MM03317YC	Buy from Hardee's- 6mo (Adult)	Restaurants
3983	MM03321YC	Buy from Hooters- 6mo (Adult)	Restaurants
3984	MM03325YC	Buy from Houlihan's- 6mo (Adult)	Restaurants
3985	MM03333YC	Buy from International House of Pancakes (IHOP)- 6mo (Adult)	Restaurants
3986	MM03334YC	Buy from Jack-in-the-Box- 1mo (Adult)	Restaurants
3987	MM03334YD	Buy from Jack-in-the-Box- 1mo (Adult): Demand Potential (Times/1mo)	Restaurants
3988	MM03337YC	Buy from Jack-in-the-Box- 6mo (Adult)	Restaurants
3989	MM61944YC	Buy from Jimmy John's- 1mo (Adult)	Restaurants
3990	MM61944YD	Buy from Jimmy John's- 1mo (Adult): Demand Potential (Times/1mo)	Restaurants
3991	MM61946YC	Buy from Jimmy John's- 6mo (Adult)	Restaurants
3992	MM04569YC	Buy from Joe's Crab Shack- 6mo (Adult)	Restaurants
3993	MM42777YC	Buy from KFC- 1mo (Adult)	Restaurants
3994	MM42777YD	Buy from KFC- 1mo (Adult): Demand Potential (Times/1mo)	Restaurants
3995	MM03341YC	Buy from KFC- 6mo (Adult)	Restaurants
3996	MM04602YC	Buy from Krispy Kreme Doughnuts- 6mo (Adult)	Restaurants

ORDER	VARIABLE	DESCRIPTION	CATEGORY
3997	MM03345YC	Buy from Krystal's Hamburgers- 6mo (Adult)	Restaurants
3998	MM03346YC	Buy from Little Caesar's- 1mo (Adult)	Restaurants
3999	MM03346YD	Buy from Little Caesar's- 1mo (Adult): Demand Potential (Times/1mo)	Restaurants
4000	MM03349YC	Buy from Little Caesar's- 6mo (Adult)	Restaurants
4001	MM42215YC	Buy from Logan's Roadhouse- 1mo (Adult)	Restaurants
4002	MM42215YD	Buy from Logan's Roadhouse- 1mo (Adult): Demand Potential (Times/1mo)	Restaurants
4003	MM61947YC	Buy from Logan's Roadhouse- 6mo (Adult)	Restaurants
4004	MM03357YC	Buy from Long John Silver's- 6mo (Adult)	Restaurants
4005	MM42217YC	Buy from LongHorn Steakhouse- 1mo (Adult)	Restaurants
4006	MM42217YD	Buy from LongHorn Steakhouse- 1mo (Adult): Demand Potential (Times/1mo)	Restaurants
4007	MM61948YC	Buy from LongHorn Steakhouse- 6mo (Adult)	Restaurants
4008	MM03358YC	Buy from McDonald's- 1mo (Adult)	Restaurants
4009	MM03358YD	Buy from McDonald's- 1mo (Adult): Demand Potential (Times/1mo)	Restaurants
4010	MM03361YC	Buy from McDonald's- 6mo (Adult)	Restaurants
4011	MM61950YC	Buy from O'Charley's- 6mo (Adult)	Restaurants
4012	MM61951YC	Buy from Old Country Buffet- 6mo (Adult)	Restaurants
4013	MM03367YC	Buy from Olive Garden- 1mo (Adult)	Restaurants
4014	MM03367YD	Buy from Olive Garden- 1mo (Adult): Demand Potential (Times/1mo)	Restaurants
4015	MM03370YC	Buy from Olive Garden- 6mo (Adult)	Restaurants
4016	MM61952YC	Buy from On The Border- 6mo (Adult)	Restaurants
4017	MM61953YC	Buy from Other- 6mo (Adult)	Restaurants
4018	MM61954YC	Buy from Other Fast Food/Drive-In- 1mo (Adult)	Restaurants
4019	MM61954YD	Buy from Other Fast Food/Drive-In- 1mo (Adult): Demand Potential (Times/1mo)	Restaurants
4020	MM03371YC	Buy from Outback Steakhouse- 1mo (Adult)	Restaurants
4021	MM03371YD	Buy from Outback Steakhouse- 1mo (Adult): Demand Potential (Times/1mo)	Restaurants
4022	MM03374YC	Buy from Outback Steakhouse- 6mo (Adult)	Restaurants
4023	MM61957YC	Buy from Panda Express- 1mo (Adult)	Restaurants
4024	MM61957YD	Buy from Panda Express- 1mo (Adult): Demand Potential (Times/1mo)	Restaurants
4025	MM61959YC	Buy from Panda Express- 6mo (Adult)	Restaurants
4026	MM61960YC	Buy from Panera Bread- 1mo (Adult)	Restaurants
4027	MM61960YD	Buy from Panera Bread- 1mo (Adult): Demand Potential (Times/1mo)	Restaurants
4028	MM42785YC	Buy from Panera Bread- 6mo (Adult)	Restaurants
4029	MM03376YC	Buy from Papa John's- 1mo (Adult)	Restaurants
4030	MM03376YD	Buy from Papa John's- 1mo (Adult): Demand Potential (Times/1mo)	Restaurants
4031	MM03379YC	Buy from Papa John's- 6mo (Adult)	Restaurants
4032	MM42786YC	Buy from Papa Murphy's- 6mo (Adult)	Restaurants
4033	MM42229YC	Buy from Perkins- 1mo (Adult)	Restaurants
4034	MM42229YD	Buy from Perkins- 1mo (Adult): Demand Potential (Times/1mo)	Restaurants
4035	MM03380YC	Buy from Pizza Hut- 1mo (Adult)	Restaurants
4036	MM03380YD	Buy from Pizza Hut- 1mo (Adult): Demand Potential (Times/1mo)	Restaurants
4037	MM03383YC	Buy from Pizza Hut- 6mo (Adult)	Restaurants
4038	MM03395YC	Buy from Popeyes- 6mo (Adult)	Restaurants
4039	MM61965YC	Buy from Qdoba Mexican Grill- 1mo (Adult)	Restaurants
4040	MM61965YD	Buy from Qdoba Mexican Grill- 1mo (Adult): Demand Potential (Times/1mo)	Restaurants
4041	MM03399YC	Buy from Quiznos- 6mo (Adult)	Restaurants
4042	MM03404YC	Buy from Red Lobster- 1mo (Adult)	Restaurants
4043	MM03404YD	Buy from Red Lobster- 1mo (Adult): Demand Potential (Times/1mo)	Restaurants
4044	MM03407YC	Buy from Red Lobster- 6mo (Adult)	Restaurants
4045	MM42231YC	Buy from Red Robin- 1mo (Adult)	Restaurants
4046	MM42231YD	Buy from Red Robin- 1mo (Adult): Demand Potential (Times/1mo)	Restaurants
4047	MM61968YC	Buy from Red Robin- 6mo (Adult)	Restaurants
4048	MM04572YC	Buy from Romano's Macaroni Grill- 6mo (Adult)	Restaurants
4049	MM03411YC	Buy from Round Table Pizza- 6mo (Adult)	Restaurants
4050	MM03419YC	Buy from Ruby Tuesday- 6mo (Adult)	Restaurants
4051	MM04600YC	Buy From Ruth's Chris Steak House- 6mo (Adult)	Restaurants
4052	MM42787YC	Buy from Sbarro- 6mo (Adult)	Restaurants
4053	MM04575YC	Buy from Schlotzsky's Deli- 6mo (Adult)	Restaurants
4054	MM03428YC	Buy from Sonic Drive-in- 1mo (Adult)	Restaurants
4055	MM03428YD	Buy from Sonic Drive-in- 1mo (Adult): Demand Potential (Times/1mo)	Restaurants
4056	MM03431YC	Buy from Sonic Drive-in- 6mo (Adult)	Restaurants
4057	MM04611YC	Buy from Starbucks- 1mo (Adult)	Restaurants
4058	MM04611YD	Buy from Starbucks- 1mo (Adult): Demand Potential (Times/1mo)	Restaurants
4059	MM04603YC	Buy from Starbucks- 6mo (Adult)	Restaurants
4060	MM42788YC	Buy from Steak N Shake- 6mo (Adult)	Restaurants
4061	MM03436YC	Buy from Subway- 1mo (Adult)	Restaurants
4062	MM03436YD	Buy from Subway- 1mo (Adult): Demand Potential (Times/1mo)	Restaurants
4063	MM03439YC	Buy from Subway- 6mo (Adult)	Restaurants
4064	MM03440YC	Buy from T.G.I. Friday's- 1mo (Adult)	Restaurants
4065	MM03440YD	Buy from T.G.I. Friday's- 1mo (Adult): Demand Potential (Times/1mo)	Restaurants
4066	MM03443YC	Buy from T.G.I. Friday's- 6mo (Adult)	Restaurants
4067	MM03444YC	Buy from Taco Bell- 1mo (Adult)	Restaurants
4068	MM03444YD	Buy from Taco Bell- 1mo (Adult): Demand Potential (Times/1mo)	Restaurants
4069	MM03447YC	Buy from Taco Bell- 6mo (Adult)	Restaurants
4070	MM50217YC	Buy from Taco Johns- 6mo (Adult)	Restaurants

ORDER	VARIABLE	DESCRIPTION	CATEGORY
4071	MM42237YC	Buy from Texas Roadhouse- 1mo (Adult)	Restaurants
4072	MM42237YD	Buy from Texas Roadhouse- 1mo (Adult): Demand Potential (Times/1mo)	Restaurants
4073	MM61976YC	Buy from Texas Roadhouse- 6mo (Adult)	Restaurants
4074	MM61977YC	Buy from Tim Hortons- 1mo (Adult)	Restaurants
4075	MM61977YD	Buy from Tim Hortons- 1mo (Adult): Demand Potential (Times/1mo)	Restaurants
4076	MM61979YC	Buy from Tim Hortons- 6mo (Adult)	Restaurants
4077	MM61980YC	Buy from Uno Chicago Grill- 6mo (Adult)	Restaurants
4078	MM03460YC	Buy from Wendy's- 1mo (Adult)	Restaurants
4079	MM03460YD	Buy from Wendy's- 1mo (Adult): Demand Potential (Times/1mo)	Restaurants
4080	MM03463YC	Buy from Wendy's- 6mo (Adult)	Restaurants
4081	MM03467YC	Buy from Whataburger- 6mo (Adult)	Restaurants
4082	MM61985YC	Buy from Zaxby's- 1mo (Adult)	Restaurants
4083	MM61985YD	Buy from Zaxby's- 1mo (Adult): Demand Potential (Times/1mo)	Restaurants
4084	MM50218YC	Buy from Zaxby's- 6mo (Adult)	Restaurants
4085	MM03472YC	Dine Out- <1 Times/mo- 1yr (Adult)	Restaurants
4086	MM03473YC	Dine Out- 1+ Times/wk- 1yr (Adult)	Restaurants
4087	MM03474YC	Dine Out- 1-3 Times/mo- 1yr (Adult)	Restaurants
4088	MM03475YC	Dine Out- 1yr (Adult)	Restaurants
4089	MM42814YC	Buy VISA Gift Cards/Prepaid Cards- 6mo (Adult)	Retailers & Shopping
4090	MM42814YD	Buy VISA Gift Cards/Prepaid Cards- 6mo (Adult): Demand Potential (Items per 6 months)	Retailers & Shopping
4091	MM42812YC	Buy Any Gift Cards/Prepaid Cards- 6mo (Adult)	Retailers & Shopping
4092	MM42812YD	Buy Any Gift Cards/Prepaid Cards- 6mo (Adult): Demand Potential (Items per 6 months)	Retailers & Shopping
4093	MM42820YC	Buy Gift Cards/Prepaid Cards \$100+ - 6mo (Adult)	Retailers & Shopping
4094	MM42819YC	Buy Gift Cards/Prepaid Cards <\$100- 6mo (Adult)	Retailers & Shopping
4095	MM42818YC	Buy Gift Cards/Prepaid Cards 7+ Times- 6mo (Adult)	Retailers & Shopping
4096	MM50574YC	Buy Gift Cards/Prepaid Cards from Book Store- 6mo (Adult)	Retailers & Shopping
4097	MM50574YD	Buy Gift Cards/Prepaid Cards from Book Store- 6mo (Adult): Demand Potential (Items per 6 months)	Retailers & Shopping
4098	MM50576YC	Buy Gift Cards/Prepaid Cards from Coffee Shop/Store - 6mo (Adult)	Retailers & Shopping
4099	MM50576YD	Buy Gift Cards/Prepaid Cards from Coffee Shop/Store - 6mo (Adult): Demand Potential (Items per 6 months)	Retailers & Shopping
4100	MM50578YC	Buy Gift Cards/Prepaid Cards from Department Store- 6mo (Adult)	Retailers & Shopping
4101	MM50578YD	Buy Gift Cards/Prepaid Cards from Department Store- 6mo (Adult): Demand Potential (Items per 6 months)	Retailers & Shopping
4102	MM50580YC	Buy Gift Cards/Prepaid Cards from Discount Store- 6mo (Adult)	Retailers & Shopping
4103	MM50580YD	Buy Gift Cards/Prepaid Cards from Discount Store- 6mo (Adult): Demand Potential (Items per 6 months)	Retailers & Shopping
4104	MM50582YC	Buy Gift Cards/Prepaid Cards from Electronics Store- 6mo (Adult)	Retailers & Shopping
4105	MM50582YD	Buy Gift Cards/Prepaid Cards from Electronics Store- 6mo (Adult): Demand Potential (Items per 6 months)	Retailers & Shopping
4106	MM50584YC	Buy Gift Cards/Prepaid Cards from Mall- 6mo (Adult)	Retailers & Shopping
4107	MM50584YD	Buy Gift Cards/Prepaid Cards from Mall- 6mo (Adult): Demand Potential (Items per 6 months)	Retailers & Shopping
4108	MM50586YC	Buy Gift Cards/Prepaid Cards from Restaurant - 6mo (Adult)	Retailers & Shopping
4109	MM50586YD	Buy Gift Cards/Prepaid Cards from Restaurant - 6mo (Adult): Demand Potential (Items per 6 months)	Retailers & Shopping
4110	MM03476YC	Make In-Home Clothing Purchase- 6mo (Adult)	Retailers & Shopping
4111	MM03477YC	Make In-Home Cosmetics Purchase- 6mo (Adult)	Retailers & Shopping
4112	MM03478YC	Make In-Home Housewares Purchase- 6mo (Adult)	Retailers & Shopping
4113	MM50847YC	Make In-Home Purchase \$150- 6mo (Adult)	Retailers & Shopping
4114	MM50846YC	Make In-Home Purchase \$75-\$149- 6mo (Adult)	Retailers & Shopping
4115	MM50845YC	Make In-Home Purchase <\$50- 6mo (Adult)	Retailers & Shopping
4116	MM03481YC	Make In-Home Purchase- 6mo (Adult)	Retailers & Shopping
4117	MM03483YC	Make In-Home Purchase- Avon- 6mo (Adult)	Retailers & Shopping
4118	MM03487YC	Order Any Items by Internet- \$200+- 1yr (Adult)	Retailers & Shopping
4119	MM03488YC	Order Any Items by Internet- \$50+- 1yr (Adult)	Retailers & Shopping
4120	MM03489YC	Order Any Items by Internet- <\$50- 1yr (Adult)	Retailers & Shopping
4121	MM03490YC	Order Any Items by Internet- 1yr (Adult)	Retailers & Shopping
4122	MM42815YC	Order Any Items by Mail/Phone- \$200+- 1yr (Adult)	Retailers & Shopping
4123	MM42816YC	Order Any Items by Mail/Phone- \$50+- 1yr (Adult)	Retailers & Shopping
4124	MM42804YC	Order Any Items by Mail/Phone- <\$50- 1yr (Adult)	Retailers & Shopping
4125	MM42817YC	Order Any Items by Mail/Phone- 1yr (Adult)	Retailers & Shopping
4126	MM62051YC	Order from 1800flowers.com- 1yr (Adult)	Retailers & Shopping
4127	MM03501YC	Order from amazon.com- 1yr (Adult)	Retailers & Shopping
4128	MM62052YC	Order from American Eagle Outfitters (ae.com)- 1yr (Adult)	Retailers & Shopping
4129	MM50231YC	Order from Avon Catalog- 1yr (Adult)	Retailers & Shopping
4130	MM03504YC	Order from barnesandnoble.com- 1yr (Adult)	Retailers & Shopping
4131	MM62053YC	Order from BathandBodyWorks.com- 1yr (Adult)	Retailers & Shopping
4132	MM62054YC	Order from BedBathandBeyond.com- 1yr (Adult)	Retailers & Shopping
4133	MM62055YC	Order from Bestbuy.com- 1yr (Adult)	Retailers & Shopping
4134	MM62056YC	Order from costco.com- 1yr (Adult)	Retailers & Shopping
4135	MM62057YC	Order from cvs.com- 1yr (Adult)	Retailers & Shopping
4136	MM62058YC	Order from dell.com- 1yr (Adult)	Retailers & Shopping
4137	MM03512YC	Order from ebay.com- 1yr (Adult)	Retailers & Shopping
4138	MM62059YC	Order from ediblearrangements.com- 1yr (Adult)	Retailers & Shopping
4139	MM07210YC	Order from expedia.com- 1yr (Adult)	Retailers & Shopping
4140	MM41228YC	Order from gap.com- 1yr (Adult)	Retailers & Shopping
4141	MM62060YC	Order from homedepot.com- 1yr (Adult)	Retailers & Shopping
4142	MM41227YC	Order from hotels.com- 1yr (Adult)	Retailers & Shopping
4143	MM62061YC	Order from hotwire.com- 1yr (Adult)	Retailers & Shopping
4144	MM62062YC	Order from itunes.com (Apple Store)- 1yr (Adult)	Retailers & Shopping

ORDER	VARIABLE	DESCRIPTION	CATEGORY
4145	MM62063YC	Order from khols.com- 1yr (Adult)	Retailers & Shopping
4146	MM62064YC	Order from kmart.com- 1yr (Adult)	Retailers & Shopping
4147	MM50234YC	Order from L.L.Bean Catalog- 1yr (Adult)	Retailers & Shopping
4148	MM62065YC	Order from lowes.com- 1yr (Adult)	Retailers & Shopping
4149	MM41229YC	Order from oldnavy.com- 1yr (Adult)	Retailers & Shopping
4150	MM07215YC	Order from orbitz.com- 1yr (Adult)	Retailers & Shopping
4151	MM50237YC	Order from Other Catalog or Mail Order Service Catalog- 1yr (Adult)	Retailers & Shopping
4152	MM50238YC	Order from Other Department/Specialty Store Catalog- 1yr (Adult)	Retailers & Shopping
4153	MM62066YC	Order from Other Internet Site- 1yr (Adult)	Retailers & Shopping
4154	MM62067YC	Order from overstock.com- 1yr (Adult)	Retailers & Shopping
4155	MM03525YC	Order from priceline.com- 1yr (Adult)	Retailers & Shopping
4156	MM50239YC	Order from QVC Catalog- 1yr (Adult)	Retailers & Shopping
4157	MM41230YC	Order from sears.com- 1yr (Adult)	Retailers & Shopping
4158	MM62069YC	Order from stubhub.com- 1yr (Adult)	Retailers & Shopping
4159	MM07220YC	Order from target.com- 1yr (Adult)	Retailers & Shopping
4160	MM62070YC	Order from tavelocity.com- 1yr (Adult)	Retailers & Shopping
4161	MM62071YC	Order from ticketmaster.com- 1yr (Adult)	Retailers & Shopping
4162	MM62072YC	Order from toysrus.com- 1yr (Adult)	Retailers & Shopping
4163	MM62073YC	Order from walgreens.com- 1yr (Adult)	Retailers & Shopping
4164	MM03531YC	Order from Walmart.com- 1yr (Adult)	Retailers & Shopping
4165	MM41231YC	Order from zappos.com- 1yr (Adult)	Retailers & Shopping
4166	MM62124YC	Shop at Abercrombie & Fitch- 3mo (Adult)	Retailers & Shopping
4167	MM03532YC	Shop at Ace Hardware- 1yr (Adult)	Retailers & Shopping
4168	MM62125YC	Shop at American Eagle Outfitters- 3mo (Adult)	Retailers & Shopping
4169	MM03533YC	Shop at Ann Taylor- 3mo (Adult)	Retailers & Shopping
4170	MM03534YC	Shop at Banana Republic- 3mo (Adult)	Retailers & Shopping
4171	MM03535YC	Shop at Bath & Body Works- 3mo (Adult)	Retailers & Shopping
4172	MM62130YC	Shop at Bealls- 3mo (Adult)	Retailers & Shopping
4173	MM62131YC	Shop at Bed Bath & Beyond- 3mo (Adult)	Retailers & Shopping
4174	MM62132YC	Shop at Belk- 3mo (Adult)	Retailers & Shopping
4175	MM03536YC	Shop at Best Buy- 1yr (Adult)	Retailers & Shopping
4176	MM62138YC	Shop at Big Lots- 3mo (Adult)	Retailers & Shopping
4177	MM03537YC	Shop at BJ's Wholesale Club- 6mo (Adult)	Retailers & Shopping
4178	MM03538YC	Shop at Bloomingdale's- 3mo (Adult)	Retailers & Shopping
4179	MM62141YC	Shop at Body Shop- 3mo (Adult)	Retailers & Shopping
4180	MM62142YC	Shop at Burlington Coat Factory- 3mo (Adult)	Retailers & Shopping
4181	MM62143YC	Shop at Champs Sports- 3mo (Adult)	Retailers & Shopping
4182	MM62144YC	Shop at Chico's- 3mo (Adult)	Retailers & Shopping
4183	MM03541YC	Shop at Costco- 6mo (Adult)	Retailers & Shopping
4184	MM07295YC	Shop at Crate & Barrel- 3mo (Adult)	Retailers & Shopping
4185	MM42792YC	Shop at CVS Pharmacy/Long Drugs- 6mo (Adult)	Retailers & Shopping
4186	MM62148YC	Shop at Dick's Sporting Goods- 3mo (Adult)	Retailers & Shopping
4187	MM62149YC	Shop at Dillard's- 3mo (Adult)	Retailers & Shopping
4188	MM62150YC	Shop at Dollar General- 3mo (Adult)	Retailers & Shopping
4189	MM62154YC	Shop at Dollar Tree- 3mo (Adult)	Retailers & Shopping
4190	MM62158YC	Shop at Dress Barn- 3mo (Adult)	Retailers & Shopping
4191	MM62159YC	Shop at DSW- 3mo (Adult)	Retailers & Shopping
4192	MM03544YC	Shop at Eddie Bauer- 3mo (Adult)	Retailers & Shopping
4193	MM03546YC	Shop at Express- 3mo (Adult)	Retailers & Shopping
4194	MM62160YC	Shop at Family Dollar- 3mo (Adult)	Retailers & Shopping
4195	MM62163YC	Shop at Famous Footwear- 3mo (Adult)	Retailers & Shopping
4196	MM03549YC	Shop at FedEx Office- 1yr (Adult)	Retailers & Shopping
4197	MM62164YC	Shop at Finish Line- 3mo (Adult)	Retailers & Shopping
4198	MM62165YC	Shop at Foot Locker- 3mo (Adult)	Retailers & Shopping
4199	MM62166YC	Shop at Forever 21- 3mo (Adult)	Retailers & Shopping
4200	MM62167YC	Shop at Fred's- 3mo (Adult)	Retailers & Shopping
4201	MM62168YC	Shop at H&M- 3mo (Adult)	Retailers & Shopping
4202	MM62169YC	Shop at Hallmark Gold Crown- 3mo (Adult)	Retailers & Shopping
4203	MM62170YC	Shop at Hollister- 3mo (Adult)	Retailers & Shopping
4204	MM03547YC	Shop at Home Depot- 1yr (Adult)	Retailers & Shopping
4205	MM62171YC	Shop at J.Crew- 3mo (Adult)	Retailers & Shopping
4206	MM03548YC	Shop at JCPenney- 3mo (Adult)	Retailers & Shopping
4207	MM62174YC	Shop at Jo-Ann Fabric and Craft- 3mo (Adult)	Retailers & Shopping
4208	MM03550YC	Shop at Kmart- 3mo (Adult)	Retailers & Shopping
4209	MM03551YC	Shop at Kohl's- 3mo (Adult)	Retailers & Shopping
4210	MM03552YC	Shop at Lane Bryant- 3mo (Adult)	Retailers & Shopping
4211	MM03556YC	Shop at Lord & Taylor- 3mo (Adult)	Retailers & Shopping
4212	MM03557YC	Shop at Lowe's- 1yr (Adult)	Retailers & Shopping
4213	MM03558YC	Shop at Macy's- 3mo (Adult)	Retailers & Shopping
4214	MM62183YC	Shop at Men's Wearhouse- 3mo (Adult)	Retailers & Shopping
4215	MM62184YC	Shop at Michaels- 3mo (Adult)	Retailers & Shopping
4216	MM62185YC	Shop at Military Exchange- 3mo (Adult)	Retailers & Shopping
4217	MM03560YC	Shop at Neiman Marcus- 3mo (Adult)	Retailers & Shopping
4218	MM62186YC	Shop at New York & Company- 3mo (Adult)	Retailers & Shopping

ORDER	VARIABLE	DESCRIPTION	CATEGORY
4219	MM03561YC	Shop at Nordstrom- 3mo (Adult)	Retailers & Shopping
4220	MM03562YC	Shop at Office Depot- 1yr (Adult)	Retailers & Shopping
4221	MM03563YC	Shop at Office Max- 1yr (Adult)	Retailers & Shopping
4222	MM03564YC	Shop at Old Navy- 3mo (Adult)	Retailers & Shopping
4223	MM62187YC	Shop at PacSun- 3mo (Adult)	Retailers & Shopping
4224	MM62188YC	Shop at Payless- 3mo (Adult)	Retailers & Shopping
4225	MM62189YC	Shop at Pier 1 Imports- 3mo (Adult)	Retailers & Shopping
4226	MM07300YC	Shop at Pottery Barn- 3mo (Adult)	Retailers & Shopping
4227	MM50241YC	Shop at RAC Rent-A-Center- 1yr (Adult)	Retailers & Shopping
4228	MM50588YC	Shop at Rite Aid Pharmacy- 6mo (Adult)	Retailers & Shopping
4229	MM62192YC	Shop at Ross Stores- 3mo (Adult)	Retailers & Shopping
4230	MM03568YC	Shop at Saks Fifth Avenue- 3mo (Adult)	Retailers & Shopping
4231	MM03569YC	Shop at Sam's Club- 6mo (Adult)	Retailers & Shopping
4232	MM03571YC	Shop at Sears- 3mo (Adult)	Retailers & Shopping
4233	MM03570YC	Shop at Sears Hardware- 1yr (Adult)	Retailers & Shopping
4234	MM62195YC	Shop at Sephora- 3mo (Adult)	Retailers & Shopping
4235	MM03572YC	Shop at Sherwin Williams- 1yr (Adult)	Retailers & Shopping
4236	MM62196YC	Shop at Shoe Carnival- 3mo (Adult)	Retailers & Shopping
4237	MM62197YC	Shop at Sports Authority- 3mo (Adult)	Retailers & Shopping
4238	MM03574YC	Shop at Staples- 1yr (Adult)	Retailers & Shopping
4239	MM03576YC	Shop at Tailbots- 3mo (Adult)	Retailers & Shopping
4240	MM03577YC	Shop at Target- 3mo (Adult)	Retailers & Shopping
4241	MM50243YC	Shop at Target Pharmacy- 6mo (Adult)	Retailers & Shopping
4242	MM03543YC	Shop at The Disney Store- 3mo (Adult)	Retailers & Shopping
4243	MM03579YC	Shop at The Gap- 3mo (Adult)	Retailers & Shopping
4244	MM03582YC	Shop at TJ Maxx- 3mo (Adult)	Retailers & Shopping
4245	MM62203YC	Shop at Toys R Us- 3mo (Adult)	Retailers & Shopping
4246	MM42791YC	Shop at Tractor Supply Company- 1yr (Adult)	Retailers & Shopping
4247	MM03583YC	Shop at True Value- 1yr (Adult)	Retailers & Shopping
4248	MM03584YC	Shop at Victoria's Secret- 3mo (Adult)	Retailers & Shopping
4249	MM03585YC	Shop at Walgreens- 6mo (Adult)	Retailers & Shopping
4250	MM03587YC	Shop at Wal-Mart- 3mo (Adult)	Retailers & Shopping
4251	MM03586YC	Shop at Wal-Mart Pharmacy- 6mo (Adult)	Retailers & Shopping
4252	MM62212YC	Shop at Williams-Sonoma- 3mo (Adult)	Retailers & Shopping
4253	MM62213YC	Shop for Clothing at Department Store- 6mo (Adult)	Retailers & Shopping
4254	MM62214YC	Shop for Clothing at Discount Store- 6mo (Adult)	Retailers & Shopping
4255	MM62217YC	Shop for Clothing Online- 6mo (Adult)	Retailers & Shopping
4256	MM62218YC	Shop for Cosmetics at Department Store- 6mo (Adult)	Retailers & Shopping
4257	MM62219YC	Shop for Cosmetics at Discount Store- 6mo (Adult)	Retailers & Shopping
4258	MM62220YC	Shop for Cosmetics Online- 6mo (Adult)	Retailers & Shopping
4259	MM62221YC	Shop for Perfume/Cologne at Department Store- 6mo (Adult)	Retailers & Shopping
4260	MM62222YC	Shop for Perfume/Cologne at Discount Store- 6mo (Adult)	Retailers & Shopping
4261	MM62223YC	Shop for Perfume/Cologne at Drug Store- 6mo (Adult)	Retailers & Shopping
4262	MM62224YC	Shop for Perfume/Cologne at Grocery Store- 6mo (Adult)	Retailers & Shopping
4263	MM62225YC	Shop for Perfume/Cologne Online- 6mo (Adult)	Retailers & Shopping
4264	MM62229YC	Shop for Shoes at Department Store- 6mo (Adult)	Retailers & Shopping
4265	MM62230YC	Shop for Shoes at Discount Store- 6mo (Adult)	Retailers & Shopping
4266	MM62231YC	Shop for Shoes Online- 6mo (Adult)	Retailers & Shopping
4267	MM62242YC	Spent on Catalog/Internet/Phone/Mail Shopping:< \$50- 1yr (Adult)	Retailers & Shopping
4268	MM62239YC	Spent on Catalog/Internet/Phone/Mail Shopping: \$50-\$99- 1yr (Adult)	Retailers & Shopping
4269	MM62237YC	Spent on Catalog/Internet/Phone/Mail Shopping: \$100-\$199- 1yr (Adult)	Retailers & Shopping
4270	MM62238YC	Spent on Catalog/Internet/Phone/Mail Shopping: \$200-\$499- 1yr (Adult)	Retailers & Shopping
4271	MM62240YC	Spent on Catalog/Internet/Phone/Mail Shopping: \$500-\$799- 1yr (Adult)	Retailers & Shopping
4272	MM62241YC	Spent on Catalog/Internet/Phone/Mail Shopping: \$800+- 1yr (Adult)	Retailers & Shopping
4273	MM62243YC	Attend Any Sports Events- 1yr (Adult)	Sports & Leisure
4274	MM42086YC	Attend Art Galleries/Shows- 1yr (Adult)	Sports & Leisure
4275	MM62244YC	Attend auto shows- 1yr (Adult)	Sports & Leisure
4276	MM62245YC	Attend classical music/opera perform.- 1yr (Adult)	Sports & Leisure
4277	MM62246YC	Attend horse races- 1yr (Adult)	Sports & Leisure
4278	MM03588YC	Belong to a Church Board (Adult)	Sports & Leisure
4279	MM03589YC	Belong to a Civic Club (Adult)	Sports & Leisure
4280	MM03590YC	Belong to a Country Club (Adult)	Sports & Leisure
4281	MM03591YC	Belong to a Fraternal Order (Adult)	Sports & Leisure
4282	MM03592YC	Belong to a Religious Club (Adult)	Sports & Leisure
4283	MM03593YC	Belong to a Union (Adult)	Sports & Leisure
4284	MM03594YC	Belong to a Veterans Club (Adult)	Sports & Leisure
4285	MM50249YC	Buy 80s Pop Music- 6mo (Adult)	Sports & Leisure
4286	MM03604YC	Buy Action Figures- 1yr (Adult)	Sports & Leisure
4287	MM03605YC	Buy Action Games- 1yr (Adult)	Sports & Leisure
4288	MM42117YC	Buy Alternative Music- 6mo (Adult)	Sports & Leisure
4289	MM03609YC	Buy Any Books- 1yr (Adult)	Sports & Leisure
4290	MM03609YD	Buy Any Books- 1yr (Adult): Demand Potential (Books/1yr)	Sports & Leisure
4291	MM03612YC	Buy Any Children's Toys- 1yr (Adult)	Sports & Leisure
4292	MM42114YC	Buy Any Compact Discs (CDs)- 6mo (Adult)	Sports & Leisure

ORDER	VARIABLE	DESCRIPTION	CATEGORY
4293	MM42831YC	Buy Any Music & Other Audio- 6mo (Adult)	Sports & Leisure
4294	MM50304YC	Buy Any Other Type Music and Audio- 6mo (Adult)	Sports & Leisure
4295	MM42118YC	Buy Audiobooks- 6mo (Adult)	Sports & Leisure
4296	MM42822YC	Buy Automotive Products by Internet- 1yr (Adult)	Sports & Leisure
4297	MM42833YC	Buy Automotive Products by Mail/Phone- 1yr (Adult)	Sports & Leisure
4298	MM42119YC	Buy Blues Music- 6mo (Adult)	Sports & Leisure
4299	MM50252YC	Buy Books from amazon.com (Adult)	Sports & Leisure
4300	MM50250YC	Buy Books from barnes&noble.com (Adult)	Sports & Leisure
4301	MM50251YC	Buy Books from Other Internet/Online Sites (Adult)	Sports & Leisure
4302	MM03621YC	Buy Builder Sets- 1yr (Adult)	Sports & Leisure
4303	MM03623YC	Buy Camping Equipment- 1yr (Household)	Sports & Leisure
4304	MM03630YC	Buy Children's Bicycles- 1yr (Adult)	Sports & Leisure
4305	MM03631YC	Buy Children's Book- 1yr (Adult)	Sports & Leisure
4306	MM03631YD	Buy Children's Book- 1yr (Adult): Demand Potential (Books/1yr)	Sports & Leisure
4307	MM04584YC	Buy Children's Toys for Child <6 years old- 1yr (Adult)	Sports & Leisure
4308	MM03637YC	Buy Children's Toys for Child 6-11 years old- 1yr (Adult)	Sports & Leisure
4309	MM03635YC	Buy Children's Toys for Child 12-17 years old- 1yr (Adult)	Sports & Leisure
4310	MM42120YC	Buy Classic Rock Music- 6mo (Adult)	Sports & Leisure
4311	MM42121YC	Buy Classical Music- 6mo (Adult)	Sports & Leisure
4312	MM03641YC	Buy Collectables by Internet- 1yr (Adult)	Sports & Leisure
4313	MM42111YC	Buy Compact Discs (CDs) 1 time- 6mo (Adult)	Sports & Leisure
4314	MM42112YC	Buy Compact Discs (CDs) 2-4 times- 6mo (Adult)	Sports & Leisure
4315	MM03643YC	Buy Computer Book- 1yr (Adult)	Sports & Leisure
4316	MM03644YC	Buy Construction Toys- 1yr (Adult)	Sports & Leisure
4317	MM42122YC	Buy Contemporary Christian Music- 6mo (Adult)	Sports & Leisure
4318	MM42123YC	Buy Country Music- 6mo (Adult)	Sports & Leisure
4319	MM03654YC	Buy Craft Supplies by Internet- 1yr (Adult)	Sports & Leisure
4320	MM42124YC	Buy Dance Music- 6mo (Adult)	Sports & Leisure
4321	MM03659YC	Buy Dog Food (Household)	Sports & Leisure
4322	MM03660YC	Buy Doll Accessories- 1yr (Adult)	Sports & Leisure
4323	MM03661YC	Buy Doll Clothing- 1yr (Adult)	Sports & Leisure
4324	MM42125YC	Buy Easy Listening Music- 6mo (Adult)	Sports & Leisure
4325	MM03665YC	Buy Educational Toys- 1yr (Adult)	Sports & Leisure
4326	MM03667YC	Buy Electronic Games- 1yr (Adult)	Sports & Leisure
4327	MM03668YC	Buy Fashion Dolls- 1yr (Adult)	Sports & Leisure
4328	MM03669YC	Buy Fishing Equipment- 1yr (Adult)	Sports & Leisure
4329	MM03670YC	Buy Flowers at Flower Shop- 6mo (Adult)	Sports & Leisure
4330	MM03671YC	Buy Flowers by Internet- 1yr (Adult)	Sports & Leisure
4331	MM42836YC	Buy Flowers by Mail/Phone- 1yr (Adult)	Sports & Leisure
4332	MM42845YC	Buy Flowers by Phone/Internet- Any Amount- 6mo (Adult)	Sports & Leisure
4333	MM03678YC	Buy Greeting Cards- 1mo (Adult)	Sports & Leisure
4334	MM03678YD	Buy Greeting Cards- 1mo (Adult): Demand Potential (Cards/1mo)	Sports & Leisure
4335	MM03681YC	Buy Greeting Cards- 6mo (Adult)	Sports & Leisure
4336	MM42129YC	Buy Hard Rock Music- 6mo (Adult)	Sports & Leisure
4337	MM03685YC	Buy Hardcover Book- 1yr (Adult)	Sports & Leisure
4338	MM03685YD	Buy Hardcover Book- 1yr (Adult): Demand Potential (Books/1yr)	Sports & Leisure
4339	MM03688YC	Buy High Ticket Sport Equipment- 1yr (Adult)	Sports & Leisure
4340	MM42130YC	Buy Hip Hop Music- 6mo (Adult)	Sports & Leisure
4341	MM50851YC	Buy Indie Audio- 6mo (Adult)	Sports & Leisure
4342	MM03691YC	Buy Infant Toys- 1yr (Adult)	Sports & Leisure
4343	MM42131YC	Buy Jazz Music- 6mo (Adult)	Sports & Leisure
4344	MM03696YC	Buy Large Baby Dolls- 1yr (Adult)	Sports & Leisure
4345	MM62283YC	Buy Lottery Daily Drawing- 1yr (Adult)	Sports & Leisure
4346	MM62284YC	Buy Lottery Instant Game (Scratch-off)- 1yr (Adult)	Sports & Leisure
4347	MM62285YC	Buy Lottery Mega Millions- 1yr (Adult)	Sports & Leisure
4348	MM62286YC	Buy Lottery Other- 1yr (Adult)	Sports & Leisure
4349	MM62287YC	Buy Lottery Other Lotto or drawing game- 1yr (Adult)	Sports & Leisure
4350	MM62288YC	Buy Lottery Powerball- 1yr (Adult)	Sports & Leisure
4351	MM03698YC	Buy Mechanical Toys- 1yr (Adult)	Sports & Leisure
4352	MM03699YC	Buy Model Kits- 1yr (Adult)	Sports & Leisure
4353	MM50858YC	Buy Music & Other Audio from Book Store (Adult)	Sports & Leisure
4354	MM50254YC	Buy Music & Other Audio from iTunes.com (Adult)	Sports & Leisure
4355	MM50255YC	Buy Music & Other Audio from Other Internet/Online Sites (Adult)	Sports & Leisure
4356	MM42825YC	Buy Music from Discount Department Store (Adult)	Sports & Leisure
4357	MM42826YC	Buy Music from Electronics Store (Adult)	Sports & Leisure
4358	MM42830YC	Buy Music from Other (Adult)	Sports & Leisure
4359	MM03705YC	Buy Mystery Book- 1yr (Adult)	Sports & Leisure
4360	MM03705YD	Buy Mystery Book- 1yr (Adult): Demand Potential (Books/1yr)	Sports & Leisure
4361	MM03714YC	Buy Novel- 1yr (Adult)	Sports & Leisure
4362	MM03714YD	Buy Novel- 1yr (Adult): Demand Potential (Books/1yr)	Sports & Leisure
4363	MM03717YC	Buy Paperback Book- 1yr (Adult)	Sports & Leisure
4364	MM03717YD	Buy Paperback Book- 1yr (Adult): Demand Potential (Books/1yr)	Sports & Leisure
4365	MM03720YC	Buy Personal/Business Self-Help Books- 1yr (Adult)	Sports & Leisure
4366	MM03720YD	Buy Personal/Business Self-Help Books- 1yr (Adult): Demand Potential (Books/1yr)	Sports & Leisure

ORDER	VARIABLE	DESCRIPTION	CATEGORY
4367	MM03723YC	Buy Pet Products by Internet- 1yr (Adult)	Sports & Leisure
4368	MM42839YC	Buy Pet Products/Supplies by Mail/Phone- 1yr (Adult)	Sports & Leisure
4369	MM03725YC	Buy Plush Dolls/Animals- 1yr (Adult)	Sports & Leisure
4370	MM42136YC	Buy Pop/Top 40 Music- 6mo (Adult)	Sports & Leisure
4371	MM03726YC	Buy Pre-School Toys- 1yr (Adult)	Sports & Leisure
4372	MM42137YC	Buy R&B Music- 6mo (Adult)	Sports & Leisure
4373	MM42138YC	Buy Rap Music- 6mo (Adult)	Sports & Leisure
4374	MM03735YC	Buy Science Fiction Book- 1yr (Adult)	Sports & Leisure
4375	MM03735YD	Buy Science Fiction Book- 1yr (Adult): Demand Potential (Books/1yr)	Sports & Leisure
4376	MM03740YC	Buy Sleeping Bag- 1yr (Household)	Sports & Leisure
4377	MM42140YC	Buy Soft Rock Music- 6mo (Adult)	Sports & Leisure
4378	MM50257YC	Buy Soundtracks- 6mo (Adult)	Sports & Leisure
4379	MM03748YC	Buy Tennis Equipment- 1yr (Adult)	Sports & Leisure
4380	MM03749YC	Buy Tent- 1yr (Household)	Sports & Leisure
4381	MM03750YC	Buy Toy Cars- 1yr (Adult)	Sports & Leisure
4382	MM42824YC	Buy Toys/Games by Internet- 1yr (Adult)	Sports & Leisure
4383	MM03754YC	Buy Tricycles- 1yr (Adult)	Sports & Leisure
4384	MM03760YC	Buy Water Toys- 1yr (Adult)	Sports & Leisure
4385	MM42832YC	Buy/Rent TV Show Video- 1mo (Adult)	Sports & Leisure
4386	MM03761YC	Collect Coins- 1yr (Adult)	Sports & Leisure
4387	MM03762YC	Collect Stamps- 1yr (Adult)	Sports & Leisure
4388	MM03763YC	Contribute to NPR- 1yr (Adult)	Sports & Leisure
4389	MM07350YC	Contribute to Organizations \$100-\$249- 1yr (Adult)	Sports & Leisure
4390	MM03764YC	Contribute to PBS- 1yr (Adult)	Sports & Leisure
4391	MM03765YC	Do Aerobic Exercise- 1yr (Adult)	Sports & Leisure
4392	MM62308YC	Do Baking- 1yr (Adult)	Sports & Leisure
4393	MM03767YC	Do Barbecuing- 1yr (Adult)	Sports & Leisure
4394	MM03768YC	Do Bird Watching- 1yr (Adult)	Sports & Leisure
4395	MM62309YC	Do Cooking for fun- 1yr (Adult)	Sports & Leisure
4396	MM62310YC	Do Crocheting- 6mo (Adult)	Sports & Leisure
4397	MM62311YC	Do Cross-Stitch- 6mo (Adult)	Sports & Leisure
4398	MM62312YC	Do Crossword puzzles- 1yr (Adult)	Sports & Leisure
4399	MM03769YC	Do Entertaining at Home- 1yr (Adult)	Sports & Leisure
4400	MM03770YC	Do Furniture Refinishing- 1yr (Adult)	Sports & Leisure
4401	MM03771YC	Do Garment Sewing from Patterns- 6mo (Adult)	Sports & Leisure
4402	MM62313YC	Do Home decoration and furnishing- 1yr (Adult)	Sports & Leisure
4403	MM03772YC	Do Indoor Gardening/Plants- 1yr (Adult)	Sports & Leisure
4404	MM62314YC	Do Knitting- 6mo (Adult)	Sports & Leisure
4405	MM03775YC	Do Outdoor Gardening- 1yr (Adult)	Sports & Leisure
4406	MM03776YC	Do Painting/Drawing- 1yr (Adult)	Sports & Leisure
4407	MM03777YC	Do Photography- 1yr (Adult)	Sports & Leisure
4408	MM62315YC	Do Pilates- 1yr (Adult)	Sports & Leisure
4409	MM62316YC	Do Quilting- 6mo (Adult)	Sports & Leisure
4410	MM62317YC	Do Sewing-General Mending- 6mo (Adult)	Sports & Leisure
4411	MM62318YC	Do Sudoku Puzzles- 1yr (Adult)	Sports & Leisure
4412	MM03778YC	Do Weight Lifting- 1yr (Adult)	Sports & Leisure
4413	MM03779YC	Do Woodworking- 1yr (Adult)	Sports & Leisure
4414	MM62319YC	Do Word games- 1yr (Adult)	Sports & Leisure
4415	MM62320YC	Do Yoga- 1yr (Adult)	Sports & Leisure
4416	MM50268YC	Download <5 Individual Songs- 6mo (Adult)	Sports & Leisure
4417	MM50265YC	Download 5 - 9 Individual Songs- 6mo (Adult)	Sports & Leisure
4418	MM50260YC	Download 10 - 29 Individual Songs- 6mo (Adult)	Sports & Leisure
4419	MM50264YC	Download 30+ Individual Songs- 6mo (Adult)	Sports & Leisure
4420	MM50262YC	Download 10+ Individual Songs- 6mo (Adult)	Sports & Leisure
4421	MM50258YC	Download 1 Album- 6mo (Adult)	Sports & Leisure
4422	MM50263YC	Download 2 - 4 Albums- 6mo (Adult)	Sports & Leisure
4423	MM50266YC	Download 5+ Albums- 6mo (Adult)	Sports & Leisure
4424	MM50261YC	Download 10+ Albums- 6mo (Adult)	Sports & Leisure
4425	MM50267YC	Download Any Audio- 6mo (Adult)	Sports & Leisure
4426	MM03780YC	Exercise at Club- 2+ Times/wk- 1yr (Adult)	Sports & Leisure
4427	MM03781YC	Exercise at Home- 2+ Times/wk- 1yr (Adult)	Sports & Leisure
4428	MM03782YC	Exercise at Other Facility- 2+ Times/wk- 1yr (Adult)	Sports & Leisure
4429	MM62327YC	Go Auto Racing- 1yr (Adult)	Sports & Leisure
4430	MM42843YC	Go Backpacking- 1yr (Adult)	Sports & Leisure
4431	MM03785YC	Go Bicycling- 1yr (Adult)	Sports & Leisure
4432	MM03786YC	Go Bowling- 1yr (Adult)	Sports & Leisure
4433	MM03787YC	Go Camping- 1yr (Adult)	Sports & Leisure
4434	MM03788YC	Go Camping- 4+ Trips- 1yr (Adult)	Sports & Leisure
4435	MM03789YC	Go Canoeing/Kayaking- 1yr (Adult)	Sports & Leisure
4436	MM03790YC	Go Casino Gambling- 1yr (Adult)	Sports & Leisure
4437	MM03791YC	Go Cross Country Skiing- 1yr (Adult)	Sports & Leisure
4438	MM03792YC	Go Dancing- 1+ Times/mo- 1yr (Adult)	Sports & Leisure
4439	MM03793YC	Go Dancing- 1yr (Adult)	Sports & Leisure
4440	MM03794YC	Go Downhill Skiing- 1yr (Adult)	Sports & Leisure

ORDER	VARIABLE	DESCRIPTION	CATEGORY
4441	MM03795YC	Go Fishing- 1yr (Adult)	Sports & Leisure
4442	MM03796YC	Go Fresh Water Fishing- 1yr (Adult)	Sports & Leisure
4443	MM03797YC	Go Golfing- 1yr (Adult)	Sports & Leisure
4444	MM42844YC	Go Hiking- 1yr (Adult)	Sports & Leisure
4445	MM03798YC	Go Horseback Riding- 1yr (Adult)	Sports & Leisure
4446	MM65110YC	Go Hunting - 1yr (Adult)	Sports & Leisure
4447	MM03800YC	Go Ice Skating- 1yr (Adult)	Sports & Leisure
4448	MM03801YC	Go In-Line Skating- 1yr (Adult)	Sports & Leisure
4449	MM62328YC	Go Jet Skiing- 1yr (Adult)	Sports & Leisure
4450	MM03802YC	Go Jogging- 1yr (Adult)	Sports & Leisure
4451	MM62329YC	Go Motorcycling- 1yr (Adult)	Sports & Leisure
4452	MM03803YC	Go Mountain Bicycling- 1yr (Adult)	Sports & Leisure
4453	MM62330YC	Go Picnic- 1yr (Adult)	Sports & Leisure
4454	MM03804YC	Go Power Boating- 1yr (Adult)	Sports & Leisure
4455	MM03805YC	Go Road Bicycling- 1yr (Adult)	Sports & Leisure
4456	MM62331YC	Go Rock Climbing- 1yr (Adult)	Sports & Leisure
4457	MM03806YC	Go Roller Skating- 1yr (Adult)	Sports & Leisure
4458	MM03807YC	Go Sailing- 1yr (Adult)	Sports & Leisure
4459	MM03808YC	Go Salt Water Fishing- 1yr (Adult)	Sports & Leisure
4460	MM03809YC	Go Scuba/Skin Diving/Snorkeling- 1yr (Adult)	Sports & Leisure
4461	MM03810YC	Go Snowboarding- 1yr (Adult)	Sports & Leisure
4462	MM03812YC	Go Swimming- 1yr (Adult)	Sports & Leisure
4463	MM62332YC	Go Target Shooting- 1yr (Adult)	Sports & Leisure
4464	MM03814YC	Go to Bar/Nightclub- 1yr (Adult)	Sports & Leisure
4465	MM62333YC	Go to Book Clubs- 1yr (Adult)	Sports & Leisure
4466	MM62334YC	Go to Concerts on radio- 1yr (Adult)	Sports & Leisure
4467	MM50591YC	Go to High School Sports - Regularly (Adult)	Sports & Leisure
4468	MM62347YC	Go to Karaoke- 1yr (Adult)	Sports & Leisure
4469	MM03823YC	Go to Live Theater- 1yr (Adult)	Sports & Leisure
4470	MM03824YC	Go to Movie- <1 Time/mo- 3mo (Adult)	Sports & Leisure
4471	MM03825YC	Go to Movie- 1 Time/mo- 3mo (Adult)	Sports & Leisure
4472	MM03827YC	Go to Movie- 1+ - 6mo (Adult)	Sports & Leisure
4473	MM03826YC	Go to Movie- 1+ Time/mo- 3mo (Adult)	Sports & Leisure
4474	MM03828YC	Go to Movie- 2-3 Times/mo- 3mo (Adult)	Sports & Leisure
4475	MM03829YC	Go to Movie- 4+ Times/mo- 3mo (Adult)	Sports & Leisure
4476	MM03830YC	Go to Museum- 1yr (Adult)	Sports & Leisure
4477	MM03831YC	Go to Music/Dance Performance- 1yr (Adult)	Sports & Leisure
4478	MM03835YC	Go to the Beach- 1yr (Adult)	Sports & Leisure
4479	MM03836YC	Go to Zoo- 1yr (Adult)	Sports & Leisure
4480	MM03837YC	Go Walking for Exercise- 1yr (Adult)	Sports & Leisure
4481	MM03838YC	Go Water Skiing- 1yr (Adult)	Sports & Leisure
4482	MM03839YC	Go Whitewater Rafting- 1yr (Adult)	Sports & Leisure
4483	MM03842YC	Heavy Book Buyer- 1yr (Adult)	Sports & Leisure
4484	MM50269YC	Listen 80s Pop- 6mo (Adult)	Sports & Leisure
4485	MM50270YC	Listen Alternative- 6mo (Adult)	Sports & Leisure
4486	MM50271YC	Listen Audiobooks- 6mo (Adult)	Sports & Leisure
4487	MM50272YC	Listen Blues- 6mo (Adult)	Sports & Leisure
4488	MM50273YC	Listen Classic Rock- 6mo (Adult)	Sports & Leisure
4489	MM50274YC	Listen Classical- 6mo (Adult)	Sports & Leisure
4490	MM50275YC	Listen Contemporary Christian- 6mo (Adult)	Sports & Leisure
4491	MM50276YC	Listen Country- 6mo (Adult)	Sports & Leisure
4492	MM50277YC	Listen Dance Music- 6mo (Adult)	Sports & Leisure
4493	MM50278YC	Listen Easy Listening- 6mo (Adult)	Sports & Leisure
4494	MM50279YC	Listen Faith & Inspiration- 6mo (Adult)	Sports & Leisure
4495	MM50280YC	Listen Folk- 6mo (Adult)	Sports & Leisure
4496	MM50282YC	Listen Gospel- 6mo (Adult)	Sports & Leisure
4497	MM50283YC	Listen Hard Rock- 6mo (Adult)	Sports & Leisure
4498	MM50284YC	Listen Hip Hop- 6mo (Adult)	Sports & Leisure
4499	MM50854YC	Listen Indie- 6mo (Adult)	Sports & Leisure
4500	MM50589YC	Listen Jazz- 6mo (Adult)	Sports & Leisure
4501	MM50285YC	Listen Light Classical - 6mo (Adult)	Sports & Leisure
4502	MM50286YC	Listen New Age - 6mo (Adult)	Sports & Leisure
4503	MM50287YC	Listen Oldies (50s & 60s) - 6mo (Adult)	Sports & Leisure
4504	MM50288YC	Listen Other Music - 6mo (Adult)	Sports & Leisure
4505	MM50289YC	Listen Pop/Top 40 - 6mo (Adult)	Sports & Leisure
4506	MM50290YC	Listen R&B - 6mo (Adult)	Sports & Leisure
4507	MM50292YC	Listen Rap - 6mo (Adult)	Sports & Leisure
4508	MM50291YC	Listen Reggae - 6mo (Adult)	Sports & Leisure
4509	MM50294YC	Listen Soft Rock - 6mo (Adult)	Sports & Leisure
4510	MM50295YC	Listen Soundtracks- 6mo (Adult)	Sports & Leisure
4511	MM50296YC	Listen Spanish/Latin Music- 6mo (Adult)	Sports & Leisure
4512	MM62348YC	Own 1-3 Pets (Household)	Sports & Leisure
4513	MM62349YC	Own 4-6 Pets (Household)	Sports & Leisure
4514	MM62350YC	Own 7+ Pets (Household)	Sports & Leisure

ORDER	VARIABLE	DESCRIPTION	CATEGORY
4515	MM03846YC	Own Any Pet (Household)	Sports & Leisure
4516	MM62351YC	Own Any Pets (Household)	Sports & Leisure
4517	MM03847YC	Own Bird (Household)	Sports & Leisure
4518	MM62352YC	Own Boat Trailer (Household)	Sports & Leisure
4519	MM03848YC	Own Bowling Ball (Adult)	Sports & Leisure
4520	MM03849YC	Own Camp Stove (Household)	Sports & Leisure
4521	MM62353YC	Own Canoe (Household)	Sports & Leisure
4522	MM03851YC	Own Cat (Household)	Sports & Leisure
4523	MM03852YC	Own Cross Country Boots/Skis (Adult)	Sports & Leisure
4524	MM03853YC	Own Dog (Household)	Sports & Leisure
4525	MM03854YC	Own Downhill Skis/Boots (Adult)	Sports & Leisure
4526	MM42161YC	Own Elliptical (Adult)	Sports & Leisure
4527	MM03855YC	Own Fishing Equipment (Adult)	Sports & Leisure
4528	MM03856YC	Own Golf Clubs (Adult)	Sports & Leisure
4529	MM03857YC	Own Handgun (Adult)	Sports & Leisure
4530	MM50302YC	Own Motor Home/Camper/Pop-up (Household)	Sports & Leisure
4531	MM03860YC	Own Mountain Bicycle (Adult)	Sports & Leisure
4532	MM03861YC	Own Other Exercise Equipment (Adult)	Sports & Leisure
4533	MM03862YC	Own Outboard Motor (Household)	Sports & Leisure
4534	MM03863YC	Own Power Boat (Household)	Sports & Leisure
4535	MM03864YC	Own Racquetball Equipment (Adult)	Sports & Leisure
4536	MM03865YC	Own Rifle/Shotgun (Adult)	Sports & Leisure
4537	MM03866YC	Own Road Bicycle (Adult)	Sports & Leisure
4538	MM03867YC	Own Roller Blades/In-Line Skates (Adult)	Sports & Leisure
4539	MM03869YC	Own Sleeping Bag (Household)	Sports & Leisure
4540	MM62356YC	Own Sport & Recreation Equipment- Any (Adult)	Sports & Leisure
4541	MM62357YC	Own Sport & Recreation Equipment- Baseball gloves (Adult)	Sports & Leisure
4542	MM62358YC	Own Sport & Recreation Equipment- Basketball (Adult)	Sports & Leisure
4543	MM62359YC	Own Sport & Recreation Equipment- Bicycle helmet (Adult)	Sports & Leisure
4544	MM62360YC	Own Sport & Recreation Equipment- Binoculars (Adult)	Sports & Leisure
4545	MM62361YC	Own Sport & Recreation Equipment- Bow (Adult)	Sports & Leisure
4546	MM62362YC	Own Sport & Rec Equip- Elbow/knee pads (In-line skating gear) (Adult)	Sports & Leisure
4547	MM62363YC	Own Sport & Recreation Equipment- Factory loaded ammunition (Adult)	Sports & Leisure
4548	MM62364YC	Own Sport & Recreation Equipment- Football (Adult)	Sports & Leisure
4549	MM62365YC	Own Sport & Recreation Equipment- Golf balls (Adult)	Sports & Leisure
4550	MM62366YC	Own Sport & Recreation Equipment- Hockey equipment (Adult)	Sports & Leisure
4551	MM62367YC	Own Sport & Recreation Equipment- Other (Adult)	Sports & Leisure
4552	MM62368YC	Own Sport & Recreation Equipment- Outdoor or pocket knife (Adult)	Sports & Leisure
4553	MM62369YC	Own Sport & Recreation Equipment- Soccer ball (Adult)	Sports & Leisure
4554	MM62370YC	Own Sport & Recreation Equipment- Softball/baseball bats (Adult)	Sports & Leisure
4555	MM03871YC	Own Sports Watch/Chronograph (Adult)	Sports & Leisure
4556	MM03873YC	Own Stationary Bike (Adult)	Sports & Leisure
4557	MM03874YC	Own Tennis Equipment (Adult)	Sports & Leisure
4558	MM03875YC	Own Tent (Household)	Sports & Leisure
4559	MM03876YC	Own Treadmill (Adult)	Sports & Leisure
4560	MM03877YC	Own Tropical Fish (Adult)	Sports & Leisure
4561	MM03878YC	Own Weight Lifting Equipment (Adult)	Sports & Leisure
4562	MM62371YC	Participate in Archery- 1yr (Adult)	Sports & Leisure
4563	MM62372YC	Participate in Kick Boxing- 1yr (Adult)	Sports & Leisure
4564	MM62373YC	Participate in Martial Arts- 1yr (Adult)	Sports & Leisure
4565	MM62374YC	Participate in Rowing Stationary/Outdoor- 1yr (Adult)	Sports & Leisure
4566	MM62376YC	Play Any Sport- 1yr (Adult)	Sports & Leisure
4567	MM03880YC	Play Baseball- 1yr (Adult)	Sports & Leisure
4568	MM03881YC	Play Basketball- 1yr (Adult)	Sports & Leisure
4569	MM03882YC	Play Billiards/Pool- 1yr (Adult)	Sports & Leisure
4570	MM03883YC	Play Bingo- 1yr (Adult)	Sports & Leisure
4571	MM03884YC	Play Cards- 1yr (Adult)	Sports & Leisure
4572	MM03885YC	Play Chess- 1yr (Adult)	Sports & Leisure
4573	MM07335YC	Play Fantasy Sports League- 1+ Times/mo- 1yr (Adult)	Sports & Leisure
4574	MM62377YC	Play Fantasy sports league- 1yr (Adult)	Sports & Leisure
4575	MM62378YC	Play Football- 1yr (Adult)	Sports & Leisure
4576	MM62379YC	Play Frisbee- 1yr (Adult)	Sports & Leisure
4577	MM62380YC	Play Hockey- 1yr (Adult)	Sports & Leisure
4578	MM03886YC	Play Lottery- 10+ Times- 1mo (Adult)	Sports & Leisure
4579	MM03887YC	Play Lottery- 1-5 Times- 1mo (Adult)	Sports & Leisure
4580	MM03888YC	Play Lottery- 1mo (Adult)	Sports & Leisure
4581	MM03888YD	Play Lottery- 1mo (Adult): Demand Potential (Times/1mo)	Sports & Leisure
4582	MM03891YC	Play Lottery- 1yr (Adult)	Sports & Leisure
4583	MM03892YC	Play Lottery- 6-9 Times- 1mo (Adult)	Sports & Leisure
4584	MM62385YC	Play Lottery Mega Millions- 1mo (Adult)	Sports & Leisure
4585	MM62385YD	Play Lottery Mega Millions- 1mo (Adult): Demand Potential (Times/1mo)	Sports & Leisure
4586	MM62389YC	Play Lottery Other Lotto or drawing game- 1mo (Adult)	Sports & Leisure
4587	MM62389YD	Play Lottery Other Lotto or drawing game- 1mo (Adult): Demand Potential (Times/1mo)	Sports & Leisure
4588	MM62391YC	Play Lottery Powerball- 1mo (Adult)	Sports & Leisure

ORDER	VARIABLE	DESCRIPTION	CATEGORY
4589	MM62391YD	Play Lottery Powerball- 1mo (Adult): Demand Potential (Times/1mo)	Sports & Leisure
4590	MM03893YC	Play Musical Instrument- 1yr (Adult)	Sports & Leisure
4591	MM62393YC	Play Other Sport- 1yr (Adult)	Sports & Leisure
4592	MM03894YC	Play Racquetball- 1yr (Adult)	Sports & Leisure
4593	MM03895YC	Play Soccer- 1yr (Adult)	Sports & Leisure
4594	MM03896YC	Play Softball- 1yr (Adult)	Sports & Leisure
4595	MM03897YC	Play Tennis- 1yr (Adult)	Sports & Leisure
4596	MM03898YC	Play Trivia Games- 1yr (Adult)	Sports & Leisure
4597	MM03899YC	Play Volleyball- 1yr (Adult)	Sports & Leisure
4598	MM03900YC	Read a Book- 1yr (Adult)	Sports & Leisure
4599	MM41481YC	Read Comic Books- 1yr (Adult)	Sports & Leisure
4600	MM03906YC	Rent/Buy Exercise Video- 1mo (Adult)	Sports & Leisure
4601	MM03907YC	Rent/Buy Family/Kid Video- 1mo (Adult)	Sports & Leisure
4602	MM03909YC	Rent/Buy Musical Video- 1mo (Adult)	Sports & Leisure
4603	MM42098YC	See Adventure Movie at Theater- 6mo (Adult)	Sports & Leisure
4604	MM42099YC	See Comedy Movie at Theater- 6mo (Adult)	Sports & Leisure
4605	MM42100YC	See Crime Movie at Theater- 6mo (Adult)	Sports & Leisure
4606	MM42101YC	See Drama Movie at Theater- 6mo (Adult)	Sports & Leisure
4607	MM42102YC	See Family Movie at Theater- 6mo (Adult)	Sports & Leisure
4608	MM42103YC	See Fantasy Movie at Theater- 6mo (Adult)	Sports & Leisure
4609	MM42108YC	See Rated PG Movie at Theater- 6mo (Adult)	Sports & Leisure
4610	MM42109YC	See Rated PG-13 Movie at Theater- 6mo (Adult)	Sports & Leisure
4611	MM42110YC	See Rated R Movie at Theater- 6mo (Adult)	Sports & Leisure
4612	MM42104YC	See Romance Movie at Theater- 6mo (Adult)	Sports & Leisure
4613	MM42105YC	See Science Fiction Movie at Theater- 6mo (Adult)	Sports & Leisure
4614	MM03918YC	Spend \$40+ at Barber Shop- 6mo (Adult)	Sports & Leisure
4615	MM03919YC	Spend <\$200 on Children's Toys- 1yr (Adult)	Sports & Leisure
4616	MM03917YC	Spend \$200+ on Children's Toys- 1yr (Adult)	Sports & Leisure
4617	MM62422YC	Spent on Property/Garden Maintenance \$50-\$99- 1yr (Household)	Sports & Leisure
4618	MM62423YC	Spent on Property/Garden Maintenance <\$50- 1yr (Household)	Sports & Leisure
4619	MM62424YC	Spent on Sport & Recreation Equipment: \$100 - \$249- 1yr (Adult)	Sports & Leisure
4620	MM62425YC	Spent on Sport & Recreation Equipment: \$250 or More- 1yr (Adult)	Sports & Leisure
4621	MM62426YC	Spent on Sport & Recreation Equipment: Under \$100- 1yr (Adult)	Sports & Leisure
4622	MM03920YC	Take Adult Education Course- 1yr (Adult)	Sports & Leisure
4623	MM62427YC	Take Pet to Veterinarian: 1-2 Times- 1yr (Household)	Sports & Leisure
4624	MM62428YC	Take Pet to Veterinarian: 3-6 Times- 1yr (Household)	Sports & Leisure
4625	MM62429YC	Take Pet to Veterinarian: 7+ Times- 1yr (Household)	Sports & Leisure
4626	MM50861YC	Use Any Professional Pet Services- 1yr (Household)	Sports & Leisure
4627	MM50861YD	Use Any Professional Pet Services- 1yr (Household): Demand Potential (Times/1yr)	Sports & Leisure
4628	MM03922YC	Use Flea/Tick & Parasite Products- 1yr (Household)	Sports & Leisure
4629	MM50863YC	Use Professional Pet Boarding/Kennel Services- 1yr (Household)	Sports & Leisure
4630	MM50863YD	Use Professional Pet Boarding/Kennel Services- 1yr (Household): Demand Potential (Times/1yr)	Sports & Leisure
4631	MM50867YC	Use Professional Pet Grooming Services- 1yr (Household)	Sports & Leisure
4632	MM50867YD	Use Professional Pet Grooming Services- 1yr (Household): Demand Potential (Times/1yr)	Sports & Leisure
4633	MM03923YC	Use Quick Service Copy/Printing- 6mo (Adult)	Sports & Leisure
4634	MM50592YC	Volunteered for Charitable Organization- 1yr (Adult)	Sports & Leisure
4635	MM03941YC	Buy Pre-Paid Calling Card- 1yr (Adult)	Telecommunications
4636	MM03945YC	Calling Card- Personal- 6+ Calls- 1mo (Adult)	Telecommunications
4637	MM41482YC	Cell/Mobile Phones/Smartphones Average Monthly Bill- <\$24 (Adult)	Telecommunications
4638	MM41483YC	Cell/Mobile Phones/Smartphones Average Monthly Bill- \$25-\$49 (Adult)	Telecommunications
4639	MM41484YC	Cell/Mobile Phones/Smartphones Average Monthly Bill- \$50-\$74 (Adult)	Telecommunications
4640	MM41485YC	Cell/Mobile Phones/Smartphones Average Monthly Bill- \$75-\$99 (Adult)	Telecommunications
4641	MM41486YC	Cell/Mobile Phones/Smartphones Average Monthly Bill- \$100+ (Adult)	Telecommunications
4642	MM03946YC	Domestic Long Distance- 1+ Calls- 1mo (Household)	Telecommunications
4643	MM03947YC	Domestic Long Distance- 1-4 Calls- 1mo (Household)	Telecommunications
4644	MM03949YC	Domestic Long Distance- 5-15 Calls- 1mo (Household)	Telecommunications
4645	MM03948YC	Domestic Long Distance- 16+ Calls- 1mo (Household)	Telecommunications
4646	MM50880YC	Downloaded Any Cell/Mobile Phone Apps- 1mo (Adult)	Telecommunications
4647	MM50881YC	Downloaded Banking/Finance Cell/Mobile Phone Apps- 1mo (Adult)	Telecommunications
4648	MM50882YC	Downloaded Books Cell/Mobile Phone Apps- 1mo (Adult)	Telecommunications
4649	MM50884YC	Downloaded Games Cell/Mobile Phone Apps- 1mo (Adult)	Telecommunications
4650	MM50885YC	Downloaded Healthcare/Fitness Cell/Mobile Phone Apps- 1mo (Adult)	Telecommunications
4651	MM50886YC	Downloaded Local Information Cell/Mobile Phone Apps- 1mo (Adult)	Telecommunications
4652	MM50887YC	Downloaded Music Cell/Mobile Phone Apps- 1mo (Adult)	Telecommunications
4653	MM50888YC	Downloaded Navigation/Maps Cell/Mobile Phone Apps- 1mo (Adult)	Telecommunications
4654	MM50889YC	Downloaded News Cell/Mobile Phone Apps- 1mo (Adult)	Telecommunications
4655	MM50890YC	Downloaded Photography Cell/Mobile Phone Apps- 1mo (Adult)	Telecommunications
4656	MM50895YC	Downloaded Shopping/Retail Cell/Mobile Phone Apps- 1mo (Adult)	Telecommunications
4657	MM50891YC	Downloaded Social Networking Cell/Mobile Phone Apps- 1mo (Adult)	Telecommunications
4658	MM50892YC	Downloaded Sports Cell/Mobile Phone Apps- 1mo (Adult)	Telecommunications
4659	MM50893YC	Downloaded Travel Cell/Mobile Phone Apps- 1mo (Adult)	Telecommunications
4660	MM50894YC	Downloaded Weather Cell/Mobile Phone Apps- 1mo (Adult)	Telecommunications
4661	MM03950YC	Has Any Telephone Calling Cards (Adult)	Telecommunications
4662	MM62446YC	Has Cellular/Mobile/Smartphones Agreement: Prepaid(Adult)	Telecommunications

ORDER	VARIABLE	DESCRIPTION	CATEGORY
4663	MM62447YC	Has a Landline Only (no cell phone) (Household)	Telecommunications
4664	MM62448YC	Has a Landline Telephone (Household)	Telecommunications
4665	MM62449YC	Has a Smartphone (Adult)	Telecommunications
4666	MM03956YC	International Long Distance- 1+ Calls- 1mo (Household)	Telecommunications
4667	MM03958YC	International Long Distance- 4+ Calls- 1mo (Household)	Telecommunications
4668	MM04605YC	Make Collect Calls- 6mo (Adult)	Telecommunications
4669	MM03959YC	Own Answering Machine (Household)	Telecommunications
4670	MM08040YC	Own Cell/Mobile Phone/Smartphone (Adult)	Telecommunications
4671	MM41487YC	Own In-Home Telephone (Household)	Telecommunications
4672	MM42854YC	Own Telephone Headset (Household)	Telecommunications
4673	MM62465YC	Use Any Cellular/Mobile Phones/Smartphones for Business Use (Adult)	Telecommunications
4674	MM62466YC	Use Any Cellular/Mobile Phones/Smartphones for Personal Use (Adult)	Telecommunications
4675	MM03963YC	Use AT&T for Long Distance Service (Household)	Telecommunications
4676	MM03964YC	Use Call Forwarding (Household)	Telecommunications
4677	MM03965YC	Use Call Return (Household)	Telecommunications
4678	MM03966YC	Use Call Waiting (Household)	Telecommunications
4679	MM03967YC	Use Caller ID (Household)	Telecommunications
4680	MM41233YC	Use Cell Phone Only- no Land Line (Household)	Telecommunications
4681	MM62467YC	Use Cell Phone Service Most Often: AT&T (Household)	Telecommunications
4682	MM62471YC	Use Cell Phone Service Most Often: MetroPCS (Household)	Telecommunications
4683	MM62472YC	Use Cell Phone Service Most Often: Sprint (Household)	Telecommunications
4684	MM62468YC	Use Cell Phone Service Most Often: T-Mobile (Household)	Telecommunications
4685	MM62469YC	Use Cell Phone Service Most Often: Verizon Wireless (Household)	Telecommunications
4686	MM62470YC	Use Cell Phone Service Most Often: Virgin Mobile H)	Telecommunications
4687	MM50896YC	Use Any Cell/Mobile Phone Apps-1mo (Adult)	Telecommunications
4688	MM50897YC	Use Banking/Finance Cell/Mobile Phone Apps-1mo (Adult)	Telecommunications
4689	MM50898YC	Use Books Cell/Mobile Phone Apps-1mo (Adult)	Telecommunications
4690	MM50900YC	Use Games Cell/Mobile Phone Apps-1mo (Adult)	Telecommunications
4691	MM50901YC	Use Healthcare/Fitness Cell/Mobile Phone Apps-1mo (Adult)	Telecommunications
4692	MM50902YC	Use Local Information Cell/Mobile Phone Apps-1mo (Adult)	Telecommunications
4693	MM50903YC	Use Music Cell/Mobile Phone Apps-1mo (Adult)	Telecommunications
4694	MM50904YC	Use Navigation/Maps Cell/Mobile Phone Apps-1mo (Adult)	Telecommunications
4695	MM50905YC	Use News Cell/Mobile Phone Apps-1mo (Adult)	Telecommunications
4696	MM50906YC	Use Photography Cell/Mobile Phone Apps-1mo (Adult)	Telecommunications
4697	MM50907YC	Use Shopping/Retail Cell/Mobile Phone Apps-1mo (Adult)	Telecommunications
4698	MM50908YC	Use Social Networking Cell/Mobile Phone Apps-1mo (Adult)	Telecommunications
4699	MM50909YC	Use Sports Cell/Mobile Phone Apps-1mo (Adult)	Telecommunications
4700	MM50910YC	Use Travel Cell/Mobile Phone Apps-1mo (Adult)	Telecommunications
4701	MM50911YC	Use Weather Cell/Mobile Phone Apps-1mo (Adult)	Telecommunications
4702	MM03972YC	Use Three-Way Calling (Household)	Telecommunications
4703	MM03973YC	Use Verizon for Long Distance Service (Household)	Telecommunications
4704	MM03974YC	Use Voice Mail (Household)	Telecommunications
4705	MM62540YC	Watch ABC NBA Finals- 1yr (Adult)	TV - Television Viewership
4706	MM62541YC	Watch ABC NBA Playoffs- 1yr (Adult)	TV - Television Viewership
4707	MM62544YC	Watch CBS AFC-NFL Football Playoffs- 1yr (Adult)	TV - Television Viewership
4708	MM62545YC	Watch CBS NCAA Men's Basketball Tournament- 1yr (Adult)	TV - Television Viewership
4709	MM62546YC	Watch CBS NFL Pre-Season Games- 1yr (Adult)	TV - Television Viewership
4710	MM62547YC	Watch FOX Major League Baseball World Series- 1yr (Adult)	TV - Television Viewership
4711	MM50607YC	Watch FOX MLB Championship Series- 1yr (Adult)	TV - Television Viewership
4712	MM62548YC	Watch FOX MLB Divisional Playoffs- 1yr (Adult)	TV - Television Viewership
4713	MM62549YC	Watch FOX NFC-NFL Football Playoffs- 1yr (Adult)	TV - Television Viewership
4714	MM42264YC	Watch NBC NHL Regular Season Games- 1yr (Adult)	TV - Television Viewership
4715	MM06045YC	Watch Feliz Ano Nuevo- 1yr (Adult)	TV - Television Viewership
4716	MM06050YC	Watch Latin Billboard Music Awards- 1yr (Adult)	TV - Television Viewership
4717	MM41491YC	Watch Latin Grammy- 1yr (Adult)	TV - Television Viewership
4718	MM05980YC	Watch Premios Juventud- 1yr (Adult)	TV - Television Viewership
4719	MM06030YC	Watch Boxeo Telemundo- 1yr (Adult)	TV - Television Viewership
4720	MM50318YC	Watch CONCACAF Champions League- 1yr (Adult)	TV - Television Viewership
4721	MM50913YC	Watch Futbol Telemundo- 1yr (Adult)	TV - Television Viewership
4722	MM06025YC	Watch Republica Deportiva- 1yr (Adult)	TV - Television Viewership
4723	MM50310YC	Watch Caso Cerrado 3-5 Times/wk (Adult)	TV - Television Viewership
4724	MM04642YC	Watch Despierta America- 3-5 Times/wk (Adult)	TV - Television Viewership
4725	MM04640YC	Watch Noticiero Telemundo- 3-5 Times/wk (Adult)	TV - Television Viewership
4726	MM04641YC	Watch Noticiero Univision- 3-5 Times/wk (Adult)	TV - Television Viewership
4727	MM06005YC	Watch Primer Impacto- 3-5 Times/wk (Adult)	TV - Television Viewership
4728	MM04646YC	Watch Sabado Gigante- 2-4 Times/mo (Adult)	TV - Television Viewership
4729	MM62569YC	Watch A Capitol Fourth- 1yr (Adult)	TV - Television Viewership
4730	MM62570YC	Watch A Home for the Holidays- 1yr (Adult)	TV - Television Viewership
4731	MM62571YC	Watch ABC 20/20 Specials- 1yr (Adult)	TV - Television Viewership
4732	MM03982YC	Watch ABC Academy Awards- 1yr (Adult)	TV - Television Viewership
4733	MM03983YC	Watch ABC American Music Awards- 1yr (Adult)	TV - Television Viewership
4734	MM04038YC	Watch ABC Annual Country Music Association Awards- 1yr (Adult)	TV - Television Viewership
4735	MM03984YC	Watch ABC Barbara Walters Specials- 1yr (Adult)	TV - Television Viewership
4736	MM03999YC	Watch Academy of Country Music Awards- 1yr (Adult)	TV - Television Viewership

ORDER	VARIABLE	DESCRIPTION	CATEGORY
4737	MM62572YC	Watch American Masters- 1yr (Adult)	TV - Television Viewership
4738	MM62573YC	Watch Big Brother- 1yr (Adult)	TV - Television Viewership
4739	MMO4026YC	Watch CBS Kennedy Center Honors- 1yr (Adult)	TV - Television Viewership
4740	MM62574YC	Watch CBS Thanksgiving Day Parade- 1yr (Adult)	TV - Television Viewership
4741	MMO4033YC	Watch Charlie Brown Specials- 1yr (Adult)	TV - Television Viewership
4742	MM62575YC	Watch Christmas in Rockefeller Center- 1yr (Adult)	TV - Television Viewership
4743	MM62576YC	Watch CMA Music Festival Television Special- 1yr (Adult)	TV - Television Viewership
4744	MMO4045YC	Watch Daytime Emmy Awards- 1yr (Adult)	TV - Television Viewership
4745	MMO4046YC	Watch Dick Clark's New Years Eve- 1yr (Adult)	TV - Television Viewership
4746	MM62577YC	Watch Frosty the Snowman Specials- 1yr (Adult)	TV - Television Viewership
4747	MMO4071YC	Watch Golden Globe Awards- 1yr (Adult)	TV - Television Viewership
4748	MMO4072YC	Watch Grammy Awards- 1yr (Adult)	TV - Television Viewership
4749	MM62578YC	Watch Great Performances- 1yr (Adult)	TV - Television Viewership
4750	MM62579YC	Watch Hallmark Hall of Fame - Movies- 1yr (Adult)	TV - Television Viewership
4751	MM62580YC	Watch History Detectives- 1yr (Adult)	TV - Television Viewership
4752	MM62581YC	Watch How the Grinch Stole Christmas- 1yr (Adult)	TV - Television Viewership
4753	MM62583YC	Watch Independent Lens- 1yr (Adult)	TV - Television Viewership
4754	MMO4098YC	Watch Live from Lincoln Center- 1yr (Adult)	TV - Television Viewership
4755	MMO4101YC	Watch Macy's Thanksgiving Day Parade- 1yr (Adult)	TV - Television Viewership
4756	MM62584YC	Watch Miss Universe Pageant- 1yr (Adult)	TV - Television Viewership
4757	MM62586YC	Watch National Memorial Day Concert- 1yr (Adult)	TV - Television Viewership
4758	MM62587YC	Watch New Year's Eve With Carson Daly- 1yr (Adult)	TV - Television Viewership
4759	MM62588YC	Watch NOVA ScienceNow- 1yr (Adult)	TV - Television Viewership
4760	MMO4136YC	Watch People's Choice Awards- 1yr (Adult)	TV - Television Viewership
4761	MM62589YC	Watch Prep & Landing- 1yr (Adult)	TV - Television Viewership
4762	MM41493YC	Watch Emmy Awards- 1yr (Adult)	TV - Television Viewership
4763	MM62590YC	Watch Primetime News Specials- 1yr (Adult)	TV - Television Viewership
4764	MM62591YC	Watch Rudolph the Red-Nosed Reindeer- 1yr (Adult)	TV - Television Viewership
4765	MM62592YC	Watch Santa Claus Is Coming to Town- 1yr (Adult)	TV - Television Viewership
4766	MMO4148YC	Watch Saturday Night Live Specials- 1yr (Adult)	TV - Television Viewership
4767	MM62593YC	Watch Secrets of the Dead- 1yr (Adult)	TV - Television Viewership
4768	MM62594YC	Watch Shrek the Halls- 1yr (Adult)	TV - Television Viewership
4769	MM62595YC	Watch Soul Train Music Awards- 1yr (Adult)	TV - Television Viewership
4770	MM62596YC	Watch Teen Choice Awards- 1yr (Adult)	TV - Television Viewership
4771	MM62597YC	Watch The Kennedy Center Mark Twain Prize- 1yr (Adult)	TV - Television Viewership
4772	MM62598YC	Watch The Story of Santa Claus- 1yr (Adult)	TV - Television Viewership
4773	MM62599YC	Watch The Ten Commandments (1956)- 1yr (Adult)	TV - Television Viewership
4774	MMO4170YC	Watch Tony Awards- 1yr (Adult)	TV - Television Viewership
4775	MMO4171YC	Watch Tournament of Roses Parade- 1yr (Adult)	TV - Television Viewership
4776	MM62600YC	Watch Victoria's Secret Fashion Show- 1yr (Adult)	TV - Television Viewership
4777	MMO4178YC	Watch Walt Disney Specials- 1yr (Adult)	TV - Television Viewership
4778	MM62601YC	Watch Yes, Virginia- 1yr (Adult)	TV - Television Viewership
4779	MM62602YC	Watch Army-Navy Game- 1yr (Adult)	TV - Television Viewership
4780	MM62603YC	Watch Arnold Palmer Invitational- 1yr (Adult)	TV - Television Viewership
4781	MM62604YC	Watch AT&T National- 1yr (Adult)	TV - Television Viewership
4782	MM62605YC	Watch AT&T Pebble Beach National Pro-Am- 1yr (Adult)	TV - Television Viewership
4783	MMO4012YC	Watch Belmont Stakes- 1yr (Adult)	TV - Television Viewership
4784	MM62606YC	Watch BMW Championship- 1yr (Adult)	TV - Television Viewership
4785	MM62607YC	Watch Capital One Bowl- 1yr (Adult)	TV - Television Viewership
4786	MM62608YC	Watch CBS Professional Bull Riding- 1yr (Adult)	TV - Television Viewership
4787	MM62609YC	Watch Cotton Bowl- 1yr (Adult)	TV - Television Viewership
4788	MM62610YC	Watch Crowne Plaza Invitational at Colonial- 1yr (Adult)	TV - Television Viewership
4789	MM62611YC	Watch Deutsche Bank Championship- 1yr (Adult)	TV - Television Viewership
4790	MM62612YC	Watch Farmers Insurance Open- 1yr (Adult)	TV - Television Viewership
4791	MM62613YC	Watch FedEx St. Jude Classic- 1yr (Adult)	TV - Television Viewership
4792	MM62614YC	Watch FOX Major League All-Star Game- 1yr (Adult)	TV - Television Viewership
4793	MM50608YC	Watch French Open- 1yr (Adult)	TV - Television Viewership
4794	MM62615YC	Watch Honda Classic- 1yr (Adult)	TV - Television Viewership
4795	MM62616YC	Watch HP Byron Nelson Championship- 1yr (Adult)	TV - Television Viewership
4796	MMO4077YC	Watch Indianapolis 500- 1yr (Adult)	TV - Television Viewership
4797	MM62618YC	Watch John Deere Classic- 1yr (Adult)	TV - Television Viewership
4798	MMO4088YC	Watch Kentucky Derby- 1yr (Adult)	TV - Television Viewership
4799	MM62619YC	Watch Liberty Mutual Insurance Legends of Golf- 1yr (Adult)	TV - Television Viewership
4800	MMO4100YC	Watch PGA Tour Championship (Golf)- 1yr (Adult)	TV - Television Viewership
4801	MMO4115YC	Watch NASCAR Daytona 500- 1yr (Adult)	TV - Television Viewership
4802	MM42873YC	Watch NASCAR Nationwide Series- 1yr (Adult)	TV - Television Viewership
4803	MM62625YC	Watch NASCAR Sprint Cup Series on FOX- 1yr (Adult)	TV - Television Viewership
4804	MM62626YC	Watch NBC Skating Specials- 1yr (Adult)	TV - Television Viewership
4805	MM62627YC	Watch NCAA Atlantic 10 Championship- 1yr (Adult)	TV - Television Viewership
4806	MM62628YC	Watch NCAA Basketball Championship Selection Show- 1yr (Adult)	TV - Television Viewership
4807	MM62629YC	Watch NCAA Big Ten Championship- 1yr (Adult)	TV - Television Viewership
4808	MM62630YC	Watch NCAA Conference USA Championship- 1yr (Adult)	TV - Television Viewership
4809	MMO4029YC	Watch CBS NCAA Men's Basketball Championship- 1yr (Adult)	TV - Television Viewership
4810	MM62631YC	Watch NCAA Men's Division II Basketball Championship- 1yr (Adult)	TV - Television Viewership

ORDER	VARIABLE	DESCRIPTION	CATEGORY
4811	MM62632YC	Watch NCAA Missouri Valley Conference Championship- 1yr (Adult)	TV - Television Viewership
4812	MM62633YC	Watch NCAA Road to the Final Four- 1yr (Adult)	TV - Television Viewership
4813	MM62634YC	Watch NCAA SEC Championship- 1yr (Adult)	TV - Television Viewership
4814	MM62635YC	Watch Northern Trust Open- 1yr (Adult)	TV - Television Viewership
4815	MMO4138YC	Watch PGA Championship- 1yr (Adult)	TV - Television Viewership
4816	MM62637YC	Watch PGA Championship Preview Show- 1yr (Adult)	TV - Television Viewership
4817	MMO4140YC	Watch Preakness Stakes- 1yr (Adult)	TV - Television Viewership
4818	MM62641YC	Watch RBC Canadian Open- 1yr (Adult)	TV - Television Viewership
4819	MM62642YC	Watch RBC Heritage- 1yr (Adult)	TV - Television Viewership
4820	MM62643YC	Watch Ryder Cup- 1yr (Adult)	TV - Television Viewership
4821	MM62644YC	Watch Santa Anita Derby- 1yr (Adult)	TV - Television Viewership
4822	MM62645YC	Watch SEC Championship Game- 1yr (Adult)	TV - Television Viewership
4823	MM62646YC	Watch Senior British Open- 1yr (Adult)	TV - Television Viewership
4824	MM62647YC	Watch Shell Houston Open- 1yr (Adult)	TV - Television Viewership
4825	MM62650YC	Watch Sun Bowl- 1yr (Adult)	TV - Television Viewership
4826	MMO4155YC	Watch Super Bowl- 1yr (Adult)	TV - Television Viewership
4827	MM62651YC	Watch Super Bowl Post-Game Show- 1yr (Adult)	TV - Television Viewership
4828	MM62652YC	Watch Super Bowl Pre-Game Show- 1yr (Adult)	TV - Television Viewership
4829	MM62653YC	Watch The Barclays- 1yr (Adult)	TV - Television Viewership
4830	MM62654YC	Watch The Greenbrier Classic- 1yr (Adult)	TV - Television Viewership
4831	MMO4105YC	Watch Masters (Golf)- 1yr (Adult)	TV - Television Viewership
4832	MM62655YC	Watch the Memorial Tournament presented by Nationwide Insurance- 1yr (Adult)	TV - Television Viewership
4833	MM62656YC	Watch The Players Championship- 1yr (Adult)	TV - Television Viewership
4834	MM62657YC	Watch The President's Cup- 1yr (Adult)	TV - Television Viewership
4835	MM62658YC	Watch The Tour Championship- 1yr (Adult)	TV - Television Viewership
4836	MM62659YC	Watch Tour de France- 1yr (Adult)	TV - Television Viewership
4837	MM62660YC	Watch Travelers Championship- 1yr (Adult)	TV - Television Viewership
4838	MM62661YC	Watch U.S. Figure Skating Championships- 1yr (Adult)	TV - Television Viewership
4839	MMO4172YC	Watch US Open (Golf)- 1yr (Adult)	TV - Television Viewership
4840	MMO4173YC	Watch US Open (Tennis)- 1yr (Adult)	TV - Television Viewership
4841	MM42303YC	Watch US Open Men's Championship (Tennis)- 1yr (Adult)	TV - Television Viewership
4842	MM42304YC	Watch US Open Women's Championship (Tennis)- 1yr (Adult)	TV - Television Viewership
4843	MMO4175YC	Watch US Women's Open (Golf)- 1yr (Adult)	TV - Television Viewership
4844	MM62662YC	Watch Valero Texas Open- 1yr (Adult)	TV - Television Viewership
4845	MM62663YC	Watch Waste Management Phoenix Open- 1yr (Adult)	TV - Television Viewership
4846	MM62664YC	Watch Wells Fargo Championship- 1yr (Adult)	TV - Television Viewership
4847	MM62665YC	Watch WGC-Bridgestone Invitational- 1yr (Adult)	TV - Television Viewership
4848	MM62666YC	Watch WGC-Cadillac- 1yr (Adult)	TV - Television Viewership
4849	MM50641YC	Watch Wimbledon - 1yr (Adult)	TV - Television Viewership
4850	MM62667YC	Watch Winter X Games- 1yr (Adult)	TV - Television Viewership
4851	MM62668YC	Watch Women's British Open- 1yr (Adult)	TV - Television Viewership
4852	MM62669YC	Watch World Cup Soccer- 1yr (Adult)	TV - Television Viewership
4853	MM62670YC	Watch Wyndham Championship- 1yr (Adult)	TV - Television Viewership
4854	MM62671YC	Watch Zurich Classic of New Orleans- 1yr (Adult)	TV - Television Viewership
4855	MMO4000YC	Watch Access Hollywood- 3-5 Times/wk- Syndication (Adult)	TV - Television Viewership
4856	MMO9843YC	Watch Ellen DeGeneres- 3-5 Times/wk- Syndication (Adult)	TV - Television Viewership
4857	MMO4051YC	Watch Entertainment Tonight- 3-5 Times/wk- Syndication (Adult)	TV - Television Viewership
4858	MMO4065YC	Watch Friends- 3-5 Times/wk- Syndication (Adult)	TV - Television Viewership
4859	MM50612YC	Watch How I Met Your Mother- 3-5 Times/wk (Adult)	TV - Television Viewership
4860	MMO4078YC	Watch Inside Edition- 3-5 Times/wk- Syndication (Adult)	TV - Television Viewership
4861	MMO4082YC	Watch Jeopardy!- 3-5 Times/wk- Syndication (Adult)	TV - Television Viewership
4862	MMO4085YC	Watch Judge Judy- 3-5 Times/wk- Syndication (Adult)	TV - Television Viewership
4863	MMO4091YC	Watch King of the Hill- 3-5 Times/wk- Syndication (Adult)	TV - Television Viewership
4864	MMO4099YC	Watch Live w/Regis & Kelly- 3-5 Times/wk- Syndication (Adult)	TV - Television Viewership
4865	MMO4106YC	Watch Maury- 3-5 Times/wk- Syndication (Adult)	TV - Television Viewership
4866	MMO4137YC	Watch People's Court- 3-5 Times/wk- Syndication (Adult)	TV - Television Viewership
4867	MM41497YC	Watch Rachael Ray- 3-5 Times/wk (Adult)	TV - Television Viewership
4868	MMO4151YC	Watch Seinfeld- 3-5 Times/wk- Syndication (Adult)	TV - Television Viewership
4869	MM50633YC	Watch The Dr. Oz Show- 3-5 Times/wk (Adult)	TV - Television Viewership
4870	MMO4636YC	Watch The Dr. Phil Show- 3-5 Times/wk (Adult)	TV - Television Viewership
4871	MMO4163YC	Watch The Jerry Springer Show- 3-5 Times/wk (Adult)	TV - Television Viewership
4872	MMO4181YC	Watch Wheel of Fortune- 3-5 Times/wk- Syndication (Adult)	TV - Television Viewership
4873	MM41496YC	Watch ABC America This Morning- 3-5 Times/wk (Adult)	TV - Television Viewership
4874	MMO3998YC	Watch ABC World News Tonight- 3-5 Times/wk (Adult)	TV - Television Viewership
4875	MMO4024YC	Watch CBS Evening News- 3-5 Times/wk (Adult)	TV - Television Viewership
4876	MMO4028YC	Watch CBS Morning News- 3-5 Times/wk (Adult)	TV - Television Viewership
4877	MM50601YC	Watch Early Evening ABC (local TV news)- 3-5 Times/wk (Adult)	TV - Television Viewership
4878	MM50602YC	Watch Early Evening CBS (local TV news)- 3-5 Times/wk (Adult)	TV - Television Viewership
4879	MM50604YC	Watch Early Evening FOX (local TV news)- 3-5 Times/wk (Adult)	TV - Television Viewership
4880	MM50605YC	Watch Early Evening NBC (local TV news) - 3-5 Times/wk (Adult)	TV - Television Viewership
4881	MMO4117YC	Watch NBC Early Today- 3-5 Times/wk (Adult)	TV - Television Viewership
4882	MMO3986YC	Watch ABC Good Morning America- 3-5 Times/wk (Adult)	TV - Television Viewership
4883	MM50613YC	Watch Late Evening ABC (local TV news)- 3-5 Times/wk (Adult)	TV - Television Viewership
4884	MM50614YC	Watch Late Evening CBS (local TV news)- 3-5 Times/wk (Adult)	TV - Television Viewership

ORDER	VARIABLE	DESCRIPTION	CATEGORY
4885	MM50616YC	Watch Late Evening FOX (local TV news)- 3-5 Times/wk (Adult)	TV - Television Viewership
4886	MM50617YC	Watch Late Evening NBC (local TV news)- 3-5 Times/wk (Adult)	TV - Television Viewership
4887	MMO4094YC	Watch Late Show w/David Letterman- 3-5 Times/wk (Adult)	TV - Television Viewership
4888	MM50618YC	Watch Lets Make a Deal- 3-5 Times/wk (Adult)	TV - Television Viewership
4889	MMO4121YC	Watch NBC Nightly News- 3-5 Times/wk (Adult)	TV - Television Viewership
4890	MM50314YC	Watch PBS NewsHour 3-5 Times/wk (Adult)	TV - Television Viewership
4891	MMO4016YC	Watch Bold & Beautiful- 3-5 Times/wk (Adult)	TV - Television Viewership
4892	MMO4141YC	Watch Price is Right- 3-5 Times/wk (Adult)	TV - Television Viewership
4893	MMO4166YC	Watch The View- 3-5 Times/wk (Adult)	TV - Television Viewership
4894	MMO8175YC	Watch Young & Restless- 3-5 Times/wk (Adult)	TV - Television Viewership
4895	MM50638YC	Watch Today III - 4th Hour- 3-5 Times/wk (Adult)	TV - Television Viewership
4896	MMO4124YC	Watch NBC Today Show- 3-5 Times/wk (Adult)	TV - Television Viewership
4897	MMO3975YC	Watch 20/20 Friday- 2-4 Times/mo (Adult)	TV - Television Viewership
4898	MMO4193YC	Watch 48 Hour Mystery- 2-4 Times/mo (Adult)	TV - Television Viewership
4899	MMO3980YC	Watch 60 Minutes- 2-4 Times/mo (Adult)	TV - Television Viewership
4900	MMO3992YC	Watch ABC This Week- 2-4 Times/mo (Adult)	TV - Television Viewership
4901	MMO3996YC	Watch ABC World News Tonight Saturday- 2-4 Times/mo (Adult)	TV - Television Viewership
4902	MMO3997YC	Watch ABC World News Tonight Sunday- 2-4 Times/mo (Adult)	TV - Television Viewership
4903	MMO4612YC	Watch American Idol- 2-4 Times/mo (Adult)	TV - Television Viewership
4904	MMO4613YC	Watch America's Funniest Home Videos- 2-4 Times/mo (Adult)	TV - Television Viewership
4905	MMO8210YC	Watch America's Next Top Model- 2-4 Times/mo (Adult)	TV - Television Viewership
4906	MMO4009YC	Watch Antiques Roadshow- 2-4 Times/mo (Adult)	TV - Television Viewership
4907	MMO4022YC	Watch CBS Evening News Saturday- 2-4 Times/mo (Adult)	TV - Television Viewership
4908	MMO4023YC	Watch CBS Evening News Sunday- 2-4 Times/mo (Adult)	TV - Television Viewership
4909	MMO4025YC	Watch CBS Face the Nation- 2-4 Times/mo (Adult)	TV - Television Viewership
4910	MMO4031YC	Watch CBS Sunday Morning- 2-4 Times/mo (Adult)	TV - Television Viewership
4911	MMO4040YC	Watch CSI- 2-4 Times/mo (Adult)	TV - Television Viewership
4912	MM42864YC	Watch Dateline- 2-4 Times/mo (Adult)	TV - Television Viewership
4913	MMO4050YC	Watch Entertainment Tonight- Weekend- 2-4 Times/mo (Adult)	TV - Television Viewership
4914	MMO5880YC	Watch Family Guy- 2-4 Times/mo (Adult)	TV - Television Viewership
4915	MMO4061YC	Watch Fox News Sunday- 2-4 Times/mo (Adult)	TV - Television Viewership
4916	MMO4066YC	Watch Frontline- 2-4 Times/mo (Adult)	TV - Television Viewership
4917	MM50610YC	Watch Glee- 2-4 Times/mo (Adult)	TV - Television Viewership
4918	MMO5885YC	Watch Grey's Anatomy- 2-4 Times/mo (Adult)	TV - Television Viewership
4919	MM50914YC	Watch Hells Kitchen- 2-4 Times/mo (Adult)	TV - Television Viewership
4920	MMO4097YC	Watch Law & Order: SVU- 2-4 Times/mo (Adult)	TV - Television Viewership
4921	MMO8095YC	Watch Masterpiece- 2-4 Times/mo (Adult)	TV - Television Viewership
4922	MM50620YC	Watch Modern Family- 2-4 Times/mo (Adult)	TV - Television Viewership
4923	MMO4116YC	Watch Nature- 2-4 Times/mo (Adult)	TV - Television Viewership
4924	MMO4119YC	Watch NBC Nightly News Saturday- 2-4 Times/mo (Adult)	TV - Television Viewership
4925	MMO4120YC	Watch NBC Nightly News Sunday- 2-4 Times/mo (Adult)	TV - Television Viewership
4926	MMO4122YC	Watch NBC Saturday Today- 2-4 Times/mo (Adult)	TV - Television Viewership
4927	MM50621YC	Watch NCIS - Los Angeles- 2-4 Times/mo (Adult)	TV - Television Viewership
4928	MMO4129YC	Watch NOVA- 2-4 Times/mo (Adult)	TV - Television Viewership
4929	MM50623YC	Watch Parenthood- 2-4 Times/mo (Adult)	TV - Television Viewership
4930	MM50624YC	Watch Parks & Recreation- 2-4 Times/mo (Adult)	TV - Television Viewership
4931	MM42866YC	Watch Saturday Night Live- 2-4 Times/mo (Adult)	TV - Television Viewership
4932	MM50626YC	Watch Shark Tank- 2-4 Times/mo (Adult)	TV - Television Viewership
4933	MMO5920YC	Watch Survivor- 2-4 Times/mo (Adult)	TV - Television Viewership
4934	MM50915YC	Watch The Amazing Race- 2-4 Times/mo (Adult)	TV - Television Viewership
4935	MM42867YC	Watch The Big Bang Theory- 2-4 Times/mo (Adult)	TV - Television Viewership
4936	MM50634YC	Watch The Good Wife- 2-4 Times/mo (Adult)	TV - Television Viewership
4937	MM50316YC	Watch The Mentalist- 2-4 Times/mo (Adult)	TV - Television Viewership
4938	MM50635YC	Watch The Middle- 2-4 Times/mo (Adult)	TV - Television Viewership
4939	MMO4165YC	Watch The Simpsons- 2-4 Times/mo (Adult)	TV - Television Viewership
4940	MM50637YC	Watch The Vampire Diaries- 2-4 Times/mo (Adult)	TV - Television Viewership
4941	MMO4168YC	Watch This Old House- 2-4 Times/mo (Adult)	TV - Television Viewership
4942	MM50640YC	Watch Undercover Boss- 2-4 Times/mo (Adult)	TV - Television Viewership
4943	MMO4179YC	Watch Washington Week- 2-4 Times/mo (Adult)	TV - Television Viewership
4944	MMO4194YC	Any Domestic Travel- 1yr (Adult)	Travel
4945	MMO4195YC	Any Foreign Travel- 3yr (Adult)	Travel
4946	MMO4196YC	Business Travel by Airplane- 3+- 1yr (Adult)	Travel
4947	MM42855YC	Buy Airline Tickets by Mail/Phone- 1yr (Adult)	Travel
4948	MMO8230YC	Buy Any Airline Tickets via Internet- 1yr (Adult)	Travel
4949	MMO4199YC	Cruise on Carnival- 3yr (Adult)	Travel
4950	MMO4200YC	Cruise on Norwegian- 3yr (Adult)	Travel
4951	MMO4201YC	Cruise on Princess- 3yr (Adult)	Travel
4952	MMO4202YC	Cruise on Royal Caribbean- 3yr (Adult)	Travel
4953	MMO4652YC	Definitely/Probably Take Cruise- 1yr (Adult)	Travel
4954	MMO4653YC	Definitely/Probably Visit Abroad- Vacation- 1yr (Adult)	Travel
4955	MMO4655YC	Definitely/Probably Visit Caribbean- 1yr (Adult)	Travel
4956	MMO4654YC	Definitely/Probably Visit Europe- 1yr (Adult)	Travel
4957	MMO4650YC	Definitely/Probably Visit Florida- 1yr (Adult)	Travel
4958	MMO4649YC	Definitely/Probably Visit Hawaii- 1yr (Adult)	Travel

ORDER	VARIABLE	DESCRIPTION	CATEGORY
4959	MMO4656YC	Definitely/Probably Visit Mexico- 1yr (Adult)	Travel
4960	MM42243YC	Definitely/Probably Visit Other Country- 1yr (Adult)	Travel
4961	MMO4657YC	Definitely/Probably Visit South America- 1yr (Adult)	Travel
4962	MMO4651YC	Definitely/Probably Visit Theme Park- 1yr (Adult)	Travel
4963	MMO4234YC	Domestic Travel- <\$3K- 1yr (Adult)	Travel
4964	MM50917YC	Domestic Travel- \$3K+- 1yr (Adult)	Travel
4965	MMO4235YC	Domestic Travel- Any Business Trip- 1yr (Adult)	Travel
4966	MMO4236YC	Domestic Travel- Any Trip- <500 Miles- 1yr (Adult)	Travel
4967	MMO4238YC	Domestic Travel- Any Trip- 500+ Miles- 1yr (Adult)	Travel
4968	MMO4237YC	Domestic Travel- Any Trip- 15+ Nights- 1yr (Adult)	Travel
4969	MMO4239YC	Domestic Travel- Any Vacation Trip- 1yr (Adult)	Travel
4970	MM62791YC	Domestic Travel Any Vacation: 1 Trip- 1yr (Adult)	Travel
4971	MM62792YC	Domestic Travel Any Vacation: 2 Trips- 1yr (Adult)	Travel
4972	MM62793YC	Domestic Travel Any Vacation: 3+ Trips- 1yr (Adult)	Travel
4973	MMO4203YC	Domestic Travel by Airplane- 1yr (Adult)	Travel
4974	MMO4205YC	Domestic Travel by Car- 1yr (Adult)	Travel
4975	MMO4207YC	Domestic Travel by Railroad- 1yr (Adult)	Travel
4976	MMO4208YC	Domestic Travel by Rental Car- 1yr (Adult)	Travel
4977	MM42856YC	Domestic Travel During April-June- 1yr (Adult)	Travel
4978	MM42857YC	Domestic Travel During January-March- 1yr (Adult)	Travel
4979	MM42858YC	Domestic Travel During July-September- 1yr (Adult)	Travel
4980	MM42859YC	Domestic Travel During October-December- 1yr (Adult)	Travel
4981	MM62802YC	Domestic Travel for Business (paid for by company)- 1yr (Adult)	Travel
4982	MM62803YC	Domestic Travel for Business (paid for by self)- 1yr (Adult)	Travel
4983	MM62804YC	Domestic Travel for Part business/Part vacation- 1yr (Adult)	Travel
4984	MM62805YC	Domestic Travel for Personal (not vacation)- 1yr (Adult)	Travel
4985	MMO4240YC	Domestic Travel- Last Trip by Airplane- 1yr (Adult)	Travel
4986	MMO4241YC	Domestic Travel- Last Trip by Car- 1yr (Adult)	Travel
4987	MMO4242YC	Domestic Travel- Last Trip by Rental Car- 1yr (Adult)	Travel
4988	MM62814YC	Domestic Travel Number of Round Trips: 1- 1yr (Adult)	Travel
4989	MM62819YC	Domestic Travel Number of Round Trips: 2- 1yr (Adult)	Travel
4990	MM62815YC	Domestic Travel Number of Round Trips: 3- 1yr (Adult)	Travel
4991	MM62816YC	Domestic Travel Number of Round Trips: 4- 1yr (Adult)	Travel
4992	MM62817YC	Domestic Travel Number of Round Trips: 5- 1yr (Adult)	Travel
4993	MM62818YC	Domestic Travel Number of Round Trips: 6- 1yr (Adult)	Travel
4994	MMO4213YC	Domestic Travel on American Airlines- 1yr (Adult)	Travel
4995	MMO4648YC	Domestic Travel on Jet Blue- 1yr (Adult)	Travel
4996	MMO4216YC	Domestic Travel on Southwest Airlines- 1yr (Adult)	Travel
4997	MMO4219YC	Domestic Travel on USAir- 1yr (Adult)	Travel
4998	MM62820YC	Domestic Travel Part Business/Part Vacation: 1 Trip- 1yr (Adult)	Travel
4999	MMO4232YC	Domestic Travel Personal (Non Vacation) Trip Only- 1yr (Adult)	Travel
5000	MM50320YC	Domestic Travel to AZ, NM- 1yr (Adult)	Travel
5001	MMO4221YC	Domestic Travel to CA- 1yr (Adult)	Travel
5002	MMO4222YC	Domestic Travel to DE/MD/DC- 1yr (Adult)	Travel
5003	MMO4223YC	Domestic Travel to FL- 1yr (Adult)	Travel
5004	MMO4224YC	Domestic Travel to MA/CT/RI- 1yr (Adult)	Travel
5005	MMO4225YC	Domestic Travel to ME/NH/VT- 1yr (Adult)	Travel
5006	MMO4226YC	Domestic Travel to North Central Region- 1yr (Adult)	Travel
5007	MMO4227YC	Domestic Travel to North East Region- 1yr (Adult)	Travel
5008	MM50322YC	Domestic Travel to NV- 1yr (Adult)	Travel
5009	MMO4228YC	Domestic Travel to NY/PA/NJ- 1yr (Adult)	Travel
5010	MMO4229YC	Domestic Travel to South Region- 1yr (Adult)	Travel
5011	MMO4230YC	Domestic Travel to UT/CO- 1yr (Adult)	Travel
5012	MMO4231YC	Domestic Travel to West Region- 1yr (Adult)	Travel
5013	MMO4243YC	Domestic Travel- Use Travel Agent- 1yr (Adult)	Travel
5014	MM62835YC	Domestic Travel Vacation/Honeymn/Pers.(ex.Bus): 1 Trip- 1yr (Adult)	Travel
5015	MM62836YC	Domestic Travel Vacation/Honeymn/Pers.(ex.Bus): 2 Trips- 1yr (Adult)	Travel
5016	MM62842YC	Domestic Travel Vaca/Honeymn/Pers.(ex.Bus): 3+ Trips- 1yr (Adult)	Travel
5017	MMO4244YC	Domestic Vacation- Go Shopping- 1yr (Adult)	Travel
5018	MMO4246YC	Domestic Vacation- Go to Beach- 1yr (Adult)	Travel
5019	MMO4247YC	Domestic Vacation- National Park- 1yr (Adult)	Travel
5020	MMO4248YC	Domestic Vacation- Play Golf- 1yr (Adult)	Travel
5021	MMO4250YC	Domestic Vacation- Spa- 1yr (Adult)	Travel
5022	MM51036YC	Foreign Travel- \$3K+- 1yr (Adult)	Travel
5023	MMO4268YC	Foreign Travel- <\$3K- 1yr (Adult)	Travel
5024	MMO4251YC	Foreign Travel by Airplane- 3yr (Adult)	Travel
5025	MMO4252YC	Foreign Travel by Airplane- Coach Class- 3yr (Adult)	Travel
5026	MMO4253YC	Foreign Travel by Airplane- First Class- 3yr (Adult)	Travel
5027	MMO4254YC	Foreign Travel by Bus- 3yr (Adult)	Travel
5028	MMO4255YC	Foreign Travel by Car- 3yr (Adult)	Travel
5029	MMO4256YC	Foreign Travel by Cruise Ship- 3yr (Adult)	Travel
5030	MMO4257YC	Foreign Travel by Railroad- 3yr (Adult)	Travel
5031	MMO4258YC	Foreign Travel by Rented Car- 3yr (Adult)	Travel
5032	MMO4259YC	Foreign Travel during April-June- 3yr (Adult)	Travel

ORDER	VARIABLE	DESCRIPTION	CATEGORY
5033	MMO4260YC	Foreign Travel during January-March- 3yr (Adult)	Travel
5034	MMO4261YC	Foreign Travel during July-September- 3yr (Adult)	Travel
5035	MMO4262YC	Foreign Travel during October-December- 3yr (Adult)	Travel
5036	MMO4263YC	Foreign Travel for 15+ Nights- 3yr (Adult)	Travel
5037	MMO4269YC	Foreign Travel Use Travel Agent- 3yr (Adult)	Travel
5038	MMO4270YC	Foreign Trips- 3+ Trips- 3yr (Adult)	Travel
5039	MMO4271YC	Gamble at Atlantic City- 1yr (Adult)	Travel
5040	MMO4273YC	Gamble at Las Vegas- 1yr (Adult)	Travel
5041	MMO4276YC	Member of Frequent Flyer Program (Adult)	Travel
5042	MMO4277YC	Own a Valid Passport (Adult)	Travel
5043	MMO4279YC	Own Vacation/Weekend Home (Household)	Travel
5044	MMO4280YC	Personal Travel by Airplane- 3+- 1yr (Adult)	Travel
5045	MM62876YC	Stay at Bed & Breakfast- 1yr (Adult)	Travel
5046	MM62877YC	Stay at Best Western- 1yr (Adult)	Travel
5047	MMO4281YC	Stay at Best Western on Vacation- 1yr (Adult)	Travel
5048	MMO4282YC	Stay at Comfort Inn on Vacation- 1yr (Adult)	Travel
5049	MM62878YC	Stay at Comfort Inns- 1yr (Adult)	Travel
5050	MM62881YC	Stay at Courtyard (by Marriott)- 1yr (Adult)	Travel
5051	MMO4331YC	Stay at Courtyard (by Marriott) on Vacation- 1yr (Adult)	Travel
5052	MM62882YC	Stay at Days Inn- 1yr (Adult)	Travel
5053	MMO4283YC	Stay at Days Inn on Vacation- 1yr (Adult)	Travel
5054	MM62883YC	Stay at Doubletree- 1yr (Adult)	Travel
5055	MM62885YC	Stay at Embassy Suites- 1yr (Adult)	Travel
5056	MM62886YC	Stay at Fairfield Inn (by Marriott)- 1yr (Adult)	Travel
5057	MM62887YC	Stay at Hampton Inn- 1yr (Adult)	Travel
5058	MM62888YC	Stay at Hilton- 1yr (Adult)	Travel
5059	MMO4284YC	Stay at Hilton on Vacation- 1yr (Adult)	Travel
5060	MM62890YC	Stay at Holiday Inn- 1yr (Adult)	Travel
5061	MM62891YC	Stay at Holiday Inn Express- 1yr (Adult)	Travel
5062	MMO4285YC	Stay at Holiday Inn on Vacation- 1yr (Adult)	Travel
5063	MM62892YC	Stay at Hyatt- 1yr (Adult)	Travel
5064	MMO4286YC	Stay at Hyatt on Vacation- 1yr (Adult)	Travel
5065	MM62893YC	Stay at La Quinta Inns & Suites- 1yr (Adult)	Travel
5066	MM62894YC	Stay at Marriott Hotels, Resorts and Suites- 1yr (Adult)	Travel
5067	MMO4287YC	Stay at Marriott on Vacation- 1yr (Adult)	Travel
5068	MM62895YC	Stay at Motel 6- 1yr (Adult)	Travel
5069	MM62896YC	Stay at Other- 1yr (Adult)	Travel
5070	MM62897YC	Stay at Other hotel/motel (non-chain)- 1yr (Adult)	Travel
5071	MM62898YC	Stay at Other hotel/motel chain- 1yr (Adult)	Travel
5072	MM62899YC	Stay at Quality Inns- 1yr (Adult)	Travel
5073	MM62900YC	Stay at Sheraton- 1yr (Adult)	Travel
5074	MM62901PC	Stay at Super 8- 1yr (Adult)	Travel
5075	MM62902PC	Stay at Westin- 1yr (Adult)	Travel
5076	MM62903PC	Stay at Wyndham- 1yr (Adult)	Travel
5077	MMO4292PC	Took 3+ Cruises- 3yr (Adult)	Travel
5078	MMO4293PC	Travel on All Inclusive Package Trip- 3yr (Adult)	Travel
5079	MMO4295PC	Travel to Alaska- 3yr (Adult)	Travel
5080	MMO4298PC	Travel to Bahamas- 3yr (Adult)	Travel
5081	MMO4301PC	Travel to Canada- 3yr (Adult)	Travel
5082	MMO4302PC	Travel to Central/South America- 3yr (Adult)	Travel
5083	MMO4305PC	Travel to France- 3yr (Adult)	Travel
5084	MMO4306PC	Travel to Germany- 3yr (Adult)	Travel
5085	MMO4308PC	Travel to Hawaii- 3yr (Adult)	Travel
5086	MMO4309PC	Travel to Ireland/United Kingdom- 3yr (Adult)	Travel
5087	MMO4311PC	Travel to Italy- 3yr (Adult)	Travel
5088	MMO4312PC	Travel to Jamaica- 3yr (Adult)	Travel
5089	MMO4313PC	Travel to Japan/Hong Kong/Other Asia- 3yr (Adult)	Travel
5090	MMO4314PC	Travel to Mexico- 3yr (Adult)	Travel
5091	MMO4316PC	Travel to Other Caribbean Islands- 3yr (Adult)	Travel
5092	MMO4317PC	Travel to Puerto Rico- 3yr (Adult)	Travel
5093	MMO4318PC	Travel to Spain/Portugal- 3yr (Adult)	Travel
5094	MM50644PC	Travel to Western Europe- 3yr (Adult)	Travel
5095	MM62907PC	Use for Domestic Travel Last Trip: American/American Eagle - 1yr (Adult)	Travel
5096	MM62908PC	Use for Domestic Travel Last Trip: Delta- 1yr (Adult)	Travel
5097	MM62909PC	Use for Domestic Travel Last Trip: JetBlue- 1yr (Adult)	Travel
5098	MM62910PC	Use for Domestic Travel Last Trip: Southwest- 1yr (Adult)	Travel
5099	MM62911PC	Use for Domestic Travel Last Trip: US Airways- 1yr (Adult)	Travel
5100	MM62912PC	Use for Transportation on Average Weekday: Bicycle (Adult)	Travel
5101	MM62913PC	Use for Transportation on Average Weekday: Bus (Adult)	Travel
5102	MM62914PC	Use for Transportation on Average Weekday: Driving (not in a carpool) (Adult)	Travel
5103	MM62915PC	Use for Transportation on Average Weekday: Driving in a carpool (Adult)	Travel
5104	MM62916PC	Use for Transportation on Average Weekday: Motorcycle (Adult)	Travel
5105	MM62917PC	Use for Transportation on Average Weekday: Other (Adult)	Travel
5106	MM62918PC	Use for Transportation on Average Weekday: Subway/Metro (Adult)	Travel

ORDER	VARIABLE	DESCRIPTION	CATEGORY
5107	MM62919PC	Use for Transportation on Average Weekday: Taxi (Adult)	Travel
5108	MM62920PC	Use for Transportation on Average Weekday: Train (Adult)	Travel
5109	MM62921PC	Use for Transportation on Average Weekday: Walking (Adult)	Travel
5110	MM62922PC	Use for Transportation on Average Weekend: Bicycle (Adult)	Travel
5111	MM62923PC	Use for Transportation on Average Weekend: Bus (Adult)	Travel
5112	MM62924PC	Use for Transportation on Average Weekend: Driving (not in a carpool) (Adult)	Travel
5113	MM62925PC	Use for Transportation on Average Weekend: Driving in a carpool (Adult)	Travel
5114	MM62926PC	Use for Transportation on Average Weekend: Motorcycle (Adult)	Travel
5115	MM62927PC	Use for Transportation on Average Weekend: Other (Adult)	Travel
5116	MM62928PC	Use for Transportation on Average Weekend: Subway/Metro (Adult)	Travel
5117	MM62929PC	Use for Transportation on Average Weekend: Walking (Adult)	Travel
5118	MMO4320PC	Visit Any Busch Gardens Park- 1yr (Adult)	Travel
5119	MMO4321PC	Visit Any Disney World Park (FL)- 1yr (Adult)	Travel
5120	MMO4322PC	Visit Any Sea World Park- 1yr (Adult)	Travel
5121	MMO4324PC	Visit Any Theme Park- 1yr (Adult)	Travel
5122	MM42244PC	Visit Any Theme Park/Indoor Water Park- 1yr (Adult)	Travel
5123	MMO4325PC	Visit Any Universal Studios Park- 1yr (Adult)	Travel
5124	MMO4326PC	Visit Disneyland (CA)- 1yr (Adult)	Travel